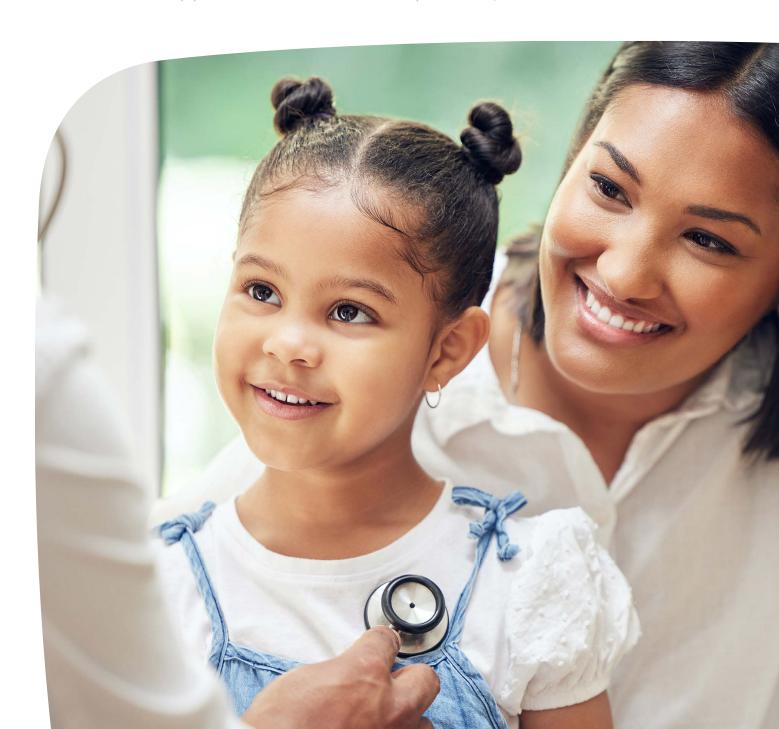


The 49th Annual Melvin L. Cohen, MD

Pediatric Update Conference 2026

Commercial Support and Exhibitor Prospectus | March 2-5



General Conference Information

March 2-5, 2026

The Scottsdale Plaza Resort 7200 North Scottsdale Road Scottsdale, AZ 85253

Additional conference details can be found on the conference website at pchpediatricupdate.com.

Continuing Medical Education Members



John Hartley, DO, FAAP Medical Director, Department of Continuing Medical Education Phoenix Children's



Ozzie Rodriguez orodriguez1phoenixchildrens.com



JoAnn Cunningham jcunninphoenixchildrens.com

Welcome

Greetings,

On behalf of the Office of Continuing Medical Education at Phoenix Children's, we are pleased to announce the upcoming 49th Annual Mel Cohen Pediatric Update 2026 Conference to be held at The Scottsdale Plaza Resort, Scottsdale, AZ on Monday, March 2nd through Thursday, March 5th, 2026.

Pediatric Update 2026 Conference Overview:

This 4-day CME conference will focus on topics covering a wide range of specialty areas relevant to all pediatric providers.

Conference Exhibitor Information:

As a conference exhibitor at Pediatric Update, you will have the opportunity for face-to-face interaction with our audience. We expect this year's conference to draw more than 300 participants from around the country.

Target Audience:

Don't miss the opportunity to interact with a growing, influential group of healthcare professionals. We strongly encourage you to consider participating if you market General Pediatricians, Family Practitioners, Pediatric Nurse Practitioners, and other Advanced Practice Providers who practice primary care or general inpatient pediatrics.

2026 Exhibiting Opportunities

Benefits

- Interact with influential decision makers in the field
- Build visibility for your company in a competitive marketplace
- Expand your customer base and strengthen existing customer relationships
- Introduce new technology, products, and services

Conference Venue

The conference venue is in the heart of Scottsdale and is near world class golf courses, hiking trails, Cactus League Spring Training games, shopping, restaurants, and countless other attractions. Please visit our hospitality page to take advantage of the special hotel room rate.

pchpediatricupdate.com/hospitality or scan the QR code below.





In-person Exhibit Hall includes:

- Two complimentary conference registrations
- One display table in the exhibitor hall, located in the Resort Foyer

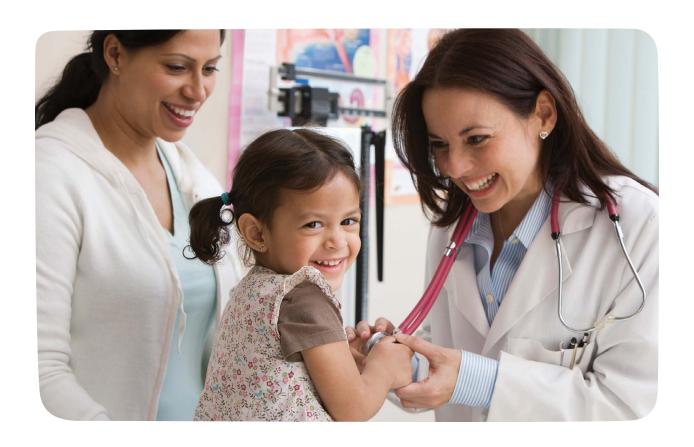
If interested in exhibiting for this conference, please complete the following:

- Registration Form
- Exhibitor Letter of Agreement Form (LOA) and upload to Registration form

For additional information contact:

JoAnn Cunningham jcunnin@phoenixchildrens.com

Ozzie Rodriguez orodriguez1@phoenixchildrens.com



Distinguished 2026 Faculty



Kamran Ahmed, MD Pediatric Ophthalmologist



Ruth Bristol, MD Pediatric Neurosurgeon



Amanda Downey, MD Pediatric Psychiatrist



J. Craig Egan, MD Pediatric Surgeon



Neil Friedman, MBChB Pediatric Neurology



Randon T. Hall, MD, MBA, CAQSM Pediatric Orthopedic



Dana Harb, MD Pediatric Dermatologist



Kara Lewis, MD Pediatric Neurologist



Dorothee Newbern, MD Pediatric Endocrinology



James W. O'Neil, MD Pediatric Ophthalmologist



Michael Pitt, MD Pediatric Hospitalist



Jenny Radesky, MDDevelopmental-Behavioral
Pediatrics



Adam Ratner, MD, MPH
Pediatric Infectious Disease



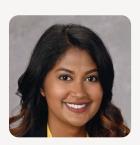
Shauna Schroeder, MDPediatric Gastroenterologist



Paul Tran, MD Pediatric Gastroenterologist



Kathleen van Leeuwen, MD Pediatric Surgeon



Karen Yeager, DO, MS, FAAP, ABPM-CI Division of Emergency Medicine, Clinical Informatics Specialist

2026 Program Agenda

Monday, March 2		Tuesday, March 3		
Breakfast Workshops Held in Conference rooms: D, E, & F		Breakfast Workshops Held in Conference rooms: D, E, & F		
7:30 - 8:15 a.m. Option 1 (In person & Virtual) Dr. Ratner	Case-based Vaccine-Preventable Diseases Discussion	7:30 - 8:15 a.m. Option 1 (In person & Virtual)	Psychopharmacology For the Pediatric Office- Knowing What You Don't Know	
7:30 - 8:15 a.m. Option 2 (In person ONLY)	Psychopharmacology For the Pediatric Office - Knowing What You Don't Know Dr. Downey	7:30 - 8:15 a.m. Option 2 (In person ONLY)	Dr. Downey Case-based Vaccine- Preventable Diseases Discussion Dr. Ratner	
8:15 - 8:30 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	8:15 - 8:30 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	
8:30 - 8:40 a.m.	Announcements	8:30 - 8:40 a.m.	Announcements	
Plenary Sessions (Held in conference rooms: D, E & F)		Plenary Sessions (Held in conference rooms: D, E & F)		
8:40 - 9:20 a.m.	What Should I Do With This Funny Shaped Head? Dr. Bristol Measles Update & More Dr. Ratner	8:40 - 9:20 a.m.	Procedures in Pediatric Dermatology Dr. Harb	
9:20 - 10 a.m.		9:20 - 10 a.m.	Hot Topics in Pediatric Infectious Disease Dr. Ratner	
10 - 10:20 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	10 - 10:20 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	
10:20 - 11:00 a.m.	Sports Medicine Essentials: A Practical Guide for PCPs Dr. Hall	10:20 - 11 a.m.	Pharmacotherapy For the Treatment of Childhood Obesity & Type 2 DM Dr. Newbern	
11:00 - 11:40 a.m.	What's New, Exciting & Effective in Pediatric Headache Management Dr. Lewis	11 - 11:40 a.m.	Bariatric surgery 2.0: Patient Selection Dr. Egan	
11:40 a.m 12:20 p.m.	Let's Talk Poop & Pain: Communicating with Patients About Constipation & Chronic Abdominal Pain Dr. Tran	11:40 a.m 12:20 p.m.	Eating Disorder Management In Primary Care Dr. Downey	

Wednesday, March 4		Thursday, March 5		
Breakfast Workshops Held in Conference rooms: D, E, & F		Breakfast Workshops Held in Conference rooms: D, E, & F		
7:30 - 8:15 a.m. Option 1 (In person & Virtual)	Social Media & Adolescent Mental Health Dr. Radesky	7:30 - 8:15 a.m. Option 1 (In person & Virtual)	So You've Been Asked to Give a Talk? Pearls To Become a More Effective Public Speaker Dr. Pitt	
7:30 - 8:15 a.m. Option 2 (In person ONLY)	So You've Been Asked to Give a Talk? Pearls To Become a More Effective Public Speaker Dr. Pitt	7:30 - 8:15 a.m. Option 2 (In person ONLY)	Screen Media & Early Childhood Development Dr. Radesky	
8:15 - 8:30 a.m.	Break (Please visit our Exhibits in the Scottsdale	8:15 - 8:30 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	
8:30 - 8:40 a.m.	Plaza Foyer) Announcements	8:30 - 8:40 a.m.	Announcements	
Plenary Sessions		Plenary Sessions (Held in conference rooms: D, E & F)		
(Held in conference i 8:40 - 9:20 a.m.	vision Screening Amblyopia Technology Dr. O'Neil	8:40 - 9:20 a.m.	Eosinophilic Esophagitis: An Increasingly Common Condition Dr. Schroeder	
9:20 - 10 a.m.	Pediatric Refractive Surgery Dr. Ahmed	9:20 - 10 a.m.	Helping Families Navigate Autism & Developmental Delays in Primary Care Dr. Radesky	
10 - 10:20 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	10 - 10:20 a.m.	Break (Please visit our Exhibits in the Scottsdale Plaza Foyer)	
10:20 - 11:00 a.m.	The Latest on Non-operative Appendicitis: An Overview & Pathway Dr. van Leeuwen	10:20 - 11 a.m.	Pattern Recognition in Movement Disorders: Clinical Insights Through Cases Dr. Friedman	
11:00 – 11:40 a.m.	Managing and Preventing Explosive Behavior in Children Dr. Radesky	11 - 11:40 a.m.	Approach & Management of In-Office Emergencies for the General Pediatrician Dr. Yeager	
11:40 -12:20 p.m.	Building Your Communication Differential Diagnosis - 10 Common Challenges Communication is the Cure Dr. Pitt	11:40 - 12:20 p.m.	Jargon Oblivion 2026 Update & Grand Finale With the Magician Pediatrician Dr. Pitt	

CME Guidelines Related to Promotional Activities, Exhibits, and Commercial Support

In compliance with ACCME Standards for Commercial Support, arrangements for commercial exhibits or advertisements cannot influence or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

- Sponsorship and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not
 interfere with or in any way compete with the learning experience prior to, during, or immediately after
 the activity.
- Company representatives must refrain from holding any commercial discussions in the educational classroom. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space.
- Commercial interest representatives may attend CME activities for the sole purpose of the representatives' own education. However, they may not engage in sales or marketing activities while in the educational classroom.

Accreditation/Credit Designation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of The University of Arizona College of Medicine - Tucson and Phoenix Children's. The University of Arizona College of Medicine - Tucson is accredited by the ACCME to provide continuing medical education for physicians.

The University of Arizona College of Medicine – Tucson designates this live activity for a maximum of 16.25 AMA PRA Category 1 Credit(s)TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn up to 16.25 MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABP MOC credit.

Relevant Financial Relationships Statement

University of Arizona College of Medicine - Tucson Office of Continuing Medical Education adheres to the ACCME's Standards for Integrity and Independence in Accredited Continuing Education. Any individuals in a position to control the content of a CME activity, including faculty, planners, reviewers or others are required to disclose all financial relationships with ineligible companies (commercial interests). The CME office reviewers have nothing to disclose. All relevant financial relationships have been mitigated prior to the commencement of the activity.

