



Pediatric Academic Societies Meeting
April 28 - May 5, 2021 | Vancouver, Canada

April 28-30 • Pre-Conference Events | May 1-4 • PAS 2021 Meeting
May 5 • Post-Conference Events

Exhibitor & Sponsorship Opportunities Prospectus

www.pasmeeting.org

DISCOVER • ENGAGE • BELONG



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**The PAS 2021
Meeting is the
leading event
for academic
pediatrics and
child health
research**

ABOUT THE PEDIATRIC ACADEMIC SOCIETIES (PAS) MEETING

The PAS Meeting reaches a wide range of the global pediatrics community: academic researchers, specialists, generalists, community practitioners, and pediatric educators. During the PAS Meeting attendees experience invited science discussions from world renowned experts, the latest in original science research, hands-on workshops, special interest groups, and discussions on controversial hot 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.

The PAS Meeting is attended by over 8,000 pediatricians, research scientists, health care providers, and policy makers, including 1,500 international attendees.

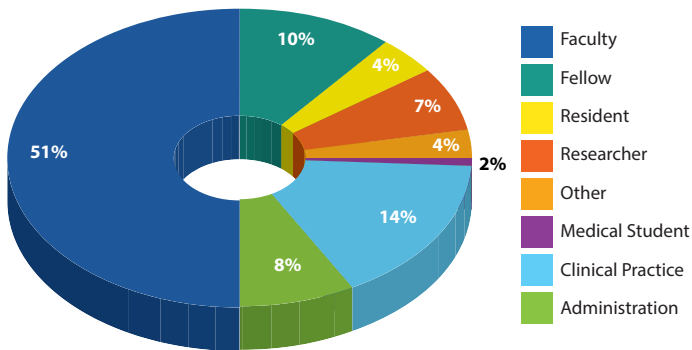
There are a number of options for industry and academic centers to expand their company, institution, and/or product exposure at the PAS Meeting. We invite you to take advantage of these promotional opportunities to heighten your visibility and connect with the PAS community!

STRATEGIC REASONS TO EXHIBIT AND SPONSOR

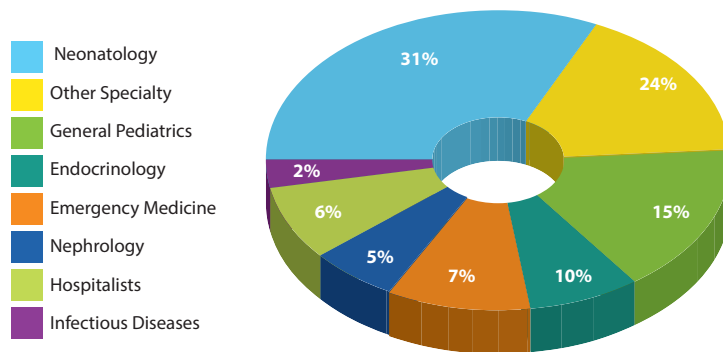
- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

PAS 2019 BALTIMORE METRICS*

ATTENDEE PROFESSIONS



SUBSPECIALTY / AREA OF FOCUS



TOP ATTENDEE GOALS AT PAS

1. Learn 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 or pediatrics research community

SOCIETY DISTRIBUTION

1,149	Academic Pediatric Association
2,833	American Academy of Pediatrics
568	American Pediatric Society
268	American Society of Pediatric Nephrology
542	Pediatric Endocrine Society
139	Pediatric Infectious Diseases Society
1,298	Society for Pediatric Research

MEETING DEMOGRAPHICS ATTENDANCE:

7,288	Total Attendees
1,018	International Attendees
2,243	Trainees

PAS MEETING STATS

4,012	Abstracts Presented
650	Events
155	Exhibitors
46	Sponsors
8,586	PAS Mobile App Users
4.4 million	#PAS2019 hashtag impressions
2,884	Tweets using the #PAS2019 hashtag

PAS ATTENDEES ARE:

Senior and emerging leaders

Change agents who drive breakthroughs and sophisticated innovations

Eager to learn

Compassionate, engaging, and creative

*Data in graphs based on CME evaluation respondents. PAS 2020 attendee data unavailable due to cancelled meeting.

IMPORTANT DATES

2020	2021	
<p>JULY</p> <ul style="list-style-type: none"> Booth fee deposit due 	<p>JANUARY</p> <ul style="list-style-type: none"> Full sponsorship payment due Exhibit Service Manuals available online to confirmed exhibitors 	<p>APRIL</p> <ul style="list-style-type: none"> 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 Advance freight shipments due Direct shipments accepted Exhibitor set-up begins
<p>OCTOBER</p> <ul style="list-style-type: none"> Ancillary Event Space Request Submission due 	<p>MARCH</p> <ul style="list-style-type: none"> Deadline to be included in the Pocket Guide and Program Guide App First day advance freight to arrive Late Ancillary Event Space Request Submission due 	
<p>NOVEMBER</p> <ul style="list-style-type: none"> Full booth payment due Hotel reservation and registration portals open Sponsorship deposit due 		<p>MAY</p> <ul style="list-style-type: none"> Official opening of Exhibits

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

CONTACT INFORMATION

“As an exhibitor and sponsor of the PAS Meeting since 2000, Nationwide Children’s Hospital is grateful for the opportunity afforded by PAS to interact with conference attendees. It has proven to be mutually beneficial to support the conference and build relationships through face-to-face engagement.”

Annette McClure,
Nationwide Children’s



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EXHIBIT 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 2021 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.

Pre- and post-meeting mailings increase your booth traffic and exposure. PAS pre-registrants' physical mailing addresses are made 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 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

Exhibit Dates	May 1-3
Exhibit Installation	April 29-30
Exhibit Dismantling	May 3-4

SUPPORT AND PROMOTE

CREATE CUSTOMIZED SPONSORSHIP PACKAGES TOTALING ONE OF THE PROMINENT LEVEL AMOUNTS BELOW AND RECEIVE ADDITIONAL BRAND EXPOSURE

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

Contact us to create a customized package that meets your goals and fits your budget.

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
- 15 Exhibit Booth Priority Points
- Priority exhibitor hotel registration

Silver \$65k*

- Logo Recognition in Pocket Program Guide
- Daily Thank-You Announcement over microphone in Poster and Exhibit Hall
- Recognition and Thank-You over microphone during the PAS Opening Reception
- 10 Exhibit Booth Priority Points

Bronze \$50k

- Larger logo recognition on large thank you to sponsors banner in convention center
- Logo recognition in a "Thank-you for attending our meeting" Marketing Email
- Complimentary Pre-and Post-Attendee List
- Onsite Sponsor VIP Lounge
- 5 Exhibit Booth Priority Points

* Includes prior levels benefits

ATTENDEE EXPERIENCE AND NETWORKING OPPORTUNITIES

CHILDCARE

\$2,500

- A popular children's program for PAS families, serviced by KiddieCorp.
- Inclusion 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 45k database.

PASSPORT TO PRIZES

\$1,500 LIMITED

- Drive traffic to your exhibit booth and build brand awareness.
- All attendees will be given a postcard featuring 10 exhibiting companies that they will need to visit for chance to win prizes.

PAS WELLNESS CHALLENGE

\$20,000 EXCLUSIVE

- Our PAS Wellness Challenge will encourage and excite our attendees to get in their steps while walking the Pennsylvania Convention Center and possibly earn prizes, like Apple Watches.
- Tons of digital marketing, signage, and booth traffic driving deliverables.

COFFEE AND TEA BREAKS

\$5,500

- Provide attendees a coffee and tea break between sessions.
- Recognition on coffee sleeves, signage, social media, and PAS App posts.

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 ATTENDEE WATER BOTTLE

\$20,000 EXCLUSIVE

- Meeting attendees need water bottles to fill up during sessions throughout the convention center—be a walking advertisement throughout the meeting.
- Logo recognition on large, lightweight, sleek water bottle attendees are sure to use during the meeting, at the airport on their way home, and beyond.

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 45k database, prominent signage, social media and PAS App posts, and logos on all massage therapists' shirts.

CUSTOMIZED LOUNGES

\$25,000 EXCLUSIVE

- Attendees love gathering in these areas, taking advantage of the mobile 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, Facebook Live coverage, and marketing email to over 45k database.

TECH HELP DESK/ SOCIAL MEDIA ZONE

\$25,000 EXCLUSIVE

- Staffed by go-to experts offering tips on social media, technology, PAS App, as well as device chargers, and a social media wall.
- Standard recognition plus branding on the desk and nearby tables, sponsor video on eye candy loops, and prominent signage.
- Facebook Live interview, email marketing, and social media and PAS App posts.

PAS OPENING COFFEE BREAK

\$10,000 EXCLUSIVE

- Over 3,000 attendees gather together Saturday morning 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 45k database.

PAS OPENING LUNCHEON

\$10,000 EXCLUSIVE

- Over 3,000 attendees join together Saturday after the Opening Session for the complimentary Opening Luncheon
- Branded napkins, prominent signage, recognition over microphone during luncheon, social media posts, and recognition and link in a Know Before You Go Email marketing email to over 45k database.

PAS EXHIBIT HALL RECEPTIONS

\$10,000 EXCLUSIVE

- Thousands of attendees meet together 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 Email marketing email to over 45k database.

PAS ATTENDEE TOTE BAG

\$25,000 EXCLUSIVE

- Our attendees enjoy having a tote bag to carry around their meeting materials, laptops, and mobile devices.
- Meeting attendees will receive a tote bag upon arrival at registration with PAS branding and your logo.



THOUGHT LEADERSHIP SPONSORSHIPS

EDUCATIONAL GRANTS

\$5,000

- Over 120 sessions available for sponsorship including, Scholarly Sessions and Workshops

ELECTRONIC POSTERS

\$4,000

- Display your institution's important research on a digital touchscreen scientific poster in your exhibit booth.
- Comes with LCD touchscreen, internet, abstract software, and onsite help.

PAS TRAINEE TRAVEL GRANTS

\$2,000 PER GRANT

- Fund PAS travel grants plus complimentary meeting registration to PAS 2021 Meeting.
- Standard recognition plus a list of awardees who benefit.

PAS TRAINEE ZONE

\$5,000 LIMITED

- Our Trainee Zone provides PAS trainees with opportunities to connect, network, and learn.
- Institutional Sponsors will have the opportunity to give one "MED Talk" in the Zone and host a table during our new Friday night Mentor Mentee Mix & Mingle event.

INDUSTRY SPONSORED SYMPOSIA

\$30,000 LARGE

\$20,000 REGULAR

- The ISS program is for CME-accredited educational programs by industry during the PAS Meeting. Contact us for more information.
- Event space, attendee mailing list, and marketing deliverables included.

SATELLITE COMMERCIAL SEMINAR (NON-CME)

\$30,000 LARGE

\$20,000 REGULAR

- The Non-CME Seminar is for non-accredited education programs by industry during the PAS Meeting. Contact us for more information.
- Event space, attendee mailing list, and marketing deliverables included.

TRACK SPONSORSHIPS

CONTACT FOR PRICING

- Target PAS attendees and raise brand visibility by sponsoring an education track. The PAS Meeting has more than 50 program subspecialty tracks from which to choose.
- Reach your target audience through a customized track sponsorship that can include a session area lounge with comfy seating, coffee station in common area near sessions, large banner, poster hall high visibility signage in your subspecialty area, and more.

POSTER AND EXHIBIT HALL TRACK LOUNGES

\$20,000 REGULAR

\$15,000 NONPROFIT

- Get the attention of your target market by sponsoring a lounge in your key attendees' poster track area.
- Huge 30x30 space for you to customize with signage, catering, lounge furniture, digital content, etc.

POSTERCAST AUDIO POSTERS SPONSORSHIP

\$15,000 EXCLUSIVE

- New to PAS—an app that allows attendees to stream audio explanations of posters on their smartphone.
- Deliverables include logo and link on all marketing and instruction emails, branding on all signage throughout the convention center, including the Poster Hall, and tons of social media recognition.

Bundle opportunities into customized packages and save money.

STANDARD PROMOTIONAL RECOGNITION

- Inclusion in sponsor list in high traffic venues
- Recognition in the PAS Mobile App, website, and PAS Pocket Guide



“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

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.

DIGITAL SIGNAGE

CONTACT FOR PRICING

- Advertise your company's message on one of the many digital signage displays.

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

- Increase attendee focus on your booth with graphics
- A 36" x 36" adhesive graphic with your company logo, booth number, and arrow to your booth.

PAS APP ENHANCED EXHIBITOR LISTING

\$1,500 LIMITED

- Upload your company's logo to the app.
- Attendees see your logo with your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan.

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 to stay in touch with work and family.
- 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 APP BANNER AD AND LANDING PAGE

\$10,000, LIMITED TO 4 SPONSORS

- Banner ads rotate at the top of the App Dashboard page, and click through to a full-screen App Landing Page.
- Tell app users more about your product, services, or faculty presenting. Landing page can lead users to exhibitor listing or provided webpage URL.

PAS POCKET PROGRAM 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 using the app, 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.

PAS MEETING GEOFENCING

\$3,000, LIMITED TO 3 SPONSORS

- Geofence 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 Vancouver Convention Centre from Friday, April 30 through Tuesday, May 4th for your aggressive PAS targeted advertising campaign.

PAS MEETING WEBSITE RETARGETED

ADVERTISING

\$5,000 QUARTERLY, 100K IMPRESSIONS

- Retarget the PAS Meeting website visitors with your company's advertising.
- Choose a 3-month window for a guaranteed 100k impression producing, aggressive campaign.

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 MEETINGS \$1,000

Closed, non-promotional meetings with a maximum of 20 participants. Require a 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

COMMERCIAL ADVISORY BOARD MEETINGS \$1,000

Closed, non-promotional meetings with a maximum of 20 participants. Require a 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

COMMERCIAL SOCIAL FUNCTIONS \$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.

EXHIBITOR STAFF MEETING ROOMS \$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

Saturday:

6:00am to 8:00am
7:00pm to 11:00pm

Monday:

6:00am to 8:00am
11:30am to 1:00pm
7:30pm to 11:00pm

Sunday:

6:00am to 8:00am
11:30am to 1:00pm
7:30pm to 11:00pm

Tuesday:

6:00am to 8:00am
11:30am to 1:00pm
2:15pm to 6:00pm

PAS YEAR-ROUND OPPORTUNITIES

PAS MEETING WEBSITE RETARGETED ADVERTISING

\$5,000 QUARTERLY, 100K IMPRESSIONS

Get in touch with PAS Meeting 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 a guaranteed 100k.

PAS MEETING WEBSITE ADVERTISING

\$7,500 LIMITED TO 5 INSTITUTIONS

Display your clickable banner advertisement on www.pasmeeting.org. Your campaign will begin when your advertisement is placed and continue through May 2021. Advertisers are encouraged to place their ads early for the most visibility. This is a great advertising opportunity for institutions to engage our attendees, increase awareness, and drive traffic to their website.

PAS VIRTUAL MEETING OPPORTUNITIES

More information on accessing the PAS audience virtually coming soon!

