Pediatric Academic Societies (PAS) is a consortium spanning a wide range of the global pediatrics community: academic researchers, specialists, generalists, clinical practitioners, and pediatric educators. Within the community, meeting attendees and year-round online participants experience invited science discussions from world renowned experts, the latest in original science research, workshops, special interest groups, networking events, and discussions on controversial topics. In addition, achievements of young investigators and senior, esteemed pediatricians are honored, and attendees have opportunities to network and share their enthusiasm with colleagues and friends.

PAS brings together thousands of pediatricians and other health care providers united by a common mission: to improve the health and well-being of children worldwide. Produced through a partnership of four pediatric organizations and two alliances that are influential in the advancement of pediatric research and child advocacy, the community is composed of over 75,000 members from these associations.

There are a number of options for industry leaders and academic centers to expand the exposure of their companies, institutions, and/or products through PAS. We invite you to take advantage of these promotional opportunities to heighten your visibility and connect with the PAS community!

**STRATEGIC REASONS TO EXHIBIT AND SPONSOR**

- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

**CONTACT INFORMATION**

Carmen Beck  
Director, Marketing, Communications & Development  
*Sponsorships & Exhibits*  
carmen.beck@paameeting.org  
346.258.6171

Kelly Parkinson  
Senior Coordinator, Resource Development  
*Sponsorships & Exhibits*  
kelly.parkinson@paameeting.org  
346.258.6241
**PAS COMMUNITY METRICS**

**PRIMARY ATTENDEE PROFESSIONS**

- Faculty: 50%
- Fellow: 11%
- Resident: 7%
- Researcher: 4%
- Other: 3%
- Medical Student: 8%
- Clinical Practice: 16%
- Administration: 3%

**PRIMARY SUBSPECIALTY / AREA OF FOCUS**

- Neonatology: 37%
- Other Specialty: 22%
- General Pediatrics: 12%
- Endocrinology: 10%
- Emergency Medicine: 7%
- Nephrology: 7%
- Hospitalists: 5%
- Infectious Diseases: 3%

**TOP PAS COMMUNITY GOALS**

1. Learn about pediatric research within my specialty
2. Network with colleagues within my specialty
3. Present my own/my team’s work
4. Support my mentee or institutional colleagues
5. Feel connected to the academic pediatrics and research community

*Data in graphics based on CME evaluation respondents and past five in-person meetings.

**SOCIETY DISTRIBUTION**

1,824 Academic Pediatric Association
68,125 American Academy of Pediatrics
1,775 American Pediatric Society
817 American Society of Pediatric Nephrology
1,266 Pediatric Infectious Diseases Society
3,968 Society for Pediatric Research

**PAS MEETING STATS**

7,496 Total Attendees
1,053 International Attendees
2,024 Trainees
60+ Specialties
3,817 Abstracts Presented
650 Sessions & Events
128 Exhibitors
37 Sponsors
15,987 PAS App Users

**DIGITAL COMMUNITY STATS**

30,000+ Monthly Website Visitors
127,000+ Monthly Website Impressions
85,000+ Email Subscribers
YEAR-ROUND OPPORTUNITIES

RETARGETING ADVERTISING
$2,500 FOR 50,000 IMPRESSIONS
$5,000 FOR 100,000 IMPRESSIONS
$8,000 FOR 200,000 IMPRESSIONS

Get in touch with PAS website visitors! Put your message in front of the right people, and drive them to your site with targeted ads that speak to them on a personal level. Easy reporting and analytics let you adjust campaigns on the fly so your ads are always working for you. Choose a 3-month window for guaranteed impressions.

PAS MARKETING EMAIL ADVERTISING TOP BANNER AD
$2,500 LIMITED

Connect with the PAS Community through their inboxes with a clickable banner ad at the top of PAS emails. PAS sends monthly communications to our community with content relevant to specialties.

PAS CAREER CENTER
$375 AND UP

Hire the best in pediatrics by putting your job opportunities in front of the PAS community. Jobs are posted to the PAS website and promoted on PAS social media. careers.pas-meeting.org

PAS WEBINARS
CONTACT FOR PRICING

Reach a specific specialty through our PAS Webinars. PAS hosts specialty-focused webinars for our community to present research digitally. Recognition includes a banner on marketing emails, an opening slide, verbal thank-yous during the webinar, and social media posts.

PAS WEBSITE ADVERTISING
$6,500 QUARTERLY
$20,000 ANNUALLY

Display your clickable banner advertisement on the PAS website. This is a great advertising opportunity for you to engage with our community, increase awareness, and drive traffic to their website.

SUPPORT AND PROMOTE

CREATE CUSTOMIZED SPONSORSHIP PACKAGES TOTALING ONE OF THE PROMINENT LEVELS BELOW TO CREATE ADDITIONAL BRAND EXPOSURE

<table>
<thead>
<tr>
<th>PLATINUM LEVEL</th>
<th>GOLD LEVEL</th>
<th>SILVER LEVEL</th>
<th>BRONZE LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$95,000</td>
<td>$80,000</td>
<td>$65,000</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

Each new level includes all elements of preceding levels.

PLATINUM $95K*
- Advertisement in the PAS Pocket Guide
- Thank You signage with logo on each level of Convention Center
- Recognition at Host Hotel
- Engraved glass award to display at exhibit booth
- 20 Exhibit Booth Priority Points

GOLD $80K*
- Recognition in official PAS press release
- Logo recognition in the Online Program Guide and App
- Additional PAS social media recognition
- Priority exhibitor hotel registration
- 15 Exhibit Booth Priority Points

SILVER $65K*
- Recognition and verbal thank you message during the PAS Opening Session
- Logo recognition in PAS Pocket Guide
- Complimentary pre and post-attendee list
- Complimentary banner ad in meeting marketing email
- 10 Exhibit Booth Priority Points

BRONZE $50K
- Larger logo recognition on “Thank You to Our Sponsors” page
- Larger logo recognition on large “Thank You to Our Sponsors” banner in Convention Center
- Marketing email logo recognition in a Thank you for attending our meeting attendee email
- Sponsorship listing badge in online exhibit hall noting level
- Year-round recognition on PAS website
- Onsite sponsor VIP lounge
- 5 Exhibit Booth Priority Points
Join us for PAS 2024, our live meeting in Toronto plus online program options that include extended On Demand viewing opportunities. We’ll be able to offer more science to more people than ever before, expanding the meeting’s reach to both on-site meeting attendees and online viewers. We are committed to providing the high-quality research and knowledge that physicians, researchers, and educators expect from PAS in a new way.

**IMPORTANT DATES**

<table>
<thead>
<tr>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APRIL</strong></td>
<td><strong>JANUARY</strong></td>
</tr>
<tr>
<td>Priority Booth Reservations</td>
<td>Exhibit Service Manuals available online to confirmed exhibitors</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td><strong>FEBRUARY</strong></td>
</tr>
<tr>
<td>Booth Reservations Open</td>
<td>Files due for sponsorships and advertising</td>
</tr>
<tr>
<td><strong>July</strong></td>
<td><strong>April</strong></td>
</tr>
<tr>
<td>Booth fee deposit due</td>
<td>Advance freight shipments due</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td><strong>May</strong></td>
</tr>
<tr>
<td>Ancillary Event Space Request submission due</td>
<td>Direct shipments accepted</td>
</tr>
<tr>
<td><strong>November</strong></td>
<td></td>
</tr>
<tr>
<td>Full booth payment due for early selection exhibitors</td>
<td>Official meeting days and On Demand content released online</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
</tr>
<tr>
<td>Hotel reservation and registration portals open</td>
<td></td>
</tr>
</tbody>
</table>

**WHO PARTICIPATES IN PAS?**

- Advocacy Groups or Foundations
- Assessment Systems / Applications
- Research Test Labs / Testing Devices
- Clinical Research / Granting Agencies
- Diagnostic and Laboratory Testing
- Disease Therapy
- Education
  - Universities
  - Licensure Exams
  - Publishing and Media
  - Training & Development
- Hospitals/Medical Centers
- Life Sciences
- Medical Devices
  - Health Care Devices
  - Respiratory Support Systems
  - Ventilators
- Medical Instruments
- Medical Practice Services
  - Electronic Medical Records
  - Financing
  - Software Technology
- Medical Software
  - Data Resources
  - Health Care System Technology
- Nutrition
- Pharmaceuticals
  - Bio-Pharma
  - Growth Hormones
- Professional / Scholarly Societies
- Recruiters
- Specialty Physician Services

**JOIN THE TOP 10 CHILDREN’S HOSPITALS**

Ten out of the top 10 ranked children’s hospitals participate each year. Of these top ranked hospitals, seven out of 10 both sponsor and exhibit.
EXHIBITOR PACKAGES

PAS TORONTO
ON-SITE BOOTH
$3,500 REGULAR RATE $2,500 NONPROFIT
Participate in the PAS Meeting in Toronto with an on-site booth and also engage with our online audience.
• Physical exhibit booth in Toronto at the PAS 2023 Meeting.
• Online, recognition in the PAS Online Exhibitor Directory

AD沃ACY BOOTHs  Attention small non-profits dedicated to helping children in need! Connect with us and showcase your advocacy efforts in the PAS Exhibit Hall. Our Advocacy Zone provides a platform to raise awareness and promote your charitable work. Contact us today to amplify your impact and make a difference.

EXHIBIT BOOTH PRICING

<table>
<thead>
<tr>
<th>BOOTH</th>
<th>COST</th>
<th>DEPOSIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>*Nonprofit</td>
<td>$2,500</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

*Limited to organizations that are 501(c)(3) or government agencies. Respective certificates MUST be attached in order to receive the NP rate.

EXHIBIT BOOTHs AT PAS

• Back wall and side rails with drapery
• Complimentary registration
  (5 representatives per 100 square feet) Limit 30

<table>
<thead>
<tr>
<th>Inline Booth Badge Count</th>
<th>Island Booth Badge Count</th>
<th>Max Set @ 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>20 x 20</td>
<td>20</td>
</tr>
<tr>
<td>10 x 20</td>
<td>20 x 30</td>
<td>30</td>
</tr>
<tr>
<td>10 x 30</td>
<td>30 x 40</td>
<td>30</td>
</tr>
</tbody>
</table>

• Company name and contact information listing on PAS meeting page for one year
• Security guard service
• Booth sign identifying company/organization name
• Registrant list, pre- and post-meeting, available for purchase
• Aisle cleaning
• Additional priority points for reserving 2023 booth and booking hotel rooms with the PAS room block

Eligibility to Exhibit: In order for your application to be accepted, your products and services must be related to the practice of pediatrics and you must be in good financial standing with the PAS.

EXHIBIT HALL SCHEDULE

<table>
<thead>
<tr>
<th>Exhibit Dates</th>
<th>May 3 - May 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Installation</td>
<td>May 1 - 3</td>
</tr>
<tr>
<td>Exhibit Dismantling</td>
<td>May 6 - 7</td>
</tr>
</tbody>
</table>

INCREASE BOOTH TRAFFIC AND EXPOSURE WITH PRE- AND POST-MEETING MAILINGS
PAS registrants’ physical mailing addresses are available to contracted exhibitors at $600 per pre-meeting mailing and $800 per post-meeting mailing. PAS requires that your promotional piece be approved before registrant lists are provided.
ATTENDEE EXPERIENCE
AND NETWORKING OPPORTUNITIES

CHILDCARE
$2,500 LIMITED
Help young families attend PAS with access to affordable childcare provided by KiddieCorp. Name and logo on sponsorship banner, signage in Convention Center, recognition in PAS App, and PAS website recognition with link to sponsor website.

LUGGAGE AND COAT CHECK
$4,000 EXCLUSIVE
This complimentary service allows attendees to store their belongings while attending the meeting. Recognition includes name and logo on signage, claim tickets, social media and PAS App posts, marketing email to over 60k database.

PAS WALKING CHALLENGE
$20,000 EXCLUSIVE
Our PAS Walking Challenge will inspire our attendees to get their steps in while walking the Convention Center and competing for prizes like Apple Watches, gift cards, and more. Tons of digital marketing, signage, and booth traffic driving deliverables.

COFFEE AND TEA BREAKS
$7,000 LIMITED
Provide attendees with a coffee and tea break between sessions. Recognition on coffee sleeves, signage, social media, and PAS App.

CUSTOMIZED LOUNGES
CONTACT FOR PRICING
Attendees love gathering in these areas and taking advantage of device charging stations, comfortable chairs, tables, and couches. In addition to standard recognition, sponsor receives recognition on prominent signage and LCD screens throughout their sponsored stations, branded charging areas, social media and PAS App posts, and marketing email to over 60k database.

PAS EXHIBIT HALL RECEPTIONS
$10,000 EXCLUSIVE
Thousands of attendees gather on Saturday, Sunday, and Monday during Poster and Exhibit Hall hours. Branded napkins, prominent signage, social media posts, and recognition and link in a Know Before You Go marketing email to over 60k database.

NURSING MOTHERS’ AND PARENTS LOUNGES
$10,000 EXCLUSIVE
A welcome retreat with hospital-grade pumps, refrigerated storage, and supplies for mothers in a comfortable and private setting. PAS will also have a Parents’ Lounge next door to the Nursing Mothers’ Lounge with a comfortable seating area, feeding chairs, and changing station. Standard recognition plus prominent lounge signage, literature, and supplies display.

PAS WELLNESS ZONE
$20,000 EXCLUSIVE
Attendees will learn 15-minute chair yoga and meditation to bring back to their workplaces. Also included is a Sunday morning mat yoga session. Recognition on email marketing to over 60k database, prominent signage, social media and PAS App posts, and logos on all massage therapists’ shirts.

TRAINEE ON THE TOWN
$25,000 EXCLUSIVE
Trainees will love this networking event held on Sunday evening. Hors d’oeuvres, wine, beer and soft drinks will be served from 7 to 8:30 pm at the Convention Center. We estimate that 500 trainees will attend. Sponsor has the opportunity to welcome guests at the beginning of the reception on behalf of their institution.

5K RUN FOR PEDIATRIC RESEARCH
$10,000 EXCLUSIVE
Hundreds of attendees participate to benefit the Pediatric Research Foundation. Recognition in marketing emails to over 60k database, prominent event signage, social media and PAS App posts, logo on race t-shirts.
THOUGHT LEADERSHIP SPONSORSHIP

TRACK SPONSORSHIPS
CONTACT FOR PRICING
Target PAS attendees and raise brand visibility by sponsoring a subspecialty track. Choose from a broad range of tracks—contact us to discuss your target and goals.

SATellite COMMERCIAL SEMINAR (NON-CME)
$30,000 LARGE
$20,000 REGULAR
The Satellite Commercial Seminar is for non-accredited education programs presented by industry during the PAS Meeting. Contact us for more information. Event space, attendee mailing list, and marketing deliverables included.

INDUSTRY SPONSORED SYMPOSIA
$30,000 LARGE
$20,000 REGULAR
The ISS program is the exclusive venue available for educational programs by industry during the PAS Annual Meeting. Contact us for more information. Event space, attendee mailing list, and marketing deliverables included.

EDUCATIONAL GRANTS
$5,000
Various sessions are available for sponsorship including Scholarly Sessions, Workshops, Clubs and Platforms. Contact us to learn more.

PAS TRAINEE TRAVEL GRANTS
$5,000 PER GRANT
Fund PAS travel grants plus complimentary meeting registration to the PAS 2023 Meeting. Receive standard recognition plus a list of awardees who benefit.

PAS TRAINEE ZONE
$5,000 LIMITED TO INSTITUTIONS
Connect with Trainees in the Trainee Zone. This “velvet-rope” area is only available to Trainees and sponsors. This will include all-day coffee, opportunities to network with Trainees, and the ability to post resources and job openings.

STANDARD PROMOTIONAL RECOGNITION

| PAS App | Sponsor Badge on Virtual Booth |
| PAS Website | PAS Sponsor |
| PAS Online Program Guide | PAS Sponsor Logo Banner |
| PAS Meeting Website | PAS Pocket Guide |

Bundle opportunities into customized packages and save money.
ATTENDEE BRAND RECOGNITION OPPORTUNITIES

GLASS AND ESCALATOR CLINGS
CONTACT FOR PRICING
Looking for more visibility? Place your advertisement on prominent doors, windows, and escalators in the Convention Center.

HOST HOTEL SIGNAGE
CONTACT FOR PRICING
Get attendees’ attention outside of the Convention Center by advertising in one of our host hotels.

AISLE FLOOR GRAPHICS
$350 EACH
Increase attendee focus on your booth with an arrow to your booth on a 36” x 36” graphic featuring your logo and booth number.

WI-FI SPONSOR SPLASH PAGE
$10,000 EXCLUSIVE
As the sponsor of the wireless network, you enable attendees to access the internet in public areas in the Convention Center. Attendees will see your company name on the launch page when logging into the network.

PAS HOTEL RESERVATION WEBSITE ADVERTISEMENT
$10,000 EXCLUSIVE
Clickable advertisement on the PAS housing registration website and email confirmations.

PAS POCKET GUIDE ADVERTISEMENT
$10,000 FRONT INSIDE OR BACK COVER
$5,000 BACK INSIDE, LIMITED TO 6 SPONSORS
An invaluable attendee resource, this small-format publication lists all of the sessions and other important information and is distributed on site.

PAS APP SPLASH PAGE
$15,000 EXCLUSIVE
Your advertisement will be seen by all attendees, each time a user opens the app. Secondary landing page appears after opening page.

ATTENDEE LANYARDS
$25,000 EXCLUSIVE
Attendees obtain their name badge and lanyard featuring your logo at the registration kiosks. With this highly visible opportunity, your logo will be seen throughout the conference. Institutions only.

HOTEL KEY CARDS AND ENVELOPES
$25,000 EXCLUSIVE
Your advertisement and name will be in the hands of 6,500+ attendees at hotel check-in. Standard recognition, plus logo and/or design on all host hotel key cards and envelopes.

DIGITAL SIGNAGE
CONTACT FOR PRICING
Advertise your company’s message on one of the many digital signage displays.

PAS APP ROTATING BANNER
$10,000 LIMITED TO 4
Your banner will be seen on all the subpages of the app. Each banner will be rotated every time a user changes device orientation or goes to another page. Sponsor can link to their exhibitor booth or website. You’ll be able to access views and clicks.

DAY OF MEETING EMAILS TOP BANNER AD
$3,000 LIMITED TO INSTITUTIONS
Connect with registered attendees with a clickable banner ad on emails during the meeting. These informative emails prepare attendees for the day and have vital information for meeting success.

MAIN PAGE AND APP LOGO STATIC TILE
$10,000 LIMITED TO 4
This tile is a clickable logo that can take attendees to your website. This will be high on the tile screen so attendees will see it as soon as they enter our meeting website and app.

MAIN PAGE ROTATING BANNER AD SKYSCRAPER
$10,000 LIMITED TO 4
Located on the right side of the main meeting webpage, attendees will view your advertisement every time they access the site.

Final text and artwork subject to PAS Meeting policies and approval.
COMMERCIAL SPACE REQUESTS

COMMERCIAL INVESTIGATOR MEETINGS, ADVISORY BOARD MEETINGS, AND SOCIAL FUNCTIONS ARE FOR EXHIBITORS AND SPONSORS TO DISCUSS A COMPANY’S CURRENT CLINICAL TRIALS, INVESTIGATIONS, PRODUCTS, AND NETWORK.

COMMERCIAL INVESTIGATOR MEETING
Exhibitor Fee: $2,000 | Non-Exhibitor Fee: $4,000
Closed, invite only meetings with a maximum of 20 participants.
• Must submit a preliminary agenda and list of proposed invitees.
• May not compete with PAS official programming—please refer to the Commercial Space Request Allowed Days and Times.

COMMERCIAL SOCIAL FUNCTION
Exhibitor Fee: $2,000 | Non-Exhibitor Fee: $4,000
Exhibiting and/or sponsoring companies may hold invite only social gatherings.
• Must not compete with official PAS programming—please refer to the Commercial Space Request Allowed Days and Times.
• May not have scientific content or presentations of any kind.

COMMERCIAL ADVISORY BOARD MEETING
Exhibitor Fee: $2,000 | Non-Exhibitor Fee: $4,000
Closed, invite only meetings with a maximum of 20 participants.
• Requires submission of a preliminary agenda and a list of proposed invitees.
• May not compete with PAS official programming—please refer to the Commercial Space Request Allowed Days and Times.

EXHIBITOR STAFF MEETING ROOM
Exhibitor Fee: $2,000/day | Non-Exhibitor Fee: $4,000/day
Exhibitors are permitted to meet with their exhibit booth staff outside of exhibit hall hours.
• Closed, invite only meetings.
• Do not involve PAS attendees.
• Room accessed from 8 am to 8 pm local time.
• Available Friday through Monday

COMMERCIAL SPACE REQUEST ALLOWED DAYS AND TIMES

<table>
<thead>
<tr>
<th>Thursday:</th>
<th>Friday:</th>
<th>Saturday:</th>
<th>Sunday:</th>
<th>Monday:</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am to 10:00 pm</td>
<td>7:00 am to 1:30 pm</td>
<td>6:00 am to 8:00 am</td>
<td>6:00 am to 8:00 am</td>
<td>6:00 am to 8:00 am</td>
</tr>
<tr>
<td>7:15 pm to 11:00 pm</td>
<td>12:30 pm to 2:00 pm</td>
<td>12:30 am to 2:00 pm</td>
<td>6:00 pm to 11:00 pm</td>
<td>11:30 am to 1:00 pm</td>
</tr>
<tr>
<td></td>
<td>6:00 pm to 11:00 pm</td>
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</tbody>
</table>

“Mead Johnson Nutrition is honored to continue its long-standing support of PAS. Our partnership dates back to 1939 with the founding sponsorship of the prestigious E. Mead Johnson award. PAS allows Mead Johnson Nutrition to showcase its commitment to pediatric research to the thousands of top pediatric researchers in attendance. We share a common mission to provide infants and children with the best start in life.”

Rick Skaar, Mead Johnson Nutrition