

Louisiana Chapter

INCORPORATED IN LOUISIANA

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



• PEDIATRICIANS FOR A FAR OUT FUTURE •

We are pleased to invite you to participate in the Louisiana AAP Cenla Potpourri Conference on August 16-18 , 2024 in Alexandria, Louisiana. This premier event brings together over 150 pediatricians, sub-specialists, and trainees from across Louisiana.

This conference is a great opportunity to meet and reach out to leaders at the forefront of pediatrics statewide. Our attendees look forward to building relationships with you. This year we are expanding the dedicated exhibit time to help build more successful partnerships among exhibitors and attendees.

We have multiple avenues to increase your visibility at the event. In addition to exhibit tables and sponsored socials, we have added more opportunities to get your name in front of participants including advertising, marketing, and meal sponsorships. All exhibitors and sponsors will be included in our digital exhibitor directory.

Exhibit and sponsorship requests will be accepted as they arrive, so be sure to get your exhibitor registration form submitted as soon as possible.

We look forward to seeing all of the great things that we can do in partnership.

Ann Kay Logarbo

Ann Kay Logarbo, MD, FAAP
Education Committee Chair

WHO WE ARE & WHAT WE DO

The Louisiana AAP is a member-based nonprofit dedicated to the health of all children in Louisiana. We aim to move the needle through projects, education, policy work, and coalition building. Each year, chapter staff, leadership, and members work together to set priorities for action on key child health topics.

In the past year, the Louisiana AAP has spearheaded initiatives to improve the health of Louisiana's children in the areas of nutrition and food insecurity, infection control, maternal-infant health, vaccine confidence, ADHD, immunizations, safe sleep, patient-centered medical home, pediatric emergency preparedness, and pediatric mental healthcare access.

Our education division, the Louisiana AAP Institute for Professional Education, provides continuing medical education for Chapter members and the Louisiana pediatric community, including the annual Potpourri and our webinar series, the Pediatric Gumbeaux.

OUR MEMBERS

Louisiana AAP members form the core of Potpourri attendees with over 60% of 2023 attendees being members. The Chapter represents over 740 pediatricians, sub-specialists, and trainees.

WHY CENLA?

Each year, we name the Potpourri to highlight the city or region where the conference will take place. Cenla is a shortening of "Central Louisiana" also called the Crossroads of Louisiana. The Cenla region bridges the cultural gap between Acadiana and North Louisiana with both natural beauty and exciting historical landmarks. Alexandria is the largest city in the region and is positioned about half way between Shreveport in the Northwest and Baton Rouge in the Southeast.

CONFERENCE DESCRIPTION

The Potpourri is the annual conference of the Louisiana AAP. The conference is typically held the third weekend of each August and rotates around the state. Conference content is comprised of didactic talks, panel discussions, poster presentations, and Q&A sessions. The conference also includes three sponsored social events, sponsored breaks, and marketing opportunities. This year, we anticipate expanding the exhibit time by 30%. Attendees are encouraged to visit every exhibitor in order to be eligible to win a door prize.

OUR AUDIENCE

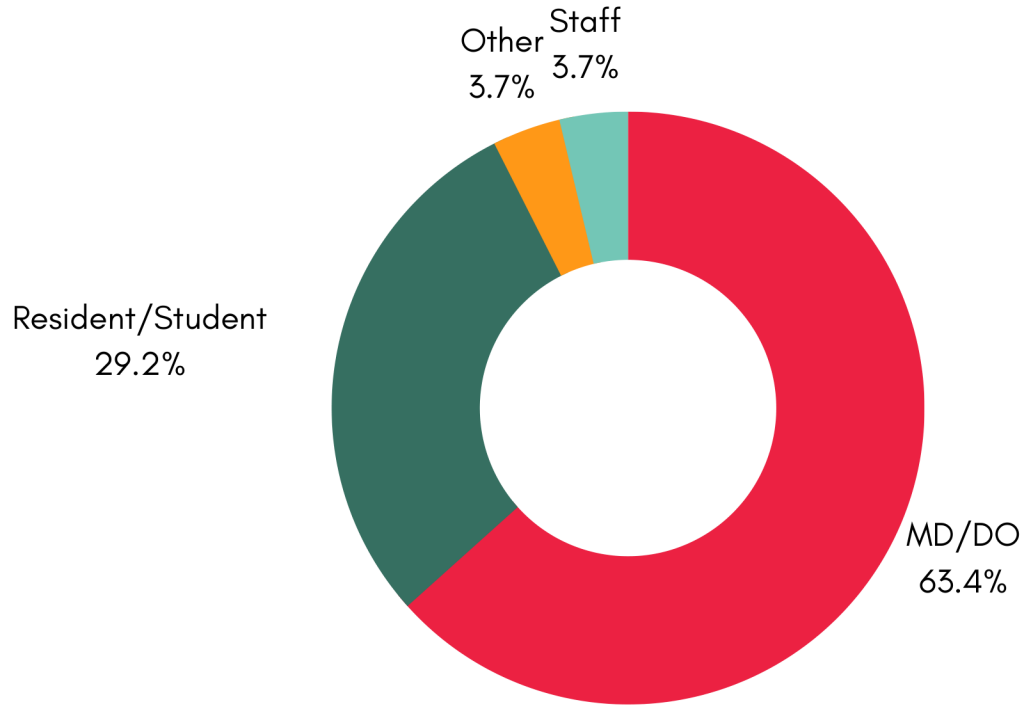
The annual Potpourri brings together pediatricians, sub-specialists, and trainees from all parts of the state. In 2023, we had 161 physicians, residents, medical students, and healthcare professionals attend the conference in New Orleans, a 40% increase from the previous year. We are working to continue this growth in 2024.

DOOR PRIZES

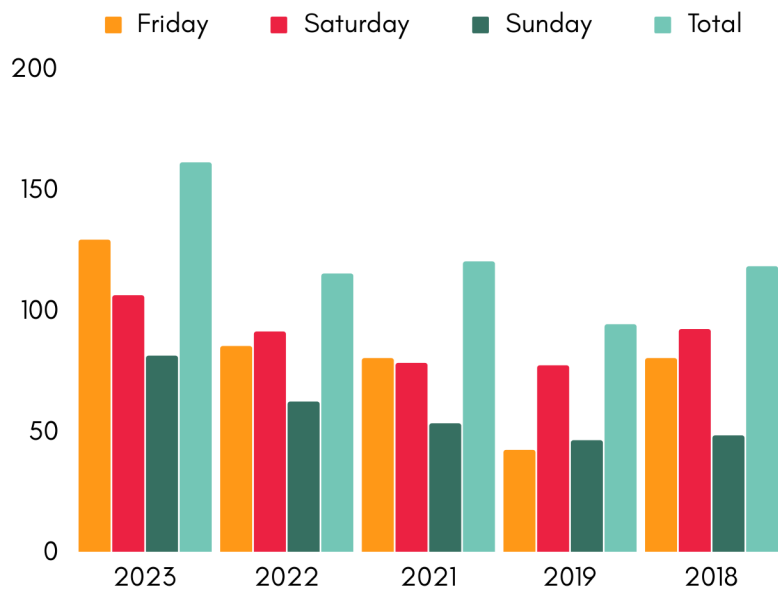
Exhibitors are encouraged to offer a door prize. Attendees become eligible for the door prize drawing by visiting exhibitors and having a representative sign their BINGO card. Attendees must visit at least 75% of exhibitors to be eligible to win a door prize. This is another way that we encourage the attendees to visit the exhibit hall and spend time with each exhibiting organization.

The door prize drawing will take place at 3:45 on Saturday the 17th at the end of the Saturday afternoon break. We ask that all exhibitors plan to remain through this break to maximize the opportunities for connection building between attendees and exhibitors.

2023 POTPOURRI ATTENDEES BY TYPE



POTPOURRI ATTENDEES BY DAY



	Attendees
Crescent City 2023	161
Red Stick 2022	115
Red Stick 2021 (Online)	120
In the Cloud 2020	34
Crescent City 2019	94
Red Stick 2018	118

DISCO - PLATINUM SPONSORSHIPS - \$15,000

Platinum sponsors support the three social events of the conference and have a unique opportunity to connect one-on-one with attendees.

BENEFITS

- Two skirted exhibit tables in prime location
- Exhibitor pass for four company representatives
- Opportunity to address conference attendees prior to the start of the sponsored event
- Attendance for four company representatives at sponsored event
- Recognition signage posted at sponsored event
- Opportunity to distribute one marketing piece at sponsored event
- Full page ad in **either** the onsite program **or** the registration brochure*
- Company logo displayed in registration brochure and onsite program*
- Representative names and contact information in digital exhibitor directory
- Recognition on Louisiana AAP website for one year
- Social media recognition
- Breakfasts and snacks for representatives included



Poster Session
and Social



Luncheon and
Business Meeting



SATURDAY
Decades
Themed Social

*Logo and Ad for registration brochure due by March 1. Onsite brochure copy due by July 19.

EXHIBIT LEVELS

ROCK - GOLD - \$6,000

Exhibit Table • Exhibitor Pass for Two Company Representatives • Company Logo in Registration Brochure and Onsite Program • Full-Page Ad in Onsite Program • Representative Names and Contact Information in Exhibitor Directory • Recognition on LA AAP Website for One Year • Breakfast and Snacks Included • Social Media Recognition

FUNK - SILVER - \$4,500

Exhibit Table • Exhibitor Pass for Two Company Representatives • Company Logo in Registration Brochure and Onsite Program • 1/2 Page Ad in Onsite Program • Representative Names and Contact Information in Exhibitor Directory • Recognition on LA AAP Website for One Year • Breakfast and Snacks Included

SOUL - BRONZE - \$3,000

Exhibit Table • Exhibitor Pass for Two Company Representatives • Company Logo in Registration Brochure and Onsite Program • 1/4 Page Ad in Onsite Program • Representative Names and Contact Information in Exhibitor Directory • Recognition on LA AAP Website for One Year

POP - EXHIBITOR - \$1,750

Exhibit Table • Exhibitor Pass for Two Company Representatives • Company Name in Registration Brochure and Onsite Program • Representative Names and Contact Information in Exhibitor Directory

ADD-ON BENEFITS

Additional Exhibitor Passes - \$50 each • Breakfast and Snacks - \$50 per person
Additional Table - \$750 • Electrical Access - \$75 per day



MEAL AND SNACK SPONSORSHIP

Meal and snack sponsorship includes your company logo displayed on napkins and signage in addition to recognition in the on-site brochure.

FRIDAY BOXED LUNCH
\$5000

FRIDAY AFTERNOON BREAK
\$2500

SATURDAY BREAKFAST
\$3000

SATURDAY MORNING BREAK
\$2500

SATURDAY AFTERNOON BREAK
\$2500

SUNDAY BREAKFAST
\$3000

SUNDAY MORNING BREAK
\$2500

MEAL AND SNACK SPONSORS WILL BE INVITED TO JOIN ATTENDEES DURING THE SPONSORED MEAL OR SNACK TIME WHEN POSSIBLE.

MEAL AND SNACK SPONSORSHIPS DO NOT INCLUDE AN EXHIBIT TABLE. TABLE ADD-ONS ARE AVAILABLE FOR \$750.



MARKETING SPONSORSHIPS



TOTE BAG - \$1000

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.

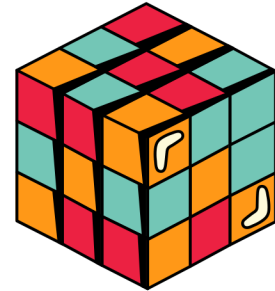
One sponsorship available.



NOTEBOOK & PEN - \$2000

Create company visibility with a logo on attendee notepads & pens placed in tote bags. Notebooks are popular with attendees for notetaking throughout the conference.

One sponsorship available.



CONFERENCE THEMED ITEM - \$1750

Create company visibility with a logo on a conference themed item placed in the attendee tote bag.

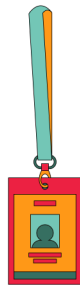
One sponsorship available.



CHARGING STATION - \$1500

Provide attendees with a place to charge mobile devices and tablets. Your company logo will be displayed on two stations.

Two sponsorships available.



LANYARDS - \$1000

Display your company's logo around the neck of every attendee.

One sponsorship available.



CUSTOM PACKAGE - VARIES

Have a great idea? Work with chapter staff to connect with attendees in the best way for you!

One sponsorship available.

MARKETING SPONSORSHIPS DO NOT INCLUDE AN EXHIBIT TABLE. TABLE ADD-ONS ARE AVAILABLE FOR \$750.

ADVERTISING SPONSORSHIPS

REGISTRATION BROCHURE

ON-SITE BROCHURE

Due March 1

Due July 19

Get your name in front of 1000+ providers in the registration brochure. The brochure is sent by mail to chapter members and physicians across the state and is posted on the conference website.

Get your name in front of 150+ pediatricians, sub-specialists, and trainees in the on-site program. The program is handed out to each attendee when they sign in and referenced throughout the conference.

FULL-PAGE AD
\$500

FULL-PAGE AD
\$450

HALF-PAGE AD
\$350

HALF-PAGE AD
\$300

QUARTER-PAGE AD
\$200

QUARTER-PAGE AD
\$150

ADVERTISING SPONSORSHIPS ARE NOT ELIGIBLE FOR TABLE ADD-ONS.

YOU ARE NOT REQUIRED TO HAVE AN EXHIBIT TABLE TO PURCHASE AN ADVERTISING SPONSORSHIP.



TENTATIVE SCHEDULE OF EVENTS

Friday

9:00-10:30 • Exhibitor Set Up

10:30-12:00 • Registration, Sponsored Boxed Lunch, and Exhibits

12:00-1:00 • General Session

1:00-1:30 • Refreshment Break and Exhibits

1:30-2:40 • Concurrent Session

2:40-3:10 • Sponsored Snack Break and Exhibits

3:10-4:20 • Concurrent Session

4:20-4:35 • Refreshment Break and Exhibits

4:35-5:45 • Concurrent Session

5:45-7:30 • Sponsored Poster Social

Saturday

7:00-9:00 • Registration, Sponsored Breakfast, and Exhibits

8:00-8:30 • Non-CME Breakfast Session

8:30-9:30 • General Session

9:30-9:45 • Refreshment Break and Exhibits

9:45-10:55 • General Session

10:55-11:25 • Sponsored Snack Break and Exhibits

11:25-12:35 • General Session

12:35-2:00 • Sponsored Business Lunch

2:00-3:30 • General Session

3:30-4:00 • Sponsored Snack Break and Exhibits

4:00-5:30 • Master Pediatrician Session

4:30-5:30 • Exhibit Tear Down

5:30-7:30 • Sponsored Decades Social

Sunday

7:00-9:00 • Registration and Sponsored Breakfast

8:00-8:30 • Coffee Chat Listening Session

8:30-9:55 • General Session

9:55-10:10 • Refreshment Break

10:10-11:20 • General Session

11:20-11:35 • Sponsored Snack Break

11:35-12:30 • General Session

CONTACT

Julia Vanchiere | Education Coordinator

CME@laaap.org

(225) 379-7923

HOTEL & SHIPPING

Avalon Hotel & Suites | Alexandria Conference Center

2301 N MacArthur Drive, Alexandria, LA 71303 | (318) 619-3300

To get the conference rate of \$119 per night, book your room by July 23, 2024 by calling the hotel.

Packages should be shipped to the Alexandria Convention Center to arrive no sooner than August 13th and be picked up by August 20th. Please reach out to the hotel to let them know of any expected packages.

DUE DATES

March 1	July 16	July 19	August 2	August 9
Registration Brochure Logos and Ad Copy	Exhibit Cancellation	Final Program Logos and Ad Copy	Exhibit/ Sponsorship payment	Premium sponsor presentations

PAYMENT

Payment available through check, credit card, or ACH.

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

Credit payments will incur a non-refundable fee of 3.6%.

Credit and ACH payments will be invoiced through QuickBooks within 14 days of registration.

Payment must be received by Friday, August 2, 2024.

COMPANY DESCRIPTION

Chapter Staff works hard to ensure that our exhibitors, sponsors, and attendees have a great experience at the Potpourri each year. We ask that all exhibitors, sponsors, and advertisers share a brief description of your company and what you are about for inclusion in our digital exhibitor directory.

EXHIBITOR CRITERIA

The Louisiana AAP seeks out exhibitors, sponsors, and advertisers who align with our mission of being advocates for all children in Louisiana.

In the rare case that an exhibitor, sponsor, or advertiser is found to have practices out of alignment with the Louisiana AAP mission, the Louisiana AAP reserves the right to cancel their agreement and will refund any payment that has been made excluding non-refundable processing fees.

CANCELLATION POLICY

Cancellation requests must be submitted in writing to Julia Vanchiere at CME@laaap.org by July 16, 2024--thirty days prior to the start of the conference.

If a cancellation request is made less than thirty 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.

REGISTRATION

Complete the registration form online at www.laaap.org/2024potpourri/exhibitor-registration/



EXHIBITOR REGISTRATION INFORMATION

Exhibitor forms *MUST* be completed online at:
www.laaap.org/2024potpourri/exhibitor-registration/

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

*four representatives allowed for Platinum Sponsorships, two representatives allowed for all other exhibit levels

REPRESENTATIVE #1 NAME	
E-MAIL	
REPRESENTATIVE #2 NAME	
E-MAIL	
REPRESENTATIVE #3 NAME*	
E-MAIL	
REPRESENTATIVE #4 NAME*	
E-MAIL	

COMPANY DESCRIPTION

Please share a brief description of your company and what you are about for inclusion in our digital exhibitor directory.

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 Friday Poster Session and Social Sponsor
- \$15,000 Saturday Luncheon and Business Meeting Sponsor
- \$15,000 Saturday Decades Themed Social Sponsor

EXHIBIT LEVELS

- \$6,000 ROCK - Gold
- \$4,500 FUNK - Silver
- \$3,000 SOUL - Bronze
- \$1,750 POP - Exhibitor

ADD-ONS

- \$750.00 Table Add On
- \$75.00 per day Electrical Access
- \$50.00 per person Breakfasts and Snacks*
- \$50.00 Additional Exhibitor Pass

MEAL AND SNACK SPONSORSHIPS

- \$5,000 Friday Boxed Lunch
- \$2,500 Friday Afternoon Break
- \$3,000 Saturday Breakfast
- \$2,500 Saturday Morning Break
- \$2,500 Saturday Afternoon Break
- \$3,000 Sunday Breakfast
- \$2,500 Sunday Morning Break

MARKETING SPONSORSHIPS

- \$3,000 Tote Bag
- \$2,000 Notebook & Pen
- \$1,750 Conference Themed Item
- \$1,500 Charging Station
- \$1,000 Lanyard
- Custom Package

ADVERTISING SPONSORSHIPS

- \$500 Registration Brochure Full Page
- \$350 Registration Brochure Half Page
- \$200 Registration Brochure Quarter Page
- \$450 On-Site Brochure Full Page
- \$300 On-Site Brochure Half Page
- \$150 On-Site Brochure Quarter Page

TOTAL

*Breakfasts and Snacks are included for Platinum, Gold, and Silver 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.

•PROVIDER reserves the right to cancel agreement if it is found that EXHIBITOR has practices that do not align with the mission and values of the PROVIDER

•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.