

EXHIBITOR & SPONSORSHIP PROSPECTUS

neoTM



**The conference
for neonatology**

March 2-4, 2022



March 1-6, 2022

OVERVIEW

In March, hundreds of neonatal and perinatal clinicians will gather in San Diego, California, for two outstanding meetings.

NEO: The Conference for Neonatology — one of the premier meetings in the industry

Specialty Review in Neonatology — an intensive and comprehensive review of neonatal medicine

This unique gathering provides the perfect opportunity for companies that market to neonatal or perinatal health care providers (or their patients) to directly interact with decision-makers and influencers in a dedicated setting while they expand their professional knowledge and network with others in their field.

Participating in these events as a sponsor and/or an exhibitor provides your company a cost-effective way to build customer relationships, promote new products and, most importantly, increase leads and sales.



SPONSORSHIPS

KEY EVENT SPONSORSHIPS

Conference sponsorships give visibility to your company's strong support and commitment to neonatal-perinatal medicine. A variety of valuable benefits are provided at each sponsorship level.

	Platinum \$85,000	Gold \$50,000	Silver \$25,000
Event hosting opportunity	Expo reception	Refreshment break	Morning coffee
Ability to purchase symposium sponsorship	Yes	Yes	Yes
Recognition on event signage and conference websites	Included, premium placement	Included	Included
Recognition as sponsor in CME app	Included	Included	Included
Option to provide PDF for CME app	Included	NA	NA
Ability to send pre-event email blast to attendees (subject to approval guidelines)	Included	Included	NA
Booth in exhibit hall	10' x 20'	10' x 10'	10' x 10'
Recognition in pre- and/or post-conference email blasts	Yes	Yes	Yes
Option to provide conference bag insert (subject to size and pre-approval guidelines)	Included	NA	NA
Complimentary full conference attendee registrations	5	4	3
All other standard exhibitor benefits are included as shown on page 5!			

SPONSORSHIPS

OTHER SPONSORSHIPS

Sponsoring one or more of these event components can heighten your company's visibility at the conference.

AUDIO VISUAL (ONE AVAILABLE) \$60,000

- Underwrite costs for staging, lighting and audio-visual equipment.
- Written recognition of sponsorship on signage.

CONFERENCE BAGS (ONE AVAILABLE) \$10,000

- Your company logo featured alongside the conference logos on bag given to attendees.
- Provides exposure throughout the week and after the conference.
- Opportunity to supply a branded insert for conference bags given to attendees.

SYMPOSIUM \$10,000

- Available only for platinum, gold and silver sponsors.
- Mednax® National Medical Group will supply standard AV (podium, mic, screen, projector and laptop).
- Mednax will send up to two invitation emails to attendees announcing the symposium.
- Sponsor can provide a printed invitation to be stuffed into conference bags.
- All food/beverage must be directly ordered and paid for by the symposium sponsor.
- Breakfast and evening symposium times available.

Contact lynn@meetingsbypremier.com to receive information about available time slots.

WIRELESS INTERNET SPONSOR (ONE AVAILABLE) \$10,000

- Provide Wi-Fi throughout the entire conference venue.
- Recognition of sponsorship alongside sign-on instructions.

SPONSORSHIPS

KEY CARD SPONSOR **(ONE AVAILABLE) \$9,000**

- Exclusive sponsorship.
- Company logo/design on room keys given out at Manchester Grand Hyatt San Diego for all NEO/SR attendees.

REUSABLE WATER BOTTLES **(ONE AVAILABLE) \$8,000**

- Your company logo imprinted on reusable bottles given to conference attendees.
- Provides exposure throughout the week and after the conference.

CYBER CAFE **(ONE AVAILABLE) \$8,000**

- Includes recognition of sponsorship on signage and on the computer screensaver. If desired, you can provide company-branded mouse pads to further reinforce your brand.
- Provides exposure throughout the week and after the conference.

FLOOR DECAL **(ONE AVAILABLE) \$6,000**

- Your logo will be featured on 10 to 15 directional floor decals that guide attendees around the conference area.

CONFERENCE BAG INSERT \$3,000

- Provide a branded insert for conference bags given to attendees.
- All inserts are subject to size limitations and must be preapproved.

TARGETED BRANDING **\$5,000-\$15,000**

- Want to make a large statement with your brand? We have several options from escalator clings to pool decals.

Contact Lynn@meetingsbypremier.com.

NEO/SR EXHIBIT BOOTHS

The NEO/SR Conference provides attendees with plenty of time to visit every booth and talk with companies about their products and/or services. Lunches and all refreshment breaks are held on the exhibit show floor to ensure optimal booth traffic.

EXHIBIT BENEFITS

- 8' high back drape and 3' high side drape in show colors.
- ID sign with company name and booth number.
- A fully carpeted exhibit hall
- Two complimentary exhibitor badges (show floor access only) for each 10' x 10' booth (four for a 10' x 20'; eight for a 20' x 20')
- Online listing on **neoconference.com** and **specialtyreview.com**.
- Listing and link to your company URL on CloudCME.
- An electronic attendee list (includes the name, company and email address of those who opted in) provided on the first day of the conference.
- Ability to participate in the exhibit hall game
- Your booth will come with one, 6' draped table, two chairs and a trash can.

BOOTH PRICES

- 10' x 10' booth - \$3,700
(add \$250 for a corner booth).
- 10' x 20' booth - \$7,400
(add \$250 for a corner booth/each).
- Premium 20' x 20' island - \$18,000.

Please note: All exhibits must conform to the IAEE "Guidelines for Display Rules & Regulations."

End caps are not allowed at this show.

NEO/SR Conference Exhibit Application

Application Deadline: Jan. 27, 2022.

NEO/SR exhibit applications will be accepted online at: mednax.swoogo.com/2022NEOSRExhibits

There, you can access the tradeshow floor plan, select your desired booth location and electronically submit your payment.

EXHIBIT SCHEDULE

NEO/SR EXHIBITING HOURS	
Day	Hours
Tuesday, March 1 - Load in	12 p.m. - 5 p.m. — Load In
Wednesday, March 2 - Exhibits	10 a.m. - 10:45 a.m. — Exhibits and Break 12:15 p.m. - 1:30 p.m. — Exhibits and Lunch 2:45 p.m. - 3:15 p.m. — Exhibits and Break 3:45 p.m. - 4:15 p.m. — Exhibits and Break
Thursday, March 3 - Exhibits	9:45 a.m. - 10:30 a.m. — Exhibits and Break 12 p.m. - 1:30 p.m. — Exhibits and Lunch 3:30 p.m. - 4 p.m. — Exhibits and Break 6:30 p.m. - 7:30 p.m. — Exhibits and Reception
Friday, March 4 - Exhibits	9:45 a.m. - 10:30 a.m. — Exhibits and Break 12 p.m. - 1:30 p.m. — Exhibits and Lunch 1:30 p.m. — Strike / Load Out

(Hours are subject to change)

COVID-19 Safety Measures

In an effort to create a safe environment for all participants, Mednax plans to have safety protocols in place that will require conference participants to:

- Show proof of COVID-19 vaccination or negative PCR/antigen COVID-19 test results taken within 48 hours prior to attending the event.
- Wear a face covering (mask) at all times except while eating or drinking.
- Maintain physical distancing of at least six feet from any other individual, whenever feasible, while inside the venue.
- Attest that they while onsite, they are not experiencing symptoms consistent with acute COVID-19 or influenza infection, including fever, chills, sore throat, severe congestion or runny nose, cough, shortness of breath and/or difficulty breathing, muscle aches, severe fatigue, and loss of taste or smell.
- Avoid personal contact, such as handshakes or embracing coworkers or other conference participants.
- Continue to follow normal preventive actions while attending the conference, including cleaning/washing hands frequently and avoiding touching eyes, nose, or mouth with unwashed hands.

Mednax will continue to evolve their protocols and mandates to be in alignment with CDC, federal, and local safety recommendations.

If safety precautions or regulatory guidelines necessitate that the conference transition to a virtual event, exhibitors will be given the option to apply their sponsorship/exhibit package to a virtual sponsorship/exhibit package offering. Each company will have the ability to accept or decline this option when/if the transition decision is made.

PAST EXHIBITORS

Abbott

Alexion Pharmaceuticals

American Academy of Pediatrics

AstraZeneca

Bio-Med Devices, Inc.

Bunnell, Inc

CENTOGENE US, LLC

Chiesi USA, Inc.

Children's Health

Dr. Brown's

Dräger Medical, Inc.

Embrace by Aspect Imaging

Etiometry

Evolve BioSystems

Fisher & Paykel Healthcare

Footprint Medical, Inc.

Fresenius Kabi

Getinge

Graham's Foundation

HeRO by MPSC

Hitachi Healthcare

Innara Health

Inozyme Pharma

KARL STORZ Endoscopy-America, Inc.

Mallinckrodt

Mead Johnson Nutrition

Medela

Meridian Bioscience, Inc.

NEONATOLOGY TODAY

Nutricia

ONY Biotech

Pampers Professional

Pediatrix® Medical Group,
part of the Mednax® family

PediNotes

Phoenix Technology Group

Prolacta Bioscience, Inc.

Recordati Rare Diseases, Inc.

Sobi, Inc, Medical Affairs

Sobi

Tortle

TransLite, LLC - Veinlite

United States Drug Testing
Laboratories, Inc.

Utah Medical Products, Inc.

Vyaire Medical, Inc.