

## 2021 Exhibitor prospectus

The **PES** has over 1,400 members representing the multiple disciplines of Pediatric Endocrinology. The members are dedicated to research and treatment of children with endocrine disorders: reproductive, bone, thyroid, diabetes, obesity, growth, pituitary and adrenal. The Society works to promote the continuing education of its membership.

### Mission

To advance and promote the endocrine health and well-being of children and adolescents.

### Vision




To be the professional home and voice of pediatric endocrinology in North America.

### Goals

Knowledge	Collaboration and Leadership	Member Value	Advocacy	Society Strength
Improving care through teaching, discovery and dissemination of knowledge.	Expanding impact and value of the Society through strategic partnerships.	Providing opportunities for professional growth and practice development.	Advocating for the needs of Society members, patients and families.	Optimizing Society strength through membership and leadership.

## About PES

### Members from:

-  50 States and DC
-  Canada
-  28 Other Countries

**Members** from Academia, private practice, government, industry and more.

**74%** of Board Certified Pediatric Endocrinologists are members.

**Meeting Dates: April 30-May 3, 2021**

# **PES** **PEDIATRIC ENDOCRINE SOCIETY**

6728 Old McLean Village Drive • McLean • VA • 22101 • 703-556-9222 • [www.pedsendo.org](http://www.pedsendo.org)

## **BOARD OF DIRECTORS**

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Boston, MA

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### **PES MANAGEMENT TEAM**

Executive Director  
Maureen Thompson

Association Manager  
Feborah Dixon

## **Welcome from President**

Dear Colleagues and Friends,

On behalf of the Board of Directors and the Pediatric Endocrine Society I would like to extend a very warm welcome to you all and sincerely hope that you will join us for the 2021 PES annual scientific meeting, which will be held virtually this year.

This four-day event includes a superb array of plenary sessions, including new international plenaries and a plenary hosted by the Equity-Diversity-Inclusion taskforce, state-of-the-art symposia, numerous meet-the-professor sessions, presentations of oral abstracts and posters, and much more. We look forward to record attendance given the virtual nature of the meeting, and expect to bring together an impressive number of clinicians, researchers and trainees for this stellar program that will include new knowledge spanning the breadth of pediatric endocrinology. We would be honored to have your company participate in what promises to be a very intellectually stimulating meeting, with many opportunities to mingle and interact despite the virtual nature of the event.

As an exhibitor, you will have the opportunity to share the latest advances in product development and interact virtually with a large number of providers and investigators from all areas of general pediatric endocrinology and diabetology. Our various sponsorship opportunities should allow you to tailor your level of engagement based on the priorities and needs of your company.

While we had expected the 2020 meeting to be our first standalone PES meeting, it turns out that this honor will now fall to the 2021 meeting. We have a terrific program planned, and we are looking forward to hosting you and our members at this meeting, which we believe has something for everyone.

My very best wishes,



Madhu Misra

## Exhibitor fast facts:

### Conference site:

The comfort of your home or office from your laptop , phone or tablet! Join us virtually!

### Exhibit Dates:

Exhibitor Move in: A link will be provided for you to install your virtual booth by April 15.

### Show Hours:

Access to the 2021 virtual exhibit hall is from show open to close, and available to registrants up to a year following the show dates! Recorded product showcases will be available for the duration and promoted in the conference program. Live showcases will be held during hall hours.

### Live Exhibit Hall Hours:

Friday, April 30, 5:45pm – 6:45pm

Sunday, May 2, 11:15am – 12:15pm

Monday, May 3, 11:15am – 12:15pm

### Benefits to all Exhibitors

Tiered Exhibitor features are listed below, with all PES Exhibitors receiving:

- Opportunities to **network** one on one with pediatric endocrinologists
- Access to **decision makers**
- Listing as 2021 meeting exhibitor on the PES meeting website AND **recognition** in the virtual meeting platform
- Dedicated breaks in the program for visits to the virtual Exhibit Hall and product theaters to **promote traffic**.
- Detailed booth traffic **Analytics**
- Post-show incentive for attendees to visit the platform for their education and vendor needs long after the meeting dates have passed!
- Gamification – attendees can earn valuable points just for visiting your booth and **engaging** with your team for a chance to win prizes!

Booth Space Fees	Premium \$5,500	Standard \$3,000	Non-Profit \$500
Virtual exhibit booth page with company logo	✓	✓	✓
Company description	✓	✓	✓
Company contact information	✓	✓	✓
Company contacts (booth reps) listed directly in booth with links to their profile	✓	✓	✓
Upload videos for attendees to learn about your latest products and services when they visit your exhibit space	5	3	-
Upload content such as images, collateral, press releases, white papers, and research reports to your exhibit space webpage	✓	✓	✓
Add applicable search tags to your exhibit space webpage profile to make it easier for attendees to find you.	✓	✓	✓
Ability to use booth polling function to gather data (created by exhibitor), ask custom questions to create engagement.	✓	✓	✓
Participation in event website's gamification	✓	✓	✓
Post meeting marketing (PES to incentivize registrants to visit the virtual meeting platform for a year after the meeting)	2x post meeting	1x post meeting	-

Ability to update content on your exhibit booth page at the end of the live conference.	✓	✓	✓
Unlimited time where Attendees can request live meetings with your staff (video calls are through the platform using Zoom and are NOT recorded or saved).	✓	✓	✓
A button link where attendees can request more information (this will send your booth staff their full contact information, including emails).	✓	✓	✓
Inclusion in email sent to all PES members and prospects thanking exhibitors and sponsors	✓	✓	✓
Social media platform links on your virtual booth page	✓		
Logo recognition on PES website and virtual meeting platform with link to your site	✓		
Logo recognition on PES website and virtual meeting platform (no link)		✓	
Text only recognition on PES website and virtual meeting platform			✓

## **Sponsorship Packages:**

### **\$10,000**

- 1 complimentary meeting registration
- Acknowledgment of support in a social media post on PES Twitter, and Facebook – #PES2021
- Virtual Swag bag insert – opportunity to include a PDF flyer in the virtual “registration packet” page on the virtual meeting platform
- Inclusion in email sent to all PES members and prospects thanking exhibitors and sponsors

### **\$15,000**

- \$5,500 virtual booth
- 2 complimentary meeting registrations
- A recorded Product Showcase
- Acknowledgment of support in a social media post on PES Twitter, and Facebook – #PES2021
- Virtual Swag bag insert – opportunity to include a PDF flyer in the virtual “registration packet” page on the virtual meeting platform
- Inclusion in email sent to all PES members and prospects thanking exhibitors and sponsors

### **\$20,000 (limit 6)**

- 20-minute live Product Showcase
- 3 complimentary registrations to the virtual meeting
- Recognition in pre-conference email to PES members as a top sponsor
- Verbal acknowledgment of support during the video welcome
- Link to your webpage from the sponsor recognition page in the platform and on the PES public annual meeting webpage
- \$5,500 virtual booth
- Acknowledgment of support in a social media post on PES Twitter, and Facebook – #PES2021
- Virtual Swag Bag insert – opportunity to include a PDF flyer in the virtual “registration packet” page on the virtual meeting platform
- Inclusion in email sent to all PES members and prospects thanking exhibitors and sponsors

## **Ala Carte Sponsorship and Marketing Opportunities:**

*sponsorship opportunities are subject to change and will be communicated by management*

### **Networking Lounge Sponsorship: \$5,000** (3 available / one per conference evening)

An opportunity to host games or other networking ideas. Get creative!

### **Friday night Fellow/Resident/Medical Student reception: \$8,000** (1 available)

Sponsor this meet and greet and teambuilding gameshow hosted event for our Fellows, Residents and Medical students. Recognition via branded graphics in the reception and recognition on the sponsor recognition page in the platform.

### **Product Showcase: \$1,000**

20-minute pre-recorded product showcase to demo your products which will be available for viewing over the meeting dates. They will be on a product showcase page, promoted and advertised in the program schedule and via push notifications to encourage members to view.

### **Coffee Break: \$7,500** (3 available)

**Registrants will receive** an emailed gift certificate from PES for a Starbucks treat in advance of the meeting. Your company will be recognized as a coffee break sponsor in the meeting agenda.

### **Virtual Swag Bag: \$2,000**

Opportunity to include a PDF flyer in the virtual “registration packet” page on the virtual meeting platform.

### **PES Has Got Talent Show Sponsor: \$10,000** (2 available)

An opportunity to be recognized for showcasing the talent of PES members at this emceed evening event. Branding recognition of your support for the talent show, recognition on the sponsorship page in the platform, and opportunity to introduce the emcee and participate/view the show.

### **Yoga Sponsor: \$5,000** (3 available)

Sponsor some Zen after a long virtual day of meetings! Attendees are invited to participate in a virtual yoga session taught by our very own Past President; yoga certified Erica Eugster! Branding recognition of your support for the yoga session and recognition on the sponsorship page in the platform.

### **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.**

For additional information on these options, please contact Maureen Thompson at [Maureen@degnon.org](mailto:Maureen@degnon.org).

### **Sponsorship Listings**

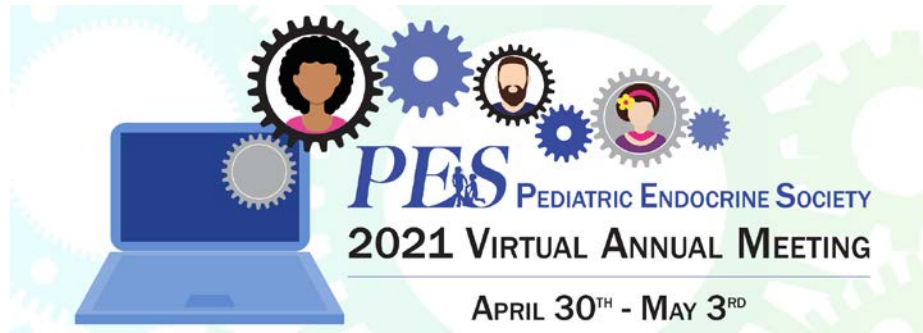
On most Conference materials, sponsors will be listed alphabetically by support level.

### **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 Maureen Thompson at 703-556-9222 or via e-mail at [Maureen@Degnon.org](mailto:Maureen@Degnon.org).



## Exhibitor and Sponsor Registration Form

Company name \_\_\_\_\_ Primary Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Exhibit Booth Selection:**

- \$5,500 – Premium Booth     
  \$3,000 – Standard Booth     
  \$500 – Non-profit Booth

**Individual Sponsor levels:**

- \$10,000     
  \$15,000     
  \$20,000

**Ala Carte Sponsorship and Marketing Opportunities:**

- Networking Lounge Sponsorship: \$5,000 (3 available)
- Friday night Fellow/Resident/Medical Student reception: \$8,000 (1 available)
- Product Showcase: \$1,000
- Coffee Break: \$7,500 (3 available)
- Virtual Swag Bag: \$2,000
- PES Has Got Talent Show Sponsor: \$10,000 (2 available)
- Yoga Sponsor: \$5,000 (3 available)
- Custom Sponsorships – please contact Maureen Thompson (Maureen@degnon.org)

**Payment:**

Exhibit Amount: \$ \_\_\_\_\_

Sponsorship Amount: \$ \_\_\_\_\_

**Total amount:** \$ \_\_\_\_\_

**CHECKS:** Please make checks payable, in US funds, drawn on a US bank, to: Pediatric Endocrine Society (PES)

**CREDIT CARDS:**

Card Type:    VISA       MC      Exp. Date: \_\_\_\_ / \_\_\_\_      CVC \_\_\_\_\_

Credit Card # \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

*Your signature on this form allows PES to charge your credit card upon receipt of this application.*

**\*\*VIRTUAL INSTALL & DESIGN: IT IS UNDERSTOOD THAT THE EXHIBITOR IS RESPONSIBLE FOR POPULATING THEIR VIRTUAL BOOTH SPACE VIA THE VIRTUAL PLATFORM PORTAL. Instructions and tutorial will be provided.**

**SIGNED AND ACCEPTED BY AUTHORIZED AGENT of Exhibitor:** \_\_\_\_\_

*Please return complete form and payment to: PES | 6728 Old McLean Village Drive | McLean, VA 22101*