



**Society for Physician Assistants in Pediatrics**  
**VIRTUAL Annual CME Conference**

**VIRTUAL**

**SEPTEMBER 17<sup>TH</sup> - 19<sup>TH</sup>, 2021**

**EXHIBITOR PROSPECTUS**

# THE CONFERENCE

The 2021 SPAP Annual CME Conference offers exciting and productive opportunities to showcase your products and services to the most influential decision-makers in the medical arena. Spend quality, VIRTUAL time with current customers and meet prospective ones. SPAP provides the perfect experience on Zoom and the mobile app Socio to launch new products and gain real visibility. With our 2020 conference bringing in high numbers, we felt our community holds a strong interest in virtual meetings. We are have creative ways to ensure attendees come into the virtual exhibit hall by providing them with the social platform apps, such as Socio, that offer opportunities to connect with exhibitors, as well as engage attendees with raffles and other incentives. For even more visibility, check out SPAP sponsorship opportunities or product theaters.

## THE ATTENDEES

### PA FACTS

**PAs** have more than 400 MILLION patient interactions per year.

131,000 **PAs** currently reside and work in the U.S. 36% in hospitals; 5.9% in urgent care; 53.3% in outpatient office or clinic; 4.3% other.

93% of patients felt **PAs** are trusted healthcare providers.

91% of patients felt **PAs** improve the quality of healthcare.

#### 10 Things PAs & NPs Preform

Assist in Surgeries	Conduct Physical Exams
Take Medical History	Treat & Diagnose Illness
Make Rounds in Hospitals & Nursing Homes	Develop Treatment Plans
Order & Interpret Tests	Prescribe Medication
Perform Procedures	Counsel Patients on Care

# EXHIBITOR INFORMATION

Dedicated exhibit times are set aside, with no outside lectures or meetings scheduled. With the virtual aspect, exhibitors will be given a individual "exhibit booth" link to have one on one time with attendees.

**Conference Dates: September 17th - September 19th, 2021**

**Exhibit Dates: September 17th - September 18th, 2021**

## EXHIBIT HALL TIMES

### Exhibit Area Open:

Friday, Sept. 17th: 10am & 1:30pm

Saturday, Sept. 18th: 10am & 1:30pm

## EXHIBITORS SPACE: \$1,000

- Highlighted on a running bar during the exhibit times.
- Attendees will be provided a link to view exhibitors product info.
- Recognition as an exhibitor on SPAP website & mobile app.

## BONUS EXHIBITOR ITEMS!

Attendee list - Pre-conference attendee email blast -

Logo is placed in a premier location on main conference page.

# SPONSOR OPPORTUNITIES

## **MOBILE APP SPONSOR - \$3,000**

- Signage recognition w/instructions at registration on how to download the Socio app.
- Recognition as Mobile App Sponsor on the website/app.
- All instructions will be emailed to attendees with logo included in email.
- Personalized accessibility code.

## **SPONSORSHIP ADD-ONS**

### **Rotating Home Page Images:**

One slot, on a 4-5 sponsor rotating image, on the home page of mobile app. Logo linked to company website or place of your choice.

**\$1,000**

### **Social Wall:**

Let all the attendees see you! Place your logo on the social wall of the mobile app. Logo linked to company website of place of your choice.

**\$1,000**

### **Session Banner Ad:**

Place your logo under a specific session on the mobile app. Logo will be linked to company website or place of your choice.

**\$750**

### **Email Blast to attendees.**

Let us send a mass email to our attendees about your product!

**\$200**

# SPONSOR OPPORTUNITIES

## Audio Visual Sponsor

**\$5,000**

This sponsorship helps provided the technology needed to deliver a dynamic conference!

- Complimentary VIRTUAL exhibitor booth and sponsorship information.
- Logo on screen during virtual registration.
- Logo and company name highlighted on the mobile app & website.
- Attendee contact list.
- Personal "Thank you" during the conference from society President.

## Virtual Commercial Sponsor

**\$1,000**

Advertising to the attendees with a commercial on the **Socio** app.

- Up to five minute time slot to promote product.
- Commercial will run once.
- First come, first serve for time slot.
- Recognition on mobile app, & website sponsor page.

## Coffee Break Sponsor

**\$2,000 each break\***

Great way to connect with attendees! \*Provide a coffee voucher to really get every one excited. Attendees have the opportunity to network with the exhibitors in between sessions on Friday & Saturday during breaks.

- Complimentary virtual exhibitor time and sponsorship logo recognition.
- Coffee break sponsor announcement with chat room link included.
- \*Coffee voucher not included.

## Session Sponsor

**\$1,000 per session**

This sponsorship helps provided the speakers needed to deliver a dynamic conference.

- Recognition on mobile app & website for the session.
- Logo on conference agenda via website and Socio app for session.
- Option for sponsor representative to introduce session speaker!

# PRODUCT THEATERS

Product theaters are 50 minute sessions that provide the sponsor a live-virtual marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. Opportunity to offer food voucher or coupon incentive to attendees. No CME credit is provided for these sessions.

## **BREAKFAST PRODUCT THEATER**

**\$1,500\***

- logo displayed onscreen pre & post presentation.
- recognition on SPAP website, mobile app & listed on agenda
- Note: NOT INCLUDED: Opportunity to offer food voucher or coupon incentive to attendees. No CME credit is provided for these sessions.

## **LUNCH PRODUCT THEATER**

**\$2,500\***

- logo displayed onscreen pre & post presentation.
- recognition on SPAP website, mobile app & listed on agenda
- Note: NOT INCLUDED: Opportunity to offer food voucher or coupon incentive to attendees. No CME credit is provided for these sessions.

# Society for PAs in Pediatrics 2021

## Virtual Annual CME Conference

September 17th - September 19th, 2021

Exhibit Dates: Sept. 17th - Sept. 18th

Exhibitors Times: 10am & 1:30pm



# Exhibitor/Sponsorship Application & Contract

## Contact Information

Company \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

## Exhibit & Sponsorship Opportunities

### Exhibit Opportunities:

- Virtual Space \$1,000

### Premium Sponsorship:

- Audio Visual \$5,000
- Mobile App \$2,000
- Coffee Break \$2,000 each
- Session (per session) \$1,000
- Virtual Commercial Break \$1,000

### Add Ons:

- Rotating Home Page Image \$1,000
- Social Wall \$1,000
- Session Banner Ad \$750
- Email Blast \$250

### Product Theaters:

- Friday Breakfast \$1,500\*
- Saturday Breakfast \$1,500\*
- Friday Lunch \$2,500\*
- Saturday Lunch \$2,500\*

**Total:** \_\_\_\_\_

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express

\_\_\_ Discover \_\_\_ Check (payable to SPAP)

Card # \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of SPAP. This contract is binding once signed.

\_\_\_ I have read and understood this agreement, and serve as an authorized agent for the applicant.

Signature \_\_\_\_\_

Date \_\_\_\_\_

**SPAP Tax ID: 84-1355671**

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## Exhibitors Terms & Conditions

**Acceptance of Application:** Acceptance of this application as an agreement between the Exhibitor and SPAP will occur only when an official confirmation packet has been sent by SPAP via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

**Exhibitor Regulations Agreement:** The undersigned acknowledges and agrees to the Exhibitor Regulations as published by SPAP (available upon request) which are considered to be part of this agreement between the Exhibitor and the SPAP.

**Cancellation Policy:** The undersigned acknowledges understanding of SPAP Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

**Warranty of Authority:** The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Title

Date

Signature

Company

Please return these forms with payment to:

**Dane Pratt**

P. O. Box 90434

San Antonio, Texas 78209

**monique@spaponline.org**

P: 210-488-3193 F: 210-568-6375