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 37th 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 1st and receive an early bird discount fee.

We look forward to seeing you at the Enchantment Resort in Sedona!

Sincerely,

Dale Guthrie, MD FAAP

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**Sponsorship Levels**

**Explore your options:**

- Conference Schedule  Pg. 3
- Exhibiting Information  Pg. 4
- Sponsorship Levels  Pg. 5
- Exhibit & Sponsor Contract  Pg. 7

**2014 CME Committee Members**

* Chan Lowe, MD, FAAP (Chair)
* Gary Auxier, MD, FAAP (Vice Chair)
* Ryan Bode, MD, FAAP
* John Pope, MD, MPH, FAAP
* Rickey Williams, MD, MPH, FAAP
Helpful Tips

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 five miles out from the Enchantment Resort. The exhibitor block offers a special rate of $189 plus tax per night. Complimentary transportation to and from the Enchantment Resort 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

37th Annual
Summer Pediatric Conference
TARGET AUDIENCE

Pediatrics in the Red Rocks is a well-respected and attended event by Arizona’s pediatric community. We expect 150-180 attendees at the 2014 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:
Enchantment Resort
525 Boynton Canyon Road
Sedona, AZ 86336
800-826-4180
www.enchantmentresort.com

Faculty & Topics

Developmental/Behavioral Pediatrics
Robin K. Blitz, MD, FAAP
Director, Developmental Pediatrics
Barrow Neurological Institute
Phoenix Children’s Hospital

Hematology/Oncology
James Williams MD
Phoenix Children’s Hospital
Center for Cancer & Blood Disorders

Nutrition
Fayez K. Ghishan, MD, FAAP
Professor and Chair
Department of Pediatrics
The University of Arizona

Emergency Wilderness Medicine
Gary G. Auxier, MD, FAAP
General Pediatrics
Gilbert Children’s Medical Center
Mesa, AZ

Complimentary Medicine
Sandy Newmark, MD
Osher Center for Integrative Medicine
University of California San Francisco

Healthcare Reform
Steve Narang, MD
Chief Medical Officer
Banner Cardon Children’s Medical Center

Infectious Disease
Sean P. Elliot, MD, FAAP
Professor of Pediatrics
Director, Pediatric Residency Program
Medical Director, Infection Prevention
University of Arizona Health Network

Hospitalist Medicine
Kelly Kelleher, MD, FAAP
Pediatric Hospitalist, Phoenix Children’s Hospital
Assistant Clinical Professor of Pediatrics,
Creighton University School of Medicine
Clinical Assistant Professor, Department of Child Health,
University of Arizona College of Medicine – Phoenix

Richard Engel, MD, FAAP
Pediatric Hospitalist, Phoenix Children’s Hospital
Clinical Assistant Professor, Department of Child Health
University of Arizona College of Medicine – Phoenix

Contact Card:
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37th Annual
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Exhibitor & Sponsor Schedule
(Subject to Change)

Exhibits Open June 20 & 21

Thursday, June 19, 2014
3:00-6:00pm  AzAAP Committee Meetings (open to event sponsor only)
1:30-5:30  Exhibit set-up
6:00-8:00  Attendee Reception (open to event sponsors only)
8:00  After-hours exhibit set-up

Friday, June 20, 2014
6:30am-1:00pm  Registration
7:00- 8:00am  Breakfast & Exhibits
8:00-10:00  Educational Sessions*
10:00-10:30  Refreshment Break & Exhibits
10:30-12:30pm  Educational Sessions*
12:30- 1:00  Exhibits
1:00-2:30  AzAAP Annual Meeting & Luncheon (open to event sponsor only)
2:30-4:30  Hospitalist Educational Sessions
5:00-7:00  AzAAP Poster Session and Reception (open to event sponsor only)

Saturday, June 21, 2014
6:30am-1:00pm  Registration
7:00-8:00am  Breakfast & Exhibits
8:00-9:30  Educational Sessions*
9:30-10:00  Refreshment Break & Exhibits
10:00  Exhibits tear down
GRAND PRIZE raffle drawing
(only attendees with completed exhibit hall contact cards are entered)

*Extra seating will be provided in the rooms where educational sessions are held. Exhibitors who would like to attend these sessions should anticipate standing room only. Registration fee must be paid for those exhibitors 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, 2014)
> 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 1, 2014 is $1,100 for exhibit space. Application AND fee must be received by February 1 or until the hall is sold out, whichever comes first. The Early Bird Special is on a first-come, first-served basis. After February 1 and based on availability, the regular booth fee is $1,300.

Payment Policy
Payment for EARLY BIRD SPECIAL received after February 1, 2014 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, 2014). 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 Enchantment Resort 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 Enchantment Resort harmless for any damages, theft, or personal injury occurring during the meeting.
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 of the conference
- Full page ad in the conference syllabus including company logo recognizing your support
- List of attendees including email and mailing addresses prior to and after the conference
- First choice of exhibit booth location
- Major Donor Recognition Gift
- Electronic banner located on all pages of 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. For example:
  - Conference brochure
  - Attendee "key cards" (the small cards used to enter hotel rooms)
  - Flash drive containing conference syllabus
- Ability to include an item in 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 including company logo recognizing your support
- List of attendees including email and mailing addresses prior to and after the conference
- Priority choice of exhibit booth location in exhibit hall
- 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. For example:
  - Conference brochure
  - Attendee "key cards" (the small cards used to enter hotel rooms)
  - Flash drive containing conference syllabus
- Your choice of sponsoring with primary recognition at one of the following activities:
  - Friday Attendee & Exhibitor Breakfast
  - Saturday Attendee & Exhibitor Breakfast
  - Annual Poster Session
  - Other conference events of your choice
- **Other methods of recognition you determine more appropriate to meet your company's goals**
Booster Seat Sponsor - $7,500
- Half page ad in the conference syllabus including company logo recognizing your support
- 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 Reception
  > AzAAP Annual Chapter Meeting & Luncheon
  > Sunday Attendee Breakfast on the Patio
  > Saturday Hospitalist Educational Track
  > Enchantment Resort Porterage Fees

Bouncy Seat Sponsor - $3,500
- Quarter page size ad in the conference syllabus including company logo recognizing your support
- 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:
  > Attendee and Exhibitor Refreshment Breaks
  > AzAAP Committee meetings
  > Friday & Saturday Coffee Stations on the Terrace
  > Attendee Parking lot
  > Recognition of partial sponsorship for other activities

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.

SPONSORS OF ALL LEVELS RECEIVE:
- Code to reserve one room in the attendee block at the Enchantment 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)
BOX A: Exhibit Booths  (Payment due April 1st)

- EARLY BIRD SPECIAL (ends February 1st) $1,100
- REGULAR FEE (after February 1st) $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 2014 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.

Box A: Exhibits
- ‘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:

Box B: Sponsorship Opportunities
- ‘HI-CHAIR’ Sponsor $15,000
- ‘BOOSTER SEAT’ Sponsor $7,500
- ‘BOUNCY SEAT’ Sponsor $3,500

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 Enchantment 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 Enchantment Resort or their employees and agents. In addition, Exhibitor acknowledges that the sponsors, meeting managers and Enchantment Resort 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) as a related activity and therefore not taxable. The regulation does not exempt exhibitor 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, 2014. A refund minus $75.00 administrative fee is allowed for cancellations received in writing prior to April 30, 2014.

Send this form and payment to AzAAP at:
2600 N. Central Avenue, Ste. 1700, Phoenix, AZ  85004     FAX: (602)532-0139

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

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

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: ___________________________  7

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!"

"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."

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

"Nice flow of attendees."

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

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

"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."

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