October 15-16, 2020

Texas Pediatric Society Annual Meeting

MOODY GARDENS HOTEL Galveston, TX

Exhibitor Prospectus

www.txpeds.org
Why Exhibit?

Think of these Five F’s:

1. **Financial sense**
   Exhibiting at the TPS Annual Meeting is one of the most cost-effective ways for your company to reach qualified audiences. According to a US study by Exhibit Surveys Inc, the average cost per visitor reached at a trade show is $166, while the average cost of a field sales call is $270. You do the math.

2. **Face time**
   Meeting prospects and engaging face-to-face is also the fastest way to build relationships, strengthen current relationships, and build brand awareness.

3. **Fresh faces**
   Spend one-on-one time with decision makers in pediatric clinics and hospitals all over Texas. According to a US Benchmark Survey by Exhibit Surveys Inc, 64% of attendees are not customers.

4. **Fighting edge**
   Exhibiting at the TPS Annual Meeting offers your company another opportunity to stand out from the crowd. You can outshine the competition with well-trained staff, eye-catching stand design, and conscientious follow-up after the show.

5. **FOMO (Fear of Missing Out)**
   Consider the long-term effect of not exhibiting at the TPS Annual Meeting. Being absent from the largest gathering of pediatricians in Texas instantly makes you a non-player in the field and puts your competitors on top in the minds of our members.

Who Attends?

- Pediatricians in hospitals, private, and group practice
- Pediatric specialists
- Pediatric fellows, residents and medical students
- Allied health professionals, office managers and nurses
- Academic leaders
- State and community policymakers

Who Exhibits?

- Pharmaceutical companies
- Electronic health record suppliers
- Financial services
- Legal services
- Armed services
- Medical liability insurance providers
- Medical equipment suppliers
- Home health providers
- Physician recruiting services
- Procedural equipment manufacturers and distributors
- Medical billing companies
- Texas pediatric departments
- Texas children’s hospitals

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DON’T MISS THE EARLY REGISTRATION DISCOUNT!

To maximize your benefits, register on or before **Monday, June 1, 2020**.

**FINAL exhibitor registration deadline is Friday, August 28, 2020.**

See page 4 for discount and benefits.
Deadlines & Schedule

Important Dates

**Early Discount Ends** ............... Monday, June 1, 2020
Register before or on June 1 to receive a discounted rate for the standard booth package.

**ANNUAL MEETING REGISTRATION BROCHURE**

Print Deadline ...................... Monday, June 1, 2020
Ad Deadline..........................Monday, June 15, 2020
This is the last chance to receive ad space/recognition in the TPS 2020 Registration Brochure. Exhibitor must be paid-in-full for ad to be accepted and placed.

**ANNUAL MEETING ONSITE PROGRAM**

Ad Deadline..........................Friday, Aug. 28, 2020
This is the last chance to receive ad space/recognition in the TPS 2020 Onsite Program. Exhibitor must be paid-in-full for ad to be accepted and placed.

**TPS WEBSITE AND TPS E-NEWS**

Ad Deadline.................. 3 weeks prior to the month run

**EXHIBIT BOOTH REGISTRATION**

Registration Closes...............Friday, Aug. 28, 2020
To maximize your exhibitor benefits and receive recognition, the deadline to register as an exhibitor or supporter is August 28.

Exhibit Hall Times

Exhibits will open at 11:30 am with lunch on Thursday, Oct. 15 and close at 2 pm on Friday, Oct. 16.

**Thursday, October 15, 2020**

9:30 – 11:30 am  Exhibitor Setup*
11:30 am – 1:30 pm  Lunch in Exhibits Hall
2:30 – 3:00 pm  Refreshment Break
6:30 – 7:30 pm  Welcome Reception in Exhibits Hall

* Exhibitors may not set up or enter the exhibits hall prior to 9:30 am and must have aisle cleared by 11:15 am.

**Friday, October 16, 2020**

7:00 – 8:30 am  Continental Breakfast
10:15 – 10:30 am  Break
11:30 am – 1:30 pm  Lunch in Exhibits Hall; TNT Prize Drawing
2:00 pm  Hall Closes, Exhibitor Tear Down

Have you considered placing an ad? Check out our booth packages on the next page.

The Texas Pediatric Society is poised to be an event like no other! Promote your products and services to hundreds of Texas pediatricians at the only pediatric state-wide medical society meeting in Texas. These medical professionals rely on the convention to deliver cutting edge products, services and solutions, and the opportunity to connect with companies like yours.

Questions? Contact Crystal Healey | crystal.healey@txpeds.org
Booth Packages

$1,500 BASE PRICE ($1,800 after June 1)

All Booth Packages Include:
- 6’x30” skirted/draped table
- Company marketing statement on the meeting app
- Registration Brochure program listing (if paid in-full by June 1)
- TPS Exhibitor Directory listing with link to company’s home page on TPS Website
- Post-convention attendee mailing list for one-time use
- Exhibit staff badges

- Recognition on meeting signage
- Company name included in the Onsite Program (if paid in-full by Aug. 28)
- Complimentary registration for two exhibitors per exhibiting company (each additional exhibitor is $100 per individual with a max of four individuals per exhibiting company)
- Two chairs, a waste basket, and company signage

UPGRADE YOUR BOOTH AND RECEIVE THESE ADDITIONAL BENEFITS:

TITANIUM $10,000
- FULL-PAGE ADVERTISEMENT in the Registration Brochure
- FULL-PAGE ADVERTISEMENT in the Onsite Program
- LEADERBOARD ADVERTISEMENT on the TPS website for one full month
- DIGITAL PACKAGE includes your logo with a summary of your company in the meeting app.
- AWARDS LUNCHEON SPONSORSHIP (Approximate attendance is 300 members)
- DOUBLE BOOTH in the hall
- COMPLIMENTARY REGISTRATION for up to six representatives (four additional representatives included vs. standard booth package)

PLATINUM $7,500
- HALF-PAGE ADVERTISEMENT in the Registration Brochure
- DIGITAL PACKAGE includes your logo with a summary of your company in the meeting app.
- LEADERBOARD ADVERTISEMENT in the TPS E-Newsletter for one month
- COMPLIMENTARY REGISTRATION for up to five representatives (three additional representatives included vs. standard booth package)
- OPTIONAL HALF-PAGE ADVERTISEMENT in the Onsite Program for an additional $1,500

GOLD $5,800
- QUARTER-PAGE ADVERTISEMENT in the Registration Brochure
- DIGITAL PACKAGE includes your logo with a summary of your company in the meeting app.
- RECTANGLE ADVERTISEMENT in the TPS E-Newsletter for one month
- COMPLIMENTARY REGISTRATION for up to four representatives (two additional representatives included vs. standard booth package)
- OPTIONAL QUARTER-PAGE ADVERTISEMENT in the Onsite Program for an additional $1,000

SILVER $3,500
- EIGHTH-PAGE ADVERTISEMENT in the Registration Brochure
- DIGITAL PACKAGE includes your logo with a summary of your company
- COMPLIMENTARY REGISTRATION for up to three representatives (one additional representative included vs. standard booth package)
- OPTIONAL EIGHTH PAGE ADVERTISEMENT in the Onsite Program for an additional $500

EXHIBITOR REGISTRATION DEADLINE: AUGUST 28, 2020

UPGRADED EXHIBITORS SELECT AN EVENT TO CO-HOST WITH TPS
SEE APPLICATION ON PAGE 7

Ad Specifications

Ad proofs for the Registration Brochure are due by June 15, 2020. Additional deadlines are listed on page 3. Exhibitor must be paid-in-full for ad to be accepted. Must be an exhibitor to purchase. File types supported are PDF, PNG, or JPG at 300DPI.

Ad Sizes

Full page.......................................................... 7.5 x 10 inches
1/2 horizontal ................................................. 7.5 x 4.8 inches
1/4 vertical..................................................... 3.56 x 5 inches
1/8 horizontal .................................................. 3.56 x 2 inches
E-News Leaderboard................................. 582 x 72 pixels

E-News Rectangle........................................ 180 x 150 pixels
Website Leaderboard................................. 728 x 90 pixels
Website Rectangle...................................... 250 x 300 pixels
Mobile App Banner................................. 600 x 110 pixels
Mobile App Supporter Logo (thumbnail) ........ 240 x 240 pixels
Maximize Your Presence

Additional Sponsorships

Gain greater visibility with decision-makers. The following opportunities will help your company increase visibility with TPS members and conference attendees during and after the meeting (exhibit booth not required).

Be Seen Day and Night: Elevator Logo Decal: $3,000
Attendees will utilize elevators to access sleeping rooms and meeting rooms in the TPS hosted hotel. Make your presence known by advertising to hotel guests, meeting attendees, and meeting guests!

Go Green! Water bottles to use throughout the conference: $2,000
Help meeting attendees to stay hydrated during and after the event by providing durable, reusable water containers! Attendees will receive one and use it long after the meeting ends.

Meeting Bag Insert $2,000
Every meeting attendee receives a meeting bag for use during the event. Get your message out to attendees when they first arrive by including an insert in their meeting bag. The insert can be front and back, one page maximum; “8.5 x 11.” Insert will be reviewed by TPS prior to printing. Company is responsible for providing the insert at its own expense. Insert must be received and approved by September 14, 2020 to be considered. Limited to 3 companies.

Mobile Presence: $3,000
Exclusive company ad on high profile landing page of the app. Connect with attendees digitally with a banner ad on the navigation menu of the app that takes them directly to your company’s home page. Prominent listing as the annual meeting digital sponsor. With over 40 sessions, attendees will see your ad every time they access the app.

Tote Bags: $2,500 - SOLD
Maximize your presence during the TPS Annual Meeting, and leave a lasting impression after the meeting by sponsoring the tote bags given to every registered attendee.

Hotel Key Cards: $2,250
The ultimate low-cost, high-impact sponsorship, hotel key cards are a great way to maximize your company’s presence. Think about how many times they’ll see and use it!

“Seat Saver” Placemats: $1,800
A prominent visual for non-profits, institutions, and non-commercial companies to “place” in front of the attendee in sessions. Increase attendee knowledge about your organization with custom graphics and facts on a one-sided, 4-color 10” x 14” paper placemat on the tables.

Power-Up Station: $1,800
Get noticed while attendees power up their devices. Display your company’s logo on eight wall panels and one header panel to give a bold visual impact that leaves a lasting impression. This high traffic station includes a table to leave pamphlets, business cards, and other promotional items.

Lanyards: $1,700 - SOLD
Reinforce brand awareness by having attendees wear your logo! A lanyard sponsorship is a great way to showcase your company with TPS attendees.

Questions? Contact Crystal Healey | crystal.healey@txpeds.org
**Rules & Regulations**

**Payment Policy**
TPS accepts VISA, Discover, MasterCard, checks, and agency purchase orders. These are the ONLY accepted methods of payment (NOT American Express). In accordance with ACCME guidelines, exhibit booth fees are separate from commercial support. Payment must be paid in full by August 28, 2020 to receive confirmation of a booth space, as well as the other benefits listed. (*Registration Brochure* listing deadline is June 1, 2020.)

**Disclosure**
The TPS reserves the right to decline a booth/sponsor application after review.

**Disclosure of Investigational Uses of Products Devices or Procedures:** All exhibitors are required to follow the Food and Drug Administration (FDA) rules and regulations on displayed products. These rules require disclosure of current FDA status by appropriate labeling and pharmaceuticals. Further information may be obtained from the FDA. NO EXHIBITORS or PHYSICIANS ATTENDING THE MEETING AS EXHIBITORS are allowed in the educational sessions unless they register as an attendee separate from the exhibit fee.

**Size and Type of Exhibits**
Exhibit space in the hall is limited to the 10’Dx10’W draped area. Non-profit booths must conform to a 6’x30” table top. Therefore, free standing exhibits must fit around your immediate table or on your table. If you need more space, you must purchase 2 booths. The TPS reserves the right to screen applications for space and to accept only those that fit this criteria. Unethical conduct or infraction of these policies will subject the exhibitor or his/her representatives to dismissal from the entire meeting. Should this occur, there is no refund of the exhibit fee or additional representative fees. Exhibit aisles must be cleared by 11:15 am on Thursday.

**Exhibit Booth Location**
Exhibitors at the level of Titanium, Platinum and Gold, that opt to exhibit, will be given a choice of prime locations in the hall or foyer. Silver will then be assigned. If you are a non-profit basic exhibitor, you can pay an upgraded fee for placement inside the hall.

**Exhibitor Representatives/Registration**
All exhibitors have a total of two complimentary registrations for the entirety of the show. This does not mean two to four reps each day of the show or in shifts. Each name badge beyond two (or more for Titanium, Platinum, Gold, and Silver) is an additional $100 each, limit two additional. We reserve the right to limit booth representatives. Any non-registered exhibitors without a name badge will be asked to leave the exhibit area.

**AV/WiFi/Technology**
Telephone, computer/video devices, cabling, electricity and decorating services may be arranged, and are provided for a fee, by Freeman Company. WiFi is available for purchase through the hotel. Information on cost and forms will be emailed to the paid exhibitors prior to the event.

**Responsibilities**
Each party agrees to be responsible for their own property and shall not hold the Texas Pediatric Society and Moody Gardens Hotel harmless for any damages, theft, or personal injury occurring during the meeting.

**Ancillary Meetings**
Organizations and companies hosting an event outside of the TPS Annual Meeting schedule must first contact the TPS Director of Member Services. Events cannot conflict with TPS CME sessions, TPS receptions, or events and must be approved in advance.

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**Media Release**

*By registering for this event, I grant TPS permission to use my image for promotional purposes. I further understand and agree that my photo may be used in the TPS E-News, on the TPS website, on TPS social media, or in other promotional materials.*

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**For questions contact:**

Crystal Healey, CAE  
Director of Member Services  
Phone: (512) 370-1517  
Fax: (512) 473-8659  
email: Crystal.Healey@txpeds.org

More information at txpeds.org | (512) 370-1517
1. CHOOSE YOUR EXHIBIT BOOTH OPTION

Basic Exhibit Booths

<table>
<thead>
<tr>
<th>Option</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial and non (c)(3) organizations</td>
<td>$1,500</td>
</tr>
<tr>
<td>Non-profit 501(c)(3) organizations</td>
<td>$550</td>
</tr>
</tbody>
</table>

Commercial and non (c)(3) organizations .......................... $1,800
Non-profit 501(c)(3) organizations .......................... $600

2. UPGRADES For Upgraded Exhibitors ONLY. Check your options (Basic booth package is included in the options below.)

- **Titanium: $10,000**
  - FULL PAGE ad in Registration Brochure
  - FULL PAGE ad in TPS Onsite Program
  - Leaderboard on website (1 month)
  - Double booth location in hall
  - Opt for no ad
  - Opt for no exhibit space
  - Support only

- **Platinum: $7,500**
  - HALF PAGE ad in Registration Brochure
  - Single corner booth or other prime location in hall
  - Leaderboard in E-News, 1 Month (Preferred month)
  - Ad placement in Onsite Program (additional $1,500)
  - Opt for no ad
  - Opt for no exhibit space
  - Support only

- **Gold: $5,800**
  - QUARTER PAGE ad in Registration Brochure
  - Single booth location in hall
  - Rectangle in TPS E-News, 1 Month (Preferred month)
  - Ad placement in Onsite Program (additional $1,000)
  - Opt for no ad
  - Opt for no exhibit space
  - Support only

- **Silver: $3,500**
  - EIGHTH PAGE ad in Registration Brochure
  - Single booth location in hall
  - Ad placement in Onsite Program (additional $500)
  - Opt for no ad
  - Opt for no exhibit space
  - Support only

Choose ONE event to co-host:
- Awards Lunch Sponsorship
- Opt for no event – Support only

Choose ONE event to co-host:
- Thursday and Friday continuous beverage breaks in exhibits hall
- Thursday lunch in exhibits hall
- Friday lunch in exhibits hall
- Friday continental breakfast in exhibits hall
- Friday welcome reception
- Friday Presidents’ reception
- Saturday light breakfast
- Opt for no event – Support only

Choose ONE event to co-host:
- Friday continental breakfast in exhibits hall
- Thursday welcome reception
- Friday Presidents’ reception
- Saturday light breakfast
- Opt for no event – Support only

Choose ONE event to co-host:
- Thursday early AM break
- Sunday breakfast
- Opt for no event – Support only

3. ADDITIONAL SPONSORSHIP AND ADVERTISING OPPORTUNITIES (See page 4 for Deadlines)

- Elevator Decal ........................................ $3,000
- Water Bottles ......................................... $2,000
- Bag Insert ................................................. $2,000
- Mobile Presence ........................................ $3,000
- Tote Bags .............................................. $2,500
- Hotel Key Cards ...................................... $2,250
- Seat Saver Placemats .............................. $1,800
- Power-Up Station ................................ $1,800
- Lanyards ............................................. $1,700

4. FILL OUT CONTACT AND PAYMENT INFORMATION

**Name of Company** (as it will appear on booth sign) ____________________________

Product/Service Promotion (pharmaceutical, equipment, nutritional, etc.) ____________________________

*Name of Direct Correspondent to whom ALL information will be sent ____________________________

Address ____________________________

Phone Number of Direct Correspondent ____________________________

Email of Direct Correspondent ____________________________

Link to home page of company (not to specific products): ____________________________

*NOTE: TPS will only send exhibiting information to the contact listed on this form. It is their responsibility to forward to onsite rep or notify us of a change in contact.

TPS Tax ID# 75-1499413

**METHOD OF PAYMENT:** □ VISA □ MasterCard □ Discover □ Check – Payable to Texas Pediatric Society

*We do not accept American Express.

Credit Card # ____________________________ CID (3 digit number on back) ____________________________

Expiration Date: ____________________________ Name on Card: ____________________________

Billing Address ____________________________

**CANCELLATION POLICY:** I have reviewed the TPS exhibit policies and hereby agree to the terms and requirements as outlined. There is no refund of exhibitor and/or contribution fees after June 1, 2020 — no exceptions. Should the meeting be canceled or rescheduled for any reason, TPS will offer a refund for all contributions and exhibitor fees within 30 days of the canceled event. TPS will not be financially responsible for any other expense or fee incurred by the exhibitor and/or contributor.

**REMINDER:** In accordance with ACCME guidelines, exhibit booth fee is separate from commercial support.

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Signature of AUTHORIZED company representative 

__________________________

Date 

Return to:
Texas Pediatric Society, 401 W. 15th St. Ste. 682, Austin TX 78701 -or- FAX: (512)473-8659 -or- Email: Crystal.Healey@txpeds.org
MOODY GARDENS HOTEL  Galveston, TX

Exhibitor PROSPECTUS

October 15-16 2020