



SATELLITE COMMERCIAL SEMINAR (NON-CME)

For purposes of these guidelines, a Satellite Commercial Seminar (Non-CME) is an educational program for which no CME credits are offered by an organization external to the PAS, is not endorsed by the PAS, and not part of the PAS official conference program. These events are scheduled during time slots that do not compete with PAS programs or exhibit hall hours. Space is limited; available times are noted below.

Educational programs, organized outside of PAS yet directed at the same audience, may not be offered over the official dates of the PAS Annual Meeting within 100 miles of the PAS meeting location.

Application/Selection Process

To submit an application, follow these steps.

- Contact [Kelly Parkinson](#) to discuss symposium topic, time slot, and other details. Kelly will send you a contract to secure your symposium and timeslot.
- After August 1, 2023, create an account in Cadmium [here](#) and complete all disclosures during this process.
- Last, contact the PAS Program Office to inform them you have created an account and need access to submit.

Organizers must submit a completed application no later than **February 16, 2024**. Payment of the educational grant must accompany the application when submitted. Late applications will be considered on a case-by-case basis as space permits.

An application will be considered complete when it includes:

- Rationale for holding the seminar
- Learning objectives
- Complete agenda for the program, including proposed speakers and topics
- Synopsis of program content for publication in the PAS programs
- Complete application with original signatures

The PAS Operating Committee will review the application and determine its appropriateness based on the program's scientific merit and audience interest.

To avoid the appearance of conflict, current PAS Board, Council, Program Committee and PAS Alliance Board members may **not** be included as speakers or moderators. All correspondence with speakers, including honoraria and expense reimbursement, will be the responsibility of the organizer.

The sponsor will be contacted in writing regarding the committee’s decision approximately one month after review. Applicants may not contact reviewers directly to provide additional information or to check the status of an application. Once a program is selected and approved, it may not be modified.

Date	Session Time	No. of Session Slots Available
Friday, May 3	7:15 pm – 11:10 pm	3
Saturday, May 4	5:30 am – 8:00 am	3
Saturday, May 4	6:30 pm – 11:00 pm	3
Sunday, May 4	5:30 am – 8:00 am	3
Sunday, May 5	6:30 pm – 11:00 pm	3
Monday, May 6	5:30 am – 8:00 am	3

Regardless of the time, the room is released to you for set-up, your program (including registration, breakfast/dinner, etc.) must not begin prior to the start times listed above.

Administrative Fee:

- *Seminars* with expected attendance under 100 is \$20,000
- *Seminars* with expected attendance over 100 is \$30,000
- Payment is due at the time of application
- Checks should be made payable to the Pediatric Academic Societies. Full payment will be refunded if the program is not accepted. Fee includes room rental and a brief synopsis for publication purposes. All other expenses including catering and audio/visual are the responsibility of the company.

Cancellation Policy

The PAS must be notified in writing of the cancellation. For cancellations received by the close of business on **November 1, 2023**, the PAS will issue a refund of 80%. No refunds will be issued for cancellations received after **November 1, 2023**.

Event Arrangements (Catering, Audio Visual, and Hotel Logistics)

- Seminars will be assigned by PAS at an official PAS hotel. Meeting space will be blocked to accommodate sufficient set-up time. All Seminars must be contained within the assigned meeting room and the assigned time frame. Those scheduled for early morning sessions may have access to

the room the evening preceding the session. If the room is in use, set-up may be delayed until after 11:00pm.

- If company policy allows, the PAS prefers that a modest meal or reception is provided for either evening or morning programs.
- The seminar organizer is responsible for the arrangement of all details regarding room set up, catering arrangements, audio visual etc. Instructions and contact information will be distributed in early February with the room assignment confirmation.
- It is required to use the PAS Meeting AV Provider.
- ISS organizers may plan on recording and/or live streaming their content but must first get approval from PAS and will be responsible for all charges associated.
- Seminar organizers are responsible for handling pre-registration and on-site management of the event.
- All expenses associated with room set up and clean up, food and beverage, audiovisual, electrical, telephone, shipping, signage, etc. are the sole responsibility of the Seminar organizer. The application fee includes meeting room rental fee only.
- The application and administrative fee do not include audiovisual equipment rental or labor costs.

PLEASE NOTE: One person must be designated as the contact for all company communications. PAS will only work with that designee throughout the planning process.

Program/Promotional Materials

- All promotional and program materials must be reviewed and approved by the PAS. Once approved, revisions and final materials must be submitted to the PAS in writing.
- The PAS wishes to avoid any implication that Seminars are planned, implemented, or sponsored by the PAS. Promotional material may in no way mention the PAS, individual PAS partner societies or the PAS Meeting. Phrases such as “presented during,” “presented in conjunction with,” “preceding” or “prior to” may not be used. This rule applies to materials developed for use before, during and after the conference.
- The distribution/display of any materials promoting a Seminar is strictly prohibited in all public spaces of the event venue, convention center or other hotels, except as outlined below.
- PAS highly recommends that seminar organizers create a registration link and website at least one month prior to the seminar to collect all RSVPs and registrant information, and to use this information to follow-up with registrants with reminders about the seminar.

Promotional Opportunities Include

- Advance Mailing to Pre-Registrants – Upon approval of your first promotional piece to be mailed, the PAS will provide a single pre-registrant list at no cost. This list is approved for a one-time use only to promote the Seminar. For subsequent mailings, additional copies of the PAS pre-registrant list will be available for purchase for \$400.
- Retargeting Advertising Campaign- 50,000 impression campaign that will go out to registered attendees.
- Publication Announcements – PAS will list a brief synopsis of the Seminar on the PAS website,

Pocket Program Guide, and within the PAS Meeting mobile app.

- Signage – Three (3) promotional signs are permitted in the hotel. Two (2) signs may be placed in public spaces and one (1) sign may be placed at the Seminar room door. Additional signs are not permitted. Sign dimensions may not exceed 24” x 36”. Sign postings are permitted 24 hours prior to the start of the event and must be removed within two hours after the event. Distribution of invitations, tickets, etc., promoting a Seminar is strictly prohibited in all other public spaces of the event venue, convention center or other hotels. Hotels may have restrictions on the placement of signage. Please inquire with your hotel event manager.
- Social Media Package—10 tweets delivered via PAS Twitter account.
- Know Before You Go Email—Mentions in pre-meeting emails sent directly to 100,000+ pre-registered and prospective PAS 2024 Meeting attendees: pediatricians, research scientists, and health care professionals.
- Pocket Program Guide Ad Mention—Inclusion in a listing of all symposia and seminars located in the Pocket Program Guide.
- Icon on Front Page of the PAS Meeting App—New, clickable icon on the front page of the PAS Meeting App. Users will click icon to view listing of all ISS/Symposia with clickable sessions to view details.
- PAS Website Recognition with link to Sponsors Website (or Registration Link).
- For other symposium marketing opportunities, contact [Kelly Parkinson](#), Resource Development Manager, 346.258.6241.

Violation Policy

The PAS reserves the right to restrict and/or dismiss at any time any event, topic, format, or materials it deems inappropriate. By applying to host a Seminar, you agree to adhere to the Seminar guidelines set forth by the PAS. Any violation of these guidelines may result in the immediate dismissal of your company as an exhibitor or your program. PAS reserves the right to dismiss future Seminar applications submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines. Consequences result in written warning and/or banned from future participation at PAS Meeting Exhibition and/or Seminar function.

Contact Information:

Kelly Parkinson
Manager, Resource Development
kelly.parkinson@pasmeeting.org
346.258.6241