MESSAGE FROM THE PRESIDENT

Greetings!

On behalf of the Arizona Chapter of the American Academy of Pediatrics (AzAAP) Board of Directors, CME Committee, and membership of approximately 900 pediatricians, we invite you to participate in the 38th Annual Pediatrics in the Red Rocks Conference as an Exhibitor and/or Event Sponsor.

Your support as an Exhibitor and/or Sponsor is important to keep the quality of the meeting at its best. This information packet will help you determine which opportunity provides the maximum visibility for your organization or company. Your generous support will be acknowledged in the electronic conference syllabus and throughout the meeting.

Please use the Exhibitor Agreement form enclosed in this packet to confirm exhibit space. Early payment and sponsorship level determines priority space location. Conference sponsors receive priority locations for their exhibit space. Register before February 15th and receive an early bird discount fee.

We look forward to seeing you at the beautiful Hilton Sedona Resort & Spa!

Sincerely,

Delphis C. Richardson, MD FAAP
President

38th Annual Pediatrics in the Red Rocks Conference
June 26-28, 2015
Exhibits open June 26 & 27
Hilton Sedona Resort & Spa

Sponsorship Levels

Explore your options:

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CME Committee Members

* Chan Lowe, MD, FAAP (Chair)
* Gary Auxier, MD, FAAP (Vice Chair)
* John Pope, MD, MPH, FAAP
* Rickey Williams, MD, MPH, FAAP
* Timothy Jacks, DO, FAAP
* Edith Allen, MD, FAAP
38th Annual
Pediatrics in the Red Rocks
TARGET AUDIENCE

Pediatrics in the Red Rocks is a well-respected and attended event by Arizona’s pediatric community. We expect 180-200 attendees at the 2015 Conference; approximately 90 percent of attendees are expected to be primary care pediatricians and pediatric hospitalists. Most attendees live and practice in the state of Arizona.

Conference Venue:
Hilton Sedona Resort & Spa
90 Trail Ridge Drive
Sedona, AZ 86351
www.hiltonsedonaresort.com

Vendor Hotel Block:
Sedona Rouge Hotel and Spa
2250 West Highway 89A
Sedona, AZ 86336
928-203-4111
www.sedonarouge.com

Conveniently located, Sedona Rouge Hotel and Spa is just a few miles out from the conference venue. The exhibitor block offers a special rate of $189 plus tax per night. Complimentary transportation to and from the Sedona Hilton will be included. Exhibitors will be notified when the hotel block is released and you can make your room accommodations.

Contact Card:
Attendees will be inspired by our special “contact card” process to visit your booth, in turn entering their name into various raffle drawings.

Free Time:
Educational sessions are held in the morning. Afternoons are free to explore Sedona. Many companies utilize this free time to connect with pediatric clients in a setting away from the office - on a jeep tour or in one of Sedona’s many restaurants, hiking trails or art galleries.

Questions:
For more information contact Lauren Valdiviezo
AzAAP Support Coordinator
602-532-0137 ext. 404
lauren@AzAAP.org
# 38th Annual
# Pediatrics in the Red Rocks

## Exhibitor & Sponsor Schedule
*(Subject to Change)*

**Exhibits Open June 26 & 27**

### Thursday, June 25, 2015
- 3:00-5:00pm: AzAAP’s Telemedicine Conference
- 2:00-5:30pm: Exhibitor Set-Up
- 5:30-7:00pm: Attendee Welcome Reception on the Patio *(open to event sponsors only)*
- 8:00-10:00pm: After-Hours Exhibitor Set-Up

### Friday, June 26, 2015
- 6:30am-1:00pm: Registration
- 7:00-8:00am: Breakfast & Exhibits
- 8:00-10:00am: Educational Sessions*
- 10:00-10:30am: Refreshment Break & Exhibits
- 10:30am-12:30pm: Educational Sessions*
- 12:30-1:00pm: Exhibits
- 1:00-2:30pm: AzAAP Annual Meeting & Luncheon *(open to event sponsor only)*
- 5:00-7:00pm: AzAAP Poster Session and Reception *(open to event sponsor only)*

### Saturday, June 27, 2015
- 6:30am-1:00pm: Registration
- 7:00-8:00am: Breakfast & Exhibits
- 8:00-9:30am: Educational Sessions*
- 9:30-10:00am: Refreshment Break & Exhibits
- 10:00am: Exhibitor Tear Down
- 10:00am-12:45pm: Educational Sessions*
- 10:00-3:45pm: Concurrent Hospitalist Educational Sessions*
- 1:00-1:45pm: Hospitalist Luncheon
- 8:00-10:00pm: Attendee Reception by the Pool *(open to event sponsor only)*

### Sunday, June 28, 2015 (no exhibits)
- 7:00-7:40am: Breakfast *(no exhibits—open to event sponsor only)*
- 7:45-9:15am: Educational Sessions*
- 9:15-9:30am: Fast Refreshment Break *(no exhibits—open to event sponsor only)*
- 9:30-11:30am: Educational Sessions*
- 11:30am: Adjourn

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*Extra seating will be provided in the rooms where educational sessions are held. Exhibitors or conference sponsors who would like to attend these sessions should anticipate standing room only. Registration fee must be paid for those exhibitors or conference sponsors who wish to receive CME credit for their attendance in educational sessions.*
All Exhibitors Receive
> Recognition in electronic syllabus as an Exhibitor (fee paid in full by April 1, 2015)
> Recognition on the conference webpage
> List of conference attendees, including email addresses, following the conference
> Breakfast for exhibitors (additional cost for family members and guests)
> Registration for a total of two exhibitors per company

Exhibit Space Fee
EARLY BIRD SPECIAL prior to February 15, 2015 is $1,100 for exhibit space. Application AND fee must be received by February 15 or until the hall is sold out, whichever comes first. The Early Bird Special is on a first-come, first-served basis. After February 15 and based on availability, the regular booth fee is $1,300.

Payment Policy
Payment for EARLY BIRD SPECIAL received after February 15, 2015 will go towards the regular fee amount of $1,300. VISA, MasterCard, American Express and checks are the accepted methods of payment. In accordance with ACCME guidelines, exhibit space is separate from commercial event sponsorship. Payment must be paid in full to receive confirmation of an exhibit space and listing as an exhibitor/sponsor in the electronic syllabus. (Syllabus listing deadline is April 1, 2015). Early payment (and sponsorship level) determines space location. Conference sponsors choose the location of their exhibit space.

Event Sponsorships are IN ADDITION to or IN PLACE OF exhibiting. AzAAP offers a range of sponsor levels that include various levels of recognition. This will provide maximum exposure for you and your company.

Size and Type of Exhibits
Exhibit space in the hall is limited to the 6’ table top, and exhibitors must conform to this space. Because of space limitations, there are no chairs at the exhibit booths. The Hilton Sedona Resort & Spa does not permit exhibitors to tape or hang materials on walls.

Responsibilities I Shipping
Electricity will be provided for a fee of $25. Companies must indicate the need for electricity on the exhibitor agreement enclosed in this packet. Wireless Internet is available.

Shipping forms will be emailed to the paid exhibitors 4-6 weeks prior to the event. Questions regarding shipping should be directed to the resort. Each party agrees to be responsible for their own property and shall hold the AzAAP and the Hilton Sedona Resort & Spa harmless for any damages, theft, or personal injury occurring during the meeting.

Exhibit Hall Times
Subject to Change

Thursday, June 25, 2015
2:00-5:30pm Exhibitor Set-Up
8:00pm After-Hours Exhibitor Set-Up

Friday, June 26, 2015
7:00-8:00am Breakfast
10:00-10:30am Refreshments & Exhibits
12:30-1:00pm Exhibits

Saturday, June 27, 2015
7:00-8:00am Breakfast
9:30-10:00am Refreshments & Exhibits
10:00am Exhibitor Tear Down
Other than grant-funded projects, our Pediatrics in the Red Rocks Conference is AzAAP’s largest non-dues revenue source, and is essential to sustain the advocacy work of our members. Your investment in this conference allows AzAAP to advance a number of important initiatives in support of Arizona’s pediatricians and children throughout the year. Sponsorship also provides strategic and targeted exposure for your company in front of a highly-respected audience of pediatric healthcare providers.

**Medical Home Sponsor - $25,000**
- Recognition as the Exclusive Presenting Sponsor
- Full page ad in the conference syllabus
- List of attendees including email and mailing addresses
- First choice of exhibit booth location (exhibits are sold separately)
- Major Donor Recognition Gift
- Electronic banner located on AzAAP.org for a period of 3 months
- Additional exposure through AzAAP communiques including PR, website, social media and other opportunities
- Company logo included on your selection of other conference materials such as the conference brochure and event signage
- Ability to include an item in the hotel amenity baskets provided to AzAAP Board of Directors and conference faculty
- Opportunity to be recognized as the sponsor of any conference activity or amenity
- Opportunity to make a 2 minute presentation at event of your choice
- Other methods of recognition you determine more appropriate to meet your company’s goals

**High Chair Sponsor - $15,000**
- High visibility throughout the conference
- Full page ad in the conference syllabus
- List of attendees including email and mailing addresses
- Priority choice of exhibit booth location in exhibit hall (exhibits are sold separately)
- Major Donor Recognition Gift
- Additional exposure through AzAAP communiques including PR, website, social media and other opportunities
- Company logo included on your selection of other conference materials such as the conference brochure and event signage
- Your choice of sponsoring with primary recognition at one of the following activities:
  > Friday Attendee & Exhibitor Breakfast
  > Saturday Attendee & Exhibitor Breakfast
  > Friday Night Annual Poster Session
  > Saturday Night Attendee Reception
- Other methods of recognition you determine more appropriate to meet your company’s goals
38th Annual
Pediatrics in the Red Rocks
SPONSORSHIP OPPORTUNITIES CONT’D

Booster Seat Sponsor- $7,500
* Half page ad in the conference syllabus
* Major Donor Recognition Gift
* Additional exposure through AzAAP communiques including PR, website, social media and other opportunities
* Your choice of sponsoring with primary recognition at one of the following:
  > Thursday Welcome Reception
  > AzAAP Annual Chapter Meeting & Luncheon
  > Sunday Attendee Breakfast
  > Saturday Hospitalist Educational Track & Luncheon
  > Recognition of partial sponsorship for other activities

Bouncy Seat Sponsor - $3,500
* Quarter page size ad in the conference syllabus
* Major Donor Recognition Gift
* Additional exposure through AzAAP communiques including PR, website, social media and other opportunities
* Your choice of sponsoring with primary recognition at one of the following activities:
  > Friday Morning Attendee & Exhibitor Refreshment Break
  > Friday Afternoon Attendee & Exhibitor Refreshment Break
  > Saturday Morning Attendee & Exhibitor Refreshment Break
  > AzAAP Committee Meetings
  > Friday & Saturday Coffee Stations
  > Sunday Coffee Station & Fast Attendee Refreshment Break
  > Recognition of partial sponsorship for other activities

SPONSORS OF ALL LEVELS RECEIVE:
◊ Code to reserve one room in the attendee block at the resort
◊ Special recognition in the conference syllabus
◊ Priority choice of exhibit space location based on level/availability
◊ Signage for your exhibit indicating level of support
◊ Recognition of support on exhibitor nametags
◊ Online promotion - links on conference web page to your company website
◊ Verbal recognition of your sponsorship at Thursday evening reception by the AzAAP Board President
◊ Top recognition and two tickets to the sponsored event (if you choose to sponsor an event)

The Arizona Chapter of the American Academy of Pediatrics (or AzAAP) is a designated 501(c)(3) nonprofit organization. A portion of your sponsorship may be tax deductible.
American Academy of Pediatrics—Arizona Chapter
38th Annual Pediatrics in the Red Rocks Exhibit/Sponsor AGREEMENT

BOX A: Exhibit Booths  (Early Bird Payments Due February 15/Regular Payments Due April 1)

☐ EARLY BIRD SPECIAL
(ends February 15)
$1,100

☐ REGULAR FEE
(after February 15)
$1,300

☐ ELECTRICITY at Booth
$25

Sub Total Box A: $__________

BOX B: Sponsorship Opportunities

For a review of the benefits and visibility provided with the various levels of sponsorship, please refer to the 2015 Exhibitor Sponsor Prospectus pages 5-6

Check which level of sponsorship your company would like to contribute. If you would like to sponsor an activity as part of your sponsorship, please indicate so on this form. Exhibits are IN ADDITION or IN PLACE OF sponsorships and are sold separately.

☐ ‘MEDICAL HOME’ Sponsor $25,000
As the Exclusive Presenting Sponsor, you may choose to be recognized as the sponsor of any conference activity.
Please indicate what event you would like to sponsor here:

☐ ‘HI-CHAIR’ Sponsor $15,000
Your choice of sponsoring with primary recognition at one of the following activities:
☐ Friday Attendee & Exhibitor Breakfast
☐ Saturday Attendee & Exhibitor Breakfast
☐ Friday Night Annual Poster Session & Reception
☐ Saturday Night Attendee Reception by the Pool (NEW!)
☐ Other: _________________________________

☐ ‘BOOSTER SEAT’ Sponsor $7,500
Your choice of sponsoring with primary recognition at one of the following activities:
☐ Thursday Evening Welcome Reception
☐ AzAAP Annual Chapter Meeting & Luncheon
☐ Sunday Attendee Breakfast on the Patio
☐ Saturday Hospitalist Educational Track and Luncheon
☐ Other: _________________________________

☐ ‘BOUNCY SEAT’ Sponsor $3,500
Your choice of sponsoring with primary recognition at one of the following activities:
☐ Attendee & Exhibitor Refreshment Break (1 of 3)
☐ AzAAP Committee Meetings
☐ Friday & Saturday Coffee Stations on the Terrace
☐ Sunday Coffee Station & Fast Refreshment Break (no exhibits on this day)
☐ Recognition for partial sponsorship of other activities/amenities

Sub Total Box B: $__________

BOX C: Company and Payment Information

Exhibitor assumes entire responsibility and thereby agrees to protect, indemnify, defend and save the Arizona Chapter of the American Academy of Pediatrics (known as the Sponsors), and the Sedona Hilton Resort and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by exhibitor’s installation, removal, maintenance, or occupancy or use of the exhibition premises or a part, thereof, excluding any such liability caused by the sole negligence of the Sedona Hilton Resort or their employees and agents. In addition, Exhibitor acknowledges that the sponsors, meeting managers and Sedona Hilton Resort & Spa do not maintain insurance covering exhibitors’ property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. The exhibitor shall obtain and keep in force during the term of installation and use of the exhibit premises the policies of Comprehensive General Liability and Contractual Liability Insurance, insurance and specifically referring to contractual liability set forth in the foregoing paragraph, thereof, in the amount not less than $250,000 combined single limit for personal injury and property damage. The Internal Revenue Service issued Regulation 1,513.3 regarding taxability of exhibitor’s sales activity at conventions and trade shows. Under this regulation these activities are allowed by 501(c)(3) and 501(c)(6) organizations as a related activity and therefore not taxable. The regulation does not exempt exhibitor’s sales from sales tax and thus any sales activity by an exhibitor must be reported to the appropriate taxing authority by exhibitor. Cancellation Policy: I have reviewed the AzAAP exhibit and sponsorship policies and hereby agree to the terms and requirements as outlined. There is no refund of exhibitor and/or contribution fees after cancellation deadline of April 30, 2015—no exceptions. A refund minus $75.00 administrative fee is allowed for cancellations received in writing prior to April 30, 2015.

Send this form and payment to AzAAP at:
2600 N. Central Avenue, Ste. 1860, Phoenix, AZ 85004  FAX: (602)532-0139  EMAIL: lauren@azaap.org

Will you need electricity at your booth ($25)? ☐ Yes ☐ No

Name of Company (as it will appear in syllabus):______________________________________________________________

Name of Person to whom ALL correspondence will be sent:_______________________________________________________________________________________________

Address:_______________________________________________________________________________________________

City/ State/ Zip:________________________________________________________________________________________

Phone Number:_________________________________________________________________________________________ Email Address:________________________________________

The following person(s) will represent our company (for nametags, please print clearly):

1)__________________________________________________________________________ 2)__________

☐ Check - Payable to American Academy of Pediatrics - AZ Chapter Tax ID# 86-0917603
☐ Credit Card # : __________________________________________ Exp. Date: __________________________

Name on Card:________________________________________________________

Billing Address:________________________________________________________________________________________

Authorized Signature:________________________________________________________

GRAND TOTAL of Box A and Box B: $__________

With questions contact LAUREN at (602)532-0137 ext.404 or lauren@azaap.org
What Exhibitors and Pediatricians Say:

"I’m glad we were able to sponsor the conference this year. It was a good way to get our name and logo out there other than just at the booth. And the pediatricians noticed and thanked us."

"Contact card was great!"

"The conference was great; we made a lot of great contacts and shared a lot of information with the physicians."

"Great conference - good talks, beautiful setting, with pleasant family time every afternoon and evening."

"The presenters you brought were informative and helped me more in how I manage my practice."

"Great combination of traditional topics that I needed review, but opened my eyes to so many different things."

"Excellent speakers- well organized - good general topics."

"Excellent topics."

"Very evidenced-based and updated information for all pediatric offices."

"Nice flow of attendees."