

PEDIATRIC HOSPITAL MEDICINE

# PHM 2024

AUGUST 1-4, 2024

MINNEAPOLIS, MN



**PHM is the premier educational conference for pediatric hospitalists and other clinicians who care for hospitalized patients.**

## Exhibitor & Sponsor Prospectus



ACADEMIC  
PEDIATRIC  
ASSOCIATION

**shm**  
Society of Hospital Medicine

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



## About PHM2024

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. PHM 2024 will reach more than 1,200 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), and the Society of Hospital Medicine (SHM).

## Attendee Profile

PHM attendees primarily consist 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.

### PHM2024 Annual Meeting

Meeting Dates: August 1 - 4, 2024  
Exhibit Dates: August 1 - 4, 2024

## Why Exhibit?

- ★ 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.
- ★ Connect with pediatric hospital medicine professionals from across the country to discuss the latest trends and best practices

## Cost of Exhibit Space

The exhibit table fee is \$3,000. This fee includes the following:

- ★ 6'x30" skirted table with two chairs
- ★ Complimentary exhibit personnel badges for up to two representatives
- ★ Pre- and post-meeting registration list
- ★ Listing on the PHM 2024 website
- ★ Listing in the PHM 2024 mobile app
- ★ Company logo in your company listing
- ★ Connect with pediatric hospital medicine professionals from across the country to discuss the latest trends and best practices

If you have additional requirements, please contact [info@academicpeds.org](mailto:info@academicpeds.org) with subject "PHM Exhibitor Inquiry."

# Exhibitor Schedule

## Thursday, August 1, 2024

Set up: 1:00 - 4:00 p.m.  
Poster Session: 6:00 - 7:00 p.m.

## Friday, August 2, 2024

Breakfast, lunch, and two dedicated breaks

## Saturday, August 3, 2024

Breakfast, lunch, and two dedicated breaks

## Sunday, August 4, 2024

Breakdown

## Dedicated Exhibitor Hours

The exhibit area will be open August 1-4, 2024. More than seven hours have been scheduled 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.

# Sleeping Rooms

Discounted room rates will be available to attendees at the **Hilton Minneapolis**. Discounted room rates of \$225 (single/double occupancy plus tax) are available for PHM 2024 participants. This group rate is available on a first-come, first-serve basis for as long as rooms are available in the block, or until Tuesday, July 9, 2024, whichever occurs first. After Tuesday, July 9, 2024, 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.phmmeeting.org](http://www.phmmeeting.org).

**PHM2024 Annual Meeting is expected to include more than 1,000 hospitalists in attendance including:**

Pediatric Hospitalist	General Academic Pediatrician
Pediatric Community Hospitalist	Pediatric Resident
Pediatric Department Chair	Pediatric Nurse Practitioner
Pediatric Teaching Program Director	Pediatric Physician Assistant
Director of a General Pediatric Division	Physician who participates in the medical care of hospitalized children

# Exhibitor Contract, Rules and Regulations

## Code of Conduct

- ★ APA is committed to inclusion, equity, and respectful treatment of all meeting participants and seeks to provide a safe and professional atmosphere in which attendees may learn, network, and participate in a welcoming environment of mutual respect. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, conference staff, service providers, and all others are expected to abide by this Code of Conduct.
- ★ APA reserves the right to take any action deemed necessary and appropriate, respond to any incident of unacceptable behavior, including immediate removal from the meeting without warning or refund prohibiting attendance at any future meeting.

## Fire Regulations

Fire codes require materials such as table covering, drapes, etc., to be flameproof. 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.

- 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 August 4, 2024. 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 2024, please visit [www.phmmeeting.org](http://www.phmmeeting.org).

Conditions of Agreement:

- All exhibits and advertisements are subject to review and approval by the Academic Pediatric Association.
- 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 **May 17** are subject to a \$500 fee and cancellations received after **June 24** will be subject to a \$1,000 fee. However, cancellations received after **July 1** are nonrefundable.

By registering to exhibit, you are accepting all rules and regulations listed above.

# Sponsorship Opportunities

Organizations that purchase sponsorship of \$6,000 or more will receive complimentary exhibit space, in addition to their logo and hyperlink on [phmmeeting.org](http://phmmeeting.org). Sponsors may provide their own signage or arrange with PHM for an additional fee.

## 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 2024 program guide



## Mobile App: \$15,000



Give your brand maximum exposure with this technological opportunity. Sponsorship of the PHM 2024 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 (\$3,000 value).

## 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.



## 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.

## Nursing Lounge:

The nursing lounge will serve breastfeeding mothers during the conference. You can provide a comfortable, clean, quiet place for mother's to feed their babies or pump. This opportunity is unique in the sense of being able to showcase or display your products or services within the nursing lounge.

## Meeting Space Wi-Fi: \$30,000

Your sponsorship will provide free Wi-Fi access to PHM 2024 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.



## Poster Reception: \$15,000 each



Poster sessions are looked forward to year after year by attendees. Your company will be recognized on signage at the hall's entrance, beverage bar and any hors d'oeuvres buffets.

## Tote bags or lanyards: \$6,000

Attendees will be able to use conference tote bags to carry their personal items at the conference and their families' personal items after they get home. Ensure your brand visibility endures with this premium sponsorship item! Sponsor both for \$10,000 and save \$2,000!



## Charity Fun Run: \$6,000

Support a local Minneapolis charity organization while providing a healthy outlet for the doctors and other health professionals attending PHM 2024. This sponsorship not only gets your name in front of hospitalists, but also locals as the run will take place in downtown Minneapolis.

# Advertising Opportunities

## App Alerts

Have a short message you'd like to share with the PHM 2024 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

# Additional Information

For additional information on these options, please contact Jessica Konrath at [jessica@academicped.org](mailto:jessica@academicped.org).

## Custom Sponsorships

Don't see anything here that is an exact fit for what you're looking for? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

## Sponsorship Listings

On most Conference materials, sponsors will be listed alphabetically by support level.

## Registration

All representatives of sponsoring companies wishing to attend the educational sessions of the Annual Meeting must register (unless this is a benefit of sponsorship support level).

## Sponsorship Questions

Questions and inquiries relating to all sponsorships should be directed to [info@academicped.org](mailto:info@academicped.org).



# Frequently Asked Questions

## 1. What is the exhibit booth fee and what are the payment methods?

The exhibit booth fee is \$3,000. The APA accepts all major credit cards.

## 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 2024 website and the PHM 2024 mobile app
- ★ Access to the PHM 2024 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 June 10, 2024 in order to include your company in the exhibitor listing in the PHM 2024 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 a one-time 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 2024 includes two complimentary exhibit personnel badges per booth.

## 6. Where is the PHM 2024 room block?

The Hilton Minneapolis is the official headquarters hotel for PHM 2024. Discounted room rates of \$225.00 (single/double occupancy plus tax) are available for PHM 2024 participants. This group rate is available first-come, first-served if rooms are still available in the block or until Tuesday, July 9, 2024, 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. Where can I ship materials to?

Shipping instructions will be shared after your exhibitor inquiry has been accepted.

Have other questions? Contact [info@academicped.org](mailto:info@academicped.org) (Subject: PHM Exhibitor Inquiry) with any questions.



<b>Exhibit Booth Benefits</b>	<b>Request to Exhibit by April 10</b>	<b>Request to Exhibit by May 10</b>	<b>Request to Exhibit by June 10</b>
<b>Exhibitor Logo/Information on event webpage</b>	✓	✓	✓
<b>Company Contact Information</b>	✓	✓	✓
<b>Company Logo/Information on event app</b>	✓	✓	✓
<b>Company contacts (booth reps) listed directly in booth with links to their profile</b>	✓	✓	✓
<b>Upload videos for attendees to learn about your latest products and services (shared on app, 1 minute maximum)</b>	<b>3</b>	<b>1</b>	<b>0</b>
<b>Social media advertising of company across 4 platforms with over 9,200 combined followers</b>	<b>Starting May 1</b>	<b>Starting July 1</b>	<b>Starting August 1</b>
<b>Pre- and post- meeting registration list (Name, E-mail, Institution) shared on priority basis *updated lists will be shared with priority exhibitors regularly</b>	<b>Pre: 6/3 Post: 8/5</b>	<b>Pre: 6/14 Post: 8/8</b>	<b>Pre: 6/28 Post: 8/12</b>
<b>Your company's social media platform links (Instagram, Twitter, and Facebook) on the event webpage &amp; app</b>	✓		
<b>Priority placement of booth in higher traffic areas</b>	✓		

## How to Apply

[Click Here to Apply to Exhibit at PHM2024](#)

Thank you for your interest in participating in this meeting.

Please contact [info@academicpeds.org](mailto:info@academicpeds.org) (subject line "PHM Exhibitor Inquiry") with any questions.