

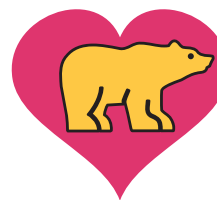


# Pediatric Postgraduate Course Perspectives in Pediatrics

*Practical Updates and Cutting Edge Topics for Pediatricians*  
*Founded by Dr. Donald H. Altman*

## EXHIBITOR PROSPECTUS

*From Our Home to Yours!*



**Nicklaus  
Children's  
Hospital**

**March 19 - 21, 2021 (Live-Virtual)**

(Registrants will Have Content Access for 6 months)

# Join Us Online!

## March 19 - 21, 2021 (Live-Virtual)

(Registrants will Have Content Access for 6 months)

### Mission Statement

*"To provide a state-of-the-art forum for continuing medical education encompassing the latest developments in Pediatrics and Pediatric Subspecialties, fostering best clinical practices, up-to-date research information and child advocacy. This course is reflective of Nicklaus Children's Hospital's commitment to advance the educational development of world-wide medical professionals serving children."*

### DEAR PROSPECTIVE EXHIBITOR AND SPONSOR:

During these unusual times in the history of health care nationally and globally, the Annual Pediatric Post-Graduate Course (PPGC) will, for the first time in its 56 years of existence, be held fully virtually. The Course will be launched on the afternoon of March 19, 2021. Registrants will have access to a total of 20 hours of Continuing Medical Education Credits divided into a blended/ hybrid format of:

1. **A Live-Virtual Format (9 Hours):** This content will be launched on March 19, 2021 and will be streamed live from March 19-March 21, 2021. After March 21, 2021, this content will be accessible as a video-on-demand by registrants for 6 months (Until September 21, 2021).
2. **A Video-on-Demand (VOD) format (11 Hours):** This content will be launched on Day 1 of the conference and will be accessible by registrants for 6 months (Until September 21, 2021).

With this change, we are excited to offer a virtual Exhibit Hall at a discounted price for vendors offering products relevant for the Pediatric community, as well as sponsorship opportunities. There are many virtual options to elevate your brand while taking part in meaningful networking and moving the PPGC to a digital platform allows us to develop exciting opportunities for exhibitors and sponsors, and stay informed and connected virtually.

Our virtual platform is an advanced forum through which we will continue conversations regarding the latest innovations, research, and information in Pediatrics. We are excited to turn the challenges imposed on us by the pandemic into opportunities to use modern technology to connect, network, and learn. We hope you will join us as we continue connecting with Pediatricians locally and globally.

# Welcome

## The largest and most established, independent pediatric CME conference in the United States.

### About the 56<sup>th</sup> Annual Pediatric Postgraduate Course

The 2020 conference proved yet again how dynamically this scientific forum of pediatric knowledge has evolved. For 56 years, the Nicklaus Children's Hospital Annual Pediatric Postgraduate Course has led the way in educating healthcare professionals by providing state-of-the-art information on the latest developments in prevention, pathophysiology, diagnosis and treatment of the most prevalent pediatric and adolescent health concerns. This conference provides an optimal arena for the exchange and advancement of pediatric knowledge, which ultimately empowers each participant to elevate patient care to higher standards.

As you can see from our track record, our guest faculty are highly-respected experts and leaders in the field of pediatrics, who present subjects of importance and relevance to all pediatricians and, likewise, attract an assembly of dedicated and influential pediatricians, both national and international.

With an average attendance of more than 600 pediatricians, Nicklaus Children's Hospital's Annual Pediatric Postgraduate Course offers significant opportunities to reach physicians at the local, national, and international levels.

#### Statistical highlights from last year's conference include:

- 60% international/40% US-based physicians
- 55% female/45% male audience
- Highly specialized and targeted audience of pediatric professionals, including general pediatricians, pediatric subspecialists from over 25 subspecialties, and nurse practitioners.
- Marketing reach of more than 100,000 physicians per year
- Broadcast live to healthcare professionals worldwide with Spanish translation of the content

This year, we are excited about the opportunity to widen the reach of the conference to global destinations through the use of modern technology. While the new fully virtual format of the conference was imposed on us by the pandemic, we are excited of the opportunities that this challenge brought us to allow us to reach a wider and more diverse audience in places around the world.

Each year, Nicklaus Children's Hospital's Exhibitor Program aims to elevate its annual forum by improving its effectiveness, and ultimately, helping to improve the health and well-being of children. Several forms of participation are offered each providing unique opportunities to industry participants with a diverse matrix of benefits depicting the level of support. We also have an array of a-la-carte options. We invite you to review the following material for full details.

#### Who Should Exhibit?

Vendors marketing:

- Well-established, FDA-approved therapeutics
- Medical and patient care devices
- Wearables used for health tracking and wellness
- Academic Journals and Publications
- Analytic Services Consulting Services
- Curriculum Management
- Data Collection and Management Diagnostic
- Training Software
- Educational and Administrative Software
- Educational Tools Ethics Programs
- Financial Management
- Insurance Services
- Legal Counsel Services
- Non-profit Organizations
- Patient Management Solutions
- Placement and Recruitment Services
- Professional Associations
- Research
- Residency Management
- Simulation Technology
- Test Preparation Software
- Training Software
- Wellness



# Why Exhibit Virtually?

## 1. ELEVATE YOUR BRAND

The Nicklaus Children's Hospital Pediatric Post-Graduate Course is the longest running educational conference aimed at the Primary Care pediatric community regionally, nationally, and globally. All exhibitors will have over two full days to promote their products and services while networking with attendees virtually.

## 2. MAXIMIZE YOUR REACH

With the virtual format, it is expected that attendees from international sites will attend this year's virtual experience

## 3. MEANINGFUL CONNECTIONS

The PPGC allows vendors to engage with attendees about current developments in pediatrics, while also offering a space to enhance relationships with old and new industry colleagues!

## 4. SPONSORSHIP OPPORTUNITIES

Sponsorships allow exhibitors to increase their visibility through promotional opportunities. Sponsors will gain invaluable visibility to several hundreds of pediatric health providers in various settings, States, and Countries while increasing their reach to new clients and businesses.



## About Nicklaus Children's Hospital

Founded in 1950 by Variety Clubs International, Nicklaus Children's Hospital is South Florida's only licensed specialty hospital exclusively for children, with nearly 800 attending physicians and more than 475 pediatric subspecialists. The 309-bed hospital, known as Miami Children's Hospital from 1983 through 2014, is renowned for excellence in all aspects of pediatric medicine, with many programs routinely ranked among the nation's best by *U.S. News & World Report*, since 2008. The hospital is also home to the largest pediatric teaching program in the southeastern United States and has been designated an American Nurses Credentialing Center (ANCC) Magnet facility, the nursing profession's most prestigious institutional honor.

The Nicklaus Children's Hospital network includes more than a dozen outpatient centers extending from Palm Beach County to southern Miami-Dade County, offering a range of pediatric healthcare services, including urgent care, rehabilitation services and subspecialty physician appointments for children of all ages, including up to age 21.

We are committed to being a resource for children from throughout South Florida and around the world. On behalf of our course participants, Nicklaus Children's Hospital, its affiliated Medical Staff, and the children we serve, thank you in advance for your participation. We look forward to seeing you at the Pediatric Postgraduate Course.

## Contact Us

For additional information, please contact the Department of Medical Education at Nicklaus Children's Hospital at 1-800-445-9340 or via email at [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)

## General Course Information

Nicklaus Children's Hospital  
Annual Pediatric Postgraduate Course  
3100 SW 62 Avenue, Miami, Florida 33155  
Phone: 1-800-445-9340 or 786-624-2620  
Fax: 305-669-6406  
[cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)  
[www.ppgcpip.com](http://www.ppgcpip.com)

## General Session

Exhibitor representatives may attend the live-virtual scientific sessions free of charge. No selling or marketing of any kind is allowed during the scientific sessions.

## Exhibit Hall Schedule

- **Saturday, March 20, 2021:** 10:30 a.m. - 11:00 a.m.; 12:15 p.m. - 12:30 p.m.; 1:45 p.m. - 2:45 p.m.; 4:00 p.m. - 4:15 p.m.; 5:30 p.m. - 6:00 p.m. (Adjourn)
- **Sunday, March 21, 2021:** 10:30 a.m. - 11:00 a.m.; 12:15 p.m. - 12:30 p.m.; 1:45 p.m. - 2:45 p.m. (Adjourn)

## Virtual Exhibit Fee Schedule

Virtual Booths are available in one of three tiers. The table below highlights the features included in each tier:

	Tier 1	Tier 2	Tier 3
Company Logo on Exhibitor Page	✓	✓	✓
Banner Size	990 x 300 px shown first on top of the Exhibitor listing (100%) and displayed at 100% width in exhibitors page	990 x 300 px shown at 50% width in exhibitor listing (490 px) and displayed at 100% in exhibitor's page	325 x 98 px shown at 100% width in exhibitor listing and in exhibitor's page
<b>Exhibitor Page Info includes:</b>			
Exhibitor Virtual Booth webpage	Stand alone	Stand alone	Part of a webpage of detailed listing of Tier 3 exhibiting companies
Company info and description	✓	✓	✓
Contact Info and picture	✓	✓	✓
"Connect With Us" button (Scheduled virtual connection/ zoom available during exhibit hours)	✓	✓	No
Ability to Embed video	✓	✓	No
Link to Company Website	✓	✓	✓
Number of optional additional links (can be used to link out to company website, link to a form for attendee to leave their contact info, and/or post a Zoom Link)	3	2	2
Document/ Brochure for the attendee to download (can be company brochures or materials or Rep Business card)	1	1	0
<b>PRICE</b>	<b>\$550</b>	<b>\$450</b>	<b>\$300</b>

## Features of the Virtual Booth

- Fee includes 1 complimentary registration to attend the virtual conference that allows attendance at educational sessions. Each additional rep registration is an additional \$150.
- Company name and description on the virtual site
- Company website URL, social media, and contact information in virtual space
- Each vendor can add links for attendees to click and direct them an external webpage or form to leave contact info
- Ability to link externally by listing your website, social media accounts, webinars, etc.
- Ability to schedule one-on-one appointments with attendees (Depends on tier)
- Company logo on the Exhibitors webpage directory
- Video sharing to showcase your brand, products, and services (Depends on tier)
- Opportunity to develop an attention-grabbing greeting to welcome attendees to your digital booth by way of video
- Each booth can upload an unlimited number of videos and documents (Depends on tier)
- Ability to video chat directly with attendees through a scheduled Zoom session or time frame (Depends on tier)

## A-La-Carte Virtual Sponsorship Opportunities

### VIRTUAL LOBBY HANGING BANNER SIGN

When attendees log in to the virtual platform, the first place they're brought is the main lobby. As a banner sign sponsor, you'll brand lobby banner signs with your logo and a direct link to a contact or your website. Your sign is one of the first attendees will see at the conference!

**Large sign - \$1,000/ sign**  
(Only 2 large signs available)

**Medium sign - \$750/ sign**  
(Only 3 medium signs available)

**Small sign - \$500/ sign**  
(Only 5 small signs available)

## Reservations Rules

**There will be no refund given for virtual booths or sponsorships.**

**All payments are due upon registering.**

**Exhibitor Sponsorship Fees:**  
**Price varies based on sponsorship**

### Virtual Booth Reservations

Nicklaus Children's Hospital exclusively accepts reservations with a nonrefundable payment of 100% of the total amount due. There will be no refunds of this amount. Checks should be made payable to: Nicklaus Children's Hospital Annual Pediatric Postgraduate Course.

### Exhibitor Application

Mailing or delivering the application form does not constitute a formal agreement that the exhibitor is admitted to the exhibition. Contractual conditions are constituted when Nicklaus Children's Hospital sends written confirmation to the exhibitor and when payment is received. Exhibitors may not display products or services other than those manufactured or regularly distributed by them. The application form must be completed, signed with a legally authorized signature and delivered on time.

### Purpose of the Exhibition

Booths may be used for displaying products and services related to pediatrics. All company activities must take place within the company booth. Company activities will not be allowed to compete with course activities. Nicklaus Children's Hospital reserves the right to restrict sales activities that it deems inappropriate. No sales or marketing activities are allowed in educational session rooms.



#### Accreditation Statement

Nicklaus Children's Hospital is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.



#### Designation Statement

Nicklaus Children's Hospital designates this live activity for a maximum of 20 AMA PRA Category Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### Faculty/Planner Disclosure Policy

In accordance with the Accreditation Council for Continuing Medical Education's Standards for Commercial Support, all planners, teachers, and authors involved in the development of CME content are required to disclose to the accredited provider their relevant financial relationships. Relevant financial relationships will be disclosed to the activity audience.



#### ABP MOC Recognition Statement

Successful completion of this CME activity, which includes participation in the activity, with individual assessments of the participant and feedback to the participant, enables the participant to earn 20 MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABP MOC credit. (PARS Course ID 201590260)



# Exhibitor Application

## Exhibitor Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web Address: \_\_\_\_\_

Virtual Booth site will be created only after receipt of signed application form and payment. I have read all rules and instructions and my company and company representative will comply.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(Unsigned applications will not be accepted.)

## Booth Pricing

- ☐ **Tier 1 Virtual Booth** - \$550 (*Only 1 Tier 1 Virtual Booth is available*)
- ☐ **Tier 2 Virtual Booth** - \$450
- ☐ **Tier 3 Virtual Booth** - \$300
- ☐ **NCHS Service Line** - No Charge
- ☐ **Community Service Agency**

## A-La-Carte Virtual Sponsorship Opportunities

- ☐ **Virtual Lobby Hanging Banner Sign – Large sign**  
\$1,000/sign – Total # of Signs \_\_\_\_\_  
(*Limited capacity of 2 large signs available*)\*
- ☐ **Virtual Lobby Hanging Banner Sign – Medium sign**  
\$750/sign – Total # of Signs \_\_\_\_\_  
(*Limited capacity of 3 medium signs available*)\*
- ☐ **Virtual Lobby Hanging Banner Sign – Small sign**  
\$500/sign – Total # of Signs \_\_\_\_\_  
(*Limited capacity of 5 small signs available*)\*

\*Availability based on first-come first-served basis

## Exhibitor Virtual Access

Exhibitor personnel (demonstrators, staff) will be issued a limited number of virtual access to the conference with the booth purchase. All representatives of exhibiting companies must register their representatives. Each exhibiting company will be provided with complimentary registration for **ONE** representative. Additional reps can be registered and provided access for an additional registration fee of \$150 for each additional rep (3-day conference access)

Please List Below Representative(s) Names:

1) \_\_\_\_\_

Additional Representatives (\$150 each):

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

## Payment Method

Please fill in the total and include cost for additional representatives listed on this page, if any.

\$ \_\_\_\_\_ Total (US Dollars)

## Payment by Check

Make Checks Payable to: **Nicklaus Children's Hospital  
Pediatric Postgraduate Course**

## Payment by Credit Card

Please contact us at [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org) or at **786-624-2620** to process your payment using a secure payment form. Nicklaus Children's Hospital does not store your credit card information. All transactions are handled by a third-party merchant services provider.

Once completed, please return this Application Form to:

**Nicklaus Children's Hospital  
Pediatric Postgraduate Course  
Attn.: Department of Medical Education  
3100 SW 62 Avenue  
Miami, Florida 33155**

**Telephone:** 1-800-445-9340 or 786-624-2620

**Fax:** 305-669-6406

**Email:** [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)