

# PAS 2027

*Minneapolis*

**APRIL 30 - MAY 3, 2027**



**EXHIBITOR & SPONSORSHIP  
OPPORTUNITIES PROSPECTUS**

**98<sup>TH</sup> PEDIATRIC ACADEMIC  
SOCIETIES MEETING**

# ABOUT PEDIATRIC ACADEMIC SOCIETIES (PAS)

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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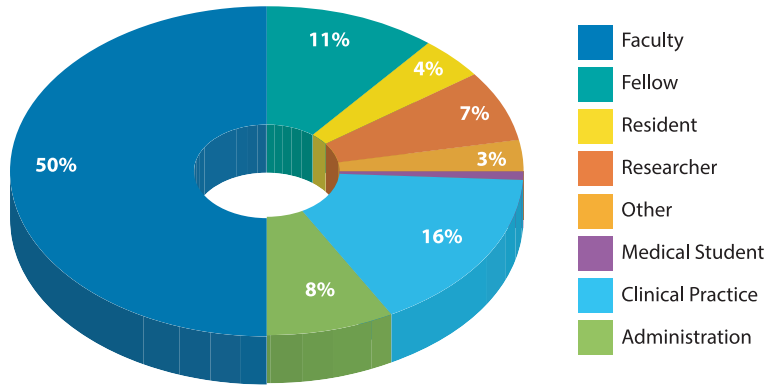
## INDEX

- 2 About Pediatric Academic Societies (PAS)  
Strategic Reasons to Exhibit and Sponsor  
Contact Information
- 3 PAS Community Metrics
- 4 Year-Round Opportunities  
Support and Promote
- 5 Important Dates  
Who Participates in PAS?
- 6 Exhibitor Packages  
Exhibit Booths at PAS
- 7 Attendee Experience and  
Networking Opportunities
- 8 Thought Leadership  
Sponsorship
- 9 Attendee Brand Recognition  
Opportunities
- 10 Commercial Space  
Requests

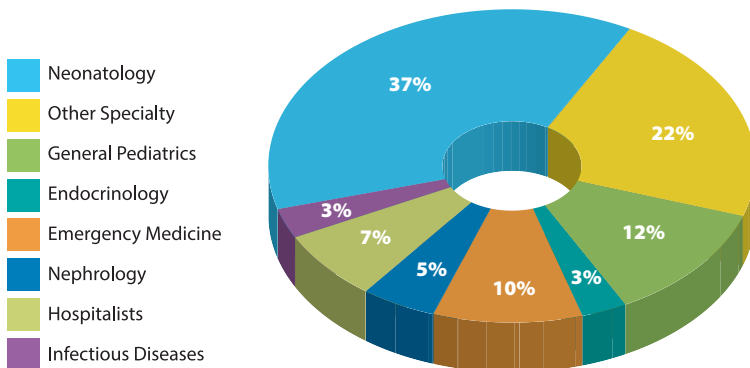
**PAS**  
is the leading  
community  
for academic  
pediatrics and  
child health  
research

# 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 allow you to adjust campaigns on the fly, ensuring your ads are always working for you. Choose a 3-month window for guaranteed impressions, and completely customize your package to fit your needs!

## PAS MARKETING EMAIL 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 WEBSITE ADVERTISING

**\$5,000 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 A CUSTOMIZED EXHIBIT AND SPONSORSHIP PACKAGE TOTALING ONE OF THE PROMINENT LEVELS BELOW TO CREATE ADDITIONAL BRAND EXPOSURE

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
\$95,000	\$80,000	\$65,000	\$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
- Complimentary banner on the PAS Website for one month
- 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 50K impression retargeting campaign
- Complimentary banner ad in 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 attendee email
- Badge noting sponsorship level in the online exhibitor listing
- Year-round recognition on PAS website
- Complimentary participation in the Exhibit Hall Scavenger Hunt
- 5 Exhibit Booth Priority Points
- 2 complimentary registrations

# PAS 2027

MINNEAPOLIS, MINNESOTA  
APRIL 30 - MAY 3

## IMPORTANT DATES

DATES ARE SUBJECT TO CHANGE

2026	
<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>• Early booth selection 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>

2027	
<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 2027 will be held at the Minneapolis Convention Center from April 30 – May 3, 2027 with Exhibit Hall days April 30 - May 2, 2027. The Exhibit Hall will also feature over 3,000 posters, ensuring that your booth attracts thousands of potential customers.

**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
- 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.

## EXHIBIT BOOTH PRICING

BOOTH	COST	DEPOSIT
10' x 10' (100 sq. ft.)	\$3,500	\$1,750
<b>NEW</b> *Nonprofit (limit to one 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

**Exhibit Dates** April 30 - May 2

**Exhibit Installation** April 29 - 30

**Exhibit Dismantling** May 2 - 3



# ATTENDEE EXPERIENCE AND NETWORKING OPPORTUNITIES

## SCAVENGER HUNT

### \$3,000 LIMITED

Drive traffic to your exhibit booth with Passport to Prizes! Attendees can scan a QR code at your booth and answer a multiple-choice question that you provide through the PAS 2026 App. By participating, they'll be entered into a drawing to win daily prizes.

## PAS WELLNESS SPONSOR

### \$15,000 EXCLUSIVE

Support wellness and foster engagement by sponsoring the PAS Wellness Initiative, including the popular PAS Walking Challenge! This fun, interactive step competition encourages attendees to stay active while competing for exciting prizes like Apple Watches and gift cards.

Sponsorship Benefits:

- Extensive Digital Marketing: Gain visibility through comprehensive promotions before and during PAS.
- Branded Signage: Showcase your brand with prominent signage throughout the Convention Center.
- Increased Booth Traffic: Drive engagement and connect directly with attendees through this high-energy initiative.

## COFFEE AND TEA BREAKS

### \$5,000 LIMITED

Keep attendees energized by sponsoring coffee and tea breaks between sessions.

Sponsorship Benefits:

- Branded coffee sleeves and break area signage
- Recognition in PAS social media posts and the PAS App
- Enhanced visibility in networking areas

## CUSTOMIZED LOUNGES

### CONTACT FOR PRICING

Create a branded networking and relaxation space for attendees, featuring comfortable seating and charging stations.

Sponsorship Benefits:

- Custom-branded lounge with device charging stations, tables, and comfortable seating
- High-visibility signage and branding on LCD screens
- Promotion in PAS marketing emails (over 100k database) and PAS App
- Social media exposure highlighting your sponsorship

## PAS EXHIBIT HALL RECEPTIONS

### \$10,000 EXCLUSIVE

Be at the center of networking! Thousands of attendees gather in the Exhibit Hall on Friday, Saturday, Sunday, and Monday during Poster and Exhibit Hall hours.

Sponsorship Benefits:

- Branded coffee sleeves and prominent reception signage
- Recognition in PAS social media posts and the PAS App
- Exclusive mention in the "Know Before You Go" marketing email (100k+ recipients)

## TRAINEE WELCOME BREAK

### \$15,000 EXCLUSIVE

Kick off the meeting with high visibility by hosting a snack break in the Trainee Zone before the opening reception. This exclusive opportunity lets you personally welcome trainees, share highlights about your programs, and build early connections over coffee and light snacks. Your brand will shine across event signage, email marketing, and social media promotions—maximizing exposure from the very start.

## NURSING MOTHERS' & PARENTS LOUNGES

### \$10,000 EXCLUSIVE

Provide a private and comfortable space for nursing mothers and caregivers, offering refrigerated storage, private spaces, and a relaxing environment.

Sponsorship Benefits:

- Exclusive branding on lounge signage and digital displays
- Logo inclusion on sponsorship banner and PAS App
- Recognition on the PAS website with a direct link to your website
- Literature and supplies display for attendees

## TRAINEES ON THE TOWN

### \$30,000 EXCLUSIVE

Support the next generation of pediatric professionals by sponsoring this exclusive networking event for trainees.

Sponsorship Benefits:

- Opportunity to welcome attendees at the event kickoff
- Branded signage and promotional materials at the reception
- Recognition in PAS social media, marketing emails, and PAS App

“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**

Host a non-accredited educational program during the PAS Meeting to engage attendees with your industry insights and innovations.

Sponsorship Benefits:

- Dedicated event space
- Promotion in PAS marketing emails and online program
- 50,000 Impression Retargeting Campaign
- Recognition in PAS App and social media

## INDUSTRY SPONSORED SYMPOSIA

**\$30,000 LARGE**

**\$20,000 REGULAR**

Showcase industry expertise through exclusive educational sessions, available only during PAS.

Sponsorship Benefits:

- Dedicated event space
- Promotion in PAS marketing emails and online program
- 50,000 Impression Retargeting Campaign
- Recognition in PAS App and social media

## PAS TRAINEE TRAVEL AWARD

**\$5,000 PER GRANT**

Help trainees attend PAS by funding their travel and registration expenses.

Sponsorship Benefits:

- Recognition in PAS marketing materials and website
- Acknowledgment in PAS App and online program guide
- Recognition in acceptance email to awarded trainees

## PAS TRAINEE ZONE

**\$7,000 LIMITED TO 10 INSTITUTIONS**

Connect with trainees in an exclusive lounge designed for networking and career development.

Sponsorship Benefits:

- Branding in the trainee lounge area
- Access to post job openings and resources
- Recognition in PAS marketing emails and App
- 15- minute Trainee Talk
- Five Trainee Zone Sponsor ribbons to access the zone

## STANDARD PROMOTIONAL RECOGNITION

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

*Bundle opportunities into customized packages and save money.*



# ATTENDEE BRAND RECOGNITION OPPORTUNITIES

## GLASS AND ESCALATOR CLINGS

### CONTACT FOR PRICING

Maximize visibility by placing your advertisement on high-traffic areas, including prominent doors, windows, and escalators throughout the Convention Center.

## HOST HOTEL SIGNAGE

### CONTACT FOR PRICING

Capture attendees' attention beyond the Convention Center by featuring your branding on strategically placed hotel signage.

## AISLE FLOOR GRAPHICS

### \$350 EACH

Guide attendees to your booth with eye-catching floor graphics. Each 36" x 36" decal features your company's logo and booth number, ensuring maximum visibility.

## WI-FI SPONSOR SPLASH PAGE

### \$10,000 EXCLUSIVE

Own the first digital impression! As the Wi-Fi sponsor, your company name will appear on the launch page attendees see when logging into the network, providing premium exposure.

## PAS HOTEL RESERVATION WEBSITE ADVERTISEMENT

### \$5,000 EXCLUSIVE

Feature a clickable advertisement on the PAS housing reservation webpage and email confirmations, ensuring visibility during the booking process.

## 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

### \$17,500 EXCLUSIVE

Gain high-impact visibility! Your advertisement appears every time an attendee opens the PAS App.

## ATTENDEE LANYARDS

### \$30,000 EXCLUSIVE

Your company's logo will be prominently displayed on attendee lanyards, ensuring brand exposure throughout the event. Institutions only.

## HOTEL KEY CARDS AND ENVELOPES

### \$25,000 EXCLUSIVE

Your logo and branding will be in the hands of thousands of attendees, featured on hotel key cards and envelopes at PAS partner hotels. Includes standard logo recognition.

## DIGITAL SIGNAGE

### CONTACT FOR PRICING

Showcase your brand's message through strategically placed digital signage displays throughout the event venue.

## PAS APP ROTATING BANNER

### \$10,000 LIMITED TO 4

Your ad will rotate across all PAS App subpages, ensuring high visibility. Each banner can link directly to your website or booth, with access to view performance metrics.

## DAILY HIGHLIGHTS EMAIL BANNER

### \$3,000 LIMITED TO INSTITUTIONS

Feature a clickable banner ad in daily meeting emails sent to registered attendees, providing key event reminders and driving traffic to your brand.

## ONLINE PROGRAM GUIDE AND APP LOGO TILE

### \$10,000 LIMITED TO 4

Secure a clickable, high-visibility logo placement on the PAS App and website homepage, ensuring instant access to your website.

## ONLINE PROGRAM GUIDE SKYSCRAPER BANNER

### \$12,500 LIMITED TO 4

Position your brand in a prime location! Your rotating banner will appear on the right side of the PAS meeting webpage, ensuring consistent exposure to attendees.

## INDUSTRY CONNECTIONS EMAIL

### \$5,000 LIMITED TO THREE

An exclusive, dedicated email spotlighting your company's activities at the PAS Meeting—such as booth details, events, and sponsorships—sent on behalf of PAS to an engaged community of over 100,000 contacts, including all registered attendees.



*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*