Crescent City Potpourri

CME UNDER THE SEA

EXHIBITOR PROSPECTUS

AUG 18-20 | NEW ORLEANS
HYATT CENTRIC FRENCH QUARTER
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 31st year and is held the third weekend in August.

Join us in New Orleans, Louisiana, August 18-20, 2023 to showcase your company’s products, services, and technologies. This opportunity will allow you to connect with pediatricians working both in hospitals and in private and group practices, as well as pediatric sub-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 New Orleans in 2023!

The Louisiana Chapter of the American Academy of Pediatrics Education Committee

Ann Kay Logarbo, MD, FAAP (Chair)
Joseph Bocchini, Jr., MD, FAAP
Rachel Chatters, MD, FAAP
Meghan Louque, MD, FAAP

Louisiana Chapter Staff
Ashley Politz, LMSW Executive Director
Julia Vanchiere, BA, Education Coordinator
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The Potpourri is the annual conference of the Louisiana Chapter of the American Academy of Pediatrics. The conference is held during the third weekend in August each year, rotating around the state. This conference is comprised of didactic talks, panel discussions, poster presentations, and Q&A sessions.

**Total Participants**
- Red Stick 2022: 115
- Red River 2021 (Online): 120
- In the Cloud 2020: 34
- Crescent City 2019: 94
- Red Stick 2018: 118

**Average Attendance**
- Friday: 72
- Saturday: 85
- Sunday: 52
- Total: 112
Conference Description

Our Audience
Potpourri attendees come from a variety of pediatric focused healthcare professions. While most of our attendees are general pediatricians and pediatric sub-specialists, we also encourage residents, medical students, physician assistants, nurse practitioners, nurses, academic leaders, and allied health professionals to participate.

Our Members
Louisiana AAP membership includes between 700 and 750 physicians and physicians in training across the state of Louisiana. These members are the cornerstone of our education mission and make up the central base of Potpourri attendees.
Exhibit Details

Hotel Details
Hyatt Centric French Quarter
800 Iberville Street | New Orleans, LA 70112
Conference Rate: $139 for Standard Room
To secure your reservation call (504) 565-4562 using group name “Louisiana AAP Potpourri” or use the following link: Coming Soon!
Rates are available until July 24th, 2023. Please make your reservation early!

Shipping
If shipping boxes/materials to the Renaissance Baton Rouge, please use the following template to address your packages:

Hyatt Centric French Quarter
[name]: [company name] / LAAAP
800 Iberville St
New Orleans, LA 70112

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

Exhibit Schedule
FRIDAY
Exhibit Set Up 10:00 AM
Exhibit Hours 11:00 AM to 5:00 PM

SATURDAY
Exhibit Hours 7:15 AM to 5:00 PM
Exhibit Move Out 4:00 PM to 5:00 PM
## Important Dates

<table>
<thead>
<tr>
<th>March 1</th>
<th>July 18</th>
<th>July 24</th>
<th>July 31</th>
<th>August 11</th>
<th>August 18–20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Day to submit Company Logo for Registration Brochure</td>
<td>Exhibit Cancellation Deadline</td>
<td>Last Day to Receive Conference Hotel Rate</td>
<td>Last Day to Submit Company Logo and Ad Copy for Final Program</td>
<td>Exhibit Fees Due to LA AAP Office</td>
<td>Conference at Hyatt Centric French Quarter in New Orleans, Louisiana</td>
</tr>
</tbody>
</table>

## Contact

Julia Vanchiere  
Education Coordinator  
julia.vanchiere@laaap.org  
(225) 379-7923

## Payment

Please make checks payable to Louisiana AAP (TIN #16-1629344) and mail to:  
Louisiana AAP  
Attention: Julia Vanchiere, Education Coordinator  
11017 Perkins Road, Suite C  
Baton Rouge, LA 70810  
Payment must be received by Friday, August 11, 2023.

## Cancellation Policy

Cancellation requests must be submitted to Julia Vanchiere at julia.vanchiere@laaap.org at least thirty (30) days prior to the start of the activity.  
If a cancellation request is made less than thirty (30) days prior to the start of the activity, there will be a cancellation fee of $250 billed to the company or subtracted from any reimbursement owed.
Premium Sponsorships - $15,000 Each

- Two (2) 6 foot skirted exhibit tables 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. (Slideshows must be received by LA AAP staff at least 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 Stick Potpourri final program
- Company logo displayed in registration brochure (if received by March 1, 2022)
- Name, Contact, and description in Exhibitor Directory
- Recognition on LA AAP website for one year
- Social Media Recognition
- Breakfasts and Snacks included.

Each event is available for sponsorship by one company on a first come, first served basis upon receipt of a signed contract.
## Exhibit Levels

<table>
<thead>
<tr>
<th>Clam</th>
<th>$1,500</th>
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<tbody>
<tr>
<td>6ft. Exhibit Table</td>
<td>6ft. Exhibit Table</td>
</tr>
<tr>
<td>2 Name Badges</td>
<td>2 Name Badges</td>
</tr>
<tr>
<td>Company Name in Registration Brochure*</td>
<td>Company Name in Registration Brochure*</td>
</tr>
<tr>
<td>Company Name in Final Program*</td>
<td>Quarter Page Ad in Final Program*</td>
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<tr>
<td>Name and Contact in Exhibitor Directory</td>
<td>Logo Recognition in Final Program*</td>
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<tr>
<td>Recognition on LA AAP Website for one year.</td>
<td>Recognition on LA AAP Website for one year.</td>
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<table>
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<tr>
<th>Sea Turtle</th>
<th>$4,500</th>
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<tbody>
<tr>
<td>6ft. Exhibit Table</td>
<td>6ft. Exhibit Table</td>
</tr>
<tr>
<td>2 Name Badges</td>
<td>2 Name Badges</td>
</tr>
<tr>
<td>Company Logo in Registration Brochure*</td>
<td>Company Logo in Registration Brochure*</td>
</tr>
<tr>
<td>Full Page Ad in Final Program*</td>
<td>Half Page Ad in Final Program*</td>
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<tr>
<td>Logo Recognition in Final Program*</td>
<td>Logo Recognition in Final Program*</td>
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<tr>
<td>Name, Contact, and description in Exhibitor Directory</td>
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<table>
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<tr>
<th>Sea Horse</th>
<th>$3,000</th>
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<tr>
<td>6ft. Exhibit Table</td>
<td>6ft. Exhibit Table</td>
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<tr>
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<table>
<thead>
<tr>
<th>Dolphin</th>
<th>$6,000</th>
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<tbody>
<tr>
<td>6ft. Exhibit Table</td>
<td>6ft. Exhibit Table</td>
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<tr>
<td>Recognition on LA AAP Website for one year.</td>
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<tr>
<td>Breakfasts and Snacks included</td>
<td>Breakfasts and Snacks included</td>
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<tr>
<td>Social Media Recognition</td>
<td>Social Media Recognition</td>
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**Add-on benefits:**
- Additional name badges $50 each
- Breakfast and snacks $50 per person
- Additional Table $750
- Electrical access $75 per day

*Logo for the registration brochure must be submitted by March 1, 2023 and all information for the final program must be submitted by July 31, 2023*
Marketing Sponsorships

Get Your Name in Front of Attendees

**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.

**Conference App and Wifi Sponsor**
$2,500
Every conference attendee will see your company name and know that you are a proud supporter of the conference.
One sponsorship available.

**Break Sponsor**
$2,000 each
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.

**Conference Themed Item**
$1,750
Create company visibility with a logo on a conference themed item placed in the attendee tote bag.
One sponsorship available.

**Branded Charging Station**
$1,500 each
Provide attendees with a place to charge mobile devices and tablets. Your company logo will be displayed on two stations.
Two sponsorships available.

**Lanyards**
$1,000
Display your company’s logo around the neck of every attendee.
One sponsorship available.

Marketing sponsorships do not include an exhibit table. A Table Add-On is Available.
Exhibitor forms MUST be completed online at: https://www.laaap.org/2023exhibitorprospectus/

The following information will be needed to complete your 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 other exhibit levels

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<thead>
<tr>
<th>Representative #1 Name</th>
<th>E-mail</th>
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<table>
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<tr>
<th>Representative #2 Name</th>
<th>E-mail</th>
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<table>
<thead>
<tr>
<th>Representative #3 Name</th>
<th>E-mail</th>
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<tbody>
<tr>
<td>(Premium Sponsor)</td>
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<thead>
<tr>
<th>Representative #4 Name</th>
<th>E-mail</th>
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<tbody>
<tr>
<td>(Premium Sponsor)</td>
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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 Dolphin
- $4,500 Sea Turtle
- $3,000 Sea Horse
- $1,500 Clam

Marketing Sponsorships

- $3,000 Tote Bag Sponsor
- $2,500 Conference App and Wifi Sponsor
- $2,000 Break Sponsor
- $1,750 Conference Themed Item Sponsor
- $1,500 Charging Station Sponsor
- $1,000 Lanyard Sponsor

Optional

- $750.00 Table Add On
- $75.00 per day Electrical Access
- $50.00 per person Breakfasts and Snacks*
- $50.00 Additional Name Badge

Total

*Breakfasts and Snacks are included for Coral Reef, Dolphin, and Sea Turtle Levels
Terms and Conditions

· EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.” “Live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity.”

· EXHIBITOR may distribute promotional materials at their exhibit space only. Distribution of pharmaceuticals or product samples is prohibited.

· All commercial support associated with this activity will be given with the full knowledge of the PROVIDER. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint sponsor, or any other party involved with the activity.

· Completion of this agreement represents a commitment and payment is due and collectible by the SPECIFIED DATE in the exhibitor prospectus unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment.

· PROVIDER agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements.

· PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.

· If the event is not conducted, PROVIDER will refund the entire exhibit fee received to EXHIBITOR. If this agreement is cancelled by EXHIBITOR less than thirty (30) days in advance of the Activity Date, a cancellation fee of $250 shall be immediately due and payable to PROVIDER.

By checking this box, I agree to the terms and conditions.