



Exhibitor Packet

August 17-19, 2018
Embassy Suites
Baton Rouge, LA

hosted by:

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Louisiana Chapter



We cordially invite you to support and exhibit at the 2018 Annual Conference of the Louisiana Chapter of the American Academy of Pediatrics (LA AAP) August 17-19, 2018 at the Embassy Suites in Baton Rouge, LA.

Exhibiting at Red Stick Potpourri will give your company an opportunity to showcase your organization’s technologies, products, and services. At Red Stick Potpourri you have the opportunity to connect with health professionals throughout the state.

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CONTACT US

American Academy of Pediatrics 
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Louisiana Chapter

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Conference Description

The annual conference of the Louisiana Chapter of the American Academy of Pediatrics (LA AAP) is in its 27th year. The Potpourri is held the third weekend in August and rotates among Baton Rouge, New Orleans, Shreveport and Lafayette. This conference is comprised of didactic talks, panel discussions, poster presentations and question and answer sessions.

Target Audience

Pediatricians | Pediatric Subspecialties | Registered Nurses | Nurse Practitioners | General Family Practice Physicians | Other healthcare professionals that are involved in the field of pediatrics

Exhibit Schedule

Exhibitor Setup -	Friday, August 17, 2018 - 10:00 a.m.
Exhibitor Hours -	Friday, August 17, 2018 - 11:00 a.m. - 5:00 p.m. Saturday, August 18, 2018 - 7:15 a.m. - 5:00 p.m.
Exhibitor Move-Out -	Saturday, August 18, 2018 - 4:00 p.m. - 5:00 p.m.

Dates to Remember

July 26, 2018 -	Last day to receive conference hotel rate
August 1, 2018 -	Deadline to receive commitment to exhibit
August 10, 2018 -	Exhibit fees due to Louisiana Chapter of AAP
August 17-19, 2018 -	Conference at Embassy Suites, Baton Rouge, LA



Hotel Information

Embassy Suites
4914 Constitution Avenue | Baton Rouge, LA 70808

Conference rate: \$129 for one King bed
\$139 for two Double beds

These rates are available until **Thursday, July 26, 2018**. Please make your reservation early!

Shipping Information

Reservations can be made by calling 1-800-EMBASSY using group name “LA Chapter American Academy – Red Stick Potpourri” or by using the link: <http://bit.ly/2CYeM64>

Exhibitors can ship packages to the Embassy Suites up to a week prior to Red Stick Potpourri. Please label your packages as follows:

Red Stick Potpourri
Attn: Theresa Toussaint
Your Company Name
4914 Constitution Avenue
Baton Rouge, LA 70808

Payment

Exhibitor payment for Red Stick Potpourri must be received by **Friday, August 10, 2018**. Please make checks payable to **Louisiana AAP** (Tax ID #72-1002968) and mail to:
1744 Rue Desiree | Baton Rouge, LA 70896

Cancellation Policy

Cancellation requests must be made in writing to Ashley Politz at ashley.politz@laaap.org before **Friday, August 10, 2018** to avoid any cancellation fees. If a cancellation request is made after August 10, 2017, there will be a cancellation fee of \$250 assessed and subtracted from any reimbursement owed.



EXHIBIT LEVELS

FRIDAY RESIDENT POSTER & ATTENDEE SOCIAL \$15,000

LIMITED TO ONE COMPANY ON A FIRST COME, FIRST SERVED BASIS UPON RECEIPT OF SIGNED CONTRACT

- 2 Exhibit Table Tops (two 6 foot skirted tables, four chairs, name badges for four representatives)
- Opportunity to address conference attendees prior to the start of the Friday Evening Social for up to 10 minutes. If a slideshow will be presented, it must be received by LA AAP staff no later than one week prior to the conference.
- Advertised as the Exclusive Host of Friday Evening Social
- Opportunity to distribute marketing materials at Friday Evening Social
- Seating at Saturday luncheon for two (2) company representatives
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LA AAP newsletter
- Recognition with logo on LA AAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

SATURDAY PRESIDENTS SOCIAL \$15,000

LIMITED TO ONE COMPANY ON A FIRST COME, FIRST SERVED BASIS UPON RECEIPT OF SIGNED CONTRACT

- 2 Exhibit Table Tops (two 6 foot skirted tables, four chairs, name badges for four representatives)
- Opportunity to address conference attendees prior to the start of the Presidents Social for up to 10 minutes. If a slideshow will be presented, it must be received by LA AAP staff no later than one week prior to the conference.
- Advertised as the Exclusive Host of Presidents Social
- Opportunity to distribute marketing materials at Presidents Social
- Seating at Saturday luncheon for two (2) company representatives
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LA AAP newsletter
- Recognition with logo on LA AAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

NO LONGER AVAILABLE



EXHIBIT LEVELS

Diamond \$10,000

EACH OPTION LISTED BELOW IS LIMITED TO ONE COMPANY ON A FIRST COME, FIRST SERVED BASIS UPON RECEIPT OF SIGNED CONTRACT

Choose from one of the following options:

___ Saturday Business Luncheon

- Available Saturday, August 18, 2018
- Seating at luncheon for two (2) company representatives
- Opportunity to address attendees for up to 10 minutes at the start of the luncheon. If a slideshow will be presented, it must be received by LA AAP staff no later than 1 week prior to the conference.

___ Take Home Item

- Company logo on a significant conference item (i.e. tote bag or portfolio) to be distributed to attendees and the opportunity to place up to two marketing items in the giveaway. Marketing material must be received no later than one week prior to the conference.

___ Other (to be agreed upon by LA AAP and sponsor)

All Diamond sponsors will receive:

- 2 Exhibit Table Tops (two 6 foot skirted tables, four chairs, name badges for four Representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)



EXHIBIT LEVELS

Platinum \$5,000

- Exhibit Table Top (one 6 foot skirted tables, two chairs, name badges for two representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

Gold \$3,000

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- 1/2 page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

Silver \$2,000

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- 1/4 page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

Bronze \$1,500

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)



ADDITIONAL SPONSORSHIP OPPORTUNITES

Please note: An exhibit table does not come with sponsorships below but can be purchased as an add on.

Technology / WiFi \$5,000

- Signage on attendee tables with company logo and WiFi information

Morning Break \$2,000

Two availabilities:

___ Saturday, August 18, 2018

___ Sunday, August 19, 2018

- Signage on tables with break items
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

Afternoon Break \$2,000

Two availabilities:

___ Friday, August 17, 2018

___ Saturday, August 18, 2018

- Signage on tables with break items
- Recognition in all printed and electronic materials promoting the conference (if logo received by 6-1-18)

Guidebook App Sponsor \$1,500

- Your company logo and recognition on the Guidebook App designed specifically for this conference. Attendees will see your company logo every time they view the app throughout the conference.



EXHIBITOR AGREEMENT

Regarding Terms, Conditions and Purposes of an Exhibiting Fee between Louisiana Chapter of the American Academy of Pediatrics (LA AAP) and _____ (company) for the activity “Red Stick Potpourri” scheduled for August 17-19, 2018 in Baton Rouge, Louisiana.

Name of Company

Company Representative

Representative Email Address

Company Website

The above company wishes to exhibit at Red Stick Potpourri at the

_____ level in the amount of _____.

Make checks payable to **Louisiana AAP** and mail to: 1744 Rue Desiree | Baton Rouge, LA 70896, Attn: Ashley Politz.

Tax identification number for Louisiana Chapter of American Academy of Pediatrics is #72-1002968. Payment should be made by **August 10, 2018**.

Request for Taxpayer Identification Number and Certification

**Give form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) Louisiana Chapter of the American Academy of Pediatrics		
	Business name, if different from above		
	Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ◆ ----- <input type="checkbox"/> Other (see instructions) ◆		
	<input type="checkbox"/> Exempt payee	Address (number, street, and apt. or suite no.) P.O. Box 64629	
	City, state, and ZIP code Baton Rouge, LA 70896		
Requester's name and address (optional)			
List account number(s) here (optional)			

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number
or
Employer identification number
72 1002968

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person ◆ Ashley G. Politz	Date ◆ 1-8-2018
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,