

EXHIBIT PROSPECTUS

13TH ANNUAL INTERNATIONAL MEETING

DECEMBER 6-8, 2017

FAIRMONT WASHINGTON, D.C., GEORGETOWN



**The Pediatric Cardiac
Intensive Care Society**

FOR MORE EXHIBIT, ADVERTISING, AND SPONSORSHIP INFORMATION,
CONTACT DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT
T 804.338.6958 | DANA@SOCIETYHQ.COM

EXHIBIT PROSPECTUS

13TH ANNUAL INTERNATIONAL MEETING

History of PCICS

PCICS was formed to provide an international professional forum for promoting excellence in pediatric cardiac critical care. The founders of the society launched our inaugural membership campaign in 2003. By the end of 2005, we had held our first symposium. We have grown to more than 500 members in 12 nations. Our members are healthcare professionals dedicated to promoting scientific inquiry, acquiring knowledge and improving practice for our critically ill pediatric patients with congenital and acquired heart disease.

The Purpose of PCICS

- Support, encourage and promote excellence in clinical care and research in the field of pediatric cardiac critical care
- Encourage collegial relationships among pediatric sub-specialists and the interprofessional team
- Improve the level of care of neonatal, pediatric and adult patients with congenital heart disease, pediatric patients with acquired cardiovascular disease and pediatric patients after cardiac surgery
- Promote basic, translational, and clinical research related to pediatric patients in heart disease
- Organize international scientific meetings
- Facilitate links between complementary international and national professional colleges and societies
- Promote and disseminate related quality/safety and educational materials through established and developing communication technologies

Invitation to Support



PCICS is pleased to invite your organization to increase your visibility and build and strengthen relationships with pediatric cardiac healthcare leaders. Industry support is vital to the success of this conference and demonstrates your commitment to improving patient care.

With unopposed exhibit hours, daily breaks and a reception in the Exhibit Hall, you will have an opportunity to generate new leads with pediatric cardiac intensive care decision makers.

Target Audience



The program curriculum and activities are designed to provide an interactive educational forum for physicians, nurses, and other healthcare professionals who care for neonates, children, and adults with heart disease in the intensive care setting.

- Physician specialties represented include cardiology, critical care medicine, cardiac surgery, anesthesia, and neonatology
- Nursing representation includes pediatric critical care nurses and advance practice nurses

We anticipate 275 – 325 attendees at the PCICS 13th Annual International Conference.

Exhibit Application Procedures

To apply for exhibit space and view the exhibit hall floor plan, visit <http://www.pcics.org/meetings/exhibitor-information/>. The **exhibit agreement** is a fillable pdf. Please complete your portion and email to Dana Gibson dana@societyhq.com.

Payment can be made by credit card or check.

- To pay by credit card, visit <http://www.pcics.org/meetings/exhibitor-information/>
- To pay by check, make check payable to The Pediatric Cardiac Intensive Care Society and mail the check to:

PCICS
Attn: Dana Gibson
2209 Dickens Road
Richmond, Virginia 23230

The PCICS W-9 is available upon request. Contact Dana Gibson dana@societyhq.com.

Exhibit Space

Exhibit space is assigned on a first come, first served basis.

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- Payment is due in full by November 1, 2017.
- To be listed in the printed program, you must submit your exhibit agreement by November 1, 2017.

Every effort will be made to accommodate special requests. The PCICS cannot guarantee preferences for exhibit space locations.

The PCICS reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

General Exhibit Information

Exhibit Dates: December 7-8, 2017

On-Site Exhibitor Registration Dates and Hours*

Wednesday, December 6, 2017	6:00 pm – 8:00 pm
Thursday, December 7, 2017	6:30 am – 5:00 pm
Friday, December 8, 2017	6:30 am – 11:00 am

Exhibit Move-in Hours*

Wednesday, December 6, 2017	6:00 – 8:00 pm
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Exhibit Space Includes

- 6 ft table, skirted
- 2 chairs
- 8' x 8' area for a single tabletop exhibit

GOLD Exhibit Space

- Two 6 ft tables, skirted
- 4 chairs
- 8' x 16' area

Cancellation Policy

Written cancellations received in the PCICS office by October 6, 2017 will receive a 50% refund. There are no refunds for cancellations received after October 6, 2017.

Liability

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless The Pediatric Cardiac Intensive Care Society and Cincinnati Children's Hospital Medical Center, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.

Exhibit Hours*

Thursday, December 7, 2017	7:00 am – 4:00 pm 5:30 pm – 7:00 pm
Friday, December 8, 2017	7:00 am – 10:10 am

Exhibit Move-out Hours*

Friday, December 8, 2017	10:10 am – 12:00 pm
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*Times are subject to change.

Prize Drawing

All exhibitors will be included in a PCICS prize give-away to increase traffic to your exhibit table. Attendees will be given a card for exhibitors to initial next to their company name during exhibit hours. Participants will be entered into a prize drawing.

Drawings will take place in the exhibit hall and participants must be present to win.

Exhibit Packages

GOLD LEVEL EXHIBITOR - \$12,000

Gold exhibitors are considered preeminent supporters for the PCICS 13th Annual International Conference. As a Gold Level Exhibitor, your organization receives top billing prior to, during, and for a year after the conference.

Exhibit Display

- Two 6 ft in-line, skirted tabletop with 4 chairs
- Prominent placement on the exhibitor prize give-away form
- 4 complimentary badge registrations
- Pre and post conference attendee list with name, city, state, and country

Preconference Publicity

- Listing on the PCICS 13th Annual International Conference website with your organization's profile (350-word description) and logo with a link to your company website
- Two uses of the pre-registration list to create awareness prior to the conference (email sent by PCICS)

On-site Awareness

- Full-page, 4 color advertisement in the printed program (front inside page or back inside page)
- Top billing on the support recognition sign at the Exhibit Hall Entrance
- Identified as a Gold Level Exhibitor in the program
- Thanked as a Gold Level Exhibitor from the podium daily
- Recognized as a Gold Level Exhibitor on the slides presented between sessions

Post-conference Promotion

Gold Level Exhibitors will have their company profile, logo, and link posted on the PCICS 13th International Conference website for one year after the conference.

SILVER LEVEL EXHIBITOR - \$8,000

Silver exhibitors at the 13th Annual International Conference provides a great opportunity to promote your products, services, and brand name amongst and an audience of the world's top multidisciplinary healthcare professionals.

Exhibit Display

- 6 ft skirted tabletop with 2 chairs
- Prominent placement on the exhibitor prize give-away form
- 3 complimentary badge registrations
- Pre and post conference attendee list with name, city, state, and country

Preconference Publicity

- Listing on the PCICS 13th Annual International Conference website with your organization's profile (250-word description) and logo with a link to your company website
- One-time use of the pre-registration list to create awareness prior to the conference (email sent by PCICS)

On-site Awareness

- Identified as a Silver Level Exhibitor in the program
- Support recognition on the Exhibit Hall entrance sign
- Thanked as a Silver Level Exhibitor from the podium daily
- Recognized as a Silver Level Exhibitor on the slides presented between sessions

Post-conference Promotion

Silver Level Exhibitors will have their company profile, logo, and link posted on the PCICS 13th Annual International Conference website for one year after the conference.

BRONZE LEVEL EXHIBITOR - \$4,000

As a Bronze exhibitor, your organization will benefit from the recognition and exposure throughout the 13th Annual International Conference.

Exhibit Display

- 6 ft skirted tabletop with 2 chairs
- 2 complimentary badge registrations
- Pre and post conference attendee list with name, city, state, and country

Preconference Publicity

Listing on the PCICS 13th Annual International Conference website with your organization's profile (150-word description) and logo with a link to your company website

On-site Awareness

- Identified as a Bronze Level Exhibitor in the program
- Support recognition on the Exhibit Hall entrance sign
- Thanked as a Bronze Level Exhibitor from the podium daily
- Recognized as a Bronze Level Exhibitor on the slides presented between sessions

Post-conference Promotion

Bronze Level Exhibitors will have their company profile, logo, and link posted on the PCICS 13th Annual International Conference website for one year after the conference.

EXHIBITOR - \$2,000

- Recognition in the mobile meeting guide, meeting signage, and conference slides run between sessions
- Recognition on the PCICS conference website for one year
- Recognition on the Exhibit Hall entrance signage
- One 6 ft skirted tabletop with two chairs in the exhibit area
- Two exhibit badge registration
- Up to 75-word company profile on the conference website

EXHIBITOR BADGES AND PRODUCT/COMPANY DESCRIPTION

PCICS exhibitor badge registrations and product or company descriptions are **due by November 15, 2017**. Email your badge names and descriptions to Julie Hitt in the PCICS office, julie@societyhq.com.

To order additional exhibit badges, visit <http://www.pcics.org/meetings/exhibitor-information/> and use the **PCICS credit card payment form**. Badges are \$100/badge. Be sure to list the full name(s) for the badges on the payment form.

ALL EXHIBITORS

COMPLIMENTARY BREAKFAST, COFFEE BREAKS, AND LUNCH IN THE EXHIBIT HALL

RECEPTION IN THE EXHIBIT HALL
THURSDAY, DECEMBER 7

EXHIBITORS INVITED TO WELCOME RECEPTION WEDNESDAY, DECEMBER 6

Advertising

Program Ads

To place an ad in the printed program, submit the online order form at <http://www.pcics.org/meetings/exhibitor-information/>. **The ad submission deadline is NOVEMBER 1, 2017.**

Ad Sizes

Full page, 4-color advertisement, outside back cover of the printed program

Ad Fees

\$600

Full page, 4-color advertisement, inside page of the printed program

\$500

½ page, 4-color advertisement inside page of the printed program

\$250

Ad Specs

Full page ad: 3 ½ w x 4 ½ h, CMYK color, 300 dpi, no bleed

Half page ad: 3 ½ w x 2 1/8 h, CMYK color, 300 dpi, no bleed

Print ready PDFs per the above specifications are **DUE BY NOVEMBER 1**. Ads are emailed to Dana Gibson at dana@societyhq.com.

Pre-registration Email Blast \$500

1. The pre-registration email blast is available for **one-time use**.
2. The email communication must be provided in html format for approval before it will be sent to the registrants.

3. The email addresses are not shared with the purchaser. The PCICS-approved email blast will be sent by the PCICS office.

Logo on Conference Website and Mobile Meeting Guide \$250

1. Exhibitor will provide PCICS staff with a high resolution jpg or vectored eps file of the company logo.
2. The logo will be placed on the list of exhibitors located on the PCICS website and hyperlinked to the company website.

Hotel Room Drop \$500

Put your company information in the hands of attendees when they check-in at the Fairmont. The sponsoring company will work directly with the Fairmont to coordinate the material delivery and cover all associated costs in addition to the sponsorship fee. Contact Dana Gibson for additional information, dana@societyhq.com.

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Sponsorship

Mobile Meeting Guide Sponsorship \$3,500

The conference mobile meeting guide (e-material) sponsorship is a great way to get your name out to all conference attendees.

- Thanked as the Mobile Meeting Guide Sponsor from the podium
- Special recognition on meeting signage and at the Reception with Exhibitors
- Identified as the Mobile Meeting Guide Sponsor in the conference program (print deadline 11/01/17)
- Sponsor listing on the PCICS 2017 mobile meeting guide
- Sponsor listing on the PCICS 2017 conference website with your organization's profile (100-word description) and logo with a link to your site

Scientific Poster Grand Rounds \$5000 Thursday, December 7, 2017

- Thanked as the Poster Grand Rounds Sponsor from the podium
- Special recognition on meeting signage and at the Reception with Exhibitors and Posters
- Identified as the Poster Grand Rounds Sponsor in the conference program (print deadline 11/01/17)
- Sponsor listing on the PCICS 2017 mobile meeting guide
- Sponsor listing on the PCICS 2017 conference website with your organization's profile (100-word description) and logo with a link to your site

Welcome Reception Sponsor \$10,000

Wednesday, December 6, 2017

- Flat fee of \$10,000 payable to PCICS. All event planning is done by PCICS.
- Special recognition on meeting signage and at the Welcome Reception
- Sponsor will be invited to speak for five minutes during the reception program.
- Identified as the Welcome Reception Sponsor in the conference program (print deadline 11/01/17)
- Sponsor listing on the PCICS 2017 mobile meeting guide
- Sponsor listing on the PCICS 2017 conference website with your organization's profile (100-word description) and logo with a link to your site

Conference Charging Station Sponsor \$3,000

The sponsorship allows you to brand the Charging Station used throughout the conference giving you frequent visibility among attendees. Contact Dana Gibson to see an example of the charging station, dana@societyhq.com.

- Exclusive sponsorship!
- Custom wrap with sponsor branding
- Identified as the Sponsor in the conference program (print deadline 11/01/17)
- Sponsor listing on the PCICS 2017 mobile meeting guide
- Sponsor listing on the PCICS 2017 conference website with your organization's profile (100-word description) and logo with a link to your site

Conference WiFi \$3,500

- Exclusive sponsorship!
- Custom splash page with sponsor acknowledgement
- Identified as the Sponsor in the conference program (print deadline 11/01/17)
- Sponsor listing on the PCICS 2017 mobile meeting guide
- Sponsor listing on the PCICS 2017 conference website with your organization's profile (100-word description) and logo with a link to your site

Hotel Key Card \$500

Exclusive sponsorship! Provide a customized hotel key card for every PCICS attendee. The sponsoring company will work directly with the Fairmont's key card vendor and cover all costs associated with the actual key cards in addition to the sponsorship fee. Contact Dana Gibson for additional information, dana@societyhq.com.

Shipping and Exhibitor Service Forms

The Fairmont guidelines for exhibitors along with service order forms are on the PCICS website. For complete details and Fairmont contact information, visit <http://www.pcics.org/meetings/exhibitor-information/>.

There will be **complimentary wireless internet** access in the conference area. The login will be provided prior to the conference.

Hotel Reservations

The headquarters hotel is the Fairmont Washington, D.C., Georgetown.

Fairmont Washington, D.C., Georgetown

2401 M Street NW

Washington, D.C.

United States 20037

The group rate for a standard room is \$309 + taxes and fees per night. The cut-off date for the group rate is **November 3, 2017**. Reservations are made online via the PCICS website at <http://www.pcics.org/meetings/exhibitor-information/>.

PCICS Exhibits and Sponsorship Contact

Dana Gibson, Director of Corporate & Educational Support

Email dana@societyhq.com | Telephone 804.338.6958

Julie Hitt, Corporate & Educational Support Administrator

Email julie@societyhq.com | Telephone 804.565.6326

Check the PCICS website for updates!

<http://www.pcics.org/exhibitor-information/>