ABOUT THE MEETING

The annual Pediatric Hospital Medicine Meeting (PHM) is the premier educational conference for pediatric hospitalists and other clinicians involved in the care of hospitalized children. Each year the conference breaks attendance records! PHM 2018 is no exception with the anticipated attendance reaching over 1,000 attendees who work in the pediatric hospitalist field. The meeting is co-sponsored by the Academic Pediatric Association (APA), the American Academy of Pediatrics (AAP), the APP Section on Hospital Medicine (SOHM) and the Society of Hospital Medicine (SHM).

We anticipate an attendance of 1,200 primarily consisting of pediatric hospitalists who focus on the medical care of hospitalized pediatric patients including department chairs, program directors, division directors, pediatric hospital medicine fellows, general pediatric residents, nurse practitioners and physician assistants. Attendees come from a wide range of practice settings, including individual community hospitals, large free-standing academic children’s hospitals, and community/private hospitals that are part of large networks.

WHY EXHIBIT?
- Connect with pediatric hospital medicine professionals from across the country to discuss the latest trends and best practices.
- Generate new sales leads to increase profitability.
- Establish and strengthen relationships with new clients to grow and sustain success.
- Introduce new products or services.
- Give product demonstrations to strengthen customer confidence and referral potential.
- Establish or increase overall brand awareness in the pediatric hospital medicine community.

2018 EXHIBITOR SCHEDULE
Installation: Thursday, July 19, 2018: 1:00 – 4:00 p.m.
- Thursday, July 19, 2018: Reception/Posters
- Friday, July 20, 2018: Breakfast and lunch & Two dedicated breaks
- Saturday, July 21, 2018: Breakfast and lunch & Two dedicated breaks
- Break-down: Saturday, July 21, 2018: 4:15 – 6:00 p.m
- Dedicated Exhibitor Hours
- The exhibit area will be open July 19 – 21, 2018. More than six hours have been designated as dedicated time for participants to visit with exhibitors. The dedicated exhibitor schedule will be made available to all registered exhibitors at least six weeks in advance of the meeting.

COST OF EXHIBIT SPACE
The exhibit table fee is $1,000. This fee includes the following:
- 6’x30” skirted table with two chairs
- Booth identification sign
- Complimentary exhibit personnel badges for up to two representatives
- Pre- and post-meeting registration physical mailing list for one-time use
- Listing on the PHM 2018 website,
- List in the PHM 2018 program guide
- Listing in the PHM 2018 mobile app
- Company logo in your company listing
- Complimentary attendee list
- Opportunity increase your exposure

If you have additional requirements, please contact Jennifer Padilla, jennifer@academicpeds.org or 703-556-9222.

SLEEPING ROOMS
Discounted room rates will be available to attendees of Pediatric Hospital Medicine 2018 at the Atlanta Marriott Marquis Hotel. Discounted room rates of $159 (single/double occupancy plus tax) are available for PHM 2018 participants. This group rate is available on a first-come, first-serve basis for as long as rooms are still available in the block, or until Friday, June 29, 2018, whichever occurs first. After Friday, June 29, 2018 or once the block is sold out, reservations will be confirmed on a space-available basis at the prevailing rack rate. For additional hotel information and/or to make a reservation, please visit www.phmmmeeting.org.
EXHIBITOR CONTRACT RULES AND REGULATIONS

FIRE REGULATIONS
Fire codes require materials such as table covering, drapes, etc., to be flame-proof. Use of heaters, open flames, candles, lanterns, etc., as part of an exhibit is forbidden.

BOOTH OPERATIONS
Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. General promotion, demonstration and distribution of literature/samples must take place inside your assigned booth space. Exhibit areas should be kept clean and in good order. No part of any exhibit, or related signs, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture or in any way deface them. The exhibitor is liable for damage from failure to observe these rules.

SECURITY
Each exhibitor is responsible for preservation of their own property.

SHIPPING
Information on shipping, A/V and electrical needs will be provided once we receive your registration application.

LIABILITY/INSURANCE
Exhibitors shall be fully responsible to pay for any and all damages to property owned by the convention center, its owners or managers which results from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless APA and the convention center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor’s use of the property. The exhibitor acknowledges that APA and the convention center do not maintain insurance covering exhibitors’ property, and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by signing an application to exhibit, understands and agrees that they assume responsibility for the conditions described above.

ADDITIONAL CONDITIONS:
1. APA, at its sole discretion, may withhold or withdraw permission to distribute souvenirs advertising or other material it considers objectionable or not in keeping with the character or purpose of APA.
2. All exhibitor activity must take place in the assigned area only.
3. Neither the rental of exhibit space nor the provision of grant funds shall influence the control of content or selection of presenters and moderators. APA is ultimately responsible for content and selection of presenters and moderators.
4. Disclosure of Financial Relationships - APA will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between APA and the company (e.g., grant recipient) or between individual speakers or moderators and the company.
5. Exhibits are to be kept intact until the official closing of the hall at 4 pm on July 21. Breaking down early may result in a monetary penalty. It is also noted that all exhibits must be removed by 6 pm on July 21, 2018. It is also agreed that material not removed by this time and date will be declared abandoned and removed by show management at exhibitor’s expense and disposed of at show managers’ discretion.

REGISTRATION PROCEDURE:
To register as an exhibitor, sponsor or attendee for PHM 2018 please visit www.phmmeeting.org
CONDITIONS OF AGREEMENT

1. All exhibits and advertisements are subject to review and approval by the Academic Pediatric Association.

2. The violation of any part of this agreement, or any part of the regulations shall at the election of APA cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of APA.

DISTRIBUTION OF PRODUCTS

Samples and Premiums
Exhibitors may distribute products that they have manufactured. All other premiums or samples are considered acceptable based on the American Medical Association (AMA) guidelines and the Council of Medical Specialty Societies’ Code for Interaction with Industry. In general, these premiums should be less than $100 in value, relate to the physician’s work or benefit the patient, and not affect or influence judgment.

FDA Regulations
Exhibitors are reminded of Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors also are cautioned about FDA prohibition of promoting approved drugs for unapproved purposes.

Selling of Products
Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibit areas; however, orders may be taken.

CANCELLATION POLICY:
Cancellation must be received in writing. APA will use the date of receipt of the notice as the official cancellation date. Cancellations received after June 8 are subject to a $250 fee and cancellations received after June 29 will be subject to a $500 fee. However, cancellations received after June 29 are nonrefundable.
Sponsorship Opportunities

Organizations that purchase a sponsorship in an excess of $3,000 will receive complimentary exhibit space, in addition to their logo and hyperlink on phmmeeting.org. Sponsors may provide their own signage or arrange with PHM for an additional fee.

Mobile App: $15,000
Give your brand maximum exposure with this technology opportunity. Sponsorship of the PHM 2018 meeting app will provide high exposure as your logo will be the first thing attendees see when they open the mobile app. This sponsorship also includes a free mobile app banner ad.

Meeting Space Wi-Fi: $30,000
Your sponsorship will provide free Wi-Fi access to PHM 2018 attendees! Attendees will be directed to your company’s website every time they connect to the conference WiFi. Additionally, your company name and logo will be featured on signage in the registration area, exhibit hall and general session ballroom.

Charging Station: $8,000
Attendees will undoubtedly need to utilize this charging station for their phones and laptops during the course of the meeting. Your company name and logo will be visible at the space where attendees plug into their devices.

Welcome Reception: $50,000
Your logo will be placed on buffet signage, promotional signage before the event, and your company will be recognized in the PHM 2018 program guide.

Poster Reception: $15,000 Each
Attendees will attend a poster session during the conference so your company will definitely get recognition. Your company will be recognized on signage at the hall’s entrance, beverage bar and any hors d’Oeuvre buffets.

Beverage Breaks: $12,000 Each
Ensure your logo is seen by all attendees by purchasing a coffee break during the conference. Your logo will be included on signage at buffets and napkins.

Lanyards: $4,000
Want guaranteed brand exposure? Lanyards are the best way to reinforce your company’s support as participants can’t enter sessions or the exhibit area without wearing their badge.

Tote Bags: $10,000
Attendees will definitely use conference tote bags to carry their personal items at the conference and their kids’ personal items after they get home. Ensure your brand visibility endures with this premium sponsorship item!

Water Bottles: $6,000
Quench the thirst of all participants while they refill their water bottle with your company logo on it. Water bottles are sure to be a take-home item!
ADVERTISING OPPORTUNITIES

Program Guide Ads: Full and 1/2 page available. Full page ads will be $2,500 and half page ads will be $1,500.

App Alerts: Have a short message you’d like to share with the PHM 2018 attendees? Share it using a mobile app alert at an available time during the conference. $1,000 per alert.

Banner Ads on the Mobile App: Mobile app usage has increased year over year! Include your logo and a short message on a banner ad that will rotate through on the main app pages for maximum exposure to all attendees! $3,000 per ad while supplies last.

Please Note: Promotional and sponsorship opportunities are available at many different price points. If you do not see an opportunity that would achieve your organization’s goal, our team can create a custom package for you.

FREQUENTLY ASKED QUESTIONS

1. What is the exhibit booth fee and what are the payment methods?
   The exhibit booth fee is $1000. The APA accepts Visa, MasterCard and American Express credit cards as well as checks made payable to Academic Pediatric Association.

2. What is included in the exhibit fee?
   • One 6’ x 30” skirted table with two chairs
   • One booth identification sign
   • Complimentary exhibit personnel badges for up to two representatives
   • Listing on the PHM 2018 website, the PHM 2018 program guide and the PHM 2018 mobile app
   • Access to the PHM 2018 mobile app to upload company logo in your company listing if you wish to purchase additional equipment such as electrical, audio visual or Internet services, we will provide you with that information.

3. What is the deadline for Exhibit Registration Forms/Contracts?
   APA accepts applications/contracts until space is sold out. APA must receive information by May 16, 2018 in order to include your company in the exhibitor listing in the PHM 2018 program guide.

4. When will I receive a mailing list so that I can promote our booth at the meeting?
   Company contacts will receive the pre-conference mailing list four to six weeks prior to the meeting and a post-conference mailing list no more than two weeks after the meeting. The lists will include postal mailing addresses only. Mailings should be sent before the conference begins, and the post conference mailings must be sent within a month of the distribution date of the list. Each list is to be used for one mailing and is subject to the terms and conditions that will be included when PHM distributes the list. Mailings must be pre-approved by the PHM exhibitions team.

5. How many representatives are allowed per table?
   PHM 2018 includes two complimentary exhibit personnel badges per booth.

6. Where is the PHM 2018 room block?
   The Marriott Marquis Atlanta is the official hotel for PHM 2018. Discounted room rates of $159.00 (single/double occupancy plus tax) are available for PHM 2018 participants. This group rate is available on a first-come, first-served basis as long as rooms are still available in the block or until Friday, June 29, 2018, whichever comes first. After that date or the block is sold out, reservations will be confirmed on a space-available basis at the prevailing rack rate.

7. How do exhibitors order electrical, internet or audiovisual services?
   Exhibitor services forms will be included in the exhibitor information packet provided to you at least four weeks prior to the event.

8. Does PHM2018 offer any sponsorship opportunities?
   Yes. Please see pages xx-xx. If you are looking for a unique sponsorship package, we can help create customized packages that fit your marketing objectives. For more information on sponsorship opportunities, please contact Jennifer Padilla at Jennifer@academicpeds.org or call 703-556-9222.

9. Will job posting opportunities be offered at the conference?
   Yes. Job postings can be placed digitally in the PHM 2018 mobile app. For more information on how to purchase job postings for the mobile app, please email PHM2018@academicpeds.org.

HAVE OTHER QUESTIONS?
Contact our exhibits team

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