



Exhibitor Prospectus



Welcome

Michael Christensen
Chair of the Board



The PPAG Annual Conference is your opportunity to communicate with hundreds of pediatric pharmacy decision makers and leaders from across North America. In October 2010, about 350 pediatric pharmacists will gather at the St. Charles Convention Center to advance their training and skills for delivering safe and effective medications to children.

By exhibiting or sponsoring the PPAG Annual Conference you can deliver your company's message to pediatric pharmacists who are involved in drug therapy decisions and who understand how the unique needs of pediatric patients affect you business. Our conference participants practice in neonatal units, critical care units, and hematology/oncology, infectious disease, nutrition, cardiology and other settings.

The Conference provides a unique setting where your company representative can interact with attendees as they study the latest advances in their profession.

The 19th Annual Conference is the premier pediatric pharmacy meeting, highlighting the best in research, practice, and education. This year we have revamped and added some sponsorship opportunities for you and your company. These opportunities are described in the pages that follow.

On behalf of the Board of Directors and the members of PPAG, I invite you to join us in St. Charles, MO. It promises to be a terrific meeting!

Sincerely,

Michael Christensen, PharmD
Chair of the Board
Director of Pharmacy, LeBonheur Children's Hospital, Memphis, TN

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About the 19th



PPAG Meeting Goals

The Pediatric Pharmacy Conference is designed for practitioners and administrators involved in the drug therapy decision for children, and who understand the unique needs of the pediatric patient. This conference will provide important education benefits for participants who want to improve their positioning in the health care environment. It will also provide a new understanding of current medical trends in pediatric pharmacy.

Overall Conference Goals

The overall goals of the Pediatric Pharmacy Conference are as follows:

- Provide and review current information pertaining to medication use in pediatric patients in acute care and ambulatory care settings.
- Review current developments in drug therapy for pediatric patients.
- Review new technologies that can reduce the risk of errors in the pediatric populations.
- Discuss new drugs on the market and their application to pediatric care.
- Provide a forum for the exchange of information among pediatric pharmacy practitioners.

Keynote Speaker

Dr. James Broselow, developer of the Broselow tape will be featured at the Conference. For more information about the conference, go to: <http://www.ppag.org/en/cev/43>



Our Attendees

Our membership consists of pediatric and neonatal pharmacists, administrators, and associates who practice in freestanding children's hospitals, university hospitals, community hospitals, non-university teaching hospitals, home care facilities, schools of pharmacy, neonatal intensive care units and so on. There are presently over 700 active members from the United States, Canada, Australia, The United Kingdom, and Sweden. Ninety-four percent of the members are in the United States.

We anticipate 300 to 350 participants at the 19th Annual Conference!

Exhibitor Info



Exhibition Location, Date, and Times

This year's exhibition will be held at the St. Charles Convention Center and Embassy Suites. Exhibits will be available throughout the conference registration and general session area beginning on Friday, October 8, 2010 at 9:00 am through October 9, 2010 at 12:00 (Exhibitors may set up their display on Friday, October 8, 2010 after 7:00 am).

Conference foot traffic will flow through the exhibit area throughout the conference. Stand-alone exhibit time will be on Friday, October 8 from 4:30-5:00. Light refreshments will be offered at this time.

Exhibition Fees

Table-Top Exhibit is \$1,750.00 USD

This fee include one 6' x4' table with drapes, but does not include special equipment needed.

Exhibitor Benefits

If you Exhibit at the 19th Pediatric Pharmacy Conference you will receive the following:

- Recognition in the Program Book
- Company listing on PPAG website
- Recognition in PPAG Newsletter
- Attendee mailing labels (one-time usage)



"By exhibiting at the PPAG Annual Conference you can deliver your company's message to pediatric pharmacists who are involved in drug therapy decisions and understand how the unique needs of pediatric patients affect your business."

Michael Christensen,
Chair of the Board

Opportunities



The PPAG Annual Conference offers many opportunities for sponsorship. Below are a few activities, events, and sessions you can sponsor. **Benefits of sponsorship are noted on the next page.**

Satellite Symposia

You can provide meeting participants with valuable information about your products and/or services. The packages below includes logistics and planning administration, catering, audio/visual, speaker honorarium, room rental, and CE administration.

- | | |
|--|------------------------|
| 1. Breakfast Symposium
Breakfast Sessions are available on October 8, 9, and 10, 2010. | \$10,000.00 (one-hour) |
| 2. Lunch Symposium
Lunch Sessions are available on Friday, October 8, 2010 | \$15,000.00 (one-hour) |
| 3. Dinner Symposium
Dinner Sessions are available on October 8 and 9, 2010 | \$20,000.00 (one-hour) |

Advisory Board Meetings

Do you need to tap into your market? Want to know what pediatric pharmacists think about your product? This opportunity allows you to ask the important questions to our members. The rate above does NOT include meals. If you are interested in our Premium Package please contact the PPAG office.

starting at \$3,500*/hr

Opening Reception	\$10,000*
Dessert Reception	\$8,500*
Cyber Café	\$7,500*
Refreshment Breaks	\$3,000 ea*
Name Badges/holders	\$1,000*

* Your company will receive benefits as described on the next page, plus signage at sponsored event, recognition in program booklet, website, and the PPAG newsletter.

If you are interested in any of these sponsorship opportunities, please call the PPAG office at 901-380-3617 or indicate your interest on the Exhibitor Application.

Sponsorship Guide



Maximize your Exposure!!!!

Become a PPAG Corporate Partner or Sponsor an Event, Session, or Activity and **Exhibit for Free!!!**

Private gifts, and in particular the support of foundations, organizations, and companies, have a tremendous impact on PPAG. As a member-driven professional organization, we respond to the educational and professional needs of our members and are not able to provide programs and services totally on membership dues and/or fees. Much of the financial support for our continuing education programs, membership programs, advocacy programs, and operating expenses is generated through the generosity of our corporate sponsors.

Platinum Support: \$40,000 and above

** Lifetime Sponsors receive Platinum Support level of benefits extended over life of funding commitment. Please contact PPAG office for more information.

1. Pediatric Consulting Services by PPAG Board and Leadership
2. Access to PediNet™
3. One booth at the Pediatric Conference, including two (2) meeting registration fees
4. One booth at the Specialty Conference, including two (2) meeting registration fees
5. Free ad in the newsletter, PediNet™
6. Free Ad in JPPT (inside front, inside back)
7. PPAG Newsletter Subscription
8. Signage at Exhibitor Booth or Sponsored event/session/activity
9. Recognition on PPAG website as Platinum Sponsors
10. Platinum Sponsor's Pin and Certificate

Gold Support: \$30,000-\$39,999

1. Pediatric Consulting Services by PPAG Board and Leadership
2. Access to PediNet™
3. One booth at the Pediatric Conference, including two (2) meeting registration fees
4. Free ad in the newsletter, PediNet™
5. Free Full Page Ad in JPPT
6. PPAG Newsletter Subscription
7. Signage at Exhibitor Booth or Sponsored event/session/activity
8. Recognition on PPAG website as Platinum Sponsors
9. Gold Sponsor's Pin and Certificate

Silver Support: \$20,000-\$29,999

1. Access to PediNet™
2. One booth at the Pediatric Conference, including two (2) meeting registration fees
3. Free ad in the newsletter, PediNet™
4. Free Half Page Ad in JPPT
5. PPAG Newsletter Subscription
6. Signage at Exhibitor Booth or Sponsored event/session/activity
7. Recognition on PPAG website as Platinum Sponsors
8. Silver Sponsor's Pin and Certificate

Bronze Support: \$10,000-\$19,999

1. Access to PediNet™
2. One booth at the Pediatric Conference, including one (1) meeting registration fees
3. Free ad in the newsletter, PediNet™
4. PPAG Newsletter Subscription
5. Recognition on PPAG website as Platinum Sponsors
6. Bronze Sponsor's Pin and Certificate

Friend Support: up to \$10,000

1. One booth at the Pediatric Conference, including one (1) meeting registration fees
2. Free ad in the newsletter, PediNet™
3. Recognition on PPAG website as a Friend of PPAG

About the Hotel



Meeting Facility | Hotel Information

The 19th Annual Meeting will be held at the St. Charles Convention Center and Embassy Suites Hotel and Spa in St. Charles, MO.

Conference participants are responsible for their own lodging. PPAG has secured special room rates of \$139.00 per night for a single/double room. This discounted rate is guaranteed for reservations made on or before Monday, September 5, 2010.

Reservations can be made by calling the hotel directly at 636-946-6644. For the special room rate, you must identify yourself as being with the Pediatric Pharmacy Advocacy Group

Reservations made after Monday, September 5, 2010 are subject to availability and room rate increases. Major credit cards are accepted and required to guarantee reservations.



Embassy Suites Hotel and Spa



About PPAG

Our Mission

The Pediatric Pharmacy Advocacy Group is an international, non-profit, professional pharmacy association dedicated to improving medication therapy in children. The purpose of PPAG is to advocate safe and effective medication use in children through communication, education, and the promotion of research.

Our Goals

Education

The PPAG will educate patients and their families through selected activities about appropriate medication use. The PPAG will advance the training and leadership skills that pediatric practitioners need for delivering safe and medications in children.

Communication

The PPAG will advance the awareness of optimal pediatric pharmaceutical care with all health care professionals by coordinating an effective communication network.

Research/Patient Care

The PPAG will promote the safe, effective and cost-effective use of drugs in the pediatric population by encouraging and supporting innovative strategies and research in all areas of pediatric pharmacy practice. The PPAG will enhance patient care by serving as an advocate for, and addressing the patient-specific needs of, the pediatric population.

PPAG Believes in...

- The value of each member's experience and expertise
- The importance of volunteerism
- Quality research, education, and training
- The importance of contributing to the medical literature
- Awareness of children's healthcare issues related to medication use
- The prevention of adverse drug events



PPAG Activities

Professional Education

The Pediatric Pharmacy Advocacy Group is an approved provider of continuing pharmacy education by the Accreditation Council for Pharmacy Education. PPAG offers two live continuing education meetings per year. Our Annual Meeting in the fall and our Specialty Meeting in the spring provide current information pertaining to medication use in pediatric patients in acute care and ambulatory care settings.

A Peer-reviewed Journal: The Journal of Pediatric Pharmacology and Therapeutics

The Journal of Pediatric Pharmacology and Therapeutics (JPPT) is a peer-reviewed clinical medical journal dedicated to the dissemination of information regarding the safe and effective use of medications in neonates, infants, children, and adolescents. By contributing to the medical literature the JPPT plays a vital role in advancing PPAG advocacy as well as educational missions. Visit www.jppt.org for more information.

PediNet: Member Forums

PediNet is a collection of limited access email communities (only members have access) which provides PPAG members access to discussion forums. These forums allow members to share and access pediatric related drug information. Go to <http://pedinet.ppag.org>.

Artemis Safety Initiative

The Artemis Project is a collaborative effort between James Broselow MD, Robert Luten, MD and the Pediatric Pharmacy Advocacy Group (PPAG) - which represents over 700 pediatric pharmacists. The Artemis Project's goal is to develop a simple, safe and effective international standard for acute pediatric administration of drugs. The technologies needed to bring that standard to the bedside in real time were developed by PPAG's partner, Zolstice. Go to <http://artemis.ppag.org>.

Awards Program

PPAG encourages health-care professionals to contribute to the profession and the advancement of knowledge through a variety of Awards and Recognition Programs.

- Sumner J. Yaffe Lifetime Achievement Award
- Richard Helms Practice Award
- Best Practice Awards
- Research Awards: Best Poster and Young Investigator Award



Exhibitor Agreement and Application Form

19th Pediatric Pharmacy Conference—PPAG Annual Meeting
October 7-10, 2010
St. Charles Convention Center and Embassy Suites Hotel and Spa | St. Charles, MO

Exhibition will be on October 8-9, 2010

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____ Phone: _____

Email Address: _____ Fax: _____

We plan to exhibit the following: _____

Company Representatives: _____

Check all boxes that apply.

Enclosed is a check for \$1,750.00, the fee for one exhibit at the PPAG Pediatric Pharmacy Conference. Fee does NOT include any special equipment needed. Contact PPAG for information if additional amenities are needed. Make checks payable to: Pediatric Pharmacy Advocacy Group (Tax ID: 34-1628850). 7953 Stage Hills Boulevard, Suite 101, Memphis, TN. 38133. **We also accept Visa, MasterCard, and American Express.** Please call 901-380-3617 if interested.

I am also interested in sponsoring a satellite symposium. Please contact regarding information.

I am also interested in other sponsorship opportunities such as sponsoring a break, food function, or reception.

Liability: The company representative/exhibitors in sending this agreement, releases PPAG and its members/representatives from any and all claims of injury, loss of damage, that may occur to the exhibitor, the exhibitor's employees, of the exhibitors property from any cause whatsoever; except in the case of PPAG and/or its representative's negligence.