



PDA WEEK 2025

SPONSORSHIP PACKAGES

Branding, Networking, and Lead Generation Opportunities

CONNECTING
PEOPLE
SCIENCE AND
REGULATION®

06-11 APRIL | PALM SPRINGS, CA

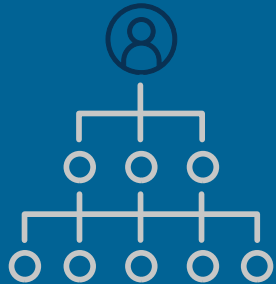
EXHIBITION: 07-09 APRIL

#PDAweek



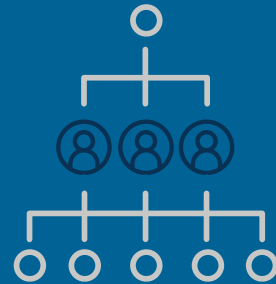
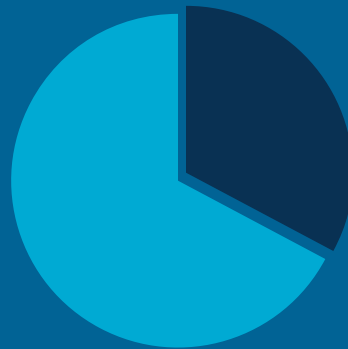
ATTENDEE DEMOGRAPHICS

ATTENDANCE BY JOB TITLES:



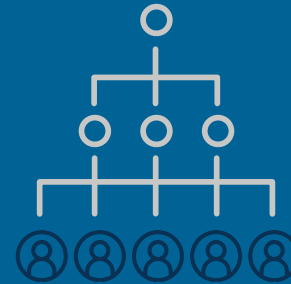
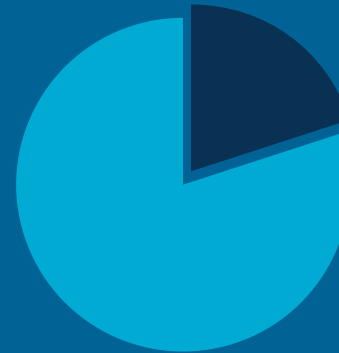
8%

**PRESIDENT/CEO/
CHAIRMAN**



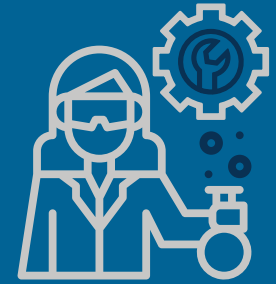
33%

**VP/DIRECTOR/
DEPARTMENT HEAD**



20%

**MANAGER/
SUPERVISOR**



39%

TECHNICAL SPECIALIST
(Engineer, Scientist, Consultant)

* Information based on 2023 PDA Annual Meeting



SPONSORSHIP PACKAGES

DIAMOND SPONSORSHIP DELIVERABLES \$47,000 (EXCLUSIVE)



Official Sponsor of the Conference App

(Splash Page Opening, tile on app)

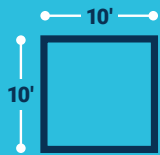


Exhibit Package

- 10' x 10' Booth
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access



Additional Registrations

- 3 Additional Complimentary Full Conference Passes
- 2 Additional Complimentary Exhibit Only Passes
- 10% discount on additional Full Conference Passes



Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event app



Mobile App

- Splash Page Ad
- Rotating Banner Ad on Main Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo



Onsite Visibility

- 60-Second Commercial Video (MP4 file – Due 15 Jan. 2025)
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides



PDA Website Recognition on Conference Page

- Company Logo Recognition as a Diamond Sponsor



Email Feature

- 1 Complimentary Pre-Conference and 1 Complimentary Post-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference



SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP DELIVERABLES

Exhibit Package

- 10' x 10' Booth
 - Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Additional Registrations

- 2 Additional Complimentary Full Conference Passes
- 1 Additional Complimentary Exhibit Only Pass
- 10% discount on additional Full Conference Passes

Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event app

Mobile App

- Rotating Banner Ad
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 45-Second Commercial Video (MP4 file – Due 15 Jan. 2025)
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

PDA Website Recognition on Conference Page

- Company Logo Recognition as a Platinum Sponsor

Email Feature

- 1 Complimentary Pre-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference

PLATINUM SPONSOR 1 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Wireless Internet Service**
- Login Password – Company Name
- Login Splash Page Recognition

PLATINUM SPONSOR 2 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Lanyards**

PLATINUM SPONSOR 3 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Hotel Key Cards**

PLATINUM SPONSOR 4 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Tote Bag**

PLATINUM SPONSOR 5 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Head Shot Photographer**

PLATINUM SPONSOR 6 \$42,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Massage Booth**



SPONSORSHIP PACKAGES

GOLD SPONSORSHIP DELIVERABLES

Exhibit Package

- 10' x 10' Booth
 - Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Additional Registrations

- 1 Additional Complimentary Full Conference Pass
- 1 Additional Complimentary Exhibit Only Pass
- 10% discount on additional Full Conference Passes

Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event app

Mobile App

- Banner Ad on Sub Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 20-Second Commercial Video (MP4 file – Due 15 Jan. 2025)
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

PDA Website Recognition on Conference Page

- Company Logo Recognition as a Gold Sponsor

Email Feature

- 1 Complimentary Post-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference

GOLD SPONSOR 1 \$37,000 (EXCLUSIVE)

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of the Conference Pen**

GOLD SPONSOR 2 \$37,000 (EXCLUSIVE)

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of the Conference Note Pad**

GOLD SPONSOR 3 \$37,000

- Everything listed under Gold Sponsorship Components
- **Official Co-sponsor of Lunch – First Day**

GOLD SPONSOR 4 \$37,000

- Everything listed under Gold Sponsorship Components
- **Official Co-sponsor of Lunch – Second Day**

GOLD SPONSOR 5 \$37,000

- Everything listed under Gold Sponsorship Components
- **Official Co-sponsor of Networking Recepti**



SPONSORSHIP PACKAGES

SILVER SPONSORSHIP DELIVERABLES

Exhibit Package

- 10' x 10' Booth
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Additional Registrations

- 1 Additional Complimentary Exhibit Only Pass
- 10% discount on additional Full Conference Passes

Mobile App

- Banner Ad on Sub Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 15-Second Commercial Video (MP4 file – **Due 15 Jan. 2025**)
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

PDA Website Recognition on Conference Page

- Company Logo Recognition as a Silver Sponsor

Email Feature

- Company Logo Recognition on Emails Promoting the Conference

SILVER SPONSOR 1 \$32,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of One Continental Breakfast**

SILVER SPONSOR 2 \$32,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of One Refreshment Break Day 1 (limit 2 available)**

SILVER SPONSOR 3 \$32,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of One Refreshment Break Day 2 (limit 2 available)**

SILVER SPONSOR 4 \$32,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Mobile Device Charging Stations**



SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP DELIVERABLES \$20,000

Exhibit Package

- 10' x 10' Booth
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Registration Discount

- 10% discount on additional Full Conference Passes

Mobile App

- Company Description Information
- Company Contact Information
- Dedicated Sponsor Section for Logo

Onsite Visibility

- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

PDA Website Recognition on Conference Page

- Company Logo Recognition as a Bronze Sponsor

Email Feature

- Company Logo Recognition on Emails Promoting the Conference

À LA CARTE ITEMS

Registration Access Upgrade

Discount on Additional Full Conference Passes – **Save 10% on individual Full Conference Passes**

Group Registration Discount –

Buy 3 Full Conference Passes at the prevailing rate and get the 4th free
Save from \$2,000 – \$3,000

Pre-Conference HTML Email to Conference Attendees **\$3,800**

Post-Conference HTML Email to Conference Attendees **\$3,800**

Posts on PDA's LinkedIn or Twitter **\$4,000 each**

Other Items

Lunch **\$15,000**

Continental Breakfast **\$10,000**

Refreshment Break **\$10,000**

Networking Reception: Food – **\$10,000** | Bar – **\$7,000** | Entertainment – **\$5,000**

Door Drops **\$4,500 plus room delivery charge**

Insert in Conference Tote Bag **\$4,500**

Seat Drop **\$4,500 during plenary session (limit 2 availability)**

Coffee Station **\$3,000**

Banner Tile **\$1,500 (limit 3 availability)**

Passport Raffle **\$1,000**

Water Bubblers **\$1,000 (per station)**

Tech Talk Opportunity \$3,900

10-Minute Presentation

Podium Time in the Exhibit Hall during lunch or break

Includes one full conference registration for your Tech Talk presenter

PDA provides monitor, microphone, and speaker

FEATURES

- Featured in Event Mobile App
- Tech Talk Information in Agenda
- Tech Talk Information on Signage
- Featured on event website as a presenter



SPONSORSHIP PACKAGES AT-A-GLANCE

DELIVERABLES

	DIAMOND	PLATINUM 1	PLATINUM 2	PLATINUM 3	PLATINUM 4	PLATINUM 5	PLATINUM 6	GOLD 1	GOLD 2	GOLD 3	GOLD 4	GOLD 5	SILVER 1	SILVER 2	SILVER 3	SILVER 4	BRONZE
Official Sponsor of the Conference App <i>(Splash Page Opening, tile on app)</i>	●																
Official Sponsor of the Wireless Internet Service		●															
Official Sponsor of the Conference Lanyards			●														
Official Sponsor of the Conference Hotel Key Cards				●													
Official Sponsor of the Conference Tote Bag					●												
Official Sponsor of the Conference Head Shot Photographer						●											
Official Sponsor of the Massage Booth							●										
Official Sponsor of the Conference Pen								●									
Official Sponsor of the Conference Note Pad									●								
Official Co-sponsor of Lunch – First Day										●							
Official Co-sponsor of Lunch – Second Day											●						
Official Co-sponsor of Networking Reception												●					
Official Sponsor of One Continental Breakfast													●				
Official Sponsor of One Refreshment Break Day 1														●			
Official Sponsor of One Refreshment Break Day 2															●		
Official Sponsor of Mobile Device Charging Stations																●	
Visibility Sponsor																	●
DELIVERABLES:																	
Tech Talk	●	●	●	●	●	●	●	●	●	●	●	●					
Registrations <i>1 Full Conference Pass and 2 Exhibit Only Passes</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Additional Registrations <ul style="list-style-type: none"> ● 3 Additional Full Conference Passes and 2 Additional Exhibit Only Passes ● 2 Additional Full Conference Passes and 1 Additional Exhibit Only Pass ● 1 Additional Full Conference Pass and 1 Additional Exhibit Only Pass ● 1 Additional Exhibit Only Pass 	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Registration Discount – Full Conference Passes <i>10% Discount</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile App – Listing with Category Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile App – Rotating Banner Ad on Main Page	●	●	●	●	●	●	●										
Mobile App – Banner or Tile Ad on Sub Page								●	●	●	●	●	●	●	●	●	●
PDA App Recognition	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Onsite Visibility – Entrance Unit Recognition	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Video Commercial (MP4 due 15 Jan. 2025)	60 secs	45 secs	45 secs	45 secs	45 secs	45 secs	45 secs	20 secs	20 secs	20 secs	20 secs	20 secs	15 secs	15 secs	15 secs	15 secs	
Email Feature <ul style="list-style-type: none"> ● Pre- and Post-HTML email blast ● Pre-HTML email blast ● Post-HTML email blast 	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Company Logo Recognition on Emails Promoting the Conference	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

* For full details, review sponsorship packages.



PDA WEEK AWARDS CEREMONY AND DINNER SPONSORSHIPS

Make your name stand out. The PDA Awards Dinner and Ceremony is the place where connections are made. Running for an hour prior to the dinner and open to all 600+ attendees, the Reception offers an open bar and hors d'oeuvres. The Dinner and Ceremony will include a special meal and awards presentations.

All sponsors receive the following Primary Features (*unless otherwise noted*):

- One 8-seat table at Awards Dinner with priority room placement
- Recognition in Pre-event marketing and on-site event materials
- Recognition in Annual Meeting agenda

PLATINUM SPONSORSHIP
\$6,250

- Eight tickets to Reception
- Sponsorship of the PDA Awards Reception, Dinner, and Ceremony
- Recognition at Reception, Dinner, and Ceremony
- Opportunity for swag bag (provided by sponsor) distribution at event
- Recognition on PDA Social Media and website
- Company name on table tent
- Special photo opportunities

GOLD SPONSORSHIP
\$3,500

- Eight tickets to Reception
- Special recognition at the Reception and Dinner
- Sponsorship of Food at the Reception
- Recognition on PDA website
- Company name on table tent

SILVER SPONSORSHIP
\$2,500

- Eight tickets to Reception
- Special recognition at the Reception and Dinner
- Sponsorship of Bar at the reception
- Company name on table tent

BRONZE SPONSORSHIP
\$1,250

- Eight tickets to Reception
- Special recognition at the Dinner
- Company name on table tent

HALF-TABLE
\$625

- Four tickets to Reception and one-half table at the dinner (4 tickets). All seats will be located at the same table

ATTENDEE
\$125

- One ticket for Reception and one Seat at the Dinner. Seats purchased separately may not be at the same table



PDA WEEK 2025 SPONSOR OPTIONS

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

DIAMOND SPONSORSHIP

- DIAMOND SPONSOR \$47,000 (EXCLUSIVE)**
(Includes 4 Full Conference Passes and 4 Exhibit Only Passes.)

PLATINUM SPONSORSHIPS

- | | | | | | |
|---|---|---|---|---|---|
| <input type="checkbox"/> PLATINUM SPONSOR 1
\$42,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 2
\$42,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 3
\$42,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 4
\$42,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 5
\$42,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 6
\$42,000
(EXCLUSIVE) |
|---|---|---|---|---|---|

(Includes 3 Full Conference Passes and 3 Exhibit Only Passes.)

GOLD SPONSORSHIPS

- | | | | | |
|---|---|---|---|---|
| <input type="checkbox"/> GOLD SPONSOR 1
\$37,000
(EXCLUSIVE) | <input type="checkbox"/> GOLD SPONSOR 2
\$37,000
(EXCLUSIVE) | <input type="checkbox"/> GOLD SPONSOR 3
\$37,000 | <input type="checkbox"/> GOLD SPONSOR 4
\$37,000 | <input type="checkbox"/> GOLD SPONSOR 5
\$37,000 |
|---|---|---|---|---|

(Includes 2 Full Conference Passes and 3 Exhibit Only Passes.)

SILVER SPONSORSHIPS

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> SILVER SPONSOR 1
\$32,000 | <input type="checkbox"/> SILVER SPONSOR 2
\$32,000 | <input type="checkbox"/> SILVER SPONSOR 3
\$32,000 | <input type="checkbox"/> SILVER SPONSOR 4
\$32,000 |
|---|---|---|---|

(Includes 1 Full Conference Pass and 3 Exhibit Only Passes.)

BRONZE SPONSORSHIP

- BRONZE SPONSOR \$20,000**
(Includes 1 Full Conference Pass and 2 Exhibit Only Passes.)

À LA CARTE OPTIONS:

- Pre-Conference HTML Email to Conference Attendees **\$3,800**
- Post-Conference HTML Email to Conference Attendees **\$3,800**
- Posts on PDA's LinkedIn or Twitter **\$4,000 each**

REGISTRATION ACCESS UPGRADE

- 10% Discount** on Additional Full Conference Passes – single pass rate
- Group Registration Rate (Buy 3 full conference passes at the standard prevailing rate and get 4th Free) – **Save from \$2,000 – \$3,000!**

OTHER ITEMS

- Lunch **\$15,000**
- Continental Breakfast **\$10,000**
- Refreshment Break **\$10,000**
- Networking Reception:
 - Food **\$10,000**
 - Bar **\$7,000**
 - Entertainment **\$5,000**
- Door Drop **\$4,500 plus room delivery charges**
- Seat Drop **\$4,500 (materials to arrive directly to conference site and provided to sales team on set up day.)**
- Tote Bag Insert **\$4,500**
- Coffee Station **\$3,000**
- Banner Tile **\$1,500 (limit 3)**
- Passport Ra e **\$1,000**
- Water Bubblers **\$1,000 (per station)**
- Tech Talk Opportunity **\$3,900 (10 Minute Presentation during lunch in the Exhibit Hall)**

Contact Information:

Administrator will receive all event correspondence and invoice along with payment details. ***REQUIRED FIELDS**

Administrator

* Name _____

* Job Title _____

* Company _____

* Company Address _____

* City/State/Zip Code _____

* Email _____ * Business Phone _____

Signature _____ Date _____

The person signing this document represents the exhibitor company and acknowledges that they have read and agree to abide by the rules and regulations of this Contract. (see attached)

Your consent is important. We manage your personal data responsibly. **RESPONSE REQUIRED – By checking the box below, I consent to:**

- My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with Exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.



PDA WEEK 2025

AWARDS CEREMONY AND DINNER SPONSORSHIPS

07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Make your name stand out. The PDA Awards Dinner and Ceremony is the place where connections are made. Running for an hour prior to the dinner and open to all 600+ attendees, the Reception offers an open bar and hors d'oeuvres. The Dinner and Ceremony will include a special meal and awards presentations.

 PLATINUM SPONSORSHIP \$6,250
 GOLD SPONSORSHIP \$3,500
 SILVER SPONSORSHIP \$2,500
 BRONZE SPONSORSHIP \$1,250
 HALF-TABLE \$625
 ATTENDEE \$125

Contact Information:

Administrator will receive all correspondence and invoice along with payment details. ***REQUIRED FIELDS**

Administrator

* Name

* Job Title

* Company

* Company Address

* City/State/Zip Code

* Email

* Business Phone

Signature

Date

The person signing this document represents the sponsoring company and acknowledges that they have read and agree to abide by the rules and regulations of this Contract. (see attached)

Your consent is important. We manage your personal data responsibly.
RESPONSE REQUIRED – By checking the box below, I consent to:

- My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with Exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.



PDA WEEK 2025

SPONSOR RULES AND REGULATIONS

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

CONFIRMATION OF PASSES INCLUDED WITH EXHIBIT PACKAGE:

Please allow one week for receipt of confirmation. We must receive your names by **3 February 2025**. Badges can be picked up on site on 03 April at the registration counter.

FULL CONFERENCE PASS INCLUDED WITH THE EXHIBIT PACKAGE:

The Full Conference Pass allows access to the plenary/concurrent sessions, access to the Exhibit Hall, posters, and tech talks. Badges can be picked up on site on 03 April at the registration counter.

CONFIRMATION OF ADDITIONAL FULL CONFERENCE PASSES:

An email confirmation will be sent once payment is received. You must have this written confirmation to be considered enrolled in a PDA event. Please allow one week for receipt of confirmation email

SUBSTITUTIONS ON FULL CONFERENCE AND WITH THE EXHIBIT PACKAGE:

Substitutions can be made in writing before **3 February 2025**. Substitutions on additional Full Conference Badges: If you are unable to attend, substitutions can be made at any time before **3 February 2025** with no change fee.

REFUNDS ON ADDITIONAL FULL CONFERENCE AND ADDITIONAL EXHIBIT HALL PASSES:

Refund requests must be emailed to registrations@pda.org. Refunds for Conference: If your written request is received on or before **3 February 2025**, you will receive a full refund minus a \$200 processing fee. After that time, no refunds or credit requests will be approved. PDA reserves the right to modify the material or speakers/instructors without notice or to cancel an event. If an event must be canceled, registrants will be notified by PDA in writing as soon as possible and will receive a full refund. PDA will not be responsible for penalties or other costs incurred due to cancellation. For more details, contact PDA at registration@pda.org or +1 (301) 656-5900.

REFUNDS ON SPONSORSHIPS:

Refund requests must be in writing and emailed to David Hall at hall@pda.org before **01 December 2024** to receive a partial refund. PDA will keep 20% of the total amount of your sponsorship. Requests after this date will be denied and no refunds or credit requests will be approved.

REPRESENTATIVE'S PERSONAL DATA: I warrant and represent that I have all necessary authority and, if necessary, the consent of the Sponsor's representative to provide the representative's personal information in connection with the formation and performance of this contract. The processing of the representative's personal data will be subject to the event's Privacy Notice: pda.org/event-privacy-notice, original privacy policy: pda.org/privacy-policy

ATTENDEE LIST:

- a. Attendee List.** The Sponsor shall not use any personal information, including names, email addresses, mailing addresses, or any other information obtained from the event's attendee list circulated among or otherwise generally made available to the event's attendees (the "Attendee List") for any purpose. Notwithstanding the foregoing, in the event the Sponsor's representative is registered as an attendee to the event, the representative may use the Attendee List solely for his or her personal networking purposes.
- b. Marketing List.** PDA may provide the Sponsor with a list of a subset of attendees, other than the general Attendee List, which shall include the contact information of such individuals who have consented to PDA sharing their personal information with the event sponsor for the sponsor's own marketing purposes (the "Marketing List"). The Sponsor shall not, and warrants and represents that it shall not, share or disclose the Marketing List to any third party unless such sharing or disclosure is solely for purposes of the Sponsor's own business purposes (e.g., the Exhibitor's service providers).

All prices in U.S. dollars.

Please note: In order to receive the prevailing registration rate, your registration(s) must be received by PDA by 17:00 EDT (UTC -4) on or before the date noted.



PDA WEEK 2025

SPONSOR RULES AND REGULATIONS (CONTINUED)

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

ATTENDEE DATA – EEA: pda.org/escc

a. EEA Individuals. This section pertains only to the extent of the sharing by PDA with the Sponsor of personal data of individuals located in the European Economic Area (EEA) (“Data Subjects”).

b. Data Protection Laws. Exhibitor acknowledges and agrees that, in connection with the Exhibitor Contract, it may receive personal data of individuals located in the European Economic Area (EEA) and such data may be subject to certain data protection laws, including the EU General Data Protection Regulation (GDPR), the EU Privacy Directive as may be replaced by the EU Privacy Regulation, and the corresponding implementing national laws (collectively, the “EU Data Protection Laws”). The Exhibitor warrants and represents that it will comply with all data protection requirements under the EU Data Protection Laws, and its controller obligations, when processing personal data of Data Subjects. PDA shall comply with its own obligations under EU Data Protection Laws when processing personal data of Data Subjects as a controller.

c. Cooperation. The Sponsor and PDA will assist each other in complying with their respective obligations under EU Data Protection Laws, including but not limited to, assisting each other with verifying the authenticity of Data Subjects or responding to Data Subject requests. To the fullest extent required by applicable law, the Sponsor shall be responsible for providing to, and respond to inquiries and requests from, the Data Subjects.

d. International Transfers. Unless the Exhibitor (a) is located in the EEA or in a jurisdiction with an adequacy decision from the European Commission or (b) has under the US Privacy Shield or adopted another personal data transfer mechanism approved by the European Commission, the following shall apply: The transfer of personal data from PDA to the Sponsor shall be made pursuant to the terms of the Standard Contractual Clauses (EU Commission Decision C(2004)5721 found here (hyperlinked) and incorporated herein. For purposes of the Standard Contractual Clauses, PDA shall be the “data exporter” and the Sponsor the “data importer.” Execution and delivery of this Addendum shall be deemed execution and delivery of the Standard Contractual Clauses.

e. Restrictions. The Sponsor shall not share the personal data of Data Subjects with any third parties, except for purposes of such third parties acting on behalf of the Sponsor for Sponsor’s own business purposes.

f. The Sponsor shall defend, hold harmless, and indemnify PDA as to any third party’s claims, actions, investigations, or other proceedings and related damages, injuries, awards, or other liabilities in connection with the Exhibitor’s violations of its obligations under this Section (Attendee Data –EEA).

g. Contact. The individuals signing this Agreement on behalf of the parties shall be deemed to be the contact persons for all data protection inquiries in connection with the personal data of Data Subjects being transferred hereunder.



PDA WEEK 2025

COMPLIMENTARY EXHIBIT PACKAGE REGISTRATION FORM – 10' x 10' BOOTH SIZE

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Each Exhibit Booth Package includes 1 complimentary Full Conference Pass and 2 complimentary Exhibit Only Passes. Confirmations are sent directly to the registration emails provided on this form. Your registrations must be submitted by **03 February**. A \$50 penalty will be applied for submissions/substitutions after this date.

Complimentary Full Conference Pass

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

2 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

*** I consent to:** My contact information (*name, company, job title, city, state, country*) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025

COMPLIMENTARY EXHIBIT PACKAGE REGISTRATION FORM – 20’ x 10’ BOOTH SIZE

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Complimentary Full Conference Pass Information for 20’ x 10’ booth: Your booth Package includes 2 complimentary Full Conference Passes and 4 complimentary Exhibit Only Passes. Confirmations are sent directly to the registration emails provided on this form. To purchase additional Full Conference Passes, use the Additional Badge Request Order Form. Your registrations must be submitted by **03 February**. A \$50 penalty will be applied for submissions/substitutions after this date.

Complimentary Full Conference Passes

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 **Complimentary Full Conference Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

2 **Complimentary Full Conference Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

2 **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

3 **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

4 **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____ * Company _____
 * Address _____
 * City _____ * State/Province _____ * Zip/Postal Code _____ * Country _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

***I consent to:** My contact information (*name, company, job title, city, state, country*) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025

COMPLIMENTARY EXHIBIT PACKAGE REGISTRATION FORM – 30' x 10' BOOTH SIZE

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Complimentary Full Conference Pass Information for 30' x 10' booth: Your booth Package includes 3 complimentary Full Conference Passes and 6 complimentary Exhibit Only Passes. Confirmations are sent directly to the registration emails provided on this form. To purchase additional Full Conference Passes, use the Additional Badge Request Order Form. Your registrations must be submitted by **03 February**. A \$50 penalty will be applied for submissions/substitutions after this date.

Complimentary Full Conference Passes

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

① **Complimentary Full Conference Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

② **Complimentary Full Conference Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

③ **Complimentary Full Conference Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

① **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

② **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

③ **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

④ **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

⑤ **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

⑥ **Complimentary Exhibit Only Pass** **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

***I consent to:** My contact information (*name, company, job title, city, state, country*) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025 COMPLIMENTARY REGISTRATION ORDER FORM – 20' x 20' OR 40' x 10' BOOTH SIZE

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Complimentary Full Conference Pass Information for 20' x 20' or 40' x 10' booth: Your booth Package includes 4 complimentary Full Conference Passes and 8 complimentary Exhibit Only Passes. Confirmations are sent directly to the registration emails provided on this form. To purchase additional Full Conference Passes, use the Additional Badge Request Order Form. Your registrations must be submitted by **03 February**. A \$50 penalty will be applied for submissions/substitutions after this date.

Complimentary Full Conference Passes

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

2 Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

3 Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

4 Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

1 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

2 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

3 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

4 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

5 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

6 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

7 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

8 Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

***I consent to:** My contact information (*name, company, job title, city, state, country*) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025

**COMPLIMENTARY FULL CONFERENCE PASS
REGISTRATION FORM – SPONSORS ONLY**

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Complimentary Full Conference Pass Information: Your Exhibit Package level determines your number of complimentary Full Conference Passes. To purchase additional Full Conference Passes, use the Additional Full Conference Pass Request Form. Confirmations are sent directly to the registration emails provided on this form.

SELECT ONE*	<input type="checkbox"/> DIAMOND SPONSOR (includes 4 Full Conference Passes and 4 Exhibit Only Passes.)
	<input type="checkbox"/> PLATINUM SPONSOR (includes 3 Full Conference Passes and 3 Exhibit Only Passes.)
	<input type="checkbox"/> GOLD SPONSOR (includes 2 Full Conference Passes and 3 Exhibit Only Passes.)
	<input type="checkbox"/> SILVER SPONSOR (includes 1 Full Conference Pass and 3 Exhibit Only Passes.)
	<input type="checkbox"/> BRONZE SPONSOR (includes 1 Full Conference Pass and 2 Exhibit Only Passes.)
	<input type="checkbox"/> CUSTOM BADGES (includes X Full Conference Pass and X Exhibit Only Pass.)

Complimentary Full Conference Passes

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. *REQUIRED FIELDS

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Full Conference Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. *REQUIRED FIELDS

Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Complimentary Exhibit Only Pass **Select One (required):** New Submission | Substitution | Cancellation | Previously Submitted – No Change

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* Job Title		* Company	
* Address			
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* Address			
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* Name		* Company	
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* I consent to: My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at + 1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025

ADDITIONAL FULL CONFERENCE PASS REQUEST FORM

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Additional Full Conference Pass Request: Submit the contact details for each registrant. Badges can be picked up onsite on Monday, 07 April. Confirmations are sent directly to the registration emails provided on this form. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. Membership status will be verified upon registration. ***REQUIRED FIELDS**

Additional Full Conference Passes: Select your option for registration.

<p>OPTION 1: Single Full Conference Pass Request with 10% Discount</p> <p>Rate before 03 FEB. 2025 <input type="checkbox"/> Member \$X,XXX <input type="checkbox"/> Non-Member \$X,XXX</p> <p>Rate after 03 FEB. 2025 <input type="checkbox"/> Member \$X,XXX <input type="checkbox"/> Non-Member \$X,XXX</p>	<p>OPTION 2: Group Rate Buy 3 and Get the 4th Free Register 3 people from the same organization for the event at the same time and receive the 4th registration free. Other discounts and existing registrations cannot be applied. (Price is based on prevailing standard rate. Cannot combine with other registration discounts including the 10% on additional individual passes.)</p> <p>Rate before 03 FEB. 2025 <input type="checkbox"/> Member \$X,XXX <input type="checkbox"/> Non-Member \$X,XXX</p> <p>Rate after 03 FEB. 2025 <input type="checkbox"/> Member \$X,XXX <input type="checkbox"/> Non-Member \$X,XXX</p>
<p>One single payment type is required to qualify for the group rate.</p>	

Single Pass Rate with 10% discount Only submit 1 form for all registration requests.

To receive confirmations payment is required. Invoices will be sent directly to each registrant on individual requests.

Group Rate Only submit 1 form for your registration request.

To receive confirmation(s) 1 single payment is required along with the information of 1 POC. Provide details in payment section.

Additional Full Conference Passes

Access to all conference sessions, Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions. ***REQUIRED FIELDS**

Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* Name			
* Job Title		* Company	
* Address			
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* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

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Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name			
* Job Title		* Company	
* Address			
* City	* State/Province	* Zip/Postal Code	* Country
* Email		* Business Phone	
<input type="checkbox"/> Substituting for			

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below and agree to comply with PDA rules and regulations.

Group Registration POC Contact Details:

Provide the details below to receive the invoice/order confirmation. Registrations are processed within 3-5 business days.:

* Name			
* Job Title			
* Company			
* Address			
* City	* State/Zip	* Country	
* Email			

Payment Options

By Credit Card

For secure processing of credit card payments, please follow instructions to pay via <https://www.pda.org/my-account>*

- 1 Log into pda.org with your PDA USER ID and Password.
 - a. If you need your login details connect with our registration team at registration@pda.org
 - b. Locate the login button found at the top right corner of the page
- 2 Select My Account located in drop-down menu beside person icon
 - a. Click on link: Make a payment to an open order
 - b. Look for invoice to pay and select Pay Now button
- 3 Confirm our credit card's billing address
 - a. To change billing address, select Change button located beside the billing address field
 - b. To add a new address, select link: Click here to add new address then select Add Address button
 - c. If the credit card billing address is changed select button Use address
- 4 Enter payment information in the space provided
- 5 Click Complete Order button to make payment Number

By ACH or Bank Transfer

Truist Bank
 214 North Tryon Street
 Charlotte, NC 28202
Account Name: Parenteral Drug Association
Account Number: 209364254
ABA Routing Number: 061000104
SWIFT Bank Code: BRBTUS33

- PDA Payment Terms: Net 30**
 Purchase Order (send a copy of the purchase order to nentcheva@pda.org)

By Check

All company checks, or bank draft payments are to be made payable in U.S. dollars (\$USD) to: Parenteral Drug Association or PDA and payable via a U.S. Bank
 PDA
 P.O. Box 79465
 Baltimore, MD 21279-0465 USA

- 1 **Checks sent via USPS should be mailed to:**
 PDA
 P.O. Box 79465
 Baltimore, MD 21279-0465, USA
- 2 **Checks sent via courier or delivery service (e.g. FEDEX, UPS, DHL) should be mailed to:**
 PDA c/o Truist Bank
 Lockbox 79465
 1000 Stewart Avenue
 Glen Burnie, MD 21061 USA

*I consent to: My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025

ADDITIONAL EXHIBIT ONLY PASS REQUEST FORM

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Additional Exhibit Only Pass Request: Submit the contact details for each registrant. The Exhibit Only Pass allows for access to the Exhibit Hall only. ***REQUIRED FIELDS**

Exhibit Only Pass – \$700 Access to the Exhibit Hall, Posters, and Tech Talks. No access to Plenary or Concurrent sessions. Confirmations are sent directly to the registration emails provided on this form. (10% discount cannot be applied to Exhibit Only Pass requests)

Additional Exhibit Only Passes

Access to Exhibit Hall, Poster Presentations, and Tech Talks. **POSTER PRESENTERS OR CO-PRESENTERS** are required to purchase a standard Full Conference pass. The Full Conference pass included with booth package does not qualify for poster presenter or co-presenter submissions.

***REQUIRED FIELDS**

1 Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____
 * Company _____
 * Address _____
 * City _____ * State/Zip _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below.

2 Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____
 * Company _____
 * Address _____
 * City _____ * State/Zip _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below.

3 Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____
 * Company _____
 * Address _____
 * City _____ * State/Zip _____
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4 Select One (required): New Submission | Substitution | Cancellation | Previously Submitted – No Change

* Name _____
 * Job Title _____
 * Company _____
 * Address _____
 * City _____ * State/Zip _____
 * Email _____ * Business Phone _____
 Substituting for _____

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED * – By checking the box, I consent to my personal data being shared as detailed in the gray box below.

Registration POC Contact Details For Invoicing:

Provide the details below to receive the invoice/order confirmation. Registrations are processed within 3-5 business days.

* Name _____
 * Job Title _____
 * Company _____
 * Address _____
 * City _____ * State/Zip _____ * Country _____
 * Email _____

Payment Options

By Credit Card

For secure processing of credit card payments, please follow instructions to pay via <https://www.pda.org/my-account>*

- 1 Log into pda.org with your PDA USER ID and Password. If you need your login details connect with our registration team at registration@pda.org
 - a. Locate the login button found at the top right corner of the page
- 2 Select My Account located in drop-down menu beside person icon
 - a. Click on link: Make a payment to an open order
 - b. Look for invoice to pay and select Pay Now button
- 3 Confirm our credit card's billing address
 - a. To change billing address, select Change button located beside the billing address field
 - b. To add a new address, select link: Click here to add new address then select Add Address button
 - c. If the credit card billing address is changed select button Use address
- 4 Enter payment information in the space provided
- 5 Click Complete Order button to make payment Number

By ACH or Bank Transfer

Truist Bank
 214 North Tryon Street
 Charlotte, NC 28202
Account Name: Parenteral Drug Association
Account Number: 209364254
ABA Routing Number: 061000104
SWIFT Bank Code: BRBTUS33

PDA Payment Terms: Net 30

Purchase Order (send a copy of the purchase order to nentcheva@pda.org)

By Check

All company checks, or bank draft payments are to be made payable in U.S. dollars (\$USD) to: Parenteral Drug Association or PDA and payable via a U.S. Bank
 PDA
 P.O. Box 79465
 Baltimore, MD 21279 -0465 USA

1 Checks sent via USPS should be mailed to:

PDA
 P.O. Box 79465
 Baltimore, MD 21279 -0465, USA

2 Checks sent via courier or delivery service (e.g. FEDEX, UPS, DHL) should be mailed to:

PDA c/o Truist Bank
 Lockbox 79465
 1000 Stewart Avenue
 Glen Burnie, MD 21061 USA

***I consent to:** My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at +1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025 TECH TALK SIGN UP FORM

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

\$3,900

Includes one full conference registration for your Tech Talk presenter

Tech Talk Information: Your sponsorship includes an opportunity to conduct a short, 10 minute presentation (Tech Talk) during the breaks or the extended lunch hour in the Exhibit Hall. You'll receive a time assignment in your Sponsor Confirmation email. We recommend your presentation introduce a new technology, service, or product to a targeted group of attendees. PDA will provide a microphone, small speaker, and monitor. The Tech Talk should be a maximum of ten minutes and we suggest allotting some of the time for Q&A.

Presenter/Presentation Information: Provide the details for your presenter. This information will be featured in the agenda, on the App and on event signage.

***REQUIRED FIELDS.**

* Presenter First and Last Name _____

* Presenter Job Title _____

* Presenter Company _____

* Presenter Email _____ * Presenter Mobile Phone _____

* Presentation Title (50 Characters Max) _____

* Presentation Description (200 Words Max. If your Adobe Acrobat is not compatible please send your details by Email.) _____

PDA will assign you a speaking slot upon completion of the tech talk sign up form. Space is limited.

Presenter/Presentation Registration: Your Tech Talk fee includes one full conference registration for your Tech Talk presenter.

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED – By checking the box below, I consent to:

- My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

Contact Person for Invoicing

Name (exactly as it appears on card) _____

Email Address _____

Company _____

Billing address (if different from above) _____ City _____

State/Province _____ Zip/Postal Code _____ Country _____

Payment Options

By Credit Card

For secure processing of credit card payments, please follow instructions to pay via https://www.pda.org/my-account*

- 1 Log into pda.org with your PDA USER ID and Password. If you need your login details connect with our registration team at registration@pda.org
 - a. Locate the login button found at the top right corner of the page
- 2 Select My Account located in drop-down menu beside person icon
 - a. Click on link: Make a payment to an open order
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 - a. To change billing address, select Change button located beside the billing address field
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1 **Checks sent via USPS should be mailed to:**

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PDA c/o Truist Bank
 Lockbox 79465
 1000 Stewart Avenue
 Glen Burnie, MD 21061 USA



PDA WEEK 2025

TECH TALK INFORMATION REQUEST FORM FOR SPONSORS

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Tech Talk Information: PDA is offering a limited number of companies the opportunity to conduct a short, paid presentation (Tech Talk) during the breaks or the extended lunch hour in the Exhibit Hall. This is a cost-effective way to introduce a new technology, service, or product to a targeted group of attendees. PDA will provide a microphone, small speaker, and monitor. The Tech Talk should be a maximum of 10 minutes and we suggest allotting some of the time for Q&A. **If you wish to have a longer period, connect with the Sales Team.**

Presenter/Presentation Information: Provide the details for your presenter. This information will be featured in the agenda, on the App and on event signage.

***REQUIRED FIELDS.**

* Presenter First and Last Name

* Presenter Job Title

* Presenter Company

* Presenter Email

* Presenter Mobile Phone

* Presentation Title (50 Characters Max)

* Presentation Description (200 Words Max)

PDA will assign you a speaking slot upon completion of the tech talk form. Space is limited.

Presenter/Presentation Registration: Your presenter will need to be assigned one of your complimentary full conference badges or your complimentary exhibit only badge.

Your consent is important. We manage your personal data responsibly.

RESPONSE REQUIRED – By checking the box below, I consent to:

- My contact information (*name, company, job title, city, state, country*) being included in the attendee list distributed at the event. My contact information being shared with exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

By registering for this meeting, you agree to abide by the PDA Code of Conduct.

For more information, contact David Hall at + 1 (240) 688-4405 or hall@pda.org or Alison Caballero at +1 (301) 656-5900 or caballero@pda.org.



PDA WEEK 2025 HTML INSTRUCTIONS

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

① **Subject Line: 55 characters or less (including spaces).**

To avoid issues, refrain from using spam-like words or symbols (i.e., free, guarantee, act now, earn, \$, %), emojis, all caps, or excessive punctuation.

② **Sender Name:** "PDA on behalf of [Your Company Name]"

Dimensions: Max width of 600px | Max File Size: 35k

Images: .jpg. All images must be hosted on your server. (.gif format is allowed, but some email clients do not support animated GIFs and will only show the first frame.)

Plain Text Version File: Plain text version of your HTML email with full URLs listed for all links. The text should mirror the HTML version and should not include coding.

Specifications

- All files must be submitted in a zipped folder.
- Keep image file sizes small to minimize load times.
- Do not use JavaScript for essential elements. No JavaScript or script tags.
- Do not use shortened URLs (i.e., bit.ly, etc.). If needed for tracking your metrics, use UTM codes instead.
- Use absolute (<https://www.yourcompany.com/page>) URLs rather than relative (/page) links for images.
- Use image alt text for all your images. Recipients with images disabled will see the alt text.
- Avoid background images.
- Use an even ratio of text vs image to create an email that works even without images loaded. Some email clients block images by default.
- Do not use style sheets. CSS renders incorrectly in many email clients, especially if the recipient tries to forward your email. If your email absolutely requires CSS, use inline styles by embedding the style between the two body tags. Try to use HTML tags instead.
- Use outer tables in place of tags. Background colors may be defined using the bg color attribute within tags. Background colors and attributes will not render properly using tags.
- Avoid Microsoft Smart Quotes – they will show up as boxes. Use plain ASCII characters instead (double dashes instead of em-dashes, etc.).
- Rely on concise, compelling text with clear calls to action and prominent text links rather than excessive graphics.
- Do not overuse bold, italic, and underlining formatting.
- Create an email that works even without images loaded. Some email clients, like Gmail and Outlook 2007 and 2010, block images by default.

③ **Send your HTML and plain text file by email to Alison Caballero at caballero@pda.org and marketingteam@pda.org.**

Reminder: All files must be submitted in a zipped folder.



PDA WEEK 2025

APP BANNER AD INSTRUCTIONS

EXHIBITION: 07-09 APRIL | PALM SPRINGS CONVENTION CENTER | PALM SPRINGS, CA

Required Images (width x height): Prepare the following banner ad sizes. We must receive all of the sizes listed below to ensure ads display across multiple devices.

1 7:1 aspect ratio, 1,080 pixels wide x 152 pixels high

2 9:1 aspect ratio, 1,920 pixels wide x 225 pixels high

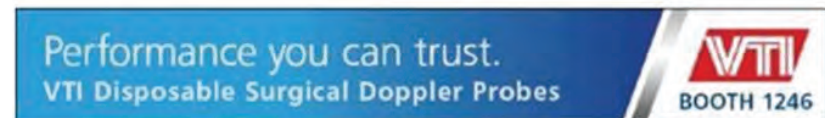
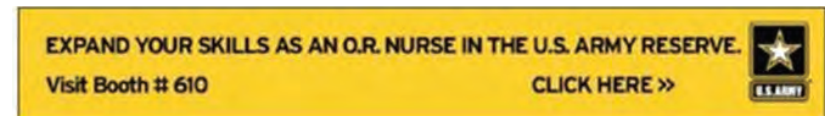
3 11:1 aspect ratio, 2,048 pixels wide x 180 pixels high

4 13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

5 2,048 pixels wide x 200 pixels high

6 1,536 pixels wide x 150 pixels high

BANNER EXAMPLES



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