

Exhibitor Prospectus
Red River Potpourri
Shreveport Convention Center
August 21-23, 2020



Louisiana Chapter

INCORPORATED IN LOUISIANA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



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Invitation

We cordially invite you to support and exhibit at the Louisiana Chapter of the American Academy of Pediatrics (LA AAP) Annual Meeting, the “Potpourri.” The annual meeting is in its 29th year and is held the third weekend in August. The Potpourri rotates yearly around the state.

Join us in Shreveport, Louisiana August 21-23, 2020 to showcase your company’s products, services and technologies. This opportunity will allow you to connect with pediatricians working in hospitals and in private and group practices, pediatric specialists, pediatric fellows, residents, medical students, family practice physicians, academic leaders, nurses, and allied health professionals involved in the care of pediatrics.

This year’s conference will offer several sponsorship opportunities and you don’t want to miss out!

Thank you for your support and we hope to see you in Shreveport in 2020!

The Louisiana Chapter of the American Academy of Pediatrics Executive Committee

President	Roberta C. Vicari, MD, FAAP
Vice President	Rachel Chatters, MD, FAAP
Secretary/Treasurer	Kim Mukerjee, MD, FAAP
Early Career Physician	Bridgett Foreman, MD, FAAP
At-Large Member	Joseph Bocchini, Jr., MD, FAAP
At-Large Member	Ann Kay Logarbo, MD, FAAP
Immediate Past President	John Vanchiere, MD, Ph.D., FAAP

Louisiana Chapter Staff

Ashley Politz, LMSW	Executive Director
Taryn Daigle	Director, Education & Membership

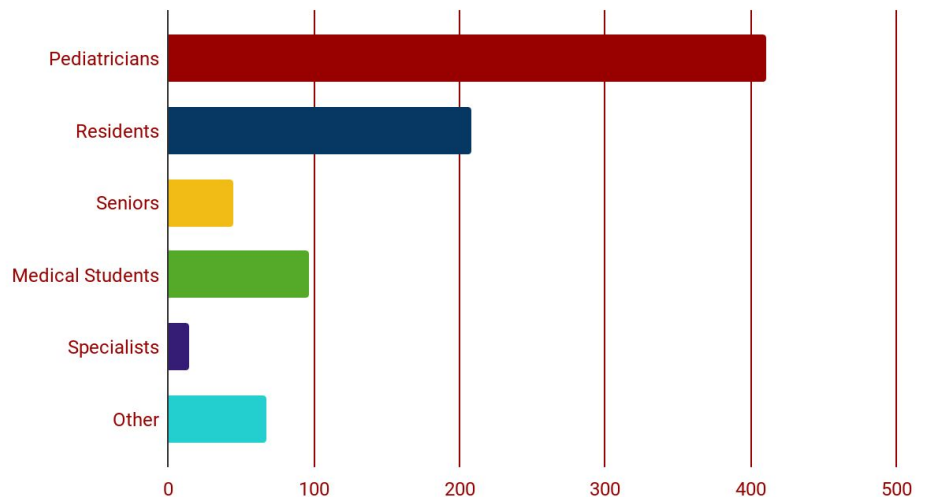
Conference Description

The Potpourri, the annual conference of the Louisiana Chapter of the American Academy of Pediatrics (LAAAP) is in its 29th year. The Potpourri is held the third weekend in August and rotates around the state. This conference is comprised of didactic talks, panel discussions, poster presentations and Q&A sessions.

Target Audience

- Pediatricians
- Pediatric Specialists
- Residents
- Physician Assistants
- Medical Students
- Nurse Practitioners
- Nurses
- Academic Leaders
- Allied Health Professionals

Who is Louisiana AAP?



Attendance

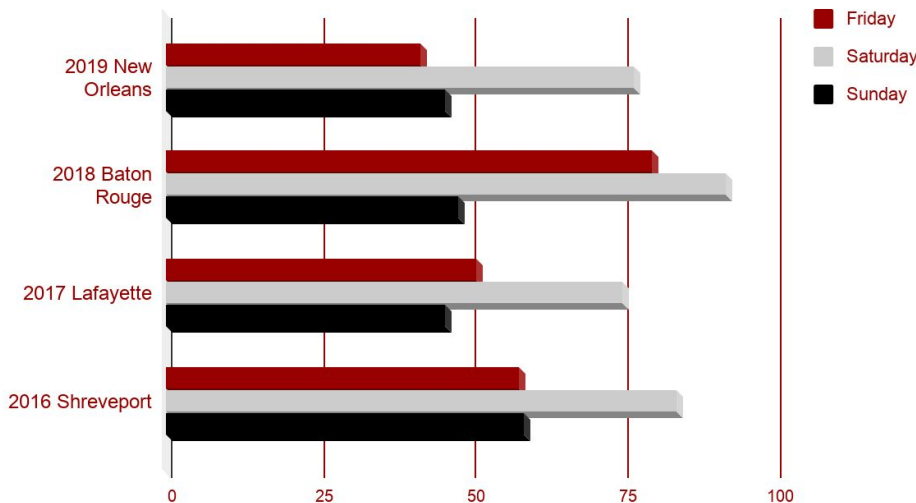
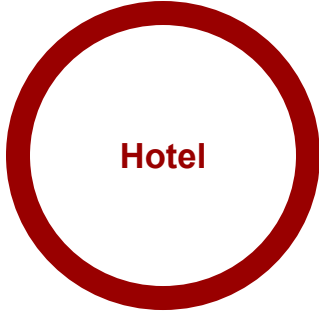


Exhibit Details



Hotel

Hilton Shreveport
104 Market Street | Shreveport, LA 71101

Conference Rate: \$129 for Single and Double, \$139 for Triple and \$149 for Quad

Rates are available until **Thursday, August 6, 2020**. Please make your reservation early!

To secure your reservation call (318) 698-0900 using group name "Red River Potpourri 2020" or use the following link: <https://book.passkey.com/e/49977426>



Shipping

If shipping boxes/materials to the Shreveport Convention Center, please email Taryn Daigle at taryn.daigle@laaap.org for the Shreveport Convention Center Exhibitor Kit. Instructions and pricing are included in the kit.

Exhibitors are responsible for arranging and payment of storage fee, if applicable.



Exhibit Schedule

10:00 a.m.	Friday, August 21, 2020	• Exhibit Set Up
11:00 a.m. to 5:00 p.m.	Friday, August 21, 2020	• Exhibit Hours
7:15 a.m. to 5:00 p.m.	Saturday, August 22, 2020	• Exhibit Hours
4:00 p.m. to 5:00 p.m.	Saturday, August 22, 2020	• Exhibit Move Out



Payment (Checks or Direct Deposit Only)

Please make checks payable to **Louisiana AAP** (Tax ID #72-1002968) and mail to:

Louisiana AAP
Attention: Taryn Daigle, Director of Education & Membership
113 Loyola Avenue
Lafayette, LA 70503

Payment must be received by **Friday, August, 14, 2020**.

Exhibit Details (continued)



Cancellation requests must be submitted to Taryn Daigle at taryn.daigle@laaap.org before **Friday, July 31, 2020**. If a cancellation request is made after the deadline, there will be a cancellation fee of \$250 billed to the company or subtracted from any reimbursement owed.



Ashley Politz
Executive Director
ashley.politz@laaap.org
225-505-7611

Taryn Daigle
Director of Education & Membership
taryn.daigle@laaap.org
225-379-7923



<p>August 6, 2020</p> <p>Last day to receive conference hotel rate</p>	<p>July 31, 2020</p> <p>Deadline to submit company logo and ad information for final program.</p> <p>Exhibit cancellation deadline</p>
<p>August 14, 2020</p> <p>Exhibit Fees due to Louisiana Chapter of AAP</p>	<p>August 21-23, 2020</p> <p>Conference at Shreveport Convention Center</p>

Premium Sponsorships

PREMIUM SPONSORSHIPS ARE LIMITED TO ONE (1) COMPANY ON A FIRST COME, FIRST SERVED BASIS UPON RECEIPT OF SIGNED CONTRACT

All Premium Sponsorships include:

- Two (2) 6 foot skirted exhibit table tops in prime location
- Four (4) name badges for company representatives (additional name badges \$50)
- Opportunity to address conference attendees prior to the start of the sponsored event. (If a slideshow will be presented, it must be received by LA AAP staff no later than one week prior to the conference)
- Attendance for four (4) company representatives at sponsored event
- Recognition signage posted at sponsored event
- Opportunity to distribute one (1) marketing piece at sponsored event
- Full page ad in the Red River Potpourri final program
- Company logo displayed in registration brochure (if received by May 1, 2020)
- Recognition on LA AAP website for one year

\$15,000

FRIDAY RESIDENT POSTER &
ATTENDEE SOCIAL

SATURDAY LUNCHEON
SPONSOR

SATURDAY CIRCUS
THEMED SOCIAL



Exhibit Levels

Gold
\$6,000

- One 6 foot skirted exhibit table top in prime location
- Two (2) name badges for company representatives (additional name badges \$50)
- Company logo displayed in registration brochure (if received by May 1, 2020)
- Full page ad in the Red River Potpourri final program
- Logo recognition in final program
- Recognition on LA AAP website for one year

Silver
\$4,500

- One 6 foot skirted exhibit table top
- Two (2) name badges for company representatives (additional name badges \$50)
- Company logo displayed in registration brochure (if received by May 1, 2020)
- Half page ad in the Red River Potpourri final program
- Logo recognition in final program
- Recognition on LA AAP website for one year

Bronze
\$3,000

- One 6 foot skirted exhibit table top
- Two (2) name badges for company representatives (additional name badges \$50)
- Company logo displayed in registration brochure (if received by May 1, 2020)
- Quarter page ad in the Red River Potpourri final program
- Logo recognition in final program
- Recognition on LA AAP website for one year

Basic
\$1,500

- One 6 foot skirted exhibit table top
- Two (2) name badges for company representatives (additional name badges \$50)
- Company name listed in registration brochure
- Company name listed in the Red River Potpourri final program

Marketing Sponsorships

**Marketing Sponsorships do not include an exhibit table top.
A table top add-on is available for \$750.**

**Tote Bag
\$3,000**

- Display your company logo on the conference tote bag given to every registered attendee. Tote bags leave a lasting impression even after the conference concludes. **One** sponsorship available.

**Hotel Key
Cards
\$2,500**

- Every hotel guest will see your company name and know that you are a proud supporter of the conference. **One** sponsorship available.

**Break
Sponsor
\$2,000 ea**

- Generate network opportunities by having your company associated with a break. Your company logo will be placed on napkins and signage acknowledging your support. **Four** sponsorships available.

**Branded
Charging
Station
\$1,500 ea**

- Provide attendees with a place to charge mobile devices and tablets. Your company logo will be displayed. **Four** sponsorships available.

**Notepads
& Pens
\$1,500**

- Create company visibility with a logo on attendee notepads & pens placed in tote bags. Widely used for attendee note taking. **One** sponsorship available.

**Lanyards
\$1,000**

- Display your company's logo around the neck of every attendee. **One** sponsorship available.



Exhibit Registration

Company Name (As you would like it to appear on signage)

Product/Service Promoting

Company URL

Contact Name (to whom ALL information will be sent)

Street Address

Street Address Line 2

City

State

Zip Code

Phone Number

Email Address

Information for Representatives Attending Table

Indicate the name of the representative exactly as it should appear on the name tag

***4 Representatives Allowed for Premium Sponsorships**

2 Representatives Allowed for All Exhibit Levels

Representative #1 Name

E-mail

Representative #2 Name

E-mail

*Representative #3 Name (Premium Sponsor) E-mail

*Representative #4 Name (Premium Sponsor) E-mail

Booth Information

Booths are assigned according to exhibit level and venue layout. We will make our best effort to separate major competitors when assigning table locations. This may not be guaranteed as each venue differs in the size of exhibit space.

List your top two competitors

Premium Sponsorships

- \$15,000.00 Friday Evening Resident Poster and Attendee Social Sponsor
- \$15,000.00 Saturday Luncheon Sponsor
- \$15,000.00 Saturday Evening Themed Social

Exhibit Levels

- \$6,000 Gold
- \$4,500 Silver
- \$3,000 Bronze
- \$1,500 Basic

Marketing Sponsorships

- \$3,000 Tote Bag
- \$2,500 Hotel Key Cards
- \$2,000 Break Sponsor
- \$1,500 Charging Station
- \$1,500 Notepads & Pens
- \$1,000 Lanyards

Optional

- \$750.00 Table Add On
- \$75.00 per day Electrical Access
- \$50.00 per day Internet
- \$50.00 Additional Name Badge

Total

Payment (checks or online deposit only)

Please remit checks to **Louisiana AAP** (Tax ID #72-1002968) and mail to:

Louisiana AAP
Attention: Taryn Daigle Director of Education
113 Loyola Avenue
Lafayette, LA 70503

Payment must be received by **Friday, August 14, 2020.**

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