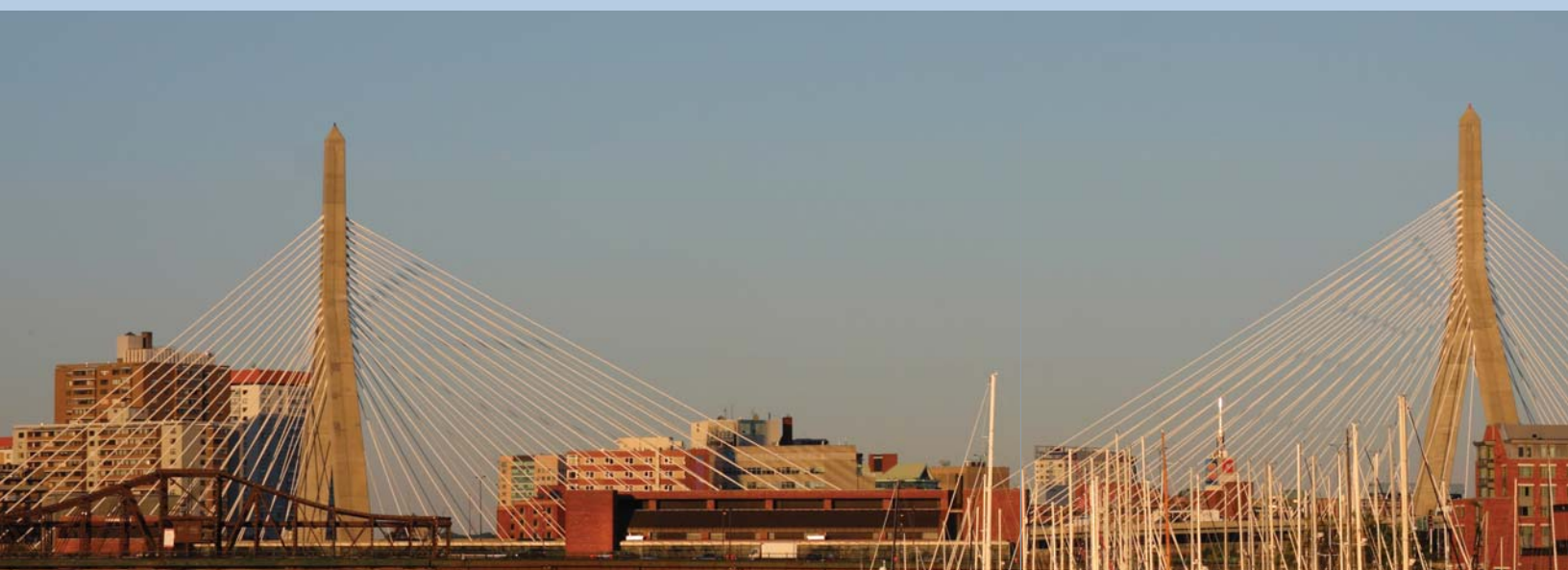




PEDIATRIC ACADEMIC SOCIETIES ANNUAL MEETING
INVITATION TO EXHIBIT



BOSTON
APRIL 28 – MAY 1



Welcome PAS Prospective Exhibitor,

The PAS Annual Meeting is the largest and most prestigious meeting dedicated to pediatric research and education in the world, bringing together physicians with expertise in all areas of pediatrics.

The Pediatric Academic Societies (PAS) — the American Pediatric Society, Society for Pediatric Research, Academic Pediatric Association and the American Academy of Pediatrics — invite you to exhibit at the 2012 PAS Annual Meeting to be held April 28 – May 1 in Boston, Mass. The PAS also welcomes the American Society of Pediatric Nephrology (ASPN), the Pediatric Endocrine Society (PES) and the Pediatric Infectious Diseases Society (PIDS), which will meet concurrently with joint programming and exhibits with the PAS in the Hynes Convention Center.

SPOTLIGHT your products and services at the PAS Annual Meeting, reaching **6,000 pediatric health care providers** and giving you the opportunity to **meet the decision-makers** from major medical schools, teaching hospitals, institutes and private practices.

Included in your Booth Rental Package:

- PAS Opening Reception
- Reception lounges
- Backwall and siderails with drapery
- Complimentary registration (15 representatives per 100 square feet)
- Company name and product listing on PAS website for one year
- Security guard service
- Daily raffle
- Booth sign identifying company/organization name
- Profile and product listing in *PAS Onsite Exhibit Guide*
- Registrant list, pre- and post-meeting
- Open attendance to all PAS events at the Hynes Convention Center
- Aisle cleaning

Contact Information

PAS Exposition Office
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Elk Grove Village, IL 60007
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About the Pediatric Academic Societies and Alliances

The Pediatric Academic Societies — Partners

The Pediatric Academic Societies (PAS) are four individual pediatric organizations (the American Pediatric Society, Society for Pediatric Research, Academic Pediatric Association and the American Academy of Pediatrics) that together co-sponsor the PAS Annual Meeting. Members of these organizations are pediatricians and other health care providers who are in the research and academic arena, executing research and providing clinical care to pediatric patients. The combined membership of PAS represents all interests in pediatrics including specialists, generalists and community practitioners. The four sponsoring organizations are leaders in the advancement of pediatric research and child advocacy within pediatrics, and all share a mission of fostering the health and well-being of children worldwide.

purpose is to encourage investigation of a broad range of areas involving the health and well-being of children. This is facilitated by providing a forum for interchange of ideas and providing opportunity for young investigators to present their work. This is accomplished through membership activities, the annual research meeting and the sponsorship of several awards.

Academic Pediatric Association (APA) is a national organization dedicated to improving the health of all children and adolescents through leadership in education of child health professionals, research and dissemination of knowledge, patient care and advocacy, in partnership with children, families and communities. This is accomplished through membership activities,

American Pediatric Society (APS) is an organization bringing men and women together for the advancement of the study of children and their diseases, for the prevention of illness and the promotion of pediatric education and research and to honor those who, by their contributions to pediatrics, have aided in its advancement.

Society for Pediatric Research (SPR) is an international society for scientists whose

funded research and teaching programs and advocacy to affect public and governmental opinion positively for children.

American Academy of Pediatrics (AAP) is an organization with primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists committed to the attainment of optimal physical, mental and social health for all infants, children, adolescents and young adults.



PAS Alliance Partners

The PAS welcomes subspecialty societies and clubs to meet at the PAS Annual Meeting.



The **American Society of Pediatric Nephrology (ASPN)**, the **Pediatric Endocrine Society (PES)** and the **Pediatric Infectious Diseases Society (PIDS)** will meet concurrently and exhibit with the PAS in the Hynes Convention Center. Companies or organizations interested in exhibiting to these alliances will contract through the PAS Exposition Office, will exhibit in the same hall as the PAS exhibitors and will have added exposure to more than 6,000 attendees.



Other societies and clubs that meet or co-host joint programming at the PAS Annual Meeting are:

- American Society of Pediatric Nephrology (ASPN)
- Asian Society for Pediatric Research (ASPR)
- Association of Pediatric Program Directors (APPD)
- Bioethics Interest Group
- Child Neurology Society (CNS)
- Consortium Child Health Oversight Committee (CTSA)
- Directors of Research in Pediatrics
- Federation of Pediatric Organizations (FOPO)
- International Pediatric Hypertension Association (IPHA)
- Japan Pediatric Society
- Kernicterus Symposium
- Lung Club
- Milk Club
- Neonatal Hemodynamics Club
- Neonatal Sepsis Club
- NICU Follow-Up Club
- North American Society for Pediatric Gastroenterology, Hepatology and Nutrition (NASPGHAN)
- Pediatric Endocrine Society (PES)
- Pediatric Infectious Diseases Society (PIDS)
- Perinatal Brain Club
- Perinatal Nutrition and Metabolism Club
- Programme for Global Paediatric Research (PGPR)
- Society for Adolescent Health and Medicine (SAHM)
- Society for Developmental and Behavioral Pediatrics (SDBP)

Important dates and exhibit information

Important Dates

July 15, 2011

50% deposit of total booth fee is due to the PAS

September 2, 2011

50% of total booth fee is retained by PAS on this date or prior to this date

November 17, 2011

PAS Abstract submission deadline

November 4, 2011

Full booth payment due

November 5, 2011

100% of total contracted booth rental fee retained by PAS if space is canceled on or after this date

December 1, 2012

Housing opens

January 13, 2012

Function Space Request Form due

February 2012

Exhibit Service Manuals available online to confirmed exhibitors

March 1, 2012

Exhibitor housing deadline

March 2, 2012

Product description for *PAS Onsite Exhibitor Guide* due

March 14, 2012

Exhibitor Give-Away Approval Form and samples due
Exhibitor Raffle Approval Form due
Pre-show Attendee Registrant Request Form due with promotional proof

March 28, 2012

Use of Exhibitor-Appointed Contractor Request Form due
Custom carpet orders due

April 2012

Exhibitor advance registration deadline

April 12, 2012

Advance orders to official contractor due

April 19, 2012

Advance freight shipments due

April 26, 2012

Direct shipments accepted
Exhibitor set-up begins

April 28, 2012

Official opening of exhibits
Opening Reception

May 1, 2012

Exhibits and materials **must** be removed from the Hynes Convention Center



Exhibit Information

Exhibit Show Dates	Exhibit Installation	Exhibit Dismantling
April 28	April 26	April 30
April 29	April 27	May 1
April 30	April 28	

*The PAS-hosted Opening Reception in the Exhibit Hall will be held on April 28

Exhibit Space Rental Rates (All pricing is listed in U.S. dollars)

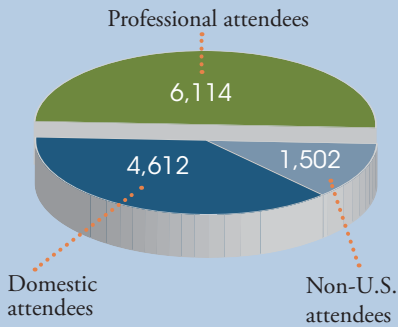
10 x 10	\$ 3,000
10 x 20	\$ 6,000
10 x 30	\$ 9,000
20 x 20	\$ 12,000
20 x 30	\$ 18,000
20 x 40	\$ 24,000
30 x 30	\$ 27,000
30 x 40	\$ 36,000
30 x 50	\$ 45,000
Nonprofit*	\$ 1,800 (per 10 x 10)

*Limited to organizations that are a 501(c)3 or a government agency.

PAS INVITATION TO EXHIBIT 2012

Profile of PAS Attendees

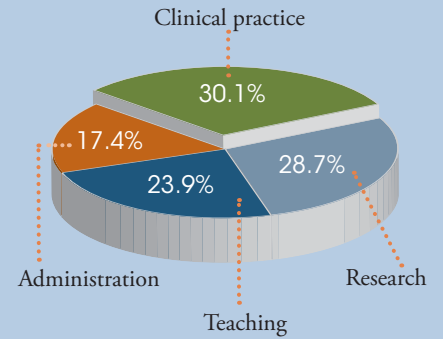
2010 PAS Annual Meeting Attendance



Affiliate Meeting Attendance

Association of Pediatric Program Directors (APPD)	198
American Society of Pediatric Nephrology (ASPN)	217
Pediatric Endocrine Society (PES)	439
Pediatric Infectious Diseases Society (PIDS)	260

Involvement in Pediatrics



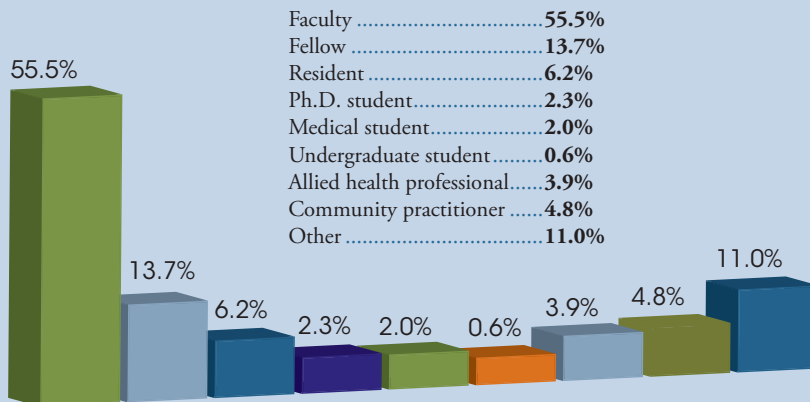
Annual Meeting Attendance

Year	2010	2009	2008	2007
Members/guests	4,394	3,956	4,074	4,745
Trainees	1,520	1,537	1,419	1,665
Allied health professionals	200	147	211	238
Exhibitor staff	614	642	683	837
Family	295	273	545	335

Attendance by Continent



Professional/Education Level



Previous PAS Meeting Attendance

38.1%	Three meetings in three previous years	2009, 2008, 2007
26.4%	Two meetings in three previous years	8.3% 2009 and 2008 8.6% 2009 and 2007 9.5% 2008 and 2007
35.5%	One meeting in three previous years	15.9% 2009 only 11.7% 2008 only 7.9% 2007 only

General Exhibitor Information

Eligibility to Exhibit

The Technical Exposition is an extension of the Continuing Medical Education (CME) program of the PAS. 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.

Completion of the application for exhibit space indicates the applicant's willingness to abide by all contract terms, conditions and all rules, regulations and general information listed in the 2012 PAS Invitation to Exhibit, the 2012 PAS Rules & Regulations, the Exhibit Space Contract and the Formal Notice of Assignment.

2012 (\$900 for nonprofit). If the deposit payment is not received within this time period, assigned space may be reassigned or sold. Please make checks payable to: **Pediatric Academic Societies**. Visa, MasterCard and American Express will be accepted for payments.

Included in the Booth Fee

- An 8' high back wall and 3' side rails with drapery
- A 7" x 44" booth sign identifying the company/organization's name and booth number
- Booth close-off drapes
- Security guard service (Exhibit Hall only)
- Aisle cleaning
- Profile and product listing in the *PAS Onsite Exhibitor Guide* (if product description is provided online by March 2, 2012)
- Open attendance at any PAS program activity (with badge)
- Company name and product listing on the PAS website for one year from the conclusion of the meeting
- Complimentary registration for 15 representatives per 100 square feet of booth space
- PAS Hosted Opening Reception
- Registrant list, pre- and post-meeting



The PAS has the right to withhold approval of the exhibition of products and services that, in its judgment, do not further the education, scientific or practice needs of its members and attendees. At the request of the PAS, an exhibitor shall remove any product or service included in the display for which approval has not been given.

Contract for Space

The information contained in the 2012 PAS Invitation to Exhibit, the 2012 PAS Rules & Regulations link, the Exhibit Space Contract and the Formal Notice of Assignment constitute a contract for the right to use the space allocated. All applicants for exhibit space are required to complete the Exhibit Space Contract.

Nonprofit Booth Fees

The nonprofit rate is for 501(c)3 organizations or government agencies only and a nonprofit certificate must accompany payment and contract. Nonprofit companies that hire for-profit companies to exhibit on their behalf (i.e., market research and recruitment) will not qualify for this rate. Nonprofit companies are assigned booth space based on their priority point standing with the PAS in the same way that for-profit companies are assigned booth space. All companies have equal advantage in the booth assignment process.

Terms of Payment

A deposit of 50% (\$1,500 per 10' x 10') of total exhibit space cost will be due July 15,

Exhibitors will not be allowed to occupy assigned space until an executed Exhibit Space Contract is received and all monies due the PAS are paid in full.

Cancellation and Refunds in Renewal and Contract

Notification of cancellation of space must be in writing and received prior to September 2, 2011, for a full refund. If an exhibitor cancels space on or after September 2, 2011, but prior to November 4, 2011, 50% of the total contracted booth space fee will be retained by the PAS. If an exhibitor cancels on or after November 5, 2011, 100% of the total contracted space fee will be retained by the PAS.