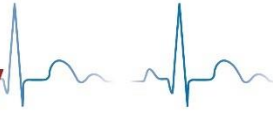




**The Pediatric Cardiac  
Intensive Care Society**



19<sup>th</sup> Annual Meeting  
November 14-17, 2024  
Town & Country Resort  
San Diego, California, USA

# Marketing and Support Prospectus

For more information please reach out to Conference Manager Beth Pernerewski  
[bethp@imiae.com](mailto:bethp@imiae.com) | 919-459-8589

## History of PCICS

The Pediatric Cardiac Intensive Care Society provides an international professional forum for promoting excellence in pediatric cardiac critical care. Since its formation in 2003, PCICS has grown to almost 1,000 members in over 30 countries. Our members are healthcare professionals dedicated to promoting scientific inquiry, acquiring knowledge, and improving practice for our critically ill pediatric patients with congenital and acquired heart disease.

## Purpose of PCICS

- Support, encourage and promote excellence in clinical care and research in the field of pediatric cardiac critical care
- Encourage collegial relationships among pediatric sub-specialists and the interprofessional team
- Improve the level of care of neonatal, pediatric and adult patients with congenital heart disease; pediatric patients with acquired cardiovascular disease; and pediatric patients after cardiac surgery
- Promote basic, translational, and clinical research related to pediatric patients in heart disease
- Organize international scientific meetings
- Facilitate links between complementary international and national professional colleges and societies
- Promote and disseminate related quality/safety and educational materials through established and developing communication technologies

## Target Audience

The program curriculum and activities are designed to provide an interactive educational forum for physicians, nurses, and other healthcare professionals who care for critically ill pediatric patients with congenital and acquired heart disease.

- Physician specialties represented include cardiology, critical care medicine, cardiac surgery, anesthesia, and neonatology
- Nursing representation includes pediatric critical care nurses and advance practice nurses

We anticipate 700+ participants at the PCICS 19<sup>th</sup> Annual Meeting.

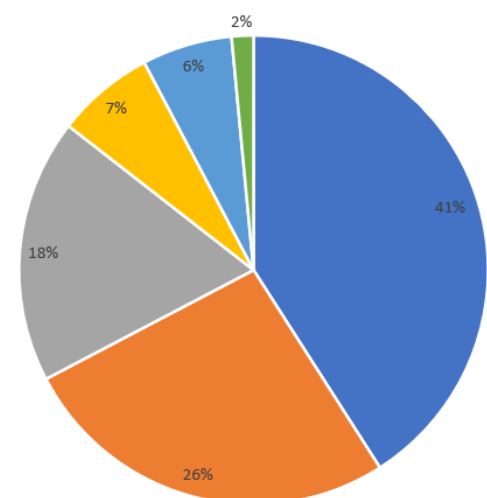
## PCICS Member Demographics

(as of September 2023)

### Area of Practice:

Physician	41%
Advanced Practice Provider	26%
Nurse	18%
Fellow/Resident/Trainee	7%
Other Allied Health*	6%
Institutional	2%

\*Pharmacists, Physical Therapists, Occupational Therapists, Dieticians, etc.



### Geographic:

There is at least one PCICS member in 30+ countries throughout the world.

**Invitation to Support**

PCICS is pleased to invite your organization to increase your visibility and build and strengthen relationships with pediatric cardiac healthcare leaders. Industry support is vital to the success of this meeting and demonstrates your commitment to improving patient care.

With unopposed exhibit hours and daily breaks, you will have an opportunity to generate new leads with pediatric cardiac intensive care decision makers.

**Eligibility Status**

Marketing and support opportunities differ based on the type of organizations looking to connect with the PCICS audience. Please use the definitions below to determine the opportunities available to you, and to determine the proper steps for signing up to be involved in the PCICS 19<sup>th</sup> Annual Meeting.

For further clarification on your eligibility status, reach out to Beth Pernerewski at [bethp@imiae.com](mailto:bethp@imiae.com).

**Eligible Organizations** – organizations that do not produce products used by, on, or marketed to patients  
**Ineligible Companies** – companies producing products used by, on, or marketed to patients

**Exhibit Space / Floor Plan**

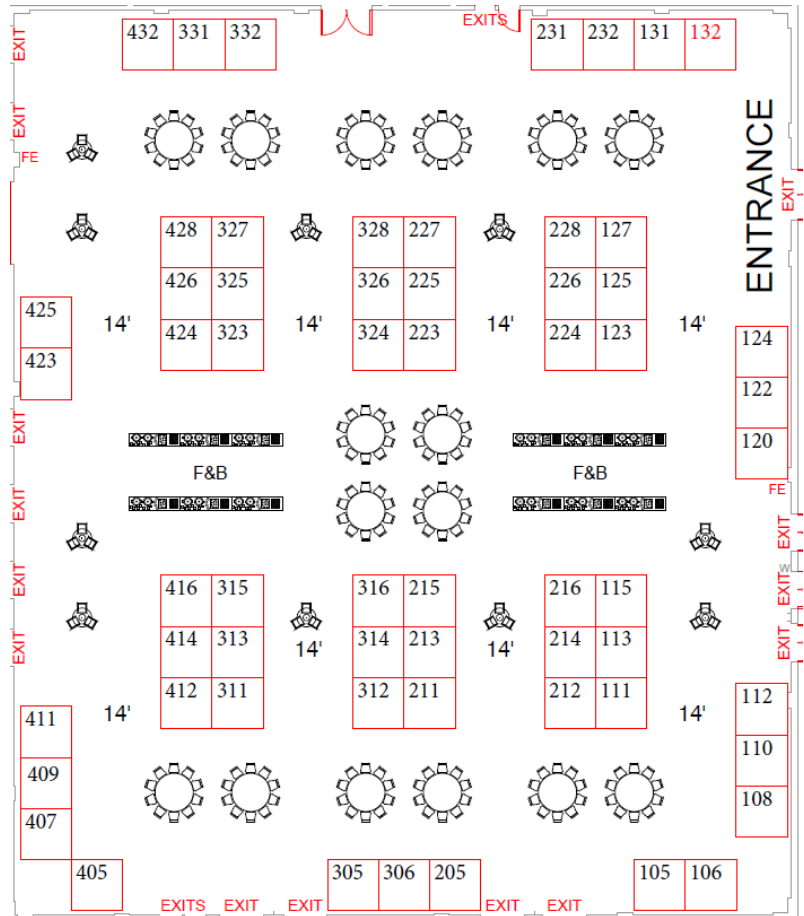
Exhibit spaces will be assigned based on when the application and full payment are received. Every effort will be made to accommodate special requests. PCICS cannot guarantee preferences for exhibit space applications. PCICS reserves the right to add, move, or remove exhibit spaces as necessary. The floorplan is subject to change.

*Note: only in industry exhibitors are accepted*

Exhibit Space Includes:

- 8' x 8' exhibit area
- 6' table
- 2 chairs

*See package options for additional details and exclusive opportunities.*



## Marketing and Support Prospectus | PCICS 19<sup>th</sup> Annual Meeting

**Exhibitor Move In\*:** Thursday, November 14 | Starting at Noon

### **Exhibit Hours\*:**

#### Friday, November 15

7:30 – 8:30 AM	Breakfast with Exhibitors
9:00 – 9:30 AM	Break with Exhibitors
11:00 AM – 12:30 PM	Lunch and Business Meeting (Exhibit Hall Open)
1:10 – 1:30 PM	Break with Exhibitors
3:00 – 3:30 PM	Break with Exhibitors

#### Saturday, November 16

7:30 – 8:30 AM	Breakfast with Exhibitors
9:00 – 9:30 AM	Break with Exhibitors
11:00 AM – 12:30 PM	Lunch with Exhibitors
1:10 – 1:30 PM	Break with Exhibitors
3:00 – 3:30 PM	Break with Exhibitors

**Exhibitor Move Out\*:** Saturday, November 16 | 3:30 – 9:00 PM

*Exhibitors are invited to attend the Closing Party/Award Ceremony on Saturday from 7:00 – 8:30 PM*

*\*times subject to change*

### **Important Dates**

- September 1
  - Support application and full payment due; cancellation requests must be received in order to be eligible for 50% refund; and
  - Company information (logo, description, etc.) must be submitted in order to be included in event materials
- October 1
  - Names must be submitted for booth representative name badges
- October 13
  - Deadline to reserve a guest room at the Town & Country Resort (room block may sell out prior to deadline)

### **Liability**

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless the Pediatric Cardiac Intensive Care Society, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the activity.

### **Cancellation**

Written cancellations submitted to PCICS by September 1, 2024 will be eligible for a 50% refund. No refunds will be issued for cancellations made after September 1. PCICS reserves the right not to process refunds until after the conclusion of the event.

## Marketing and Support Opportunities

(Open to all supporters, regardless of eligibility status)

IMR = Institutional Member Rate (to verify Institutional Member status, email [info@pcics.org](mailto:info@pcics.org))

### Highlighted Exhibitor

**\$10,000 | \$8,500 IMR**

Enjoy highlighted exhibitor benefits, including:

- Three in-line exhibit spaces in a preferred location to include 6ft draped tables and chairs
- Five exhibit badge registrations
- Recognition in the meeting materials and on meeting signage as a Highlighted Exhibitor
- Recognition in at least one PCICS marketing message that is sent to all PCICS members, not just event registrants
- Recognition on the PCICS Annual Meeting website with your logo, a 200-word description, and link to your company website
- Recognition at the Exhibit Hall Entrance
- Pre and post conference registration list\* with name, city, state, institution, and email
- Two opportunities for you to create an email that PCICS will send to registrants\* on your behalf
- Social media post thanking all Highlighted Exhibitors, showing on feeds for all PCICS followers, not just meeting registrants

*Note: Selling is not allowed on the exhibit hall floor.*

### Upgraded Exhibitor

**\$5,000 | \$4,250 IMR**

Enjoy upgraded exhibitor benefits, including:

- Two in-line exhibit spaces in a preferred location to include 6ft draped tables and chairs
- Three exhibit badge registrations
- Recognition in the meeting materials and on meeting signage as an Upgraded Exhibitor
- Recognition on the PCICS Annual Meeting website with your logo, a 150-word description, and link to your company website
- Recognition at the Exhibit Hall Entrance
- Pre and post conference registration list\* with name, city, state, institution, and email
- One opportunity for you to create an email that PCICS will send to registrants\* on your behalf
- Social media post thanking all Upgraded Exhibitors, showing on feeds for all PCICS followers, not just meeting registrants

*Note: Selling is not allowed on the exhibit hall floor.*

### Exhibitor

**\$3,000 | \$2,550 IMR**

- One exhibit space to include 6ft draped table and chairs
- Two exhibit badge registrations
- Recognition on the PCICS Annual Meeting website with your logo, a 100-word description, and link to your company website
- Recognition at the Exhibit Hall Entrance
- Pre and post conference registration list\* with name, city, state, institution, and email

*Note: Selling is not allowed on the exhibit hall floor.*

\*Registrants must opt in to being contacted by or sharing their data with annual meeting supporters

## Marketing and Support Prospectus | PCICS 19<sup>th</sup> Annual Meeting

### Supporter

\$1,000 | \$850 IMR

- Recognition in the meeting materials and on meeting signage at the Annual Meeting
- Recognition on the PCICS Annual Meeting website
- Recognition at the Exhibit Hall Entrance

### Pre-Con Lunch and Refreshments Patron

\$5,000 / \$14,000 exclusive | \$4,250 / \$11,900 IMR

Thursday, November 14 | Noon – 4:00 PM

The first activities of the PCICS 2024 Annual Meeting will be the Pre-Conference Courses. Show your support for continuing education while enjoying these benefits:

- Special recognition on signage at food service area
- Logo linking to your website on supporter recognition page of annual meeting website
- Recognition on the Lunch listing on the website schedule
- Dedicated social media post thanking Pre-Con Refreshments Patron

*Note: this opportunity involves paying PCICS a flat fee. All arrangements are made by PCICS.*

### Nursing Networking Reception Patron

\$7,500 / \$21,250 exclusive | \$6,375 / \$18,063 IMR

Thursday, November 14 | 6:00 – 8:00 PM

Reach top nurses in the field by supporting their networking while enjoying these benefits:

- Special recognition on signage at reception
- Invitation to speak for five minutes during the reception
- Recognition on the Reception listing on the website schedule
- Logo linking to your website on supporter recognition page of annual meeting website
- Dedicated social media post thanking Reception Patron

*Note: this opportunity involves paying PCICS a flat fee. All reception planning is done by PCICS.*

### Fellows/New Faculty Reception Patron

\$7,500 / Exclusive not available | \$6,375 IMR

Thursday, November 14 | 6:00 – 8:00 PM

Acknowledge the future leaders of PCICS while enjoying these benefits:

- Special recognition on signage at reception
- Invitation to speak for five minutes during the reception
- Recognition on the Reception listing on the website schedule
- Logo linking to your website on supporter recognition page of annual meeting website
- Dedicated social media post thanking Reception Patron

*Note: this opportunity involves paying PCICS a flat fee. All reception planning is done by PCICS.*

### Scientific Poster Grand Rounds Reception Patron

\$5,250 / \$14,750 exclusive | \$4,463 / \$12,538 IMR

One on Friday and one on Saturday | 5:40 – 7:00 PM

Show your support for scientific research while enjoying these benefits:

- Special recognition on signage at reception
- Recognition on the Reception listing on the website schedule
- Logo linking to your website on supporter recognition page of annual meeting website
- Dedicated social media post thanking Reception Patron

*Note: this opportunity involves paying PCICS a flat fee. All reception planning is done by PCICS.*

## Marketing and Support Prospectus | PCICS 19<sup>th</sup> Annual Meeting

### Breakfast Patron

**\$4,600 / \$14,000 exclusive | \$3,910 / \$11,900 IMR**

One on Friday, one on Saturday, one on Sunday | 7:30 – 8:30 AM

Start the day off right with the energy needed to get through the day. Show your support for the wellbeing of the event participants while enjoying these benefits:

- Special recognition on signage at food service area
- Logo linking to your website on supporter recognition page of annual meeting website
- Recognition on the Breakfast listing on the website schedule
- Dedicated social media post thanking Breakfast Patron

*Note: this opportunity involves paying PCICS a flat fee. All arrangements are made by PCICS.*

### Lunch Patron

**\$7,350 / \$31,500 exclusive | \$6,248 / \$26,775 IMR**

One on Friday and one on Saturday | 11:00 AM – 12:30 PM

During a long day of learning, breaks and nourishment are essential. Show your support for the wellbeing of the event participants while enjoying these benefits:

- Special recognition on signage at food service area
- Logo linking to your website on supporter recognition page of annual meeting website
- Recognition on the Lunch listing on the website schedule
- Dedicated social media post thanking Lunch Patron

*Note: this opportunity involves paying PCICS a flat fee. All arrangements are made by PCICS.*

### Coffee/Beverage Station Patron

**\$5,250 / \$14,750 exclusive | \$4,463 / \$12,538 IMR**

One on Friday and one on Saturday

During a long day of learning, breaks and nourishment are essential. Show your support for the wellbeing of the event participants while enjoying these benefits:

- Special recognition on signage at coffee/beverage area
- Logo linking to your website on supporter recognition page of annual meeting website
- Recognition on the Break listings on the website schedule
- Dedicated social media post thanking Coffee/Beverage Station Patron

*Note: this opportunity involves paying PCICS a flat fee. All arrangements are made by PCICS.*

### Saturday Closing Reception & Awards Ceremony Patron

**\$10,750 / Exclusive not available | \$9,138 IMR**

Saturday, November 16 | 7:00 – 8:30 PM

Mix, mingle, and meet you professional colleagues, while enjoying these benefits:

- Special recognition on signage at reception
- Invitation to speak for five minutes during the reception
- Recognition on the Reception listing on the website schedule
- Logo linking to your website on supporter recognition page of annual meeting website
- Dedicated social media post thanking Reception Patron

*Note: this opportunity involves paying PCICS a flat fee. All reception planning is done by PCICS.*

**Hotel Key Cards (Exclusive)**

**SOLD**

Put your logo on the key everyone will be using throughout the conference.

- Logo imprinted on all keys given to guests upon check in
- Keys will be used multiple times throughout the conference, putting your brand in front of attendees each day
- *Purchaser is responsible for providing the final design, ready to print.*

**Pre- or Post-conference Email Blast**

**\$1,500 | \$1,275 IMR**

Opportunity to create one email that PCICS will send to meeting registrants who have opted in to being contacted by supporters

- Email must be sent in html format for approval before being sent (*content only, PCICS will not proof the message*)
- Email addresses are not shared with the purchaser; PCICS will be responsible for sending the message
- *Purchaser is responsible for providing the final content and design of the message, **ready to send.** PCICS will not design the email.*



## Additional Support Options for Eligible Organizations

Eligible Organizations as defined by ACCME have the following additional opportunities to support the PCICS Annual Meeting. In simple terms, these are organizations that do not produce products used by, on or marketed to patients. If you are interested in one of these opportunities and are uncertain of your ACCME status, please reach out to Beth Pernerewski at [bethp@imiae.com](mailto:bethp@imiae.com).

### Session Support (Exclusive)

**\$5,000 | \$4,250 IMR**

Support a specific session at the PCICS Annual Meeting. To learn more about the PCICS sessions selected by the Program Committee and what sessions may be available for support, please reach out to Beth Pernerewski at [bethp@imiae.com](mailto:bethp@imiae.com). Additional benefits include:

- Logo on the PCICS annual meeting website listing for this session
- Recognition at the Exhibit Hall Entrance as an event supporter
- Recognition in the session room as the session supporter

### Website Home Page Ad (Exclusive)

**\$7,000 | \$5,950 IMR**

Highlight your company where everyone interested in learning more about the PCICS Annual Meeting, not just event registrants, will see it, many several times! Ad placement will depend upon website home page content. PCICS reserves the right to move the ad location as the event approaches and content is updated on the website. Additional benefits include:

- Ad or links within ad will link to your company website
- Recognition at the Exhibit Hall Entrance as an event supporter

### Grants

**Negotiable**

Unrestricted educational grants may be contracted to support the PCICS Annual Meeting. To further discuss grant opportunities, please reach out to Beth Pernerewski at [bethp@imiae.com](mailto:bethp@imiae.com).

## Support Application Procedure

After reviewing the support opportunities outlined in the Prospectus and determining the level of participation that best fits your goals for this event, please follow these steps:

1. Complete the online [PCICS Support Application](#). It is recommended that you complete as much of the company information as possible at the time of application.
2. **Payment** may be made by credit card or by check payable to Pediatric Cardiac Intensive Care Society. **[The entire fee must be paid with the application.](#)**

Credit card payments may be made at the time of application. An invoice will be emailed to the person listed as the company contact for companies that elect to pay by check.

PCICS is a not-for-profit organization and the taxpayer ID is 03-0467764. The W-9 is available upon request to [info@pcics.org](mailto:info@pcics.org).

3. A **Letter of Agreement** must be completed by **Ineligible** companies. The letter will be emailed to companies determined to be ineligible by the accreditation provider.

## Product/Company Descriptions

Product or company descriptions and company logos for event materials must be submitted by **September 1, 2024**. PCICS reserves the right not to include materials that are not received by the deadline and recommends submitting your information as part of the application process.

Please reference the Support Opportunities to determine what information your company needs to submit by the deadline.

## Supporter Representative Name Badges

Registration information for the company representatives who will be staffing the supporting company booth and/ or opportunities must be completed by adding them to your company profile on the [PCICS Support Application](#) by **October 1, 2024**. Please reference the Support Opportunities to determine how many registrations are available to your company representatives.

### Representatives Receive:

Breakfast, lunch, and breaks in the exhibit hall

Invitation to Closing Reception on Saturday

To order additional badges for your company representatives, you may add them to your [company profile](#). Additional booth personnel may be registered for the discounted rate of \$200 per person.

## Health and Safety

As of the time this prospectus was created, there are no vaccination or mask requirements in place in San Diego. At a minimum, PCICS will follow the health and safety requirements imposed by the government and/or the hotel at the time of the event. PCICS reserves the right to impose vaccination, testing, or masks requirements that are stricter than what is required. Any testing requirements for in-person participants may be at the expense of the participant.

By completing a marketing and support application, you certify that your company representatives attending the event will comply with all safety requirements.

For up-to-date event health and safety information, visit the [PCICS Annual Meeting Website](#).

## Shipping and Exhibitor Services Forms

The shipping guidelines along with Exhibitor Service Order Forms will be sent to exhibitors two months before the event to companies that have completed the PCICS Support Application and **submitted full payment**.

Complimentary wireless internet access will be available in the exhibit space. Although Wi-Fi strong enough for general internet browsing will be provided, PCICS does not guarantee that the signal will be strong enough to use the internet for videos, interactive displays, or form completion as part of your exhibit. It is recommended that you purchase internet from the hotel if the use is necessary for you to accomplish your event participation goals.

## Hotel Reservations

PCICS Annual Meeting activities, including the exhibit hall, will be at the Town and Country Resort in San Diego.

Town and Country Resort  
500 Hotel Circle North  
San Diego, California, United States  
[Online reservations](#)

The PCICS group rate is \$225 per night, exclusive of taxes and hotel service charges, for reservations made in the group block prior to **October 13, 2024**. If the block sells out prior to this date rooms may not be available at the negotiated rate.

## Event Cancellation

The support agreement is automatically terminated in the event the PCICS Annual Meeting is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the meeting). PCICS will determine an equitable basis for the refund of such portion of the marketing and support fees, after due consideration of expenditures, commitments, and benefits that have been provided at the time of cancellation.

## Scam Alert

Commonly event supporters are targets for nefarious activities due to company listings and contacts being published on the event website. Here are some common scams and ways to protect your company:

### Hotel Reservations

Do not follow links to make hotel reservations sent from anyone other than PCICS or those that are available in this prospectus. The hotel **will not call or email you** asking you to make a reservation as they will not have your contact details until your reservation has been made. Be aware not to provide your personal, travel, or payment information to scammers.

### Attendee Contact List

This Prospectus is the only place you will be offered information regarding the purchase of the PCICS Annual Meeting attendee lists. If you are contacted by anyone other than PCICS, it is a scam. Please do not provide scammers with your personal information.

## PCICS Contact

For more information on opportunities to support the PCICS Annual Meeting, please contact:

Beth Pernerewski, CMP  
Conference Manager  
919.459.8589  
[bethp@imiae.com](mailto:bethp@imiae.com)

Check payments, made out to Pediatric Cardiac Intensive Care Society, may be mailed to:

PCICS  
110 Horizon Drive, Suite 210  
Raleigh, North Carolina 27615

