Texas Pediatric Society
2019 Annual Meeting
September 19-20, 2019
Renaissance Dallas at Plano Legacy West

Why & Who?
Deadlines & Schedule
Booth Packages & Upgrades
Maximize Your Presence
Rules and Regulations
Exhibitor Application

Reserve Your Spot Today!
**Why Exhibit?**

**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.

**Fresh faces**
Meet prospects and engaging face-to-face is also the fastest way to build relationships, strengthen current relationships, and build brand awareness.

**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 of the minds of our members.

**Face time**
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.

64% of attendees are not customers of the companies’ exhibits they visited.

This means...

**New Business Opportunities!**

**Who Attends?**
- Pediatricians in private practice, group practice and hospitals
- 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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2018 was a record breaking year!

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Don’t Miss the Early Registration Discount!

To maximize your benefits, register on or before Monday, May 17, 2019.

**FINAL exhibitor registration deadline is Thursday, August 1, 2019.**

More info at: txpeds.org  Call: (512) 370-1517  -or-  Email: Crystal.Healey@txpeds.org
Deadlines & Schedule

Important Dates

**Early Discount Ends** ............... Monday, May 17, 2019
Register before or on May 17 to receive a discounted rate for the standard booth package.

**Registration Brochure Print Deadline** ............... Monday, May 31, 2019

**Registration Brochure Ad Deadline** ............... Monday, May 31, 2019
This is the last chance to receive ad space/ recognition in the TPS 2019 Registration Brochure. Exhibitor must be paid-in-full for ad to be accepted and placed.

TPS website and TPS E-News Ad deadlines............. 3 weeks prior to the month run

**Registration Closes** ............... Thursday, August 1, 2019
To maximize your exhibitor benefits and receive recognition, the deadline to register as an exhibitor or supporter is August 1.

**Annual Meeting Onsite Program AD deadline** ............... Thursday, August 1, 2019
This is the last chance to receive ad space/recognition in the TPS 2019 Onsite Program. Exhibitor must be paid-in-full for ad to be accepted and placed.

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Fun things to do in Plano

**Aquashop Indoor Surfing**
FlowBoarding on a FlowRider is a truly unique experience that reflects all sorts of board sports, making for an easier learning curve but also leaving room for some truly impressive tricks. In a nutshell (or in our case, a big glass enclosure), the FlowRider generates a thin sheet of water that flows over a stationary wave form. That’s a very technical way of saying we have a year-round, surfable wave *inside* our store!

**Arbor Hills Nature Preserve**
The preserve is a 200-acre park featuring vast areas of natural beauty for walking, jogging, hiking and other outdoor activities. Park hours are Monday thru Sunday, 5 am-11 pm. Gates are closed when the park is closed.

**Dr. Pepper StarCenter Ice Arena**
Bring your friends and family out to the Plano StarCenter for public skating. Dr. Pepper StarCenter is a newly-renovated two-sheet ice sports facility. This family-friendly facility offers a broad mix of activities for adults and children.

**Crayola Experience**
Discover the magic of color at Crayola Experience, Crayola's premier, one-of-a-kind family attraction! Dozens of hands-on, creative activities and a full day of fun awaits families in Plano, Texas at The Shops at Willow Bend.

**The Shops At Legacy**
Located at Legacy Drive and Dallas Parkway is an eclectic array of shops and restaurants for your entertainment. You can find a variety of sights, sounds and tastes to enjoy.

Stop to see “Trails in Legacy,” a public art collection which includes a series of 22 bronze sculptures located off Bishop Road, north of Legacy Drive at Baccus Plaza.

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**Exhibit Hall Times**

Exhibits will open at 11:30 am with a lunch on Thursday, Sept. 19th and close at 4 pm on Friday, Sept. 20th.

**Thursday, September 19, 2019**

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

**Friday, September 20, 2019**

7:00 – 8:30 am  Continental Breakfast
10:15 – 10:30 am  Break
11:30 am – 1:30 pm  Lunch in Exhibits Hall
3:15 – 3:45 pm  Refreshment Break
TNT Prize Drawing
4:00 pm  Hall Closes, Exhibitor Tear Down

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Have you considered placing an ad? Check out our booth packages on Page 4.

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 the state. These medical professionals rely on the convention to deliver cutting edge products, services and solutions, and the opportunity to connect with companies like yours.
Booth Packages

All Booth Packages Include:

$1,500 Base Price (after 5/17/19 $1,800)

Each 6’ x 30” skirted/draped table includes:

- Company marketing statement on the meeting app
- Registration Brochure program listing (if paid in full by 5/17/19)
- 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 8/1/19)
- Exhibit staff badges
- Post-convention attendee mailing list for one-time use
- 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

Additional Booth Opportunities Included as an Upgraded Exhibitor

Titanium: $10,000

- FULL-PAGE ADVERTISEMENT in the Registration Brochure (mailed and posted online)
- 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
- REGISTRATION for up to six representatives (four additional representatives included vs. standard booth package)

Platinum: $7,500

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

Gold: $5,800

- QUARTER-PAGE ADVERTISEMENT in the Registration Brochure
- QUARTER-PAGE ADVERTISEMENT in the Onsite Program for an additional $1,500
- DIGITAL PACKAGE includes your logo with a summary of your company
- 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)

Silver: $3,500

- EIGHTH-PAGE ADVERTISEMENT in the Registration Brochure
- EIGHTH PAGE ADVERTISEMENT in the Onsite Program for an additional $500
- 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)

REGISTRATION for up to three representatives (one additional representative included vs. standard booth package)

*Exhibitor registration deadline is August 1, 2019.

Ad Specifications

Ad proofs for the Registration Brochure are due by May 31, 2019. Exhibitor must be paid-in-full for ad to be accepted. Must be an exhibitor to purchase.

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

Remember to fill out and submit the Exhibit Application Form on the last page.

More info at: txpeds.org  Call: (512) 370-1517 -or- Email: Crystal.Healey@txpeds.org
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).

**Mobile Presence: $3,500**
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 login.

**Tote Bags: $2,250**
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: $2,000**
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. Increase attendee knowledge about your organization with custom graphics and facts on a 10” tall x 14” wide paper placemat on the tables.

**Power-Up Station: $1,750**
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: $1,500**
Reinforce brand awareness by having attendees wear your logo! A lanyard sponsorship is a great way to showcase your company with TPS attendees.

Why was this program a hit?

Attendees’ chance of winning increases the more booths they visit, which increases traffic to your booth.

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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 space is separate from commercial supporters. Payment must be paid in full by August 1, 2019 to receive confirmation of a booth space, as well as the other benefits listed. (Registration Brochure listing deadline is May 31, 2019.)

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 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.

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

Each party agrees to be responsible for their own property and shall not hold the Texas Pediatric Society and Renaissance Dallas 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 exhibits manager. Events cannot conflict with TPS CME sessions, TPS receptions or events and must be approved in advance.

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.

For questions contact:
Crystal Healey, CAE
Exhibits Manager
Phone: (512) 370-1517
Fax: (512) 473-8659
email: Crystal.Healey@txpeds.org
Exhibitor Application

1. CHOOSE YOUR EXHIBITOR OPTION

<table>
<thead>
<tr>
<th>Basic Exhibit Booths</th>
<th>On or Before 5/17/19</th>
<th>5/18/19 – 8/1/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial and non (c)(3) organizations</td>
<td>$1,500</td>
<td>$1,800</td>
</tr>
<tr>
<td>Non-profit 501(c)(3) organizations</td>
<td>$550</td>
<td>$600</td>
</tr>
</tbody>
</table>

Advertising Opportunities

<table>
<thead>
<tr>
<th>Website &amp; E-News Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Txpeds.org Leaderboard………$1,000</td>
</tr>
<tr>
<td>Txpeds.org Rectangle………$500</td>
</tr>
<tr>
<td>E-News Leaderboard………$500</td>
</tr>
<tr>
<td>E-News Rectangle………$300</td>
</tr>
</tbody>
</table>

Additional Sponsorship

<table>
<thead>
<tr>
<th>Extra Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Presence………..$3,500</td>
</tr>
<tr>
<td>Tote Bags………………$2,250</td>
</tr>
<tr>
<td>Hotel Key Cards………..$2,000</td>
</tr>
<tr>
<td>Seat Saver Placemats……$1,800</td>
</tr>
<tr>
<td>Power-Up Placemats…….$1,750</td>
</tr>
<tr>
<td>Lanyards…………………$1,500</td>
</tr>
</tbody>
</table>

(See page 4 for Deadlines)

2. UPGRADE! 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
  - No ad
  - 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)
  - No ad
  - 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)
  - No ad
  - No exhibit space
  - Support only

- **Silver: $3,500**
  - ONE EIGHTH PAGE ad in Registration Brochure
  - No ad
  - No exhibit space
  - Support only

Choose co-host event:
- Awards Lunch Sponsorship
- No event – Support only

Choose co-host event:
- Thursday and Friday continuous beverage breaks in exhibits hall
- Thursday lunch in exhibits hall
- Friday lunch in exhibits hall
- No event – Support only

Choose co-host event:
- Friday continental breakfast in exhibits hall
- Thursday welcome reception
- No event – Support only

Choose co-host event:
- Thursday early AM break
- Pediatric Office Managers Section
- No event – Support only

3. FILL OUT CONTACT AND PAYMENT INFORMATION

Name of Firm (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 __________________________________________ Street __________ City ____________________________

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

Credit Card # ________ ____________ CID (3 digit number on back) ____________

Expiration Date: ____________ Name on Card: ____________________________

Billing Address __________________________________________ Street __________ City ____________________________

State ________ Zip ____________

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 May 17, 2019 — 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.

REMEMBER: In accordance with ACCME guidelines, exhibit space fee is separate from supporter contributions.

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

More info at: txpeds.org Call: (512) 370-1517 - or- Email: Crystal.Healey@txpeds.org