New Jersey Chapter

INCORPORATED IN NEW JERSEY

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®

2020 PROMOTIONAL OPPORTUNITIES GUIDE

Children's Ball · Annual Conference · School Health
Resident Career Day · CME Dinners · Webinars
Corporate Membership · Advertising

NJAAP Chapter & Event Profile

3,722

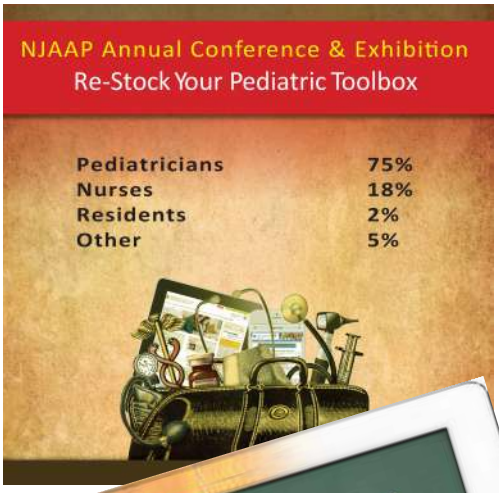
New Jersey Pediatricians

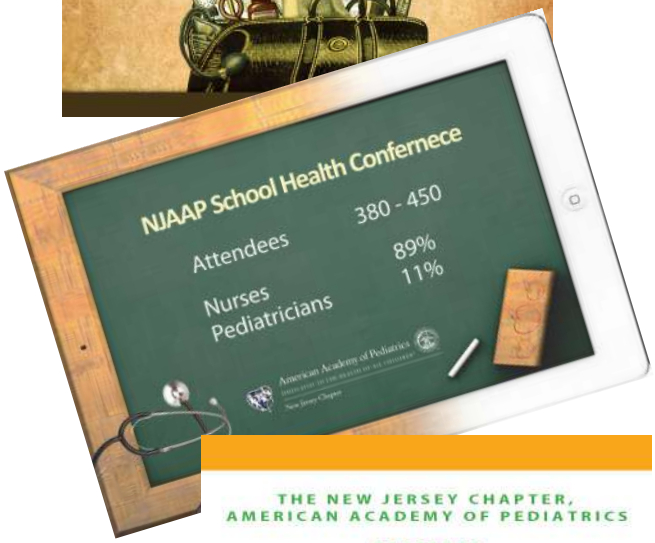
2,324* MEMBERS *Including AAP & NJAAP	1,398 Non Members
	293 Residents

5,235

Event Participation

Educational Program Attendees 3,255	New Jersey Children's Ball Annual Conference & Exhibition Resident Career Day School Health Conference Educational Standalone Events
152 Event Exhibits	1,980 Conference Attendees





2020 Advertising Opportunities

New Jersey Pediatrics

The 2020 digital editions of *New Jersey Pediatrics* will continue to provide members with sought after information pertinent to the practice of pediatrics. Each issue will include CME activities, reports on local and national industry-related developments, case studies, Chapter event reviews, letters to the editor, and more. The *New Jersey Pediatrics* is made available to all members at no cost for download through the NJAAP Companion App.

Download your complimentary copy of the *New Jersey Pediatrics* here:

Please note there will continue to be limited availability of advertising space, so plan to reserve space early.

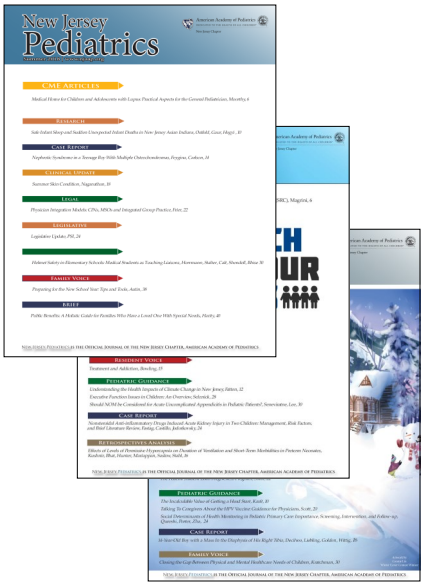
2020 Ad Submission Deadlines*

(*Deadline Notification will be distributed approximately 60 days prior to publication)

SPRING - February 15, 2020
SUMMER - May 17, 2020
FALL - August 16, 2020
WINTER - November 15, 2020

ADVERTISING RATES (4-Color)

Full Page:	(7.75 x 10.5)	$ 750
Half Page:	(7.75 x 5.25)	$ 450
Back Cover:	(7.75 X 10.5)	$ 950



FREQUENCY DISCOUNT Advertisers committing to space in four consecutive issues will receive a **15% discount.** Corporate sponsors will receive their 25% discount as per contractual agreement, but no additional discounts apply.

DISTRIBUTION INSTRUCTIONS

The *New Jersey Pediatrics* is 8.5 by 11.0 inches in size. It generally runs 28-32 pages. Only camera ready artwork in high-resolution formats* (300 DPI) is accepted. Acceptable formats: *jpg, *pdf, EPS and *Indd.

DON'T HAVE A PRINT READY AD? NJAAP CAN HELP! We will work you and create an ad which you retain and can use for other outlets. - Cost $250

Questions to the Editor: Michael Weinstein, mweinstein@njaap.org or (609) 842-0014, x 116
Advertising Questions: Bert Mulder, bmulder@njaap.org or (609) 842-0014, x105

2020 Advertising Opportunities

E-News and Standalone E-blasts

CIRCULATION

NJAAP E-News is sent bi-weekly (Thursday) to 1,700+ pediatricians in the state. NJAAP does offer the opportunity to send out standalone E-blasts separately. Standalone E-Blasts can be targeted to members/non-members, as well as geographic and/or demographic specific areas.

DEADLINES

NJAAP E-News submissions are accepted on the first of each month. Standalone E-blasts can be sent out at any given time, except for Thursdays.

RATES

E-News: $500 one-time placement ($250 non-profit)
$1,250 for 3 consecutive issues ($625 non-profit)
$12,000 a year (26 consecutive issues) ($6,000 non-profit)
Maximum of 3 ads per bi-weekly e-mail.

Standalone E-Blast: $600 for 2 consecutive issues ($300 non-profit)
$1,000 for 4 consecutive issues ($500 non-profit)

NJAAP.org

NJAAP.org is accessed by thousands of pediatricians, nurses, residents, parents, and other healthcare providers each month. The website generates an average of 2,700 hits per day. Banner ads are visible on every page within NJAAP's website, including its main home page.

Only camera ready artwork is accepted. Acceptable formats include *jpg and *tiff electronic.

Cost - $3,000 per year
Maximum rotation of 10 banners per period.

Questions: Bert Mulder, bmulder@njaap.org or (609) 842-0014

NJAAP Corporate Membership

The Corporate Membership program is designed to give your organization maximum visibility while helping NJAAP expand community outreach programs in vital areas such as obesity, oral health, immunization, mental health, child abuse and neglect prevention, medical home and others.

A Corporate Membership offers your organization a wide range of **benefits**, including:

- Corporate Member Plaque
- Special created logo "Corporate Member NJAAP"
- Right to promote the organization as "Corporate Member of NJAAP"
- Preferential treatment in exhibit booth selection
- 15% discount on booths and sponsorships
- Registration of additional booth personnel at members' rates
- Featured Corporate Member of the month in E-Newsletter and website
- Announcement of Corporate Membership in "*NJ Pediatrics*"
- 25% Discount on Advertisements in "*NJ Pediatrics*"
- Gain visibility through NJAAP web site with a Corporate Member Listing and a link to your home page.
- Copy of Bi-Weekly E-News to designated contact person.
- Inclusion on signage at Annual Meeting.
- Complimentary 1/2 Page Ad in Annual Meeting Program Guide.
- Reduced Fee on Mailing Lists
- Gain recognition and receive a discount as an NJAAP Webinar sponsor
- Visibility to 1,700 members who are pediatricians - and recognize your organization as a NJAAP supporter

Annual Membership Dues: $3,000

New Jersey Chapter

INCORPORATED IN NEW JERSEY

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®

CORPORATE MEMBER

CME Dinners

NJAAP is offering the exclusive opportunity to sponsor an Educational CME Dinner Event to statewide Pediatricians and other Allied Healthcare Professionals. Present your organization information to a captive audience, all while educating them on a topic you would like them to know more about. Let NJAAP help you expand your network by organizing and promoting the event!

Sponsor Benefits:

- NJAAP will handle the Venue, A/V and Food and Beverage.
- Sponsor will have 3-5 minutes at beginning of Dinner to provide brief introduction about their company
- Sponsor will have the option to provide a speaker
- Included in NJAAP's CME Dinner Presentation marketing:
  - Sponsor Logo on all NJAAP marketing platforms
  - Listing on NJAAP's Event Calendar and Registration Page
  - Your event and company logo included on email distributions to 3,000+ pediatricians, with the option to expand to 12,000+ additional other Allied Healthcare Professionals
  - Your event and company name included in social media marketing on Facebook, Twitter, and LinkedIn
- Opportunity to provide follow-up in NJAAP's thank you email to event attendees
- NJAAP will provide Physician educational credit if applicable, as long as the presentation abides by rules and regulations set by accreditation organization.

Sponsor Responsibilities:

- Request for Event date must be provided and confirmed at least 8 weeks in advance.
- Secure a presenter(s) to deliver the educational presentation
- All Presenter's costs (speaking fees, travel expenses)
- Provide presentation objectives to NJAAP
- Submit PowerPoint presentation 2-weeks prior to event date for final approval
- Content must be educational for higher education procurement professionals and not a "sales pitch"
- Include sponsor contact information at the end of presentation
- Sponsor to assist in providing necessary Educational Credit paperwork from presenter

CME Dinner proposals are subject to NJAAP Executive Board approval. Expected approval time proposal submission and Board review is approximately 2-weeks.

Cost: $5,000 + Additional charge of $100 per person over 50 attendees. Sponsor has the option to limit the number of attendees.

Please note: Most events attract 40-90 attendees, depending on many factors such as topic, date, and event location. NJAAP will do its very best to attract as many attendees possible, however, cannot guarantee a minimum attendance. No refunds will be given for low attended events.

Webinars

GET IN FRONT OF PEDIATRIC PROFESSIONALS - Increase your visibility among all 1,700 NJAAP members with a webinar sponsorship!
Hot topic webinar sponsorships now available! Act now!

NJAAP is committed to helping industry partners promote their products and services to the pediatricians of New Jersey in a variety of ways. NJAAP webinars offer the perfect opportunity to support quality online education to healthcare professionals, as well as the promotion of your company. With more than 3,600+ pediatricians and other healthcare professionals in New Jersey, there is many opportunities for marketing to your target audience.

Webinar Sponsor Benefits:

- Sponsor will have 3-5 minutes at beginning of webinar to provide brief introduction about their company
- Included in NJAAP's webinar marketing:
    - Sponsor Logo on all marketing platforms
    - Listed on NJAAP website: webinar calendar and registration page
    - Marketing emails
    - NJAAP's website that houses all the educational recorded content... forever!)
    - Social Media
- Opportunity to provide follow-up in NJAAP's thank you email to webinar attendees
- NJAAP will provide Physician educational credit for the 60-minute webinar, if applicable and abides by rules and regulations set by accreditation organization.
- Your company logo included on email distributions to 1,700+ members
- Your company name included in social media marketing on Facebook, Twitter, and LinkedIn
- Your logo featured on the webinar page on the NJAAP website
- Opportunity to provide information to NJAAP that will be sent to registrants after the webinar

Sponsor Responsibilities:

- Request for a webinar date must be provided and confirmed at least four to six weeks in advance
- Secure a presenter(s) to deliver the educational presentation
- Provide presentation objectives to NJAAP
- Submit PowerPoint presentation 2-weeks prior to webinar date for final approval
    - Content must be educational for higher education procurement professionals and not a “sales pitch”
    - Include sponsor contact information at the end of presentation
- A week before your webinar, you (and the presenter) are asked to participate in a quick, instructional call (practice run) to learn how to navigate through the webinar platform and address any logistical/operational questions
- Sponsor to assist in providing necessary Educational Credit paperwork from presenter

Webinar proposals are subject to NJAAP Executive Board approval. Expected approval time proposal submission and Board review is approximately 2-weeks.

**Estimated attendance of 25-100. Webinar platform can accommodate up to 500 attendees*

Package Pricing:

Option 1 - Cost $750

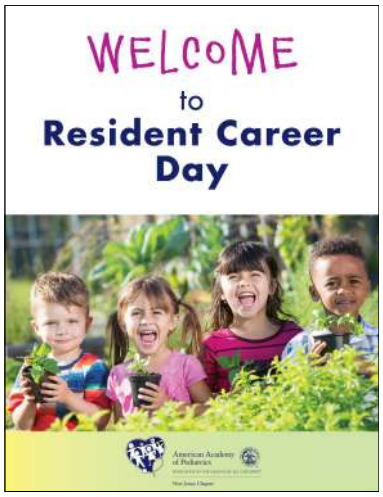
Free to NJAAP Members and a nominal fee of $15 for Non-Members

Option 2 – Cost $1000

Free to NJAAP Members & Non-Members

Resident Career Day

The Hilton Garden Inn, Edison, Fall 2020



The NJAAP Resident Career Day is designed to develop 2nd Year Pediatric Residents' understanding of how their education can be put into practice and aims to provide practical career options and information. With a captive audience of approximately **100 Pediatricians and Pediatric Residents**, Resident Career Day provides an exclusive opportunity to spotlight your company. **Space is limited for this event and exhibitor registration will be on a first come, first serve basis.**

Table Top Set-Up ~ $900 (Non-Profit $450)

- (1) 6 foot draped table
- (2) Chairs
- Electric drop (Upon request)
- (2) Full Day Registrations
- Breakfast for Staff included
- Company Listing in Program Guide
- Company Listing on www.njaap.org

"Raw Space only" Setup ~ $1,150 (Non-Profit $575)

- 10' x 10' "raw" space in prime location to maximize visibility
- Electric Drop
- Total of (3) Chairs
- Total of (3) Full Day Registrations
- Breakfast for Staff included
- (1) single Page corporate collateral insert in Attendee Bags*
- Company Listing **& Description**:
  - Program Guide
  - www.njaap.org

Exhibitors who opt for raw space may bring in their own booth structure (pop-up booth). Please note that exhibit setup is in the morning of the event.

Platinum Level Luncheon Sponsorship ~ $2,500

- Sponsor's Logo and "This Luncheon presented to you by" on signage during luncheon.
- Includes Raw Space set-up package
- Includes (4) Full Day registrations
- (1) Full Page Ad in *New Jersey Pediatrics*
- Includes option to distribute Corporate Brochure on attendee tables*
- Breakfast **and Lunch** for Staff included

Gold Level Breakfast Sponsorship ~ $1,500

- Sponsor's Logo and "This breakfast presented to you by" on signage during breakfast.
- Includes Raw Space set-up package
- Includes (3) Full Day registrations
- Includes option to distribute Corporate Brochure on attendee tables *
- Breakfast **and Lunch** for Staff included

Silver Level Lanyards ~ $1,250

- Sponsor's Logo on wide strap
- Includes option to place one Single Page Corporate Collateral Insertion on attendee tables*
- Includes Raw Space set-up package

Silver Level Attendee Bags (Co-sponsored with NJAAP) ~ $1,250

- Sponsor's Logo on Attendee Bags (together with NJAAP Logo)
- Includes option to place one Single Page Corporate Collateral Insertion on attendee tables*

Bronze Level Corporate Collateral Insertion*

- Single Page - $250
- Corporate Brochure - $500
- Promotional Item - $650

* Sponsor to provide all collateral inserts

10TH ANNUAL NEW JERSEY CHILDREN'S BALL

Wednesday, September 16, 2020 at The Palace at Somerset Park, Somerset, NJ

Please join hundreds of New Jersey pediatricians in supporting children's health by becoming an attendee or sponsor of this year's **Tenth Annual New Jersey Children's Ball.**

NJAAP's gala is a great opportunity to network, support, and honor the contributions pediatricians make to our children and our families. We will honor the annual *Pediatrician of the Year,* our *Champion for Children* and present two *Youth Achievement Awards.* Your contribution supports New Jersey healthcare providers to ensure all children have ready access to the pediatric expertise and services they need to be safe and healthy.

Diamond Sponsor - $12,500

- Includes (2) sponsor tables of 10 people each
- (2) Full Page Ads (7.5" h x 5" w) in program booklet
- (2) Full Page Quarterly Ads in New Jersey Pediatrics
- Recognition & Presenting of Awardee tribute videos
- Cocktail Hour Sponsored by ...
- NJAAP Corporate Membership
- Exhibit Table at Annual Conference
- Recognition in all Event Publicity
- Recognition on NJAAP.org with logo

Emerald Sponsor - $10,000

- Includes sponsor's table of 10 people
- (2) Full Page Ads (7.5" h x 5" w) in program booklet
- (1) Full Page Quarterly Ad in New Jersey Pediatrics
- NJAAP Corporate Membership
- Recognition in all Event Publicity
- Recognition on NJAAP.org with logo

Platinum Sponsor— $7,500

- Includes sponsor's table of 10 people
- Full Page Ad (7.5" h x 5" w) in program booklet
- (1) Full Page Quarterly Ad in New Jersey Pediatrics
- Recognition in all Event Publicity
- Recognition on NJAAP.org with logo

Gold Sponsor— $5,000

- Includes 6 Event Tickets
- ½ Page Ad (3.75" h x 5" w) in program booklet
- (1) ½ Page Ad in New Jersey Pediatrics
- Recognition in all Event Publicity
- Recognition on NJAAP.org with logo

Silver Sponsor— $2,750

- Includes 4 Event Tickets
- ½ Page Ad (3.75" h x 5" w) in program booklet
- Recognition in all Event Publicity
- Recognition on NJAAP.org with logo

Patron - $1,000

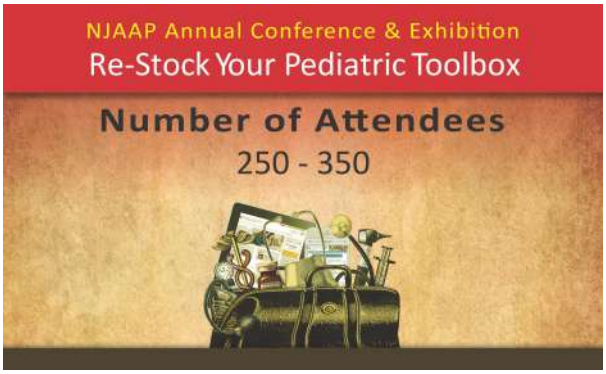
- Includes 2 Event Tickets and program mention

Additional Journal Advertising

- Full Page: $500 (7.5"h x 5"w)
- ½ Page: $250 (3.75"h x 5"w)

Annual Conference & Exhibition - Re-Stock Your Pediatric Toolbox

November 18, 2020 at The Palace at Somerset Park, Somerset, NJ



The NJAAP Annual Conference & Exhibition - Re-Stock Your Pediatric Toolbox - is *the* premier Pediatric Event in New Jersey to showcase your products and services. In 2019 alone this event attracted more than 275 visitors and 50 exhibiting companies. A wide range of topics by nationally well-known speakers such as Binita Shah, MD, FAAP, & Meg Fisher, MD, FAAP, Mark Del Monte, AAP CEO, and Ben Hoffman, MD, FAAP will be presented and many exhibitor and sponsorship opportunities are available.

Table Top Set-Up - $1,200 (Non-Profit $600)

- (1) 6 foot draped table
- (2) Chairs
- Electric drop (Upon request)
- (2) Full Day Registrations
- Company Listing in the following:
  - Program Guide
  - www.njaap.org

"Raw Space only" Setup - $1,600 (Non-Profit $800)

- 10' x 10' "raw" space in prime location to maximize visibility
- Electric Drop
- Total of (3) Chairs
- Total of (3) Full Day Registrations
- (1) Single Page corporate collateral insert in Attendee Bags*
- Company Listing & Description in the following:
  - Program Guide
  - www.njaap.org

Exhibitors who opt for raw space may bring in their own booth structure (pop-up booth). Please note that exhibit setup is in the morning of May 20th - details forthcoming.

Platinum Level Lunch Sponsorship - $3,950

- Sponsor's Logo and "This lunch presented to you by" on signage during lunch
- Includes Raw Space set-up package
- Total of (4) Full Day registrations
- Full Page advertisement in Program Guide
- (1) Full Page Ad in New Jersey Pediatrics

Gold Level Dinner Sponsorship - $3,500

- Sponsor's Logo and "This dinner presented to you by" on signage during dinner
- Includes Raw Space set-up package
- Total of (4) Full Day registrations
- Half Page advertisement in Program Guide

Gold Level Breakfast Sponsorship - $3,000

- Sponsor's Logo and "This breakfast presented to you by" on signage during breakfast
- Includes Raw Space set-up package
- Total of (4) Full Day registrations

Silver Level Attendee Bags (Co-sponsored with NJAAP) - $2,250

- Sponsor's Logo on Attendee Bags (along with NJAAP Logo)
- Includes Raw Space set-up package

Silver Level Lanyards - $2,000

- Sponsor's Logo on wide strap
- Includes Raw Space set-up package

Bronze Level Corporate Collateral Insertion*

- Single Page - $500
- Corporate Brochure - $750
- Promotional Item - $850

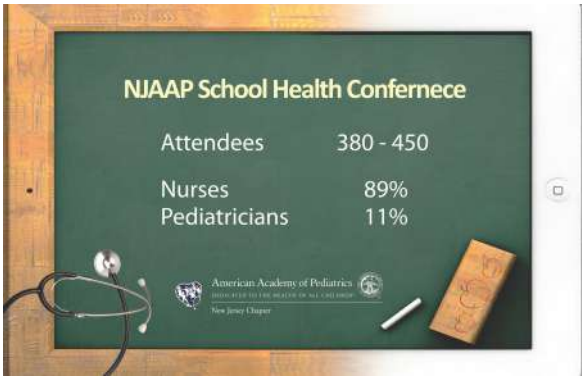
Bronze Level Advertisements in Program Guide

- Half Page 4-color - $250
- Full Page 4-color - $400
- 2 Full Page 4-color - $750
- Inside Front Cover - $550
- Inside Back Cover—$550

*** Sponsor to provide all collateral inserts**

29th Annual School Health Conference

October 14, 2020 at The Palace at Somerset Park, Somerset, NJ



NJAAP's most attended event will be held on Wednesday, October 14, 2020. You will not want to miss out on this opportunity to meet with New Jersey's School Nurses, Physicians, Public Health Officials, Child Care Consultants, and Allied Health professionals. Last year, this event attracted **more than 400** interested and qualified health care professionals. Don't miss this chance to distribute your information and samples to the individuals who use them!

Table Top Set-Up - $1,400 (Non-Profit $700)

- (1) 6 foot draped table
- (2) Chairs
- Electric drop (Upon request)
- (2) Full Day Registrations
- Company Listing in the following:
  - Program Guide
  - www.njaap.org

"Raw Space only" Setup - $1,700 (Non-Profit $850)

- 10' x 10' "raw" space in prime location to maximize visibility
- Electric Drop
- Total of (3) Chairs
- Total of (3) Full Day Registrations
- (1) Single Page corporate collateral insert in Attendee Bags*
- Company Listing & Description in the following:
  - Program Guide
  - www.njaap.org

Exhibitors who opt for raw space may bring in their own booth structure (pop-up booth). Please note that exhibit setup is in the morning of the 14th, details forthcoming.

Platinum Level Luncheon Sponsorship - $8,000

- Sponsor's Logo and "This lunch presented to you by" on signage during lunch
- Includes Raw Space set-up package
- Total of (4) Full Day registrations
- Full Page advertisement in Program Guide
- (2) Full Page Ads in New Jersey Pediatrics

Platinum Level Breakfast Sponsorship - $7,500

- Sponsor's Logo and "This breakfast presented to you by" on signage during breakfast
- Includes Raw Space set-up package
- Total of (4) Full Day registrations
- Full Page advertisement in Program Guide
- (2) Full Page Ads in New Jersey Pediatrics

Gold Level Break Sponsorship - $4,500

- Sponsor's Logo and "This Break Station presented to you by" on signage during breaks
- Includes Raw Space set-up package

Silver Level Attendee Bags (Co-sponsored with NJAAP) - $3,950

- Sponsor's Logo on Attendee Bags (along with NJAAP Logo)
- Includes Raw Space set-up package

Silver Level Lanyards - $2,000

- Sponsor's Logo on wide strap
- Includes Raw Space set-up package

Bronze Level Advertisements in Program Guide

- Half Page 4-color - $400
- Full Page 4-color - $500
- 2 Full Page 4-color - $850
- Inside Front Cover - $600
- Inside Back Cover - $600

Bronze Level Corporate Collateral Insertion*

- Single Page - $500
- Corporate Brochure - $750
- Promotional Item - $850

*** Sponsor to provide all collateral inserts**

Additional Sponsorship Opportunities

If you have a sponsorship idea that is not listed in this brochure, please let us know. We would be happy to exchange thoughts on how we can make your participation a great success.

Please contact Bert Mulder, Chief Marketing Officer
at bmulder@njaap.org or call (609) 842-0014.

For more information you may also visit www.njaap.org.

We look forward to hearing from you!