

# 27th Annual PPAG Meeting

April 25-29, 2018



*Salt Lake City*

**EXHIBITOR PROSPECTUS**

# Welcome

**David Hoff, PharmD, FPPAG**  
President of PPAG

The PPAG Annual Conference is your opportunity to communicate with hundreds of pediatric pharmacy decision makers and leaders from across North America. In April 2018 about 600 pediatric pharmacists will gather at the Salt Lake Marriott Downtown at City Creek Hotel to advance their training and skills for delivering safe and effective medications to children.

By exhibiting or sponsoring the PPAG Annual Conference you can deliver your company's or hospital's message to pediatric pharmacists who are involved in drug therapy decisions and who understand the unique needs of pediatric patients. Our conference participants practice in neonatal units, critical care units, and hematology/oncology, infectious disease, nutrition, cardiology and other settings.

This year we are focusing the Conference on General Pediatrics and Neonatal Intensive Care. The 27th Annual Conference is the premier pediatric pharmacy meeting, highlighting the best in research, practice, and education. This year we have revamped and added some sponsorship opportunities for you and your company. All of these wonderful opportunities are described in the pages that follow.

On behalf of the Board of Directors and the members of PPAG, I invite you to join us in Charlotte, It promises to be a pivotal and exciting meeting!

Sincerely,  
David Hoff, PharmD, FPPAG  
President, Pediatric Pharmacy Advocacy Group  
Clinical Leader, Children's Hospitals and Clinics of Minnesota



## Table of Contents

About the 27th	3
Exhibitor Info	4
Sponsor Opportunities	5
About the Hotel	7
About PPAG	8
Exhibitor Agreement	9



# About the 27<sup>th</sup>

## **Pediatric and Neonatal Specialties**

The 27th Annual PPAG Meeting and 2018 Pediatric Pharmacy Conference will focus on General Pediatrics (April 25-27, 2018) and Neonatal ICU (April 27-29, 2018).

## **PPAG Meeting Goals**

The Pediatric Pharmacy Conference is designed for practitioners and administrators involved in the drug therapy decision for children, and who understand the unique needs of the pediatric patient. This conference will provide important education benefits for participants who want to improve their positioning in the health care environment. It will also provide a new understanding of current medical trends in pediatric pharmacy.

## **Overall Conference Goals**

The overall goals of the Pediatric Pharmacy Conference are as follows:

- Provide and review current information pertaining to medication use in pediatric and neonatal patients.
- Review current developments in drug therapy for pediatric and neonatal patients.
- Review new technologies that can reduce the risk of errors in the pediatric and neonatal populations.
- Discuss new drugs on the market and their application to pediatric and neonatal care.
- Provide a forum for the exchange of information among pediatric pharmacy practitioners and leaders

## **Our Attendees**

There are presently over 1400 active members in North America, Europe, and Asia. We expect 600 practitioners, residents and students at the meeting. Our membership consists of pediatric and neonatal pharmacists, administrators, trainees and student pharmacists who practice in freestanding children's hospitals, university hospitals, community hospitals, non-university teaching hospitals, home care facilities, schools of pharmacy, neonatal intensive care units and so on. Ninety percent of the members are in the United States.



# Exhibitor Info



“By exhibiting at the PPAG Annual Conference you can deliver your company’s message to pediatric pharmacists who are involved in drug therapy decisions and understand how the unique needs of pediatric patients affect your business.”

David Hoff, PharmD  
PPAG President

## Exhibition Location, Date, and Times

This year’s exhibition will be held at the Salt Lake Marriott Downtown at City Creek in Salt Lake City, Utah. Table-top (only) Exhibits will be available throughout the conference:

### ***Exhibition Schedule***

Thursday, April 26, 2018	9:00 am—2:30 pm	(Optional) Exhibits Open
Friday, April 27, 2018	8:00 am—3:30pm	Exhibits Open
Saturday, April 28, 2018	9:00 am—2:30 pm	(Optional) Exhibits Open

Conference foot traffic will flow through the exhibit area throughout the conference.

## Exhibition Fees

### ***Table-top Exhibits:***

Pharmaceutical and Medical Device Companies:	\$ 1,650.00 USD
Children’s Hospitals/Recruiters	\$ 500.00 USD

*You may exhibit on any or all three days for the same low price.*

This fee include one 6’ x4’ table with drapes and electrical connection, but does not include any special equipment needed.

## Exhibitor Benefits

If you Exhibit at the 27th Pediatric Pharmacy Conference you will receive the following:

- Company or hospital listing on PPAG website
- Recognition in PPAG Newsletter
- Attendee mailing labels (one-time usage). Will be available one-week before Conference.
- QR coded participant tracking! NEW THIS YEAR

# Sponsorship Opportunities

The PPAG Annual Conference offers many opportunities for sponsorship. Below are a few activities, events, and sessions you can sponsor. **Benefits of sponsorship are noted on the next page.**

## Satellite Symposia

You can provide meeting participants with valuable information about your products and/or services. PPAG offers logistics and planning administration, catering, audio/visual, speaker honorarium, room rental, and CE administration. We have opportunities to sponsor breakfast and lunch symposia throughout the conference. Please contact PPAG to learn more.

## Advisory Board Breakfast

Do you need to tap into your market? Want to know what pediatric pharmacists think about your product? This opportunity allows you to ask the important questions to our members, while sitting down to a nice breakfast. Please contact PPAG to learn more.

## Other Opportunities

Refreshment Breaks	\$5,000.00 each
Name Badges/Holders	\$2,750.00
Receptions	\$7,500.00
Conference App (exclusive ad placement)	\$6,000.00



Your company will receive benefits as described on the next page, plus signage at sponsored event, recognition in program booklet, website, and the PPAG newsletter.

If you are interested in any of these sponsorship opportunities, please call the PPAG office at 901-820-4434 or indicate your interest on the Exhibitor Application.

# Sponsorship Levels

Private gifts, and in particular the support of foundations, organizations, and companies, have a tremendous impact on PPAG. As a member-driven professional organization, we respond to the educational and professional needs of our members and are not able to provide programs and services totally on membership dues and/or fees. Much of the financial support for our continuing education programs, membership programs, advocacy programs, and operating expenses is generated through the generosity of our corporate sponsors.

## **Platinum Support: \$40,000 and above**

\*\* Lifetime Sponsors receive Platinum Support level of benefits extended over life of funding commitment. Please contact PPAG office for more information.

1. Pediatric Consulting Services by PPAG Board and Leadership.
2. One booth at the Pediatric Conference, including two (2) meeting registration fees
3. One booth at the Fall Conference, including two (2) meeting registration fees
4. Free ad in "MyPPAG," member-only website
5. Free large banner ad on JPPT.org
6. Free ad in PPAG Newsletter, Pediatric Pharmacy Advocate
7. Recognition on PPAG website as Platinum Sponsors
8. Platinum Sponsor's Pin and Certificate

## **Gold Support: \$30,000-\$39,999**

1. Pediatric Consulting Services by PPAG Board and Leadership
2. One booth at the Pediatric Conference, including two (2) meeting registration fees
3. Free ad in the newsletter and MyPPAG
4. Free large banner ad on JPPT.org
5. Free ad in PPAG Newsletter, Pediatric Pharmacy Advocate
6. Recognition on PPAG website as Platinum Sponsors
7. Gold Sponsor's Pin and Certificate

## **Silver Support: \$20,000-\$29,999**

1. One booth at the Pediatric Conference, including two (2) meeting registration fees
2. Free ad in "MyPPAG," member-only website.
3. Free small banner ad on JPPT
4. Free ad in PPAG Newsletter, Pediatric Pharmacy Advocate
5. Recognition on PPAG website as Platinum Sponsors
6. Silver Sponsor's Pin and Certificate

## **Bronze Support: \$10,000-\$19,999**

1. One booth at the Pediatric Conference, including one (1) meeting registration fees
2. Free ad in "MyPPAG," member-only website
3. Free ad in PPAG Newsletter, Pediatric Pharmacy Advocate
4. Recognition on PPAG website as Platinum Sponsors
5. Bronze Sponsor's Pin and Certificate

## **Friend Support: up to \$10,000**

1. One booth at the Pediatric Conference, including one (1) meeting registration fees
2. Free ad in "MyPPAG," member-only website
3. Recognition on PPAG website as a Friend of PPAG



## Meeting Facility | Hotel Information

The Salt Lake City Marriott at Center Creek has been chosen as the site of the 27th Annual PPAG Meeting and 2018 Pediatric Pharmacy Conference.

PPAG has secured a room rate of \$189.00 per night for a single/double room (plus applicable taxes). Participants will have free internet connections in their sleeping rooms and conference rooms.

Reservations for the Event will be made by individual attendees directly with Marriott reservations at 1 (800) 228-9290 or (801)-531-0800.

**You must indicate you are attending the "27th Annual PPAG Meeting"**

**Reservations must be made on or before April 6, 2018**

# About the Hotel



## Our Mission

The Pediatric Pharmacy Advocacy Group promotes safe and effective medication use through **C**ollaboration, **A**dvocacy, **R**esearch, and **E**ducation.

## Association Profile

PPAG has approximately 1,400 member and is headquartered in Memphis, Tennessee, home to the oldest pediatric pharmacy residency program in the country. The association is governed by a Board of Directors elected by the membership. Most of our members live and work in the United States (49 states, plus the District of Columbia, and Puerto Rico), but we also have members from Australia, Canada, Chile, Hong Kong, Japan, Lebanon, Qatar, Saudi Arabia, Singapore, and Sweden.

Ninety percent (90%) of our members are inpatient pharmacists in free-standing children's hospitals, or hospitals with a pediatric hospital within an adult hospital. Six percent (6%) of our members serve in pharmacy department leadership positions. Our members practice in many subspecialty areas, including: general pediatrics, pediatric ICU, neonatal ICU, hematology/oncology, emergency medicine, infectious diseases, medication safety, nutrition, pharmacogenomics, pulmonology, nephrology, and women's health.

624 of our members have earned the Board Certified Pediatric Pharmacy Specialists (BCPPS) credential.



## Exhibitor Agreement and Application Form

27th Annual PPAG Meeting

April 25-29, 2018

Salt Lake Marriott Downtown at Center Creek

Salt Lake City, Utah

Exhibition will be April 26-28, 2018

Company/Hospital Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

We plan to exhibit the following: \_\_\_\_\_

Company Representatives: \_\_\_\_\_

\_\_\_\_\_

### Check all boxes that apply.

Enclosed is a check for \$1,650.00, the fee for one exhibit at the PPAG Pediatric Pharmacy Conference. Fee does NOT include any special equipment needed. Contact PPAG for information if additional amenities are needed. Make checks payable to: Pediatric Pharmacy Advocacy Group (Tax ID: 34-1628850) 5865 Ridgeway Center Parkway Suite 300 Memphis, TN 38120. **We also accept Visa, MasterCard, and American Express.**

**FOR HOSPITALS ONLY:** Enclosed is a check for \$500.00, the fee for one exhibit at the PPAG Pediatric Pharmacy Conference. Fee does NOT include any special equipment needed. Contact PPAG for information if additional amenities are needed. Make checks payable to: Pediatric Pharmacy Advocacy Group (Tax ID: 34-1628850) 5865 Ridgeway Center Parkway Suite 300 Memphis, TN 38120. **We also accept Visa, MasterCard, and American Express.**

I am also interested in sponsoring PPAG or a satellite symposium. Please contact regarding information.

**Liability:** *The company representative/exhibitors in sending this agreement, releases PPAG and its members/representatives from any and all claims of injury, loss of damage, that may occur to the exhibitor, the exhibitor's employees, of the exhibitors property from any cause whatsoever; except in the case of PPAG and/or its representative's negligence.*

### Acknowledgement

Company Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

