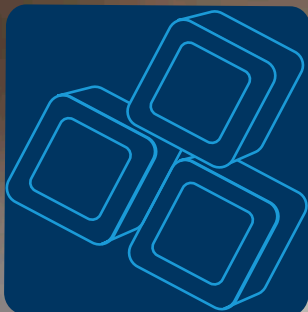


EXHIBITOR & SPONSORSHIP PROSPECTUS

neo



The conference
for neonatology

**February
19-21, 2020**



**February
17-22, 2020**



OVERVIEW

In February, 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, and Specialty Review in Neonatology, an intensive and comprehensive review of neonatal medicine. This unique gathering provides the perfect opportunity for companies who 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 are expanding their professional knowledge and networking 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	Two lunches and opening night 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 CloudCME sponsor webpage	Included	NA	NA
Ability to do 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
...plus all other standard exhibitor benefits, 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 as well
- Opportunity to supply a small, branded insert for conference bags given to attendees

SYMPOSIUM \$10,000

- Available only for Platinum, Gold and Silver sponsors
- MEDNAX 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

HEADSHOT SPONSOR (ONE AVAILABLE) \$10,000

As the exclusive headshot sponsor, you will enable attendees to have complimentary headshots taken by a professional photographer during the conference. As part of this sponsorship, you will receive:

- Promotional exposure in pre-event email sent to attendees
- Recognition on signage near the headshot area (located near your exhibit booth)
- Recognition in the post-event email to attendees who get headshots

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 as well

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.

TRANSLATION SERVICES (ONE AVAILABLE) \$8,000

- Provide for the translation of NEO/SR educational sessions into Spanish in real time
- Recognition of sponsorship on signage

FACULTY ENGAGEMENT LOUNGE (TWO AVAILABLE - ONE FOR NEO AND ONE FOR SR) \$6,000

- This exclusive sponsor will have naming rights to this area that will be featured just outside the GS room. After the sessions, speakers will stop by for Q&A in this area.

FLOOR DECAL (ONE AVAILABLE) \$6,000

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

CONFERENCE BAG INSERT \$3,000

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

TARGETED BRANDING \$5,000 - \$10,000

- 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 Cloud CME
- ▲ 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 spot)
- ▲ 10' x 20' booth - \$7,400
(add \$250 for a corner spot/each)
- ▲ Premium 20' x 20' island - \$18,000

Please note: All exhibits must conform to the IAEE "Guidelines for Display Rules and Regulations."
End caps are not allowed at this show.

NEO/SR Conference Exhibit Application

Application Deadline: January 27, 2020.

NEO/SR Exhibit Applications will be accepted online at: https://mednax.swoogo.com/2020neosr_exhibits

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
Monday, Feb. 17th - Load In	1:00pm - 5:00pm
Tuesday, Feb. 18th - Load In	8:00am - 5:00pm
Wednesday, Feb. 19th - Exhibits	9:30am - 10:15am — Exhibits and Break 11:30am - 1:00pm — Exhibits and Lunch 2:30pm - 4:00pm — Exhibits and Break 6:00pm - 7:30pm — Exhibits and Reception
Thursday, Feb. 20th - Exhibits	9:30am - 10:15am — Exhibits and Break 11:30am - 1:30pm — Exhibits and Lunch 2:30pm - 3:30pm — Exhibits and Break
Friday, Feb. 21st - Exhibits	9:30am - 11:00am — Exhibits and Break 11:30am - 1:00pm — Exhibits and Lunch 2:30pm - 3:00pm — Exhibits and Break 3:00pm - 7:00pm — Strike / Load Out

(Hours are subject to change)

2019 EXHIBITORS

Abbott	KARL STORZ Endoscopy-America, Inc.
Alexion Pharmaceuticals	Mallinckrodt
American Academy of Pediatrics	Mead Johnson Nutrition
AstraZeneca	Meridian Bioscience, Inc.
Bio-Med Devices, Inc.	MPSC-HeRO
Bunnell, Inc	NEONATOLOGY TODAY
CENTOGENE US, LLC	ONY Biotech
Chiesi USA, Inc.	Pediatrix Medical Group/ MEDNAX
Children's Health	PediNotes
Dr. Brown's	Phoenix Technology Group
Dräger Medical, Inc.	Prolacta Bioscience Inc.
Evolve BioSystems	Recordati Rare Diseases
Fisher & Paykel Healthcare	Tortle Products
Fresenius Kabi	TransLite, LLC - Veinlite
Getinge	USDTL
Graham's Foundation	Utah Medical Products, Inc.
Hitachi Healthcare	Vyaire Medical
Innara Health	