



2025 ANNUAL  
CONFERENCE  
**PESTOLA**  
PEDIATRIC ENDOCRINE SOCIETY  
OF TEXAS, OKLAHOMA, LOUISIANA, AND ARKANSAS  
APRIL 4-6, 2025 | Irving-Las Colinas, TX

# EXHIBITOR & SPONSORSHIP PROSPECTUS

An in-person event presented by PESTOLA in collaboration with Cook Children's for medical providers caring for pediatric patients with endocrine conditions.





Dear Colleagues,

The Pediatric Endocrine Society of Texas, Oklahoma, Louisiana, and Arkansas (PESTOLA) in joint collaboration with Cook Children's Medical Center, invites you to sponsor and/or exhibit at the PESTOLA 2025 Conference. This in-person event will be held on April 4-6, 2025 in Irving-Las Colinas, TX.

PESTOLA 2025 will continue to provide a broad, multi-disciplinary platform in pediatric endocrinology and a unique opportunity to profile and promote your company to a wide range of clinicians and other key stakeholders in the field. In 2024, the in-person conference in San Antonio brought together more than 350 participants. PESTOLA has established itself as the leading regional conference on pediatric endocrine care with a unique approach to its scientific program underpinned by its focus on patient care and treatment. With a truly national impact, the conference has earned its definite place and role in the pediatric endocrine landscape.

The clinical sessions of PESTOLA are designed to complement other national conferences focusing on research, such as the PES and ENDO. Building on these past successes, PESTOLA expects continued high attendance in Irving-Las Colinas in 2025. The meeting will be completely live and in person. DFW has multiple graduate medical education programs, medical schools, and nursing schools. We will reach out to these programs to introduce those groups to the field of pediatric endocrinology.

We invite you to review this sponsorship proposal and explore the wide range of sponsorship and exhibition opportunities. Your participation will enable you to reach an audience of key opinion leaders and stakeholders and contribute to advancing clinical and research knowledge in the field and promoting better access to diagnosis and treatment for pediatric endocrine patients.

Should you need additional information, please do not hesitate to contact us at: [pestola@pestola.org](mailto:pestola@pestola.org).

We look forward to seeing you in Las Colinas!

All the best,  
PESTOLA

# ABOUT PESTOLA

Pediatric Endocrine Society of Texas, Oklahoma, Louisiana, and Arkansas (PESTOLA) is a 501 (c)(3) nonprofit organization. PESTOLA is dedicated to researching and treating children with endocrine disorders; reproductive, bone, thyroid, diabetes, obesity, growth, pituitary, and adrenal.

PESTOLA works to promote the continuing education of its members and to increase awareness of endocrine and metabolic diseases of young people from conception to adolescence, as well as to provide resources, education, and advocacy within the PESTOLA Membership Region and across the country.



## OUR MISSION

- **Knowledge:** Improving care through teaching, discovery and dissemination
- **Collaboration and Leadership:** Expanding impact and value of the Society through strategic partnerships.
- **Member Value:** Providing opportunities for professional growth and practice development.
- **Advocacy:** Advocating for the needs of PESTOLA members, patients and families.
- **Society Strength:** Optimizing PESTOLA strength through membership and leadership





# [VIEW FULL AGENDA HERE](#)

## THE ANNUAL MEETING

PESTOLA annual meeting will be held April 4-6, 2025 at the Omni Hotel in Irving-Las Colinas, Texas.

The meeting will focus on diabetes and technology, bone and parathyroid, thyroid, lipids and CV health, nutrition and obesity, pituitary, adrenal, and gonad.

Attendees will:

- Discuss the latest scientific and clinical discoveries in endocrinology, diabetes, and metabolism.
- Apply newfound knowledge to diagnosing and managing patients with disorders of endocrinology, diabetes, or metabolism for improved patient outcomes.
- Assess the potential applications of emerging scientific advances that affect the practice of endocrinology.
- Explain to your patients the latest clinical treatment options in endocrine health.
- Describe the multidisciplinary approach to treatment and management of pediatric endocrine disorders.

### WHO WILL ATTEND:

Physicians, Trainees, and Nurses with specialties in Academic/Research, Bariatrics, Chronic Disease Prevention, Clinical Research, Community Health, Diabetes, Diabetes Education, Endocrinology, Ethics, General Practice, Genetics, Nutrition and Dietetics, Obesity, Pediatrics and Research

We encourage industry supporters to attend and engage with us in person, online, in product theatres, and other informal opportunities.



## THE PROGRAM PLANNING COMMITTEE

- Joel Steelman, MD** Cook Children’s Medical Center Fort Worth, TX
- Amanda Mrstik, BS** Cook Children’s Medical Center Fort Worth, TX
- Jeanie Tryggestad, MD** OUHSC OKC, OK
- Ricardo Gomez, MD** LSU HSC New Orleans, LA
- Jon Oden, MD** UAMS Little Rock, AR
- Jill A. Radack, MD** Cook Children’s Medical Center Fort Worth Texas
- Stephanie Segelstrom, APRN, CPNP-AC/PC, CDCES** Cook Children’s Medical Center Fort Worth, TX
- Candice Williams, CPNP-PC** Cook Children’s Medical Center Fort Worth, TX
- Melissa Ham, MD** UT Southwestern Medical Center Dallas, TX
- Soumya Adhikari, MD** UT Southwestern Medical Center Dallas, TX
- Katie Dolak, MD** UT Southwestern Medical Center Dallas, TX
- Bethany R. Cartwright, MD, PhD,** UT Southwestern Medical Center Dallas, TX



## WHY SHOULD YOU SUPPORT?

- Demonstrate your company's leadership in the field of pediatric endocrinology
- Contribute to advancing the clinical management of patients living with an endocrine condition
- Reach key opinion leaders, clinicians, nurses, other healthcare stakeholders
- Profile your company as a key corporate player in the field
- Exhibit and distribute your corporate materials



## SPONSORSHIP OPPORTUNITIES

Become a PESTOLA 2025 sponsor and/exhibitor and connect with leading endocrinology professionals. More than 250 learners, including endocrinologists, physicians, physician assistants, nurse practitioners, certified diabetes educators, and more, will be in Las Colinas-Irving, Texas to experience firsthand the latest scientific advancements in the field of endocrinology and learn how these innovations can help improve health for their pediatric patients.

### **PRODUCT THEATER - \$25,000 (SOLD OUT)**

Opportunity to provide a presentation during breakfast or lunch for all attendees on Saturday.

- Opportunity for a 40-minute presentation with Q & A
- Opt-in conference attendee list
- On-Site Exhibitor table (6' x 30"), 2 chairs
- 2 Conference Registrations

### **AV SPONSOR - \$25,000 (ONE AVAILABLE)**

- Logo recognition on printed signage
- Logo recognition on PESTOLA website
- Opt-in conference attendee list
- On-Site Exhibitor table (6' x 30"), 2 chairs
- 2 Conference Registrations

### **RECEPTION SPONSOR - \$10,000 (ONE AVAILABLE)**

Sponsor the Friday OR Saturday Evening Reception from 6:00 pm to 8:00 pm.

- Logo recognition on the PESTOLA website.
- Opt-in conference attendee list
- Signage recognition at the reception
- On-Site Exhibitor table (6' x 30"), 2 chairs
- 2 Conference Registrations

### **ON-SITE EXHIBITOR - \$7,000**

- On-Site Exhibitor table (6' x 30"), 2 chairs
- 2 Conference Registrations
- Logo recognition on the PESTOLA website.
- Opt-in conference attendee list

### **SOCIAL MEDIA/PODCAST SOUNDBITE SPONSOR - \$5,000 (TWO AVAILABLE)**

- Logo recognition on PESTOLA website
- Recognition during social media soundbites recorded during the meeting and pre-recorded podcasts
- Logo on the intro and outro of all podcasts
- On-Site Exhibitor table (6' x 30"), 2 chairs
- 2 Conference Registrations

### **WI-FI SPONSOR - \$5,000 (SOLD OUT)**

Exclusive opportunity! Your support will allow attendees to enjoy free wireless internet in meeting rooms and common areas. In addition to a custom landing page, your company name and corporate logo will appear on on-site signage, recognizing your support of this much-valued service.

ALL EXHIBITS, ADVERTISEMENTS, AND MARKETING MUST BE LOCATED IN A SPACE SEPARATE FROM THE ACCREDITED EDUCATION SPACE.

# COMMITMENT FORM



Contact Name(s) who will be attending. Sponsors receive two free registrations.

**COMPANY NAME:** \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

## MAKE A SELECTION

**SOLD OUT**

~~\_\_\_\_\_ \$25,000 PRODUCT THEATER (BFAST) \_\_\_\_\_ \$25,000 PRODUCT THEATER (LUNCH)~~

~~\_\_\_\_\_ \$10,000 FRIDAY RECEPTION SPONSOR \_\_\_\_\_ \$25,000 AV SPONSOR~~

~~\_\_\_\_\_ \$10,000 SATURDAY RECEPTION SPONSOR \_\_\_\_\_ \$7,000 ON-SITE EXHIBITOR~~

~~\_\_\_\_\_ \$5,000 SOCIAL MEDIA SOUNDBITE SPONSOR \_\_\_\_\_ \$5,000 WI-FI SPONSOR~~

**TOTAL AMOUNT \$** \_\_\_\_\_

## FORMS OF PAYMENT

### CREDIT CARD

[PAY WITH MASTERCARD, VISA, AMEX AT SIMPLETIX.COM](https://www.simpletix.com)

**MAKE CHECK PAYABLE TO**  
PESTOLA

**MAILED TO**  
PESTOLA  
209 WEST 2ND STREET, #190  
FORT WORTH, TX 76102

**ACH/WIRE TRANSFER INFORMATION**

**ACCOUNT HOLDER'S NAME**  
PEDIATRIC ENDOCRINE  
SOCIETY OF TEXAS,  
OKLAHOMA, LOUISIANA AND  
ARKANSAS  
DBA PESTOLA

### BANK NAME AND ADDRESS

CHASE  
420 THROCKMORTON STREET, FL 1  
FORTH WORTH, TX 76102

**ACCOUNT NUMBER**  
770 851 025

**ROUTING NUMBER**  
111 000 614

**BIC/SWIFT**  
CHASUS33

**PESTOLA Tax ID 47-2230196**

# CONTACT US

## CONFERENCE PRODUCERS

QuEs Meetings & Events

## EMAIL

Mae@Quesevents.com (Mae Escobar)

Maritza@Quesevents.com (Maritza Cirlos)

## TELEPHONE

210-241-6644

210-323-9345

## WEBSITE

[www.pestola.org](http://www.pestola.org)



[Book Hotel Room Here](#)

[Register for Conference Here](#)

