



# PAS

**Pediatric Academic Societies**

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## **Exhibitor & Sponsorship Opportunities Prospectus 2022**

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**Discover • Engage • Belong**



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

# 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



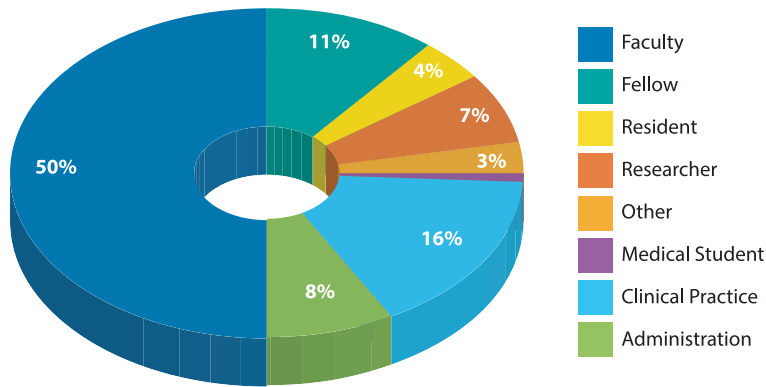
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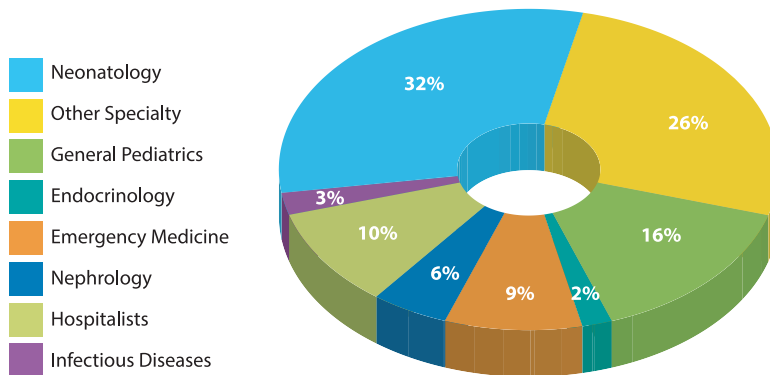
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# PAS COMMUNITY METRICS

## 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 three 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

7,288	Total Attendees
1,018	International Attendees
2,243	Trainees
60+	Specialties
4,012	Abstracts Presented
650	Sessions & Events
155	Exhibitors
46	Sponsors
8,586	PAS App Users

## DIGITAL COMMUNITY STATS

20,000+	Monthly Website Visitors
75,000+	Monthly Website Impressions
12,000+	Webinar Attendees
35,000+	Online Exhibit Hall Views
60,000+	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)

## ONLINE INDUSTRY SPONSORED SYMPOSIA

**\$7,500**

Opportunity to host an online symposium year-round. Unopposed time slot coinciding with PAS monthly programming, marketing deliverables, and opportunity to post on-demand content on the PAS websites.

## 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

<b>PLATINUM LEVEL</b> <b>\$95,000</b> 	<b>GOLD LEVEL</b> <b>\$80,000</b> 	<b>SILVER LEVEL</b> <b>\$65,000</b> 	<b>BRONZE LEVEL</b> <b>\$50,000</b> 
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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 2022+, our live meeting in Denver 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

2021	
<b>SEPTEMBER</b>	• Booth fee deposit due
<b>OCTOBER</b>	• Ancillary Event Space Request Submission due
<b>NOVEMBER</b>	• Full booth payment due for early selection exhibitors • Sponsorship deposit due • Hotel reservation and registration portals open

2022	
<b>JANUARY</b>	• Full sponsorship payment due • Exhibit Service Manuals available online to confirmed exhibitors
<b>FEBRUARY</b>	• Deadline to be included in the PAS Pocket Guide and Program Guide App • Specs due for sponsorships and advertising
<b>MARCH</b>	• First day advance freight to arrive • Pre-show Attendee Registrant Request Form with promotional proof due • Exhibitor housing and registration deadline • Exhibitor Give-Away and Raffle Approval Form with samples due • Advance orders to official contractor due • Late Ancillary Event Space Request Submission due
<b>APRIL</b>	• Advance freight shipments due • Direct shipments accepted • Official meeting days and post-conference events online

## 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, five out of 10 both sponsor and exhibit.

# EXHIBITOR PACKAGES



## PAS DENVER

### ON-SITE BOOTH + PAS ONLINE EXHIBIT HALL

**\$3,200 REGULAR RATE \$2,100 NONPROFIT**

Participate in the PAS Meeting in Denver with an on-site booth and also engage with our online audience.

- Physical exhibit booth in Denver at the PAS 2022 Meeting.
- Online, year-round recognition in the PAS Online Exhibitor Directory

*Note: Should either happen: 1. The exhibitor cannot attend the live PAS Meeting due to an institutional or company travel ban or 2. The PAS Meeting goes from a live event to a fully virtual event, we will switch your booth to the Online Exhibit Hall Package and will roll over the difference to our PAS 2023 Meeting.*

## PAS ONLINE ONLY

### PAS ONLINE EXHIBIT HALL

**\$3,200 REGULAR RATE \$2,100 NONPROFIT**

Increase awareness and brand loyalty with PAS attendees online.

- Online, year-round recognition in the PAS Online Exhibitor Directory.
- Includes a 50,000 Impression retargeting campaign and lead retrieval.

## 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 website 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 2022 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.)	\$3,200	\$1,600
*Nonprofit (per 10'x10')	\$2,100	\$1,050

\*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 22-25
<b>Exhibit Installation</b>	April 21-22
<b>Exhibit Dismantling</b>	April 25-26

# 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 OPENING COFFEE BREAK

### \$10,000 EXCLUSIVE

Over 3,000 attendees gather together Friday afternoon for the Opening Coffee Break. Branded coffee sleeves, prominent signage, recognition over microphone during reception, social media posts, and recognition and link in a Know Before You Go Email 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

### \$5,500 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' PRIVATE LOUNGE

### \$10,000 EXCLUSIVE

A welcome retreat with hospital-grade pumps, refrigerated storage, and supplies for mothers in a comfortable and private setting. 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 Sunday evening. Hors d'oeuvres, wine, beer and soft drinks will be served from 7 to 8:30 pm in the Former Saint restaurant in the Hyatt Regency Denver. 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

**\$2,000 PER GRANT**

Fund PAS travel grants plus complimentary meeting registration to the PAS 2022 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-roped" 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.

## PAS TRAINEE REGISTRATION GRANTS

**\$5,000**

Promote your company while helping trainees attend PAS! Each sponsorship will fund trainees with complimentary registration. Receive recognition in the app, website, thank you emails, social media, and more.

### 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 MEETING GEOFENCING

### CONTACT FOR PRICING

Geofencing campaigns are a great way to target and reach a highly relevant audience by allowing you to show ads to those who have entered a certain geographical boundary. A geofence will be placed around the Convention Center during the PAS Meeting. The PAS Meeting will target attendees and the public with your advertising.

## 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

### \$20,000 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 MAIN SCREEN STICKY BANNER

### \$20,000 EXCLUSIVE

This is a large static banner that appears at the bottom of the app main screen meaning tons of impressions! Sponsor can link to their exhibitor booth or website. You'll be able to access views and clicks.

## 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

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

### \$15,000 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

**\$1,000**

Closed, non-promotional 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

**\$1,500**

Exhibiting and/or sponsoring companies may hold non-promotional 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

**\$1,000**

Closed, non-promotional 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

**\$1,000/DAY**

Exhibitors are permitted to meet with their exhibit booth staff outside of exhibit hall hours.

- Closed, non-promotional 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 4:00 pm

9:00 pm to 11:00 pm

### Saturday:

6:00 am to 8:00 am

11:30 am to 1:00 pm

7:00 pm to 11:00 pm

### Sunday:

6:00 am to 8:00 am

11:30 am to 1:00 pm

7:30 pm to 11:00 pm

### Monday:

6:00 am to 8:00 am

11:30 am to 1:00 pm

7:30 pm to 11:00 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*