

# SPA 35th Annual Meeting Exhibit Prospectus

A banner for the Society for Pediatric Anesthesia 35th Annual Meeting. It features a logo on the left with the text 'Society for Pediatric Anesthesia' and 'education • research • patient safety' below it. The logo depicts a group of diverse children holding hands, with a child in a wheelchair. To the right of the logo, the text reads '35<sup>TH</sup> Annual Meeting', 'October 8, 2021', and 'Manchester Grand Hyatt San Diego • San Diego, CA'. At the bottom right of the banner is the website 'pedsanesthesia.org'. The banner has a blue and green wavy graphic at the bottom.

**Society for Pediatric Anesthesia**  
education • research • patient safety

**35<sup>TH</sup> Annual Meeting**  
October 8, 2021  
Manchester Grand Hyatt San Diego • San Diego, CA

[pedsanesthesia.org](http://pedsanesthesia.org)

Dana Gibson, Director of Corporate  
and Educational Support  
Society for Pediatric Anesthesia

# Exhibitor Prospectus

## SPA 35<sup>th</sup> Annual Meeting

### Mission of SPA

The Society for Pediatric Anesthesia advances the safety and quality of anesthesia care, perioperative care, and pain management in children by educating clinicians, supporting research, and fostering collaboration among clinicians, patient families, and professional organizations worldwide.

### History of SPA

The Society for Pediatric Anesthesia (SPA) was founded in 1986 to encourage research, education, and scientific progress in the field of pediatric anesthesia and to advance the study of pediatric anesthesia; to bring together physicians and other health professionals with an interest in pediatric anesthesia and to serve as a forum for discussion of issues in the field of pediatric anesthesia and to develop and encourage lifelong personal and professional relationships amongst practitioners with an interest in pediatric anesthesia; to establish relationships with other organizations that have their goal the advancement of research, education, and scientific progress in anesthesia and child health.

Over the past two decades, two sub-societies, the Congenital Cardiac Anesthesia Society (CCAS) and the Society for Pediatric Pain Medicine (SPPM) were founded because of the rapid advancement of highly specialized knowledge in these fields, the great increase in the numbers of patients with these conditions, and the strong desire for collaboration and advocacy for infants, children, and adolescents with congenital heart disease and pain conditions respectively.

### Education Mission Statement

The overall goals for attendees of the program are to reinforce and enhance their existing fund of knowledge, and to introduce them to new and state-of-the-art techniques and information that affect their practice and improve the perioperative/critical care of pediatric patients.

### You're Invited!

SPA is pleased to invite your organization to exhibit at the Annual Meeting. Industry support is vital to the success of this conference and demonstrates your commitment to improving patient care.

With unopposed exhibit hours in the Exhibit Hall, you will have an opportunity to generate new leads with pediatric anesthesiologists.

The meeting format will be hybrid. SPA anticipates 250+ in-person attendees in San Diego. Exhibit rates have been discounted for the hybrid format. We are excited about gathering again and want your company to join us!

## Target Audience

This program is intended for anesthesiologists and other practitioners who care for children in their practice of anesthesiology and/or critical care. It is also intended for clinical and basic science researchers whose areas of investigation relate to pediatric anesthesia.

The educational program brings together experts from clinical and basic science disciplines related to pediatric medicine, anesthesia, and surgery.



## Exhibit Application

The exhibit application and payment must be submitted to secure an exhibit booth. The application is an online form and includes the option to pay the fees with a credit card.

The application or Letter of Agreement is located on the SPA website at <https://pedsanesthesia.org/exhibitor-information/annual-meeting/>.

## Payment

Payment is due in full when the Agreement is submitted.

- To pay by credit card, fill in the payment details on the Agreement.
- To pay by check, mark “check” as the payment method on the Agreement. Make the check payable to Society for Pediatric Anesthesia and mail to SPA, 2209 Dickens Rd, Richmond, VA 23230.

The SPA W-9 is available upon request. Contact Dana Gibson [dana@societyhq.com](mailto:dana@societyhq.com).

## Exhibit Space

- Exhibit Tabletop
  - A single exhibit is 6’ table, skirted and 2 chairs
    - *See exhibit packages for additional exhibit space details*
- Exhibit Profile in Mobile Meeting Guide
  - Company logo
  - Contact information
  - Company description

- Company social media links
- Company promotional video
- Up to three links to company promotional information (i.e., brochures, sales information, video)
- Special offer option
- Message feature
- Live Twitter feed

## Exhibit Hall Floor Plan

Posted and updated on the SPA website at <https://pedsanesthesia.org/exhibitor-information/annual-meeting/>

- Exhibit space is assigned on a first come, first served basis.
- Exhibit agreements must be submitted prior to exhibit space being assigned.
- Every effort will be made to accommodate special requests. The SPA cannot guarantee preferences for exhibit space locations.
- The SPA reserves the right to add, move or remove exhibit booths if necessary. The floor plan is subject to change.

## Exhibit Schedule

**Exhibit Date: Friday, October 8, 2021**

**Thursday, October 7, 2021**

TBD Exhibit Move-in

**Friday, October 8, 2021**

6:30 - 7:40 am Breakfast with Exhibitors

10:30 - 11:00 am Coffee Break with Exhibitors

11:45 am - 12:45 pm Lunch with Exhibitors

3:00 - 3:30 pm Coffee Break with Exhibitors

3:30 - 5:00 pm Exhibit Move-out

*\*Times are subject to change.*

### Tabletop Exhibit

6' table and 2 chairs

See exhibit packages for more booth space details.

### Cancellation Policy

Written cancellations received in the SPA office by August 28, 2021 will receive a 50% refund. There are no refunds for cancellations received after August 21, 2021.

### Liability

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

## Exhibit Packages

**PACKAGES HAVE BEEN DISCOUNTED FOR THE HYBRID MEETING**

	Gold Exhibitor \$5,000	Silver Exhibitor \$2,500	Bronze Exhibitor \$1,500	Virtual Only Exhibitor \$500
<i>Exhibit Space</i>	2 - 6' tabletops	6' tabletop	6' tabletop	Virtual Only
<i>Exhibit Profile in Mobile Meeting Guide</i>	✓	✓	✓	✓
<i>Exhibit Badges</i>	6	4	2	
<i>Banner ad in the SPA Newsletter</i>	1			
<i>Ad in the Printed Program</i>	✓	✓		
<i>Logo on SPA Website</i>	✓	✓	✓	✓
<i>Acknowledgement of Support</i>	✓	✓	✓	✓
<i>Mobile Meeting Guide Access</i>	✓	✓	✓	✓
<i>Registration List</i>	✓	✓	✓	✓

### **GOLD EXHIBITOR | \$5,000 (regular fee is \$8,500)**

#### Exhibit Space

- Exhibit Tabletop
  - Two 6' tables, skirted
  - Six exhibitor badges
- Exhibit Profile in the Mobile Meeting Guide
  - Company logo
  - Company description
  - Company website
  - Contact information
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (i.e., brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed

#### Promotions

- One complimentary ad in the SPA newsletter
  - Fall 2021 Issue (November) **Deadline October 1** or Spring 2022 (March) **Deadline February 1**
  - Size: 275 pixels x 193 pixels horizontal
  - Format: 72 dpi gif or jpg file, RGB or Index color
- One complimentary full-page ad in the printed program **Deadline September 3, 2021**

### Acknowledgement of Support

- Recognition in the mobile meeting guide, meeting signage, and meeting slides
- Recognition at the Exhibit Hall Entrance
- Recognition on the SPA website with logo and link to company website
- Recognition in the SPA newsletter

### Mobile Meeting Guide Access and Registration List

- Access to the virtual meeting platform with exhibitor login
  - Registration list with name, city, state (pre- and post-conference)
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## **SILVER EXHIBITOR | \$2,500 (regular fee is \$6,500)**

### Exhibit Space

- Tabletop Exhibit
  - One 6' table, skirted
  - Four exhibitor badges
- Exhibit profile in the Mobile Meeting Guide
  - Company logo
  - Company description
  - Company website
  - Contact information
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (i.e., brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed

### Promotions

- One complimentary full-page ad in the printed program **Deadline September 3, 2021**

### Acknowledgement of Support

- Recognition in the mobile meeting guide, meeting signage, and meeting slides
- Recognition at the Exhibit Hall Entrance
- Recognition on the SPA website with logo and link to company website
- Recognition in the SPA newsletter

### Mobile Meeting Guide Access and Registration List

- Access to the virtual meeting platform with exhibitor login
- Registration list with name, city, state (pre- and post-conference)

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## **BRONZE EXHIBITOR | \$1,500 (regular fee is \$4,500)**

### **Exhibit Space**

- Tabletop Exhibit
  - One 6' table, skirted and 2 chairs
  - Two exhibitor badges
- Exhibit profile in the Mobile Meeting Guide
  - Company logo
  - Company description
  - Company website
  - Contact information
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (i.e., brochures, sales information, video)
  - Special offer option
  - Message feature
  - Live Twitter feed

### **Acknowledgement of Support**

- Recognition in the mobile meeting guide, meeting signage, and meeting slides
- Recognition at the Exhibit Hall Entrance
- Recognition on the SPA website with logo and link to company website
- Recognition in the SPA newsletter

### **Mobile Meeting Guide Access and Registration List**

- Access to the virtual meeting platform with exhibitor login
- Registration list with name, city, state (pre- and post-conference)

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## **VIRTUAL ONLY EXHIBITOR | \$500**

### **Exhibit Space**

- Exhibit profile in the Mobile Meeting Guide
  - Company logo
  - Company description
  - Company website
  - Contact information
  - Company social media links
  - Company promotional video
  - Up to three links to company promotional information (i.e., brochures, sales information, video)

- Special offer option
- Message feature
- Live Twitter feed

### Acknowledgement of Support

- Recognition in the mobile meeting guide, meeting signage, and meeting slides
- Recognition at the Exhibit Hall Entrance
- Recognition on the SPA website with logo and link to company website
- Recognition in the SPA newsletter

### Mobile Meeting Guide Access and Registration List

- Access to the virtual meeting platform with exhibitor login
- Registration list with name, city, state (pre- and post-conference)

## Exhibitor Badges

Exhibitor badge names are due by **September 3, 2021**. Email names to Julie Hitt in the SPA office at [julie@societyhq.com](mailto:julie@societyhq.com). Badges included with exhibit packages:

Exhibit Tier	Number of Badges
Gold Exhibitor	6
Silver Exhibitor	4
Bronze Exhibitor	2

Additional badges can be ordered with the [SPA Credit Card Payment Form](#). Badge fee is \$100/badge. List the full name(s) for the additional badges on the payment form.

## Program Advertising

Ad space can be purchased while available for the printed SPA Annual Meeting program. To place an ad, complete and submit the Letter of Agreement. **Ad submission deadline is September 1, 2021.**

Ad Placement	Ad Fees
Full page ad - outside cover of printed program	\$600



Full page ad - inside page of printed program

\$500

### Ad Specs

3.5" x 4.75" vertical, CMYK color, 300 dpi, no bleed

Print ready PDFs per the above specifications are due by September 1, 2021. Email print ready pdf ad to Dana Gibson, [dana@societyhq.com](mailto:dana@societyhq.com).

### Exhibitor Service Kit

Shipping guidelines and electrical and audio-visual order information will be available through the meeting hotel. Details will be provided summer 2021.

### Housing

Housing will be available through the American Society of Anesthesiologists at <https://www.asahq.org/annualmeeting>.

### Exhibits and Promotions Contacts

Dana Gibson, Director of Corporate & Educational Support  
[dana@societyhq.com](mailto:dana@societyhq.com) | T 804.338.6958

Julie Hitt, Corporate & Educational Support Coordinator  
[julie@societyhq.com](mailto:julie@societyhq.com) | T 804.565.6326

**For updates to the exhibit information, check the SPA website**

**<https://pedsanesthesia.org/exhibitor-information/annual-meeting/>**