

VIRTUAL




**APSA**  
American Pediatric  
Surgical Association  
*Saving Lifetimes™*

# PARTNERSHIP PROSPECTUS

2021 Annual Meeting  
May 20-22



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Dear Industry and Institutional Colleagues,

On behalf of APSA Leadership, it is my pleasure to invite your support and participation in the 2021 Annual Meeting of the American Pediatric Surgical Association. Following the success of the 2020 virtual meeting, APSA is planning an even more exciting and accessible virtual meeting for 2021. APSA encompasses nearly all pediatric surgeons in the United States and Canada and more worldwide. The 2020 virtual meeting had more than 3000 global registrants. APSA members are decision makers, surgeon innovators, and training program directors – who have influence over the projects and services used in their universities, hospitals and practices.

**Mark your calendar and plan to join us for the two and half day plenary APSA Virtual Meeting May 20- 22, 2021.**

**Highlights include:**

- Two plenary scientific sessions covering the best submitted abstracts
- Four Top Educational Content talks (cancer as a chronic disease, earlier use of blood in trauma resuscitation, patient, and parent centered care, improving prognosis in intestinal failure)
- Two systematic reviews and quality improvement toolkits (gastroschisis and spontaneous pneumothorax)
- Variation in Care panel (adolescent inguinal hernia)
- Presidential addresses by John H.T. Waldhausen, MD and Joseph P. Vacanti, MD

Extended live and on demand content extends the visibility of your support as we roll out an additional 25 hours of “APSAsode” content on our meeting platform over the rest of the year. The PedSurg.TV broadcasts are a new source for pediatric surgery scientific and educational content designed to meet specific contemporary practice gaps.

The American Pediatric Surgical Association (APSA) is the nation’s largest professional organization dedicated to the pediatric surgical specialty. APSA encompasses nearly all pediatric surgeons in the United States and Canada and more worldwide. The 2020 virtual meeting had more than 3000 global registrants. APSA provides a community specific to the interests and needs of the pediatric surgeon, as well as CME, training and educational opportunities.

Industry partners and technical exhibits continue to be an essential part of our meeting’s success. APSA will be utilizing a customizable desktop/mobile platform to house the conference. Utilizing the platform’s technology and creative engagement mechanisms will allow us to create an interactive Exhibit Hall that provides an enhanced capacity to build brand awareness, provide product education and gain access to valuable leads that have made the meeting so attractive in the past.

Thank you for considering our request for participation, we look forward to receiving your commitment. If you have any questions, please contact Denise Castetter, [denise@veritasamc.com](mailto:denise@veritasamc.com) or 973-769-1020.

Kind Regards,



Denise Castetter

Denise Castetter  
Director-Industry Relations





## SPONSORSHIP INFORMATION

The 2021 APSA Annual Meeting will provide attendees with Continuing Medical Education (CME), combined with new product knowledge offered in the non-CME Science and Technology Auditorium. Although we appreciate your sponsorship, sponsors will have no impact on the content in the CME-eligible scientific and educational portions of the meeting.

### SUPPORTING APSA

Deliver your message in a professional, focused, and educational environment. APSA provides you with networking opportunities to build relations with new and existing customers. The expected 1,500 plus participants will be eager to learn about your company and products.

### BUILD BRAND AWARENESS, PROVIDE PRODUCT EDUCATION AND GAIN ACCESS TO VALUABLE LEADS WITH A VIRTUAL EXHIBIT

#### BENEFITS OF THE VIRTUAL EXHIBIT INCLUDE:

- Live reps staff the booth and interact with attendee visitors
- Product Videos and Marketing Collateral loaded to the booth
- Zoom business suites with a one-on-one appointment setting to host meetings/demo products
- Online lead generation and post-meeting analytics

### OPTIMIZE VISIBILITY WITH A PINNACLE, PLATINUM, GOLD, SILVER, OR VIRTUAL EXHIBIT LEVEL SPONSORSHIP

Participation includes recognition on the Conference website, in social media and e-blasts. Please refer to the Partnership Opportunities for a complete list of benefits.

#### FOR MORE INFORMATION ABOUT EXHIBITS, SPONSORSHIPS, OR ADVERTISING OPPORTUNITIES TO SUPPORT APSA, PLEASE CONTACT:

**Denise Castetter** | Director of Industry Relations | American Pediatric Surgical Association  
1061 East Main Street, Suite 300, East Dundee, IL 60118  
W: 973-769-1020 | F: 847-649-1704 | [denise@veritasamc.com](mailto:denise@veritasamc.com)

APSA reserves the right to refuse applications that do not meet the standards, required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies, but is not limited to displays, literature, advertising and conduct of representatives.





## PARTNERSHIP OPPORTUNITIES

### MAXIMIZE YOUR IMPACT THROUGH SPONSORSHIP.

The American Pediatric Surgical Association offers industry sponsors an opportunity to reach clinicians on the latest imaging techniques and products. The focused meeting environment is ideal for businesses dedicated to delivering products and services that support these conditions. This forum will allow you to interact with clinicians eager to learn about new technologies and innovations that aim to improve patient care.

### CUSTOM PACKAGES ARE AVAILABLE UPON APPROVAL

### PLATINUM \$25,000

#### INDUSTRY SPONSORED KEYNOTE PRESENTATION -OR- FOCUS GROUP

**Industry Sponsored Keynote Presentation** - Highlight your commitment to APSA with a dedicated hour for your product specialist or guest speaker to present to participants.

**Focus Group** - Unparalleled opportunity to gain insight! APSA will organize a group of subject matter experts to convene with your team on a topic of your choosing following the annual meeting.

#### PLATINUM LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for on demand viewing within the meeting platform for 60 days
- Event marketing-messaging promoting your presentation will be sent to APSA registrants
- Company recognition (logo, weblink) posted on APSA website, in social media and e-blasts
- Participation in the “Industry Round Table” – a 5 minute introduction about your company
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.





## PARTNERSHIP OPPORTUNITIES (cont.)

### GOLD \$15,000

#### INDUSTRY SPONSORED PRESENTATION

Highlight your commitment to APSA with a 30 minute presentation by your product specialist or guest speaker to present to participants.

#### GOLD LEVEL INCLUDES:

- Speaker Presentation and Q&A
- Option for presentation to be available as Enduring Material for on demand viewing within the meeting platform for 60 days
- Event marketing-messaging promoting your presentation will be sent to APSA registrants
- Company recognition (logo, weblink) posted on APSA website, in social media and e-blasts
- Participation in the “Industry Round Table” – a 3 minute introduction about your company
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.

### SILVER \$7,500

#### COFFEE-TALK

Deliver your message with 15 minute Topic Related presentation prior to the morning sessions or during a break at the American Pediatric Surgical Association Virtual Meeting.

#### SILVER LEVEL INCLUDES:

- Company recognition (logo, weblink) on APSA website, in social media and e-blasts
- Participation in the Industry Round Table “ – a 2 minute introduction about your company
- Virtual Exhibit (see below)

Recording options and logistical instruction provided upon receipt of Registration Form.

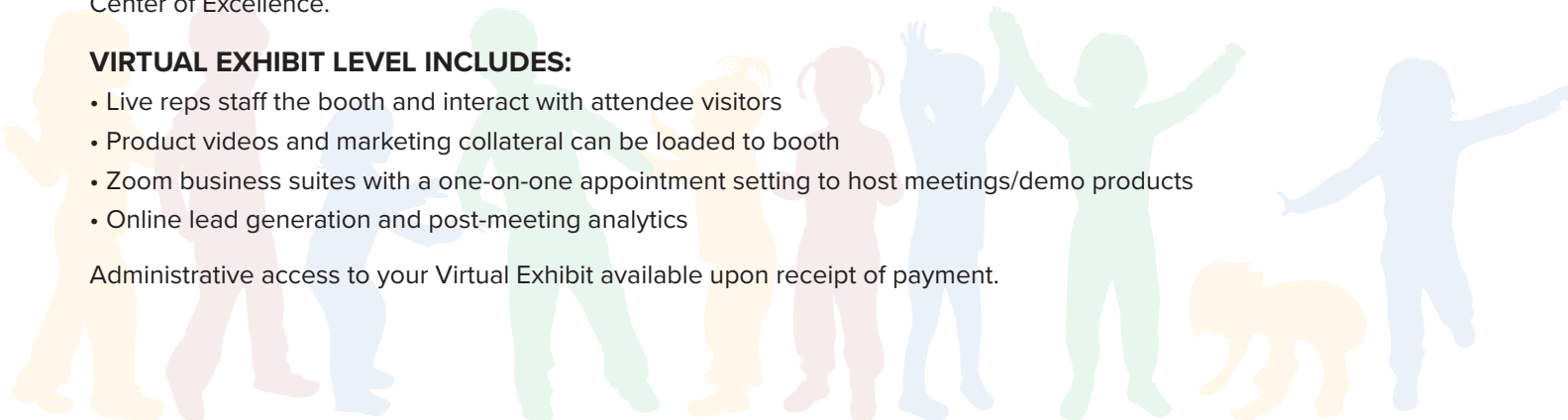
### VIRTUAL EXHIBIT FOR INSTITUTIONS OR INDUSTRY PARTNERS \$5,000

Deliver your message, engage with key decision makers, showcase your institution, recruit, build relationships with new and existing customers via a Virtual Exhibit in the non-CME Science and Technology Auditorium. Participate in the “Industry Colleagues and Customers Round Table” – a 1 minute introduction about your company, your program or Center of Excellence.

#### VIRTUAL EXHIBIT LEVEL INCLUDES:

- Live reps staff the booth and interact with attendee visitors
- Product videos and marketing collateral can be loaded to booth
- Zoom business suites with a one-on-one appointment setting to host meetings/demo products
- Online lead generation and post-meeting analytics

Administrative access to your Virtual Exhibit available upon receipt of payment.





# EXHIBIT REGISTRATION & INVOICE FORM

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## SPONSORSHIP OPTIONS

- Custom Package
- Platinum Level \$25,000
  - 60 min Presentation **OR**  Focus Group
- Gold Level - 30 min Presentation \$15,000
- Silver Level - CoffeE-Talk \$7,500
- Virtual Exhibit \$5,000
  - Industry Partner **OR**  Medical Institution

Representative Name(First, Last)	Title	Email Address	Phone

## PAYMENT INFORMATION

Check payable to: American Pediatric Surgical Association in U.S. dollars drawn on a U.S. bank. TAX ID# 23-7097289

Credit Card:  VISA  MasterCard  Discover  American Express

Credit Card # \_\_\_\_\_ CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Total \$: \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

Return this completed exhibit reservation form and payment to Denise Castetter.  
 Mail: American Pediatric Surgical Association, 1061 East Main Street, Suite 300, East Dundee, IL 60118  
 W: 973-769-1020 | F: 847-960-3862 | denise@veritasamc.com