
The Process

PAS Front Page Design

Below is what we have now and we definitely want to include more photos and it to just generally look more exciting. We would like to still include the two pie charts from our prospectus page three as well as a few pictures from the pictures I have attached. The title can still be "Why promote within the PAS Community?" And if you can fit our bullet points:

- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

Some numbers we would like to include are below:

7,495 Total Attendees	650 Sessions & Events
1,053 International Attendees	128 Exhibitors
2,025 Trainees	40 Sponsors
60+ Specialties	15,987 PAS App Users
3,817 Abstracts Presented	

Tweets by PAS during the meeting: 117

Tweet Impressions: 769,000

Twitter Mentions: 4,170

The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).

Author studies were captured in over 300 news stories

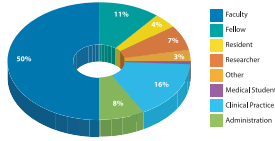
PAS press releases received hits in over 150 media outlets

PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

Why Promote within the PAS Community?



PRIMARY ATTENDEE PROFESSIONS

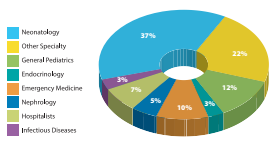


- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

SOME NUMBERS WE WOULD LIKE TO INCLUDE ARE BELOW:

7,495 Total Attendees	650 Sessions & Events
1,053 International Attendees	128 Exhibitors
2,025 Trainees	40 Sponsors
60+ Specialties	15,987 PAS App Users
3,817 Abstracts Presented	

PRIMARY SUBSPECIALTY / AREA OF FOCUS



117 Tweets by PAS during the meeting
769,000 Tweet Impressions
4,170 Twitter Mentions

The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).
• Author studies were captured in over 300 news stories
• PAS press releases received hits in over 150 media outlets

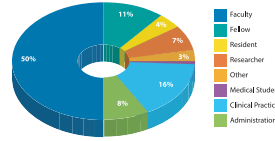
PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

PAS 2024 • May 01 - 08, 2024 • Toronto, Ontario, CA

Why Promote within the PAS Community?



PRIMARY ATTENDEE PROFESSIONS

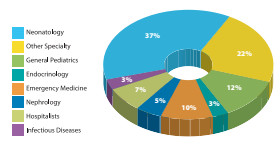


- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

SOME NUMBERS WE WOULD LIKE TO INCLUDE ARE BELOW:

7,495 Total Attendees	650 Sessions & Events
1,053 International Attendees	128 Exhibitors
2,025 Trainees	40 Sponsors
60+ Specialties	15,987 PAS App Users
3,817 Abstracts Presented	

PRIMARY SUBSPECIALTY / AREA OF FOCUS



117 Tweets by PAS during the meeting
769,000 Tweet Impressions
4,170 Twitter Mentions

The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).
• Author studies were captured in over 300 news stories
• PAS press releases received hits in over 150 media outlets

PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

PAS 2024 • May 01 - 08, 2024 • Toronto, Ontario, CA

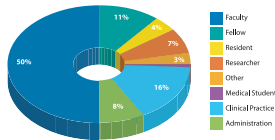
A

B



Why Promote within the PAS Community?

PRIMARY ATTENDEE PROFESSIONS

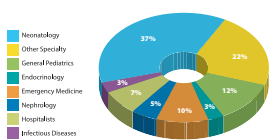


- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

SOME NUMBERS WE WOULD LIKE TO INCLUDE ARE BELOW:

7,495 Total Attendees	650 Sessions & Events
1,053 International Attendees	128 Exhibitors
2,025 Trainees	40 Sponsors
60+ Specialties	15,987 PAS App Users
3,817 Abstracts Presented	

PRIMARY SUBSPECIALTY / AREA OF FOCUS



117 Tweets by PAS during the meeting
769,000 Tweet Impressions
4,170 Twitter Mentions

The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).
• Author studies were captured in over 300 news stories
• PAS press releases received hits in over 150 media outlets

PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

PAS 2024 • May 01 - 08, 2024 • Toronto, Ontario, CA

Why Promote within the PAS Community?



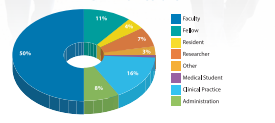
- Boost brand recognition
- Be a partner in the community
- Gain better positioning for your company in pediatric research
- Engage with pediatric academic professionals on a personal level
- Gain insights into research issues
- Recruit upcoming and exceptional talent

SOME NUMBERS WE WOULD LIKE TO INCLUDE ARE BELOW:

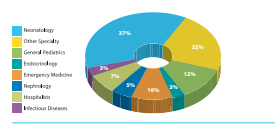
7,495 Total Attendees	650 Sessions & Events
1,053 International Attendees	128 Exhibitors
2,025 Trainees	40 Sponsors
60+ Specialties	15,987 PAS App Users
3,817 Abstracts Presented	

117 Tweets by PAS during the meeting
769,000 Tweet Impressions
4,170 Twitter Mentions

PRIMARY ATTENDEE PROFESSIONS



PRIMARY SUBSPECIALTY / AREA OF FOCUS



The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).
• Author studies were captured in over 300 news stories
• PAS press releases received hits in over 150 media outlets

PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

PAS 2024 • May 01 - 08, 2024 • Toronto, Ontario, CA

C

D

Why Promote within the PAS Community?

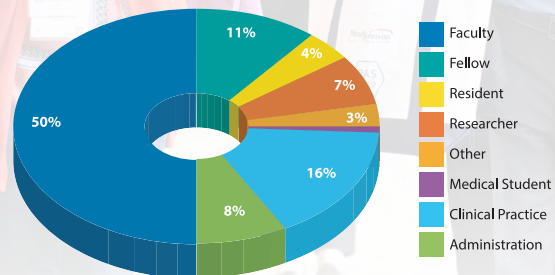
Boost brand recognition, Be a partner in the community, Gain better positioning for your company in pediatric research, Engage with pediatric academic professionals on a personal level, Gain insights into research issues, Recruit upcoming and exceptional talent... And much more.



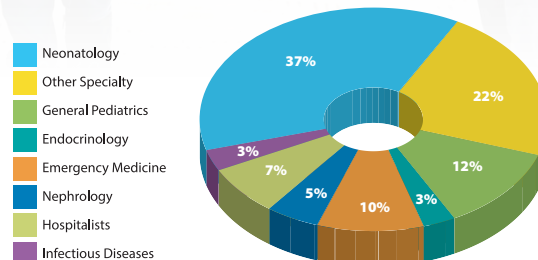
PAS COMMUNITY STATS

7,499 Total Attendees	128 Exhibitors
1,005 International Attendees	40 Sponsors
2,037 Trainees	7,284 PAS App Users
60+ Specialties	6,730 Twitter Followers
3791 Abstracts Presented	769,000 Tweet Impressions
650 Sessions & Events	4,170 Twitter Mentions

PRIMARY ATTENDEE PROFESSIONS



PRIMARY SUBSPECIALTY / AREA OF FOCUS



PAS IN THE PRESS

The PAS 2023 Annual Meeting received coverage across over 600 media outlets (including syndicated articles).

- Author studies were captured in over 300 news stories
- PAS press releases received hits in over 150 media outlets

PAS 2023 was mentioned in national and regional outlets including CNN, U.S. News & World Report, Richmond Times-Dispatch, and the Philadelphia Tribune.

PAS 2024 • May 01 - 08, 2024 • Toronto, Ontario, CA

*Data in graphics based on CME evaluation respondents and past five in-person meetings.