



*The Twenty-Fourth Annual*  
**INFECTIOUS DISEASES  
IN CHILDREN<sup>®</sup>**  
**S Y M P O S I U M**

**NOVEMBER 19-20, 2011**

Sheraton New York Hotel & Towers

## **Exhibitor Prospectus**

Increase your exposure to more than 700 pediatricians and nurses!

**IDCNewYork.com**

# A New York City Tradition

Each year, pediatricians and nurses come to New York City for the Annual INFECTIOUS DISEASES IN CHILDREN Symposium to receive valuable, educational information for their practice through in-depth presentations and discussions with the distinguished faculty.

At this year's Twenty-Fourth Annual INFECTIOUS DISEASES IN CHILDREN Symposium, to be held November 19-20 at the Sheraton New York Hotel & Towers near Times Square, we expect more than 700 pediatric professionals in attendance.



Sheraton New York Hotel & Towers  
811 7th Avenue 53rd Street  
New York, NY 10019

## **Will you be at the Sheraton to greet them?**

This is your chance to talk with general pediatricians face-to-face. No patients in the waiting room, no office staff — just you and the physicians.

Tabletop exhibits are available. The symposium maximizes exposure for the exhibitors by allowing attendees sufficient time to visit the exhibit area. Exhibit traffic-builders include:

- Scheduled times for attendees to visit the exhibits
- Continental breakfasts in the exhibit area
- Coffee breaks in the exhibit area
- Easy access to exhibits from the meeting room

## **Reserve your place at the Twenty-Fourth Annual INFECTIOUS DISEASES IN CHILDREN Symposium**

For more information on exhibiting, contact: **Julie Weiner, ext. 261**

**1-800-257-8290 • 856-848-1000 (in NJ or outside the U.S.) • Fax: 856-848-3522**

INFECTIOUS DISEASES IN CHILDREN® • 6900 Grove Road • Thorofare, NJ 08086-9447

Sponsorship opportunities are available.

For more information, please contact: **Courtney Cashman at 856-384-1793, ext. 455**  
**or via e-mail at: [ccashman@gomindworks.com](mailto:ccashman@gomindworks.com).**



## PAST EXHIBITORS

Abbott	Blank Children's Hospital	MedImmune
Alcon Laboratories, Inc.	Challenger Corporation	Merck Vaccine Division
Allergan	Connexin Software/ Office Practicum	OrthoNeutrogena
American Academy of Pediatrics	Dey, L.P.	Q-Med Scandinavia, Inc.
American Express	Enzon, Inc.	Quidel
Amerifit Nutrition	Hill Dermaceuticals, Inc.	Sanofi Pasteur
AstraZeneca	Inverness Medical Professional Diagnostics	Saunders, Mosby & Elsevier
Barrier Therapeutics	Lippincott, Williams & Wilkins	Sciele Pharma
Bausch + Lomb	Maico Diagnostics	Stiefel Laboratories, Inc.
Bionix Medical Technologies		Versus Pharmaceuticals, Inc.
Biocodex, Inc.		Wyeth

### 2010 REGISTRATION

Physicians	657
Nurses/Allied Health	73
Residents	5
<b>TOTAL:</b>	<b>735</b>

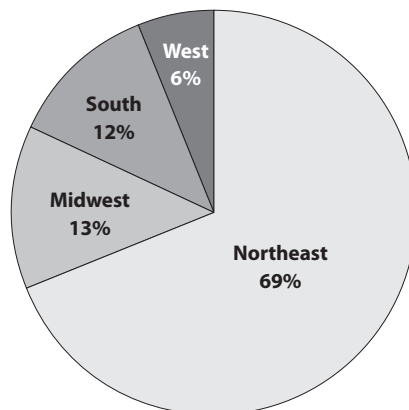
### 2009 REGISTRATION

Physicians	660
Nurses/Allied Health	77
Residents	5
<b>TOTAL:</b>	<b>742</b>

### 2008 REGISTRATION

Physicians	627
Nurses/Allied Health	60
Residents	18
<b>TOTAL:</b>	<b>705</b>

## GEOGRAPHIC BREAKDOWN OF 2010 ATTENDEES





## Exhibit Hours (subject to change)

### Saturday, November 19, 2011

6:00 am – 8:30 am	Exhibitor Registration & Setup
8:35 am – 8:55 am	Break in Exhibit Hall
10:25 am – 10:55 am	Break in Exhibit Hall
12:05 pm – 1:45 pm	Exhibit Hall Open
3:25 pm – 3:55 pm	Break in Exhibit Hall

### Sunday, November 20, 2011

6:00 am – 7:00 am	Exhibitor Registration
7:00 am – 8:00 am	Continental Breakfast in Exhibit Hall
9:35 am – 10:05 am	Break in Exhibit Hall
11:15 am – 11:45 am	Break in Exhibit Hall
2:30 pm – 3:00 pm	Break in Exhibit Hall
3:00 pm – 5:00 pm	Exhibit Tear Down

### Exhibit Eligibility

The Exhibit Hall Highlights section is available only to those who buy exhibit space. The Exhibit Hall Highlights section and exhibits are not available separately. Exhibitors and the Exhibit Hall Highlights section are subject to approval by Exhibit Management and the Chief Medical Editor and Editorial Board of *INFECTIOUS DISEASES IN CHILDREN*. Exhibit Management reserves the right to decline space rentals.

No products or materials can be hung, fixed, taped, glued, nailed and/or attached to any wall or column in the building. Any damage caused by the above shall be billed directly to the exhibitor. No tape of any kind will be permitted on any carpeted or marble surfaces. Glitter is not permitted in carpeted areas of the building.

No sample food or beverage products may be distributed by exhibitors except upon written authorization by the Sheraton New York Hotel & Towers. After approval by the hotel, any exhibitor that will be preparing or displaying food products within the hall must take any necessary precautions for protecting the permanent carpet by using mats, plastic, etc.

### Reserving Exhibit Space

To reserve exhibit space at the symposium, complete and submit the Application for Exhibition form found in this package. The form must be completed in its entirety and full payment is due by **September 29, 2011**.

### Assignment of Booth Space

Priority for space assignment will be based on the following:

- The order in which applications are postmarked or received via fax
- Availability of space requested (2 booth maximum)
- The special needs of the exhibitor

Fax transmission will be accepted only if a purchase order or check requisition for the deposit accompanies the application. Requests received by fax will be held for 10 working days only. If the application and deposit have not been received by the end of that 10-day period, the reservation will be released.

Booth spaces will be assigned on a first-come, first-served basis. A copy of the floor plan will be available with the Exhibitor Service Kit. Exhibitors who wish to avoid assignment of space adjacent to that of a particular competitor should indicate that desire on the application. Careful consideration will be given to all such requests. Exhibit Management reserves the right to relocate or reassign exhibit booths at anytime for the overall benefit of the meeting.



## **COURSE DIRECTOR**

### **David W. Kimberlin, MD**

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Professor of Pediatrics  
Sergio Stagno Endowed Chair  
in Pediatric Infectious Diseases  
Co-Director, Division of  
Pediatric Infectious Diseases  
The University of Alabama  
Birmingham, Alabama

## **PROGRAM COMMITTEE**

(\*2011 Presenter)

### **Stan L. Block, MD, FAAP\***

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
President, Kentucky Pediatric/  
Adult Research  
Professor of Clinical Pediatrics  
University of Louisville  
University of Kentucky  
Bardstown, Kentucky

### **Joseph A. Bocchini Jr., MD\***

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Professor and Chairman  
Department of Pediatrics  
Louisiana State University  
Health Sciences Center  
Shreveport, Louisiana

### **James H. Brien, DO\***

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Vice Chair for Education  
Department of Pediatrics  
Scott and White Children's  
Health Center  
Texas A&M College of Medicine  
Temple, Texas

### **Kathryn M. Edwards, MD**

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Sarah H. Sell Professor of Pediatrics  
Director, Vanderbilt Vaccine  
Research Program  
Division of Infectious Diseases  
Vanderbilt University  
Nashville, Tennessee

### **Richard F. Jacobs, MD**

Chief Medical Editor  
INFECTIOUS DISEASES IN CHILDREN  
Professor and Chair  
Department of Pediatrics  
Robert H. Fiser Jr., MD  
Endowed Chair in Pediatrics  
University of Arkansas  
for Medical Sciences  
President  
Arkansas Children's Hospital  
Research Institute  
Little Rock, Arkansas

### **Sheldon L. Kaplan, MD**

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Professor and Vice Chairman  
for Clinical Affairs  
Head, Section of  
Infectious Diseases  
Department of Pediatrics  
Baylor College of Medicine  
Chief, Infectious Disease Service  
Texas Children's Hospital  
Houston, Texas

### **Paul A. Offit, MD\***

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Chief, Division of  
Infectious Diseases  
The Children's Hospital  
of Philadelphia  
Professor of Pediatrics  
University of Pennsylvania  
School of Medicine  
Philadelphia, Pennsylvania

### **Larry Pickering, MD, FAAP\***

Editorial Board Member  
INFECTIOUS DISEASES IN CHILDREN  
Executive Secretary  
Committee on Immunization  
Advisory Practices  
Senior Advisor to the Director of the  
National Center for Immunization  
and Respiratory Diseases  
Centers for Disease Control  
and Prevention  
Department of Pediatrics  
Emory University  
School of Medicine  
Atlanta, Georgia



## AGENDA

### Saturday, November 19, 2011

- 7:30 am – 7:35 am **Welcome and Introductions** – David W. Kimberlin, MD
- 7:35 am – 8:35 am **Breakfast Symposium:  
RSV: A Frontline Pediatrician's Guide to Effective Prevention  
and Treatment** – Gary Goodman, MD  
*Supported by MedImmune, Inc.*
- 8:35 am – 8:55 am **Break in the Exhibit Hall**
- 8:55 am – 10:25 am **Prevention of Infectious Diseases** – Paul A. Offit, MD
- 10:25 am – 10:55 am **Break in the Exhibit Hall**
- 10:55 am – 11:25 am **Keynote Address:  
Pertussis Update: As Goes California, So Goes the Rest  
of the Country?** – Mark H. Sawyer, MD
- 11:25 am – 12:05 pm **Prevention of Infectious Diseases** – Paul A. Offit, MD
- 12:05 pm – 12:35 pm **Break in the Exhibit Hall**
- 12:35 pm – 1:45 pm **Lunch**
- 1:45 pm – 2:25 pm **What's Your Diagnosis?** – James H. Brien, DO
- 2:25 pm – 3:25 pm **Special Considerations in Infectious Disease** – Stan L. Block, MD, FAAP
- 3:25 pm – 3:55 pm **Break in the Exhibit Hall**
- 3:55 pm – 4:55 pm **Special Considerations in Infectious Disease** – Stan L. Block, MD, FAAP

### Sunday, November 20, 2011

- 7:00 am – 8:00 am **Continental Breakfast in the Exhibit Hall**
- 8:00 am – 8:05 am **Welcome and Introductions** – David W. Kimberlin, MD
- 8:05 am – 9:35 am **Diagnosis of Infectious Diseases** – Joseph A. Bocchini Jr., MD
- 9:35 am – 10:05 am **Break in the Exhibit Hall**
- 10:05 am – 10:35 am **Keynote Address:  
Food-Borne Diseases** – Larry K. Pickering, MD, FAAP
- 10:35 am – 11:15 am **Diagnosis of Infectious Diseases** – Joseph A. Bocchini Jr., MD
- 11:15 am – 11:45 am **Break in the Exhibit Hall**
- 11:45 am – 12:45 pm **Lunch Symposium:  
A Pediatric Primer on Bacterial Conjunctivitis** – Stan L. Block, MD, FAAP  
*Supported by Alcon Laboratories, Inc.*
- 12:45 pm – 1:45 pm **What's Your Diagnosis?** – James H. Brien, DO
- 1:45 pm – 2:30 pm **Treatment of Infectious Diseases** – Larry K. Pickering, MD, FAAP
- 2:30 pm – 3:00 pm **Break in the Exhibit Hall**
- 3:00 pm – 4:00 pm **Treatment of Infectious Diseases** – Larry K. Pickering, MD, FAAP



### **Exhibit Specifications**

All tabletop exhibits are 6' wide unless otherwise indicated on the floor plan. The exhibit area is carpeted. The following services are included with the tabletop rental:

- One 6' draped table
- Two side chairs
- One wastebasket
- General lighting
- Cleaning of aisles and booths
- Admission to meeting sessions
- Complimentary refreshments in the exhibit hall: continental breakfasts and coffee breaks
- Listing in the Exhibitor Directory of the Symposium program

Please note that if you require additional tables onsite, you will be charged the full exhibit space charge of \$2,450.

Please contact Julie Weiner at 856-848-1000, ext. 261 with any questions or concerns.

### **Cancellations**

Cancellations must be submitted in writing to the Exhibit Manager. The date of receipt of an exhibitors written notice of cancellation will be considered the official cancellation date. Exhibitors who request cancellations agree to the following schedule of charges: Any exhibitor who wishes to release assigned space 60 days prior to the exhibition date will be refunded all but a \$750 administrative fee. For cancellations of exhibit space within 59 days of the show, 100% of space rental charge will be assessed to the canceling exhibitor/company. In the event that the cancelled space is resold and the entire exhibition is sold out, the cancellation penalty will be 50% of the rental charge.

### **Liability**

The exhibitor assumes entire responsibility and liability for losses and damages, and, hereby, agrees to protect, indemnify, defend and hold INFECTIOUS DISEASES IN CHILDREN®, their employees and agents, and the Sheraton New York Hotel & Towers harmless against all claims, losses and damages to persons or property, governmental charges, or fines and attorney's fees arising out of, or caused by, exhibitor's installation, removal maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the hotel, its employees and agents. In addition, the exhibitor acknowledges that INFECTIOUS DISEASES IN CHILDREN® and the Sheraton New York Hotel & Towers do not maintain insurance covering the exhibitor's property and that it is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

### **Cancellation of Symposium**

It is mutually agreed that in the event of cancellation of the Symposium as a result of strikes, governmental regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and Exhibit Management shall determine an equitable basis for the refund of such portion of the exhibit fees as possible, after due consideration of expenditures and commitments already made.

### **Exhibitor Badges**

All participants affiliated with exhibitors must be registered. Exhibitors will receive registration forms from the Exhibit Manager. Admission to the exhibit area and sessions will be by badge only. Badges will be available onsite. Exhibits must be staffed at all times during the hours the exhibit hall is open. As a courtesy to the attendees and fellow exhibitors, please strictly adhere to the opening and closing hours. Exhibitor badges will not be given to registrants who should pay the registration fee. Four badges are included per 6' tabletop exhibit. Additional badges are available at \$40 each and include continental breakfast and refreshments.

### **Exhibitor Service Kit**

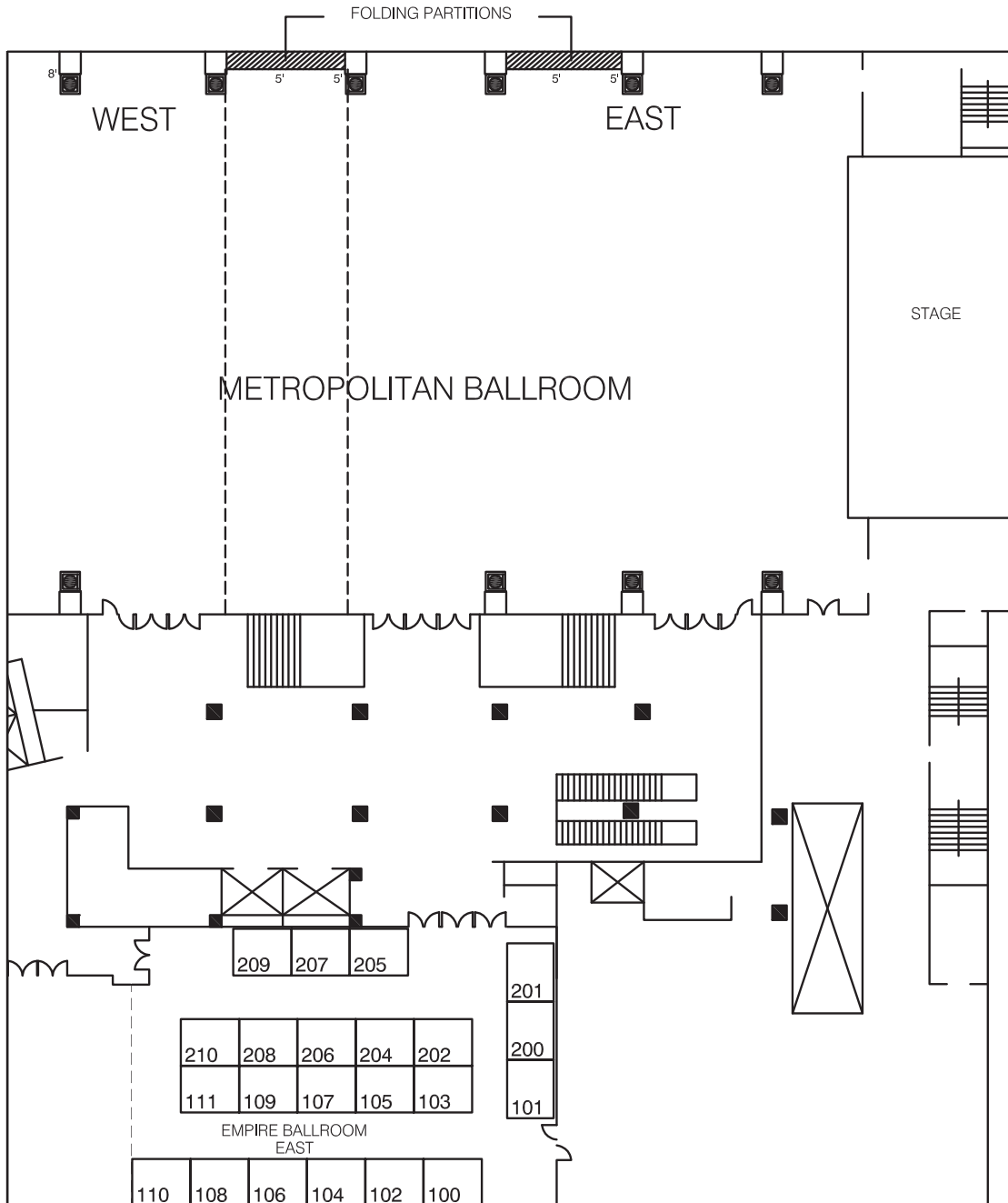
Exhibitors will receive an Exhibitor Service Kit approximately 30 days prior to the opening of the meeting. The Exhibitor Service Kit contains information on labor union rules and regulations, shipping and drayage services, as well as order forms for the rental of special materials.

### **Notice**

The names or titles of CME activities, symposia, and other presentations or events associated with a CME activity are the property of INFECTIOUS DISEASES IN CHILDREN® and Vindico Medical Education. Exhibitors and commercial supporters of those CME activities, symposia, and other presentations or events shall not use the names or titles of those activities, symposia, presentations, or events in promotional programs, campaigns, or other efforts to induce attendance without written permission from INFECTIOUS DISEASES IN CHILDREN® and Vindico Medical Education. In addition, no exhibitor or commercial supporter shall reward any participant for attendance at a CME activity, symposium, presentation, or event, including, but not limited to, gifts or prizes, either given directly or as part of a raffle or other similar contest. INFECTIOUS DISEASES IN CHILDREN® and Vindico Medical Education reserves the right to restrict attendance at CME presentations to members of the target audience.

# Sheraton New York Hotel & Towers

## Second Floor



## INFECTIOUS DISEASES IN CHILDREN Symposium

# Application for Exhibit Space



OFFICE USE ONLY	
Date Received	_____
Booths Assigned	_____
Cost of Booths	_____
First Deposit Received	_____
Check #	_____
Balance Due	_____

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Submitted by \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Note: Please direct all further correspondence to (if different from above):

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Exhibition Space

Total number of exhibits requested \_\_\_\_\_

You are hereby authorized to reserve the exhibit opportunities indicated below for use in the Twenty-Fourth Annual INFECTIOUS DISEASES IN CHILDREN® Symposium. This application is made with the understanding that the applicant agrees to abide by all rules, requirements, restrictions and regulations set forth in this agreement or as may be especially designated by INFECTIOUS DISEASES IN CHILDREN® or SLACK Incorporated and their agents. Failure to abide by such rules and regulations results in forfeiture of all moneys paid or due Management under terms of this agreement. The total package price is only \$2,450. Exhibit hall listing and exhibit space are not available separately. The undersigned agrees to include deposit of \$1,225 toward the package fee when submitting this application. Full payment of exhibit space and sponsorship programs is due by September 29, 2011.

Enclosed is my check made payable to "INFECTIOUS DISEASES IN CHILDREN Symposium."

I wish to use my credit card to pay for exhibit space:     Visa     MasterCard     American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-4 Digit Security Code \_\_\_\_\_

Amount to Charge \_\_\_\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

## Supplies

The following are included in the exhibit package. Please indicate whether you would like them supplied with your tabletop.

- |                 |                              |                             |
|-----------------|------------------------------|-----------------------------|
| 6' Draped table | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Two chairs      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Wastebasket     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

List any exhibitor you *do not* wish your exhibit to be near \_\_\_\_\_

List any exhibitor you *do* wish your exhibit to be near \_\_\_\_\_

# Application for Exhibit Space



## Program Book Exhibitor Listing

An informal company listing will be included in the Symposium Program to be distributed to attendees of the meeting. The listing is provided as a service to attendees and a benefit to exhibitors. All information, including your company name, will appear in the program exactly as you specify here. Please be precise in providing information. You may submit amendments or revisions to this listing, in writing, to the Exhibit Manager before **September 29, 2011**.

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Return form to: **INFECTIOUS DISEASES IN CHILDREN Symposium • ATTN: Julie Weiner**  
**SLACK Incorporated • 6900 Grove Road • Thorofare, New Jersey 08086-9447**  
Phone: **856-848-1000, ext. 261** • Fax: **856-848-3522** • E-mail: **jweiner@slackinc.com**  
Make checks payable to: **INFECTIOUS DISEASES IN CHILDREN Symposium • Tax ID# 22-3014562**