2024 Promotional Opportunities

Webinars • Advertising • Corporate Membership
Virtual Exhibitor Opportunities • 14th Annual Children’s Ball
Annual Conference • CME Opportunities
33rd School Health Conference • Training Institute
As we continue to grow our sponsorship and advertising opportunities, NJAAP is excited to announce the expansion of our offerings. NJAAP is now accredited to provide CME’s to outside organizations! Is your organization planning to organize an educational event such as a live presentation, webinar or hands-on training? We can assist. More information can be found on page 15.

We are also pleased to share that our Annual Conference on June 4th will include Resident Career Day. After a 4 year hiatus of being offered online, we are back in person! This will include a separate track for Pediatric Residents during our event. Don’t miss this opportunity to showcase your products and services at the premier Pediatric Conference in New Jersey. A wide range of topics by nationally well-known speakers will be presented and many exhibitor and sponsorship opportunities are available.

We believe that our offerings will provide maximum visibility to your pediatric audience. As always, 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 pursue a successful partnership.

About Us

WHO IS NJAAP?

Click Here to Watch our video!

NJAAP Chapter and Event Profiles

NJAAP Annual Conference & Exhibition
Re-Stock Your Pediatric Toolbox

New Jersey Pediatric School Health Conference
Attendees 400 - 450
Nurses 81%
Pediatricians 19%

2023 Live and Virtual Event Participation

- Annual Conference & Exhibition
- School Health Conference
- Early Relational Health Symposium
- Dinner Presentations
- Adult Immunization Conference
- Q&A Webinars
- Third Party / Sponsored Webinars

3,842

12,227

New Jersey Pediatricians

2,420*
MEMBERS

1,422 Non Members

406 Residents

*NJ AAP & AAP

WHO IS NJAAP?

Click Here to Watch our video!

NJAAP Chapter and Event Profiles

2023 Live and Virtual Event Participation

NJAAP Annual Conference & Exhibition
Re-Stock Your Pediatric Toolbox

New Jersey Pediatric School Health Conference
Attendees 400 - 450
Nurses 81%
Pediatricians 19%
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 adverse childhood experiences, climate change, 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:

- 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
- 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
- Corporate Member Listing during the Annual Meeting and 33rd Annual School Health Conference
- Special Thank you during the Annual Meeting and 33rd School Health Conference
- Reduced Fee on Mailing Lists
- Gain recognition and receive a discount as an NJAAP Webinar sponsor
- Visibility to more than 1,900 members who are pediatricians – and recognize your organization as a NJAAP supporter

The fee may qualify as an ordinary and necessary business expense, which are generally tax deductible (Please contact your tax advisor for further explanation how the rules apply to your particular business)

Annual Membership Dues: $3,000
E-News and Standalone E-Blasts

CIRCULATION

NJAAP E-News is sent bi-weekly (Thursday) to more than 1,900 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:
$600 one-time placement ($300 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:
$1,000 for 2 consecutive (Identical) issues ($750 non-profit)
$1,500 for 4 consecutive (Identical) issues ($1,000 non-profit)

*Stand-alone blast email advertisements will be limited to educational content and healthcare related information. All other advertisements will be permitted through NJAAP’s publication New Jersey Pediatrics, its website and electronic newsletter. Please refer to page 16 for NJAAP’s Advertising Policy.
The 2024 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.

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

**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" x 11" in size. Only camera ready artwork in high-resolution formats* (300 DPI) is accepted. Acceptable formats: jpg, pdf, .tif, EPS and Indd.

**2024 Ad Submission Deadlines***

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

**SPRING**
February 23, 2024

**SUMMER**
May 10, 2024

**FALL**
August 9, 2024

**WINTER**
November 8, 2024

**DON'T HAVE A PRINT READY AD? NJAAP CAN HELP!**

We will work with you and create an ad which you retain and can use for other outlets.

$250

Questions to the Editor: Felicia Taylor, MBA, CAE, ftaylor@njaap.org or call 609-631-5185

Advertising Questions: Bert Mulder, bmulder@njaap.org or (609) 842-0014, x105

All advertising is subject to NJAAP’s approval. NJAAP reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with NJAAP’s standards. NJAAP reserves the right to evaluate advertising copy to ensure that it does not contain misleading statements or information contrary to NJAAP policy. Please refer to page 16 for a complete overview of NJAAP’s advertising policies.
NJAAP.org is accessed by thousands of pediatricians, nurses, residents, parents, and other healthcare providers each month. The website generates an average of 2,900 hits per day. Banner ads are visible on every page within NJAAP’s website, including its main home page.

Cost - $3,000 per year

Maximum rotation of 10 banners per period.

Contact David Mokry, Multiview.
Email: david.mokry@multiview.com
Phone: 972.910.6818.

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

Our Virtual Exhibitor Packages offer your organization a platform and opportunity to showcase your products and services year round on our websites virtual exhibitor space.

**NJAAP VIRTUAL EXHIBITOR PACKAGE**

Effective until December 31, 2024 and offers a wide range of benefits, including:

- Inclusion of your organization on a Virtual Floor Plan on NJAAP.org
- Company Listing with Company Description and Logo on your own dedicated page on NJAAP.org
- Product/Service Listings with link to your product/services page (PDF, company website etc.) and option to post your own video presentation(s) (virtual exhibitor responsible for all links, videos and other electronic materials)
- Contact information to your dedicated company representative
- 1 hr. Non-CME company presentation on NJAAP Zoom platform

*(company presentation needs to be completed by December 31, 2024).*

- Listing of upcoming company presentations in eNews and on NJAAP’s event calendar
- Attendee Registration list for both events (physical addresses only)
- 25% discount on all exhibitor and sponsorship offerings during the in-person Annual Conference and 32nd Annual School Health Conference!

**Cost: $2,000**

*(Non-Profit $1,000)*

**NJAAP VIRTUAL SPONSORSHIP PACKAGE**

Includes all the items in the Virtual Exhibitor Package, Plus...

- (2) Full Page Ads in NJ Pediatrics
- 3 Standalone eBlasts - with one reminder for each blast
- 2 Webinar presentations (Non-CMEs) – includes sponsor logo on all marketing platforms, listing on webinar calendar and registration page
- Sponsor highlights and Thank You during Annual Meeting and School Health Conference
- Recognition as an Event Sponsor for all attendee invitation materials

**Cost: $5,000**

**ADDITIONAL BENEFIT!**

Purchase a NJAAP Virtual Exhibitor or Sponsorship Package and receive a 25% discount on all exhibitor and sponsorship offerings during the in-person Annual Conference and 33rd Annual School Health Conference!

To become an exhibitor or sponsor contact Bert Mulder, [bmulder@njaap.org](mailto:bmulder@njaap.org) or (609) 842-0014, x105
Sponsored Webinars

GET IN FRONT OF PROFESSIONALS - Increase your visibility among all 1,900 NJAAP members with a webinar sponsorship! Limited Slots 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 3,800 pediatricians and other healthcare professionals in New Jersey, there are 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
  - Social Media
  - Follow-up in NJAAP’s thank you email to webinar attendees
- Your company logo included on email distributions to more than 1,900 members. Option to include communications to NJAAP’s entire database of more than 31,000 pediatric healthcare professionals including pediatric nurses, school nurses, pediatric psychiatrists, practice managers and more.
- Your company name included in social media marketing on Facebook, Twitter, and LinkedIn
- Your logo featured on the webinar page on the NJAAP website

**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

**COST:** $1,500

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. Please note that NJAAP will make every effort to maximize webinar attendance, however, no refunds can be given for webinars with low turnout.*
DINNER PRESENTATIONS

NJAAP is offering the exclusive opportunity to sponsor an Educational 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 securing of the Venue, A/V and ordering Food and Beverage. (Sponsor responsible for cost of venue, A/V and F&B)
• Sponsor will have 3-5 minutes at beginning of Dinner to provide brief introduction about their organization
• 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 3,800+ pediatricians, with the option to expand to 31,000+ 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 (NJAAP can assist)
• Venue, Food, Beverage, and 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.
WHO WE ARE
The New Jersey Chapter, American Academy of Pediatrics (NJAAP) is made up of more than 1,900 pediatricians, pediatric sub-specialists, and allied health professionals dedicated to improving the health and well-being of all infants, children, adolescents, and young adults throughout New Jersey.

PEDIATRIC EXPERTISE
Pediatricians are the most trusted resource for children and families and play an important role in promoting relational health. We provide a diverse, customized, high-quality, evidence-based education to a wide variety of audiences. Our Speakers Bureau have expertise, knowledge, and experience in a wide variety of topics including Adverse Childhood Experiences (ACEs), toxic stress, behavioral health, cyberbullying, racism, gun violence, positive parenting and much more. Our speakers are also well-respected in the field and have influence in the pediatric professional community to provide high quality educational programming. We pride ourselves on the educational programs offered – they are customizable to fit your needs. NJAAP has the capacity to offer one-time live webinars, live webinar series on a particular theme, recorded webinars and webinar series, half-day or full day sessions or conferences, in-person and virtual group learning sessions and technical assistance, and Project ECHO® (Extension for Community Healthcare Outcomes) programs. The Chapter has a strong drive to improve health outcomes by augmenting the knowledge and skills of the adults in the lives of children.

Dr. Eniola Ajayi
Bridgeton School District

“Our audience has included:
- Non-profit Organizations
- For-profit Businesses
- Parents & Caregivers
- Primary Care Pediatricians
- Pediatric Specialists/Sub-specialists
- Family Practice Physicians
- Advanced Practice Nurses
- Pediatric Nurse Practitioners
- School Superintendents
- Principals
- School Administrators
- School Nurses
- Guidance Counselors
- Teachers
- Social Workers
- Community Health Workers
WORKSHOP TOPICS

SAFETY
- Prevention of Child Abuse and Neglect
- Identifying and Reporting Child Abuse and Neglect
- Identifying and Responding to Sexual Abuse
- Impact of ACES on Development
- Understanding ACES: Perspectives on Hope and Resilience
- Healthy Social Connections
- Educator Burnout and Secondary Traumatic Stress
- Toxic Stress: Recognizing and Mitigating Harm in Children
- The Effects of Maternal Stress on the Developing Fetus
- Fetal Alcohol Spectrum Disorder
- Safety & Gun Violence
- Parenting Challenges
- Positive Parenting/Discipline
- Prevention/Awareness of Human Trafficking

POVERTY AND INEQUALITY
- Immigrant Health
- Immigration Policies Affecting Families
- Systemic Racism and Cultural Biases
- Negative Impact of Racism on Children and Families
- Healthy Homes (eg, Lead, asthma, household pollutants, lawns)
- Social Determinants of Health

OTHERS
- Multi-symptom Inflammatory Syndrome in Kids
- COVID-19
- Caring for Children with Special Healthcare Needs
- Oral Health
- Climate Change
- Poison Control/Overdosing in children
- Quality Improvement
- Single Parenting/Family Structures
- Nutrition and Obesity Prevention

AGE-SPECIFIC TOPICS
Before the First Year
- Post-Partum Depression
- Early Childhood (Birth-5 years)
- Early Childhood Development
- Adjusting to New Parenthood
- Breastfeeding
- Child Care
- Safe Sleep
- Early Relational Health/Bonding
- The Power of Play
- Raising Happy Children/Building Resiliency

Middle Childhood (6-10 years)
- Mental Health
- Suicide Prevention
- Cyberbullying
- Substance Use (ie, vaping, opioid use)

Adolescence (11-21 years)
- Sexually Transmitted Infections
- Navigating confidentiality rules for teens
- Adolescent/Specialty & Well-care
- Mental/Behavioral Health
- Substance Use (ie, vaping, opioid use)
- Suicide Prevention
- ACEs and the Risks of Substance Abuse
- Tips for Parenting a Teenager
- Dating Violence Prevention

Transition to Adult Care
- Transition to Adult Care
- Autism
- Special Needs
- Foster Care

The content delivery through the NJAAP Training Institute can be done through multiple ways and each is highly customizable.

- (Live) Webinars (CME optional) ... Starting at $1,500
- Breakfast, Lunch, or Dinner Meetings Starting at $5,000
- Education Institution
  - (School) Trainings .................Starting at $2,500
- Corporate Trainings .................Starting at $2,500

Watch Our Video
Request a presentation
Still need more information? Contact lreinhardt@njaap.org or training@njaap.org
Annual Conference & Exhibition – Re-Stock Your Pediatric Toolbox

The NJAAP Annual Conference & Exhibition - Re-Stock Your Pediatric Toolbox - is the premier Pediatric Event in New Jersey to showcase your products and services. A wide range of pediatric topics is presented by nationally well-known speakers. The past average attendance for the Annual Meeting has been between 150-350.

New for 2024!
After a 4 year hiatus the NJAAP Annual Conference will include Resident Career Day on a separate track. This will provide your organization the opportunity to showcase your products and services to a large group of pediatric residents.

<table>
<thead>
<tr>
<th>Table Top Set-Up - $1,500</th>
<th>Gold Level Break Sponsorship $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Non Profit $750)</strong></td>
<td>Sponsor’s Logo and “This lunch presented to you by” on signage during lunch</td>
</tr>
<tr>
<td>• (1) 6 foot draped table</td>
<td>Includes Raw Space set-up package</td>
</tr>
<tr>
<td>• (2) Chairs</td>
<td>Total of (4) Full Day registrations</td>
</tr>
<tr>
<td>• Electric drop (Upon request)</td>
<td>Full Page advertisement in Program Guide</td>
</tr>
<tr>
<td>• (2) Full Day Registrations</td>
<td>(1) Full Page Ad in New Jersey Pediatrics</td>
</tr>
<tr>
<td>• Company Listing in the following:</td>
<td>Platinum Level Luncheon Sponsorship - $4,500</td>
</tr>
<tr>
<td>• Program Guide</td>
<td>Sponsor's Logo and “This lunch presented to you by” on signage during lunch</td>
</tr>
<tr>
<td>• <a href="http://www.njaap.org">www.njaap.org</a></td>
<td>Includes Raw Space set-up package</td>
</tr>
</tbody>
</table>

“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

Platinum Level
Breakfast Sponsorship - $4,000
- 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
- Full Page advertisement in Program Guide
- (1) Full Page Ad in New Jersey Pediatrics

Gold Level Attendee Bags
**(Co-sponsored with NJAAP)** - $3,500
- Sponsor's Logo on Attendee Bags (along with NJAAP Logo)
- Includes Raw Space set-up package

Gold Level Break Sponsorship $3,500
- Sponsor’s Logo and “This lunch presented to you by” on signage during lunch
- Includes Raw Space set-up package

Silver Level Lanyards - $2,500
- Sponsor’s Logo on wide strap
- Includes Table Top Set-up

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

Both the Annual Conference and School Health Conference are hosted at
The Palace at Somerset Park
333 Davidson Ave,
Somerset, NJ 08873
www.palacesomersetpark.com
877-725-2234
WEDNESDAY, OCTOBER 16, 2024

33rd Annual School Health Conference
NJ AAP’s most attended event will be held on Wednesday, October 16, 2024 at The Palace at Somerset Park, Somerset, NJ. 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. In 2023, 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!

Additional Benefit!
Purchase a NJ AAP Virtual Exhibitor or Sponsorship Package and receive a 25% discount on all exhibitor and sponsorship offerings during the in-person Annual Conference and 33rd Annual School Health Conference!

Table Top Set-Up - $1,500
(Non Profit $750)
• (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 16th, details forthcoming.

Platinum Level
Luncheon Sponsorship - $7,500
• 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 - $5,000
• 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
• Full Page advertisement in Program Guide
• (1) Full Page Ad in New Jersey Pediatrics

Gold Level Attendee Bags
(Co-sponsored with NJ AAP) - $3,950
• Sponsor’s Logo on Attendee Bags (along with NJ AAP Logo)
• Includes Raw Space set-up package

Gold Level Break Sponsorship $3,500
• Sponsor’s Logo and “This Break Station presented to you by” on signage during breaks
• 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

Platinum Level
Breakfast Sponsorship - $5,000
• 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
• Full Page advertisement in Program Guide
• (1) Full Page Ad in New Jersey Pediatrics

Gold Level Attendee Bags
(Co-sponsored with NJ AAP) - $3,950
• Sponsor’s Logo on Attendee Bags (along with NJ AAP Logo)
• Includes Raw Space set-up package

Gold Level Break Sponsorship $3,500
• Sponsor’s Logo and “This Break Station presented to you by” on signage during breaks
• 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
## 14th Annual Children's Ball

The Palace at Somerset Park, Somerset, NJ  
Wednesday, May 8, 2024

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 Champions for Children and present three 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.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Diamond Sponsor - $15,000** | (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 OR  
• Cocktail Hour Sponsored by ...  
• NJAAP Corporate Membership  
• Recognition in all Event Publicity  
• Recognition on NJAAP.org with logo |
| **Emerald Sponsor - $12,500** | Sponsor's table of 10 people | • (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— $10,000** | 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— $6,500** | 6 Event Tickets | • ½ Page Ad (3.75” h x 5” w) in program booklet |
| **Silver Sponsor— $3,500** | 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 - $1,500** | Includes 2 Event Tickets and program mention |  |

### Additional Journal Advertising

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$500 (7.5”h x 5”w)</td>
</tr>
<tr>
<td>½ Page</td>
<td>$250 (3.75”h x 5”w)</td>
</tr>
</tbody>
</table>
Continuing Medical Education (CME)

NJAAP is now accredited* to provide CME’s to outside organizations! Is your company planning to organize an educational event such as a live presentation, webinar or hands-on training? We can assist.

As part of our accreditation, we are able to jointly provide CME activities for non-accredited, non-commercial organizations, and we welcome applications for the joint providership of continuing medical education (CME) activities. If you are interested in partnering with NJAAP we ask that you contact us as early as possible in the planning process.

As an accredited provider, NJAAP is here to work with your organization to ensure the accreditation process runs as smoothly as possible. Our team is dedicated to ensuring an exemplary framework to manage your CME needs and will work with your staff to plan the educational program.

For further information contact Loriann Reinhardt, lreinhardt@njaap.org or (609) 842-0014, x112

*The New Jersey Chapter, American Academy of Pediatrics has been reviewed by Medical Society of New Jersey (MSNJ) and awarded Provisional Accreditation for 2 years as a provider of continuing medical education (CME) for physicians. MSNJ accreditation seeks to assure the medical community and the public that NJAAP delivers education that is relevant to clinicians’ needs, evidence-based, evaluated for its effectiveness, and independent of commercial influence.

COST: $500*
*Additional charge for education series

The mission of the New Jersey Chapter, American Academy of Pediatrics (NJAAP) is the attainment of optimal health, safety and well-being of New Jersey’s infants, children, adolescents, young adults and promotion of pediatricians, primary care pediatricians, pediatric medical sub specialists and pediatric surgical specialists as the best qualified ed of all health professionals to provide child healthcare. To accomplish this, the NJAAP will make education and continuing professional development of its members a priority by being the premier source of pediatric education and learning.

The NJAAP expects that its learning activities will maintain and improve the competence and/or professional performance of pediatricians and pediatric health care professionals.
Advertising Policy

All advertising is subject to NJAAP’s approval. NJAAP reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with NJAAP’s standards. NJAAP reserves the right to evaluate advertising copy to ensure that it does not contain misleading statements or information contrary to NJAAP policy.

1. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Email blasts must be clearly labeled in the subject and body of the email as “Paid Advertisement” or “a message from our sponsor.”

2. NJAAP does not endorse any product or service marked as an advertisement or promoted by sponsors.

3. NJAAP will not accept advertising for products or services that may be considered harmful such as tobacco, alcohol, firearms.

4. NJAAP does not provide access to its email list to non-profit, for-profit or commercial entities. NJAAP may deploy email blasts on behalf of parties with an existing agreement on file.

5. Stand-alone blast email advertisements will be limited to educational content and healthcare related information. All other advertisements will be permitted through NJAAP’s publication New Jersey Pediatrics, its website and electronic newsletter.

6. All advertisements scheduled for release must be approved by NJAAP’s CEO and/or their designee.

Mailing Lists

NJAAP occasionally receives requests from third parties for membership mailing lists. The following outlines NJAAP’s policy regarding these requests:

1. One-time use of attendee mailing labels will be provided as part of the exhibitor sponsorship package, attendee registration only.

2. Only requests from Non-profit organizations and State Entities for one-time use of mailing labels comprised of all NJAAP members will be considered by NJAAP. As a general guideline, these organizations can obtain the mailing labels at the going rate.

3. The mailing piece must promote a program, product, or service that reasonably can be expected to support the mission and vision of the Chapter and be of interest to NJAAP Chapter members.

4. The mailing piece should be tastefully designed and should not make claims that have no basis in fact. The NJAAP logo may not be included on the mailing piece.

5. To the best of NJAAP’s knowledge, the sponsor of the mailing piece is reputable and can be expected to provide the service or product promoted in the mailing piece in accordance with the language therein.

6. Lists are not to be added to any database or otherwise stored for future use. Violators of the one-time use per rental policy will be denied label privileges in the future.

7. Permission will not be given to any organization that practices discrimination based upon age, disability, economic capability, gender, religion, race/ethnic background and/or sexual orientation.

8. All mailing label requests must be approved by NJAAP’s CEO and/or their designee, and at their discretion, NJAAP may require third party organizations to sign a Letter of Agreement.
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.

Contact Bert Mulder, Chief Marketing Officer

Phone
609.842.0014

Email
bmulder@njaap.org

Website:
www.njaap.org