

AMERICAN PHYSICAL THERAPY ASSOCIATION'S
SECTION ON PEDIATRICS
2013 ANNUAL
CONFERENCE



EXHIBITOR PROSPECTUS

Exposition Dates: November 8-9
Disneyland Hotel at Disneyland,® Anaheim, CA

Cosponsored with WCPT-IOPTP



PEDIATRICS
AMERICAN PHYSICAL THERAPY ASSOCIATION

Celebrating Our History as We Create the Future of Pediatric Therapy

GENERAL INFORMATION

EXHIBIT AT SoPAC

Exhibiting at APTA's Section on Pediatrics Annual Conference (SoPAC) is your chance to get out the word about your company to hundreds of pediatric therapy providers! This 2-day event provides exhibitors with 7 hours of unopposed exhibit time and the opportunity to meet hundreds of pediatric therapy providers from across the country and around the world.

There is no better way for employers to recruit from pediatric physical therapists nationwide, for publishers to promote their publications to an audience of pediatric physical therapists, or for manufacturers/pediatric DME vendors to get a step up on their competition by specifically targeting pediatric physical therapists! Complete the **Application & Contract for Exhibit Space** and return it with payment to the Section on Pediatrics by **July 1, 2013**, for early-bird exhibitor registration or by **August 15, 2013**, for advance exhibitor registration.

We're also offering a 5% discount if you've exhibited at SoPAC in the past—just check off that option on the **Application & Contract for Exhibit Space!**

EXHIBITOR PRAISE FOR PAST SoPACS

- * "The conference was very good, and I got good traffic from attendees. We will continue to exhibit!"
- * "I loved the fact that this was pediatric specific. Every attendee was in my target audience!"
- * "Great venue to have a totally pediatric audience, and I would think the pediatric PTs liked having totally pediatric exhibitors."

BENEFITS OF EXHIBITING

Exhibit at SoPAC and your company will receive:

- Access to hundreds of pediatric physical therapists
- Two days of exhibiting exposure in the SoPAC Exhibit Hall, with 7 hours of unopposed exhibit time, plus food and special events to drive traffic to the exhibitors
- A kick-off Wine & Cheese Reception for vendors and attendees
- 3 Exhibit Hall badges per company
- Your 25-word description, plus your website and sales phone (per your **Application & Contract for Exhibit Space**) in the SoPAC onsite program
- A list of SoPAC registrants (sent after SoPAC to include onsite registrants)
- A 20% discount off conference registration, if you'd like to attend programming

EXHIBITOR DEADLINES

JULY 1, 2013

- Early-bird exhibitor registration deadline

AUGUST 15, 2013

- Advance exhibitor registration deadline
- Sponsorship deadline
- Advertising order and materials deadline
- 25-word booth description due
- All payments due

SEPTEMBER 15, 2013

- Last day to cancel for refund (minus 25% administrative fee)
- Exhibitor booth assignments sent

OCTOBER 7, 2013

- Hotel reservation deadline

GENERAL INFORMATION

EXHIBIT HALL SCHEDULE

THURSDAY, NOVEMBER 7

8:00 am–6:00 pm	Exhibitor Registration
8:00 am–6:00 pm	Exhibitor Set-up
6:00 pm–8:00 pm	Wine & Cheese Reception for vendors and conference attendees (optional)

FRIDAY, NOVEMBER 8

7:00 am–11:00 am	Exhibitor Registration
8:00 am–11:00 am	Exhibitor Set-up
12:00 pm–2:30 pm	Exhibit Hall Unopposed Hours (Lunch and Practice Fair in Exhibit Hall)
4:00 pm–6:00 pm	Exhibit Hall Unopposed Hours (Snacks, cash bar, and poster presentations in Exhibit Hall)

SATURDAY, NOVEMBER 9

10:00 am–11:30 am	Exhibit Hall Unopposed Hours (Lunch for sale and poster presentations in Exhibit Hall)
1:00 pm–2:15 pm	Exhibit Hall Unopposed Hours (Dessert in Exhibit Hall)
3:30 pm–5:00 pm	Exhibitor Tear-down

SPECIAL EVENTS IN THE EXHIBIT HALL AND FOR EXHIBITORS

The Exhibit Hall will be located in the Disneyland Hotel.

PRACTICE FAIR

This event is for practicing clinicians to share ideas about clinical practice and information with their peers, including creative interventions, strategies, and activities; innovative programs; and adaptations, modifications, and specialized use of equipment, toys, and materials. Held in the Exhibit Hall, the Practice Fair will be an additional event to draw participants to the exhibit areas.

POSTER PRESENTATIONS

Posters are set up at the back of the hall. Presenters will be at their posters at the times indicated below to drive traffic through the Exhibit Hall and past your booth.

WINE & CHEESE RECEPTION

This optional reception on Thursday evening will give you a chance to mix with preconference and other SoPAC attendees outside the Exhibit Hall—share your card, let them know what you do, and invite them to visit your booth once the Exhibit Hall opens on Friday!

CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

Receive added name recognition and valuable exposure by being a SoPAC sponsor! In addition to all the benefits of exhibiting listed above, sponsors will receive:

GOLD SPONSORSHIP LEVEL (\$5,000): (LIMIT: 1)

- 1 corner booth
- A 20% discount on the price of additional booths
- Up to 3 full complimentary SoPAC registrations for sponsoring company attendees
- 1 full-page ad in the onsite program
- 1 flyer to be distributed to all attendees (exhibitor provides copies by August 15, 2013)
- Logo and link to your website on the SoPAC homepage
- Sponsorship of Friday's Exhibit Hall snacks, with prominent signage
- Acknowledgement in the onsite program and prominent signage at registration
- Logo on lanyard, distributed to all attendees

SILVER SPONSORSHIP LEVEL (\$3,500): (LIMIT: 5)

- 1 corner booth
- 1 SoPAC registration for sponsoring company attendee
- 1 half-page ad in the onsite program
- 1 flyer to be distributed to all attendees (exhibitor provides copies by August 15, 2013)
- Logo and link to your website on the SoPAC homepage
- Sponsorship of Friday's Exhibit Hall snacks, with prominent signage
- Acknowledgement in the onsite program and prominent signage at registration

BRONZE SPONSORSHIP LEVEL (\$2,000): (UNLIMITED)

- 1 in-line booth
- 1 SoPAC registration at a 50% discount
- 1 quarter-page ad in the onsite program
- 1 flyer to be distributed to all attendees (exhibitor provides copies by August 15, 2013)
- Logo and link to your website on the SoPAC homepage
- Acknowledgement in the onsite program and prominent signage at registration

INDIVIDUAL SPONSORSHIP ITEMS:

Flyer Distribution (\$500): One flyer to be distributed to all attendees (exhibitor must provide copies by August 15, 2013).

Advertising in Onsite Program: Costs outlined in the Application & Contract for Exhibit Space.

OTHER EXHIBITOR OPPORTUNITIES

REGISTER FOR SoPAC

If you would like to attend sessions at SoPAC, you will receive a 20% exhibitor discount on conference registration—just indicate that you are an exhibitor on your registration form, once SoPAC attendee registration opens.

SPONSORSHIP OF A FAMILY TO ATTEND SoPAC

The Section on Pediatrics is making magic happen for a family with special needs, and you can help! As part of SoPAC, the Section will send a family with special needs to join us at Disneyland for 3 days, including transportation, housing, meals, fun in the park, recognition at ceremonies, and participation in the Disneyland Half Marathon and Family Fun Run Weekend racing events. Exhibitors can help make this happen by making a voluntary donation on the **Application & Contract for Exhibit Space** form (you will be officially thanked in the onsite program). The Section on Pediatrics thanks you, as do the children and families we serve!



EXHIBIT HALL LOGISTICS

PURPOSE OF EXHIBITS

SoPAC exhibits are intended to be educational and informational and to improve the practice of pediatric therapy, education, and research. Exhibits should give all attendees a chance to learn about available career opportunities, equipment, and services. Exhibitors are to provide equal opportunities for all attendees, regardless of education level or career goals. The Section on Pediatrics supports a positive learning environment for all of its members.

TYPES OF BOOTHS

The SoPAC Exhibit Hall features in-line and corner 10' x 10' booths that include a 6' draped table, with 3'-high side drape and 8'-high back drape; 2 chairs; one 7" x 44" 1-line ID sign; and 1 wastebasket. In-line booths have only one side exposed to an aisle (these also are called "linear booths"). Corner booths are exposed to aisles on 2 sides. Multiple booths can be purchased to form an island configuration.

EXHIBITOR BADGES

All exhibiting companies must register their staff in advance. An onsite company contact, the Exhibitor Liaison, must be designated on the registration form. Three complimentary Exhibit Hall badges are provided for each exhibit space; additional badges are \$25 each (payment must accompany the request). Badges are not transferable and must be worn at all times in the Exhibit Hall.

HOUSING

SoPAC housing is open! A limited number of rooms are reserved at the special conference rate of \$162. To secure a room, please contact the Disneyland® Resort by booking online 24/7 at www.mydisneymeetings.com/gdsk13a or by calling 714/520-5005, Monday-Friday from 8:00 am–5:00 pm PST. Reservations must be made by **Monday, October 7, 2013**, or before the group rooms are sold out, so do not delay. Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Rooms are subject to availability. Discounted Special Group Theme Park Tickets also are available.

OFFICIAL SERVICE CONTRACTOR

Freeman Solutions is the official service contractor. They will send information to all confirmed exhibitors, including all necessary order forms. Confirmed exhibitors can expect to receive this information by mid-September 2013.



SoPAC 2013 RULES AND REGULATIONS

The policies stated below constitute a bona fide part of the contract for exhibit space.

The exhibits are intended for educational and informational purposes to improve physical therapy education, practice, and research. They should complement the meeting and sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies, and services relevant to physical therapy. All material/equipment should be timely and relevant to physical therapy and should contain no inaccurate or misleading information.

The policies stated in the Rules and Regulations constitute a bona fide part of the contract for exhibit space. APTA's Section on Pediatrics reserve the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. The Section may restrict exhibits that detract from the general character of the exposition. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibits as a whole. Exhibits should be presented in a manner that is consistent with the association's policies on sexual harassment and nondiscrimination. All matters and questions not covered in these policies are subject to the final judgment and decision of the association and the Section on Pediatrics.

ACCEPTANCE OF APPLICATION

APTA's Section on Pediatrics reserves the right to reject any and all applications. The Section determines the eligibility of any company or product to be exhibited at the Section on Pediatrics Annual Conference (SoPAC) either before or after the proper execution of the contract.

BOOTH ASSIGNMENTS

To obtain a desirable booth assignment, your application should be submitted as soon as possible. Applications for exhibit space are accepted on a first-come, first-served basis. Applications received after the assignment of booths begins will be considered in order of receipt and as space permits. **NOTE:** A company that has not settled all previous accounts with APTA's Section on Pediatrics will not be assigned booth space.

All booths are 10' x 10' and are equipped with pipe and drape and an ID sign with company name and booth number indicated. Carpet and drape colors will be listed in the service manual.

NOTE: Carpet is not included and is required.

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4 feet in height must be kept within 5 feet of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by the Section on Pediatrics, the decorator will provide necessary draping and submit the changes to the exhibitor.

BOOTH PAYMENT

Booth fees are outlined in the Application & Contract for Exhibit Space. Full payment for each booth requested must be submitted with your application. Full payment must be received before space can be occupied.

BOOTH TYPES

In-line Booths

In-line booths in the center of the exhibit hall may not exceed 8 feet in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12 feet.

NOTE: Hanging signs are not permitted.

Endcap Booths

An "endcap" is defined as a 10' x 20' space having 3 aisles faced toward the cross aisle at end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to an endcap display. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10-foot wide, 8-foot high, centered across the 20-foot back-wall area. All display fixtures over 42-inches high must be confined to those areas of the booth that

SoPAC 2013 RULES AND REGULATIONS

are at least 5 feet from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining to an endcap exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. **NOTE: Hanging signs are not permitted.**

Island Booths

Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. Island booths may not exceed 16 feet in height. A sketch of the exhibit must be approved by the Section on Pediatrics prior to installation. **NOTE: Hanging signs are permitted.**

BREACHES OF CONTRACT

Breaches or infractions of an exhibitor's contractual obligations could affect the status of the company's future eligibility to exhibit and/or result in the termination of the exhibitor's display privilege at Section on Pediatric expositions. Termination may become effective during the exposition, at which time the exhibitor must remove his/her exhibit as soon as possible without disruption of the exposition. Expulsion of, or restrictions placed on, an exhibitor may not give rise to a claim for any refund of rental or other exposition expenses.

CANCELLATION POLICY

All cancellations must be received by the Section on Pediatrics in writing on or before September 15, 2013, and are subject to a 25% administrative fee. No refunds will be issued for cancellations after this date. The policies stated here constitute a bona fide part of the application and contract for exhibit space.

CANCELLATION OF EXPOSITION

It is mutually agreed that in the event of the cancellation of SoPac 2013 due to circumstances beyond the Section's control, including, but not limited to, fire, strikes, government regulations, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated, and the Section on Pediatrics, at its sole and exclusive discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of expenditures and commitments already made.

ELIGIBILITY TO EXHIBIT

The Section on Pediatrics determines the eligibility of any company or product to be exhibited at the exposition, either before or after the proper execution of the contract. First-time exhibitors must submit product literature. First-time publishers must submit copies of publications with the application/contract.

EXHIBITOR BADGES

All exhibiting companies should register their personnel in advance. Appropriate badges are required to enter the exhibit hall. Confirmed exhibitors may pick up their badges at exhibitor registration using a valid photo ID. Three complimentary badges are provided for each 10' x 10' booth. Requests for badges beyond the allocated limit will cost \$25 USD each. Payment must accompany the request. Changes to the list of booth personnel should be made before arriving onsite.

EXHIBITOR SERVICE KIT

Complete instructions, schedules, and prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc, will be included in the Exhibitor Service Kit. Exhibiting companies will receive the kit from the official service contractor, Freeman, after booth assignments are made.

FAILURE TO OCCUPY SPACE

Unless previous arrangements are made in writing, any booth not occupied by the exhibiting company by 12:00 pm on Friday, November 8, 2013, will be forfeited without refund to the exhibitor, and the space may be resold or used by the Section on Pediatrics.

FDA MARKET CLEARANCE

No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the US Food & Drug Administration (FDA) may be exhibited. All exhibitors for which FDA market clearance applies shall have documentation from the FDA on all products being displayed available at the booth. The documentation should state the model and regulatory class of those products that have been determined to be medical devices, as defined by the Federal Food, Drug, and Cosmetic Act, Section 201(h). All devices that have not obtained FDA market clearance and are intended for use on humans or that are not commercially available in the US will be permitted for exhibit only when accompanied by the appropriate signs that indicate their status. The following are signs that should be displayed: (1) "This

device is not for distribution in the United States”; (2) “Device is limited by federal law for investigational use”; (3) “Cleared for marketing when intended for ____ only”; (4) “Pending FDA market clearance.” The signs must be easily visible and placed on or near the device itself and on any graphics depicting the device. All products to be exhibited at SoPac 2013 must be identified on the application/contract and must include FDA market clearance status. Applications received without insurance information, an authorized signature, FDA information, and/or the required deposit will not be accepted or processed until the conditions of acceptance are met. The Section on Pediatrics reserves the right to reject any application.

Note: Prior to receiving the FDA market clearance of a 510(k) for a device, a manufacturer is limited in what promotional activities may be undertaken with regard to the device. Prior to the clearance of a 510(k), a manufacturer may advertise or display the device, but the device may not be sold, given away, held, or offered for sale, nor may orders be solicited, even upon the qualification that orders cannot be filled until the FDA acts on the 510(k), unless the device is limited to research or investigational use. The failure to file a 510(k) is a misbranding violation [21 USC 352(o)]. Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act at 301/594-4692.

INSPECTION OF BOOTHS

The Section on Pediatrics will inspect each exhibit space prior to the opening of the Exhibit Hall to ensure that the exhibitor has adhered to the rules and regulations set forth in this document. Section staff will inform the exhibitor of any infractions; all corrections must be made before the Exhibit Hall opens.

INSTALLATION AND REMOVAL OF EXHIBITS

The Exhibit Hall will be open for set-up on Thursday, November 7, from 8:00 am–6:00 pm and on Friday, November 8, from 8:00 am–11:00 am. All displays must be set up by Friday at 11:00 am and remain intact until Saturday, November 9, at 3:30 pm. Exhibitor tear-down is on Saturday, November 9, from 3:30 pm to 5:00 pm.

INSURANCE

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this exposition in the space supplied on the front of this application/contract. Your application/contract will not be considered complete until the name of the insurance company is provided.

LABOR

Freeman will provide labor for setup and dismantling. We strongly encourage you to order labor in advance on the appropriate form in the Exhibitor Service Kit. **NOTE: Labor rates are subject to change.**

LIABILITY

The Section on Pediatrics, Disney, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or the exhibitor's property from any cause whatsoever. The Section, its employees, or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or the exhibitor's employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of storage prior to and following SoPAC.

MATERIAL HANDLING

Exhibitors must make arrangements for delivery, removal, storage, and return of crates/boxes. Rates for material handling will be available in the Exhibitor Service Kit.

MISCELLANEOUS

All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

NOTICE OF DISABILITY ACT

In compliance with the Americans with Disabilities Act of 1990, the Section on Pediatrics will make all reasonable efforts to accommodate people with disabilities. Please contact the Exhibits Manager at 703/706-8510 or peditrics@apta.org with your request.

REMOVAL OF EXHIBITS

Freeman Solutions is the official service contractor. Exhibitors must make arrangements with the official exhibit contractor for removal, storage, and return of empty crates.

SECURITY

The Section on Pediatrics shall not be held responsible for the loss of or damage to, any material for any cause, and encourages the exhibitor to exercise normal precaution to prevent loss or damage as a result of theft or other causes. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times.

SHIPPING INFORMATION

All shipments must be fully prepaid. Materials shipped in advance of the exposition will be received at an appointed warehouse (up to 30 days in advance of the show), stored, and delivered to the booth location. If you must send your shipment directly to the show site, it must arrive at the scheduled move-in days in order for Freeman to receive it. **If the shipment arrives onsite prior to the dates listed, it will be refused, as there is no shipping and receiving department to hold materials.** The advance and onsite shipping addresses will be provided in the Exhibitor Service Kit.

SIGNS

Signage for in-line booths must face the aisle that the front of the booth faces. Double-sided signs that interfere with neighboring booths are not allowed. Hanging signs are permitted for island booths only.

SOLICITING

All business activities, circulars, and advertising material of the exhibitor may be conducted and/or distributed only within the exhibitor space. No material may be placed on seats or attached to walls, ceilings, or woodwork in the Exhibit Hall or left in public spaces. Publishing companies shall not solicit other exhibitors to advertise in their publication at SoPAC.

PROHIBITED ACTIVITIES

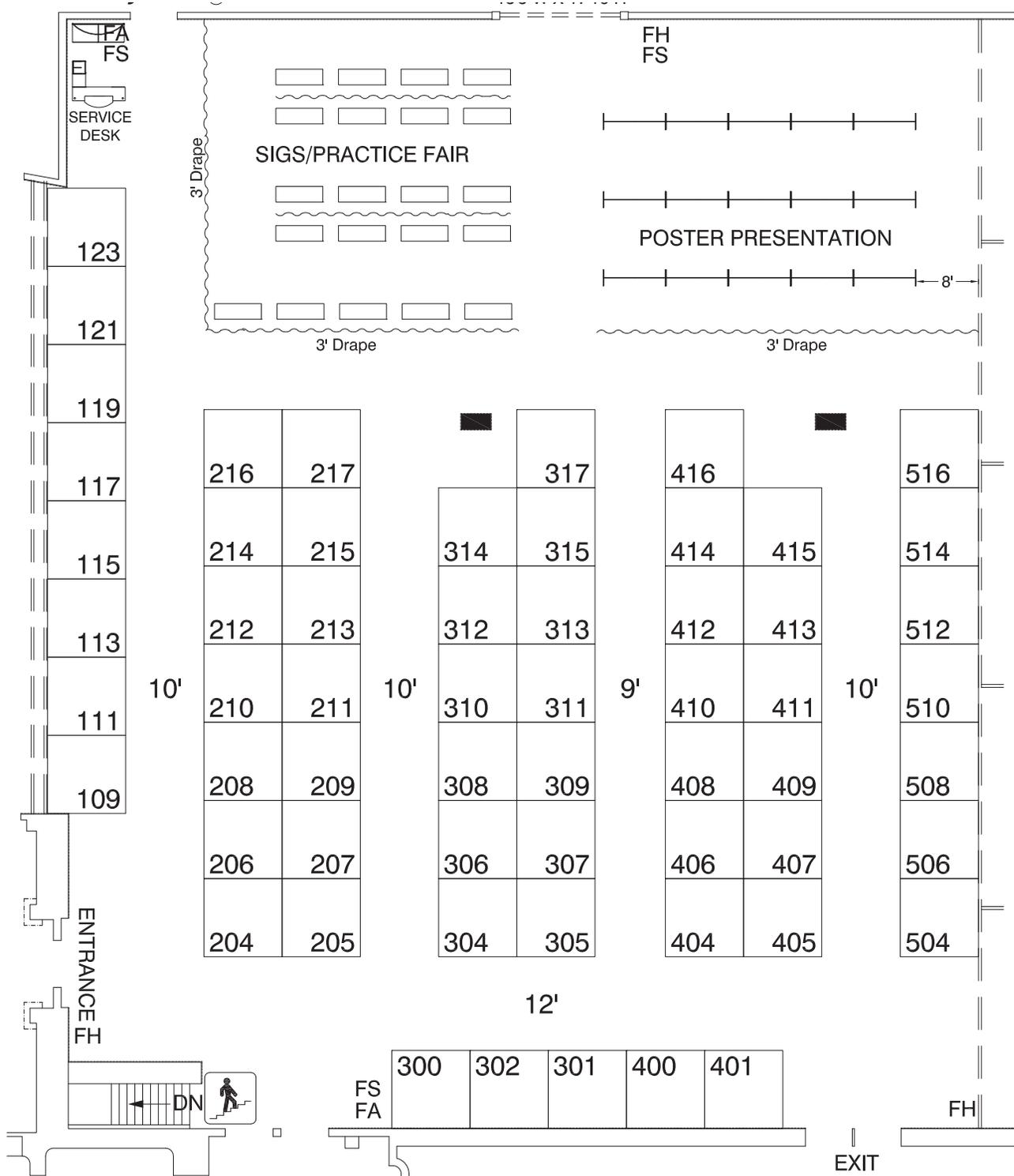
Cameras and photography are prohibited in the Exhibit Hall. Exhibitor personnel should not enter another exhibitor's space without obtaining permission from that exhibitor, nor should personnel block access to another exhibitor's space. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without the written consent of the Section on Pediatrics.

REFERRAL-FOR-PROFIT GUIDELINE

APTA's Section on Pediatrics is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes participation in services that is in any way linked to the financial gain of the referral source." Financial Considerations in Practice (HOD 06-99-13-17). Because of this policy, the Section on Pediatrics, APTA, does not accept exhibit or sponsorship applications from companies wherein any physician or referral source has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. Please contact APTA at 703/706-8510 should you have additional questions.

The policies stated here constitutes a bona fide part of the Application & Contract for Exhibit Space.

SoPAC 2013 EXHIBITOR BOOTH MAP



SECTION ON PEDIATRICS 2013 ANNUAL CONFERENCE

Application and Contract for Exhibit Space

Exposition Dates: November 8-9, 2013

Disneyland Hotel at Disneyland,® Anaheim, CA

Exhibitors can register online at www.sopac.us under Exhibitors or complete this form and send to the Section on Pediatrics, APTA, by fax or mail (see end of contract for fax and mail information).

Please type or print clearly. The company name, contact information, and website will be included in the onsite program.

Company/Organization Name: _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail for Sales _____ Website _____

Exhibitor Liaison (Primary Contact): _____ E-mail for Liaison _____ Phone for Liaison _____

Exhibit Hall Booth Fees (per 10' x 10' booth)	Early-Bird Exhibitor Registration Deadline: July 1, 2013	Advance Exhibitor Registration Deadline: August 15, 2013
In-line Booth	\$1,200	\$1,300
Corner Booth	\$1,300	\$1,400
Island Booth	Exhibitors can create their own island by ordering multiple booths; orders of multiple booths will be discounted 10%.	
Nonprofit Rate (In-line booths only; to book at this rate, please provide your 501C form with your application)	\$500	\$625

BOOTH INFORMATION

Total number of booths requested (if more than 1): _____

Check here if you exhibited at SoPAC in the past, and receive a discount of 5% off the cost of your booth!

If you would like to request a specific booth, please list your top 4 choices in order; we will accommodate if possible.

If there are specific exhibitors you would like to be placed CLOSE TO, please list here; we will accommodate if possible.

If there are specific exhibitors you would like to be placed AWAY FROM, please list here; we will accommodate if possible.

Names of staff receiving "Exhibit Hall Only" registrations: _____

Additional Exhibit Hall badges may be purchased for \$25. Number of additional badges: _____

Names for additional badges. _____

Please e-mail any changes to these staff names to peditrics@apta.org (Subject line: "SoPAC Booth").

Please e-mail your 25-word exhibitor description to peditrics@apta.org (Subject line: "SoPAC Booth") no later than August 15, 2013.

ADVERTISING IN THE SoPAC ONSITE PROGRAM

Full-page ad	\$1,250	5.875" x 9.5"	Inside Front Cover	\$1,550	5.875" x 9.5"
Half-page ad (horizontal)	\$700	5.875" x 4.5"	Inside Back Cover	\$1,550	5.875" x 9.5"
Quarter-page ad	\$500	3" x 4.75"	Back Cover	\$2,000	5.875" x 9.5"

ORDER SUMMARY

Sponsorship Cost: <input type="checkbox"/> Gold Sponsor (\$5,000) <input type="checkbox"/> Silver Sponsor (\$3,500) <input type="checkbox"/> Bronze Sponsor (\$2,000)	\$
Booth Fees: <input type="checkbox"/> In-line <input type="checkbox"/> Corner <input type="checkbox"/> Island	\$
Additional Badges (\$25 each)	\$
Advertising Cost: <input type="checkbox"/> Full-page <input type="checkbox"/> Half-page <input type="checkbox"/> Quarter-page	\$
Flyer Distribution (\$500)	\$
Wine & Cheese Reception (no charge): Please RSVP, so we can plan accordingly.	<input type="checkbox"/> Check if attending
Sponsorship of a Family to Attend SoPAC: If you would like to make a voluntary donation, please indicate the amount here.	\$
TOTAL AGREEMENT AMOUNT	\$

We agree to abide by the SoPAC 2013 Rules and Regulations specified by the Section on Pediatrics in the Exhibitor Prospectus.

Printed Name _____ Date _____ Signature _____

PAYMENT

Exhibitors who do not want to register online at www.sopac.us under Exhibitors can fax (703/706-8575) or mail this completed form to the Section on Pediatrics, APTA: **Section on Pediatrics, APTA**
 Attn: SoPAC Exhibit Hall
 1111 North Fairfax St
 Alexandria, VA 22314-1488

Payment may be made by credit card or check (made payable to "Section on Pediatrics, APTA").

Card Number _____ Exp Date _____ Print Cardholder's Name _____

Cardholder's Billing Address _____ City _____ State _____ Zip _____

Daytime Phone _____ Signature _____

Confirmation of receipt will be sent upon receipt of payment; booth numbers and exhibitor kit will be sent out after August 15, 2013. Acceptance of an application to exhibit does not constitute endorsement of your product/service by the Section or APTA. This application must be received with payment in full. The advance exhibitor registration deadline is August 15, 2013 (discounted early-bird registration must be received by July 1, 2013). The 25-word booth description and all sponsorship and advertising info must be received by August 15, 2013. The last day to cancel for a refund (minus a 25% administrative fee) is September 15, 2013.