

# PAS 2025

An orange hibiscus flower with five petals and a yellow center, positioned between the numbers 2 and 0 of the year 2025 in the title.

## Exhibitor & Sponsorship Opportunities Prospectus 2024 - 2025

Discover • Engage • Belong

# ABOUT PEDIATRIC ACADEMIC SOCIETIES (PAS)



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**PAS**  
is the leading  
community  
for academic  
pediatrics and  
child health  
research

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



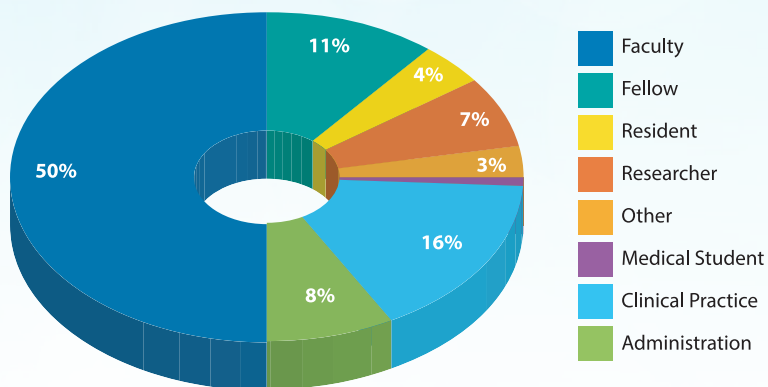
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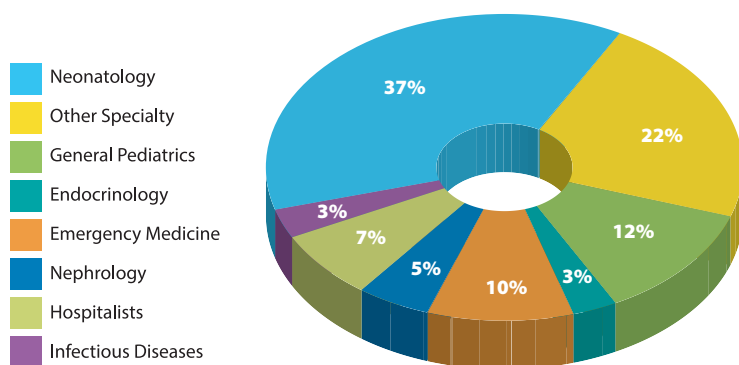
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# PAS COMMUNITY METRICS

## PRIMARY ATTENDEE PROFESSIONS



## PRIMARY SUBSPECIALTY / AREA OF FOCUS



## 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](https://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

PLATINUM LEVEL \$95,000	GOLD LEVEL \$80,000	SILVER LEVEL \$65,000	BRONZE LEVEL \$50,000
■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

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
- 5 complimentary registrations

### 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
- 4 complimentary registrations

### 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
- 3 complimentary registrations

### 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
- 2 complimentary registrations

# PAS 2025

## HONOLULU, HAWAII

### SAVE THE DATE • APRIL 24-28, 2025

## IMPORTANT DATES

2024	
<b>MAY</b>	<ul style="list-style-type: none"> <li>• Priority Booth Reservations</li> <li>• Booth Reservations Open</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• Booth fee deposit due</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• Ancillary Event Space Request submission due</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Full booth payment due for early selection exhibitors</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Hotel reservation and registration portals open</li> </ul>

2025	
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>• Exhibit Service Manuals available online to confirmed exhibitors</li> </ul>
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>• Files due for sponsorships and advertising</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Advance freight shipments due</li> <li>• Direct shipments accepted</li> <li>• Official meeting days and On Demand content released online</li> </ul>

## 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.

# EXHIBITOR PACKAGES



PAS 2025 will be held at the Hawaii Convention Center from April 24 - 28, 2025 with Exhibit Hall days April 25 - 27, 2025. The Exhibit Hall will also feature over 3,000 posters, ensuring that your booth attracts thousands of potential customers.

Special Turnkey Booth Options!  
Contact us to discuss booth ordering options that can help reduce shipping costs.

**ADVOCACY BOOTHS** *Attention parent-led and other nonprofit organizations dedicated to advocacy, patient outreach, and research funding. The PAS Advocacy Area provides you a platform to raise awareness and promote your charitable work. Contact us today to amplify your impact and make a difference.*

## EXHIBIT BOOTHS AT PAS

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

Inline Booth Badge Count	5 per 10 x 10	Island Booth Badge Count	Max Set @ 30
10 x 10	5	20 x 20	20
10 x 20	10	20 x 30	30
10 x 30	15	30 x 40	30

- 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 2026 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.

### 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.

## EXHIBIT BOOTH PRICING

BOOTH	COST	DEPOSIT
10' x 10' (100 sq. ft.)	\$3,500	\$1,750
*Nonprofit (per 10'x10')	\$2,500	\$1,250

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

## EXHIBIT HALL SCHEDULE

<b>Exhibit Dates</b>	April 25 - 27
<b>Exhibit Installation</b>	April 23 - 25
<b>Exhibit Dismantling</b>	April 27 - 28



# 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.

## **PAS WALKING CHALLENGE** **\$10,000 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** **\$7,500 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.

## **TRAINEES ON THE TOWN** **\$25,000 EXCLUSIVE**

Trainees will love this networking event held on Friday evening. Hors d'oeuvres, wine, beer, and soft drinks will be served to hundreds of trainees. The sponsor has the opportunity to welcome guests at the beginning of the reception on behalf of their institution.



“Children's National Hospital is proud to be a supporter of the PAS Meeting. As home to the Children's National Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, science and research is at the forefront of what we do – leading the way for transformations in pediatric medicine. PAS affords us the opportunity to showcase these innovations and breakthroughs in front of a global academic audience which shares our vision and commitment to improving care for all children.”

*Catherine Bollard, M.D., M.B.Ch.B., Children's National Hospital*

# 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 LIMITED TO 10 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
- PAS Website
- PAS Online Program Guide
- PAS Meeting Website
- Sponsor Badge on Virtual Booth
- PAS Sponsor Logo Banner
- 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

### Thursday:

7:00 am to 10:00 pm

### Friday:

7:00 am to 2:00 pm

### Saturday:

5:00 am to 7:00 am  
11:30 am to 1:00 pm  
4:45 pm to 10:00 pm

### Sunday:

5:00 am to 7:00 am  
12:30 am to 2:00 pm  
6:00 pm to 10:00 pm

### Monday:

5:00 am to 7:00 am  
12:45 am to 2:15 pm  
6:00 pm to 10:00 pm

“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*