



The conference for neonatology

# 2021 NEO: The Conference for Neonatology

Virtual Event

## Exhibitor and Sponsorship Prospectus

February 15 - 19, 2021

### OVERVIEW

In February, hundreds of neonatology clinicians will gather virtually for **2021 NEO: The Conference for Neonatology**, one of the premier meetings in the industry. This unique virtual meeting provides the perfect opportunity for companies who market to neonatal health care providers and to directly interact with decision-makers and influencers in a dedicated virtual setting while they are expanding their professional knowledge and networking with others in their field. Participating in this virtual event 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.

### 2020 ATTENDEE DEMOGRAPHICS

55%

Physicians

25%

Advanced Practice Providers

20%

Registered Nurses & Allied Health

### EXHIBIT BOOTHS

Exhibitors will get not only logo and signage opportunities with their virtual booth, but also several options for uploading content and engaging in conversations with attendees.

### Booth Prices

Price: Standard Booth ..... \$1,500 • Premium Booth ..... \$2,500

#### Standard Booth Includes:

- Branded virtual exhibit booth allowing you to showcase your products and services.
- Two exhibit booth workers with full access to exhibit hall, sessions and ability to claim CME credit or CNE hours
- Public group chat and private 1:1 chat
- Private 1:1 live discussion via the platforms bridge
- Ability to post a video, documents, links to web pages and social media sites.
- Lead generation/analytics
- Gamification
- Opt-in attendee list
- Recognition on NEO Conference site as well as virtual conference site

#### Premium Booth Includes:

- Branded virtual exhibit booth allowing you to showcase your products and services.
- Four exhibit booth workers with full access to exhibit hall, sessions and ability to claim CME credit or CNE hours
- Public group chat and private 1:1 chat
- Private 1:1 live discussion via the platforms bridge
- Ability to post a video, documents, links to web pages and social media sites.
- Lead generation/analytics
- Gamification
- Opt-in attendee list
- Recognition on NEO Conference site as well as virtual conference site

## Virtual Exhibit Benefits and Highlights

- A virtual booth created, branded and customized to your specific preferences allowing you to showcase your products and services.
- Group chat, private chat and 1:1 video calling available
- Email and virtual business card exchange
- Meet new business contacts
- Receive custom reports, extensive analytics and lead generation tools
- Your booth workers can attend all sessions and receive CME credit or CNE hours

## SPONSORSHIPS

### Conference Sponsors

#### Platinum — \$4,500

- Premium Virtual Exhibit Booth
- Three (3) additional booth workers for a total of seven (7)
- Company logo cycling in 'lobby' of virtual site
- Rotating promo ad (individual stationary ads on loop) on the Navigation Bar of site
- Early access to the opt-in list — two weeks out
- Listed as sponsor on
  - ▶ Neo Conference website
  - ▶ Registration site
  - ▶ Virtual directory
- 50% off symposium pricing
- Mention in social media posts

#### Gold — \$3,000

- Standard Virtual Exhibit Booth
- Two (2) additional booth workers for a total of four (4)
- Company logo cycling in 'lobby' of virtual site
- Listed as sponsor on
  - ▶ Neo Conference website
  - ▶ Registration site
  - ▶ Virtual directory
- 25% off symposium pricing

### Additional Sponsorship Opportunities

#### Networking Lounge Sponsor — \$2,000 (one available)

The networking lounge offers networking features including scheduled discussions via chat and/or video conferencing and group discussions by topic. A great place for attendees to come and network.

- Branding of the networking lounge
- Recognition as sponsor on NEO conference site

## Symposiums – \$2,500

A virtual conference is a great event to offer a symposium.

We will provide you with a virtual room. You must supply the speaker, content and live streaming platform (zoom, vimeo, etc.).

- We will handle registration
- We will send out up to three (3) email notifications to attendees
- You can send meal delivery coupons/gift cards to attendees who sign up
- Recognition as a symposium sponsor



Contact [lynn@meetingsbypremier.com](mailto:lynn@meetingsbypremier.com) to receive information about available time slots.

## Branding in virtual lobby – \$800

- Your logo represented in the lobby area of the virtual platform

## Additional booth representatives = \$250.00

## 2021 NEO CONFERENCE EXHIBIT APPLICATION

*Application Deadline: January 22, 2021*

NEO Exhibit Applications will be accepted online at: [mednax.swoogo.com/2021neoexhibits](https://mednax.swoogo.com/2021neoexhibits)

### Exhibit Schedule (Subject to change)

<b>Monday</b> , Feb. 15th	3:00PM	3:30PM
<b>Tuesday</b> , Feb. 16th	3:00PM	3:30PM
<b>Wednesday</b> , Feb. 17th	3:00PM	3:30PM
<b>Thursday</b> , Feb. 18th	3:00PM	3:30PM
<b>Friday</b> , Feb. 19th	3:00PM	3:30PM
<i>Please note: all times noted above are Eastern Time.</i>		

## Booth Options



Above (C) is Standard Booth



Above (D) is Premium Booth

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