



**N E O H E A R T**  
**2 0 2 0**

Cardiovascular Management of the Neonate  
October 28-30, 2020 | New York City

# **NEOHEART 2020** **INTERNATIONAL** **CONFERENCE**

OCTOBER 28-30, 2020 | NEW YORK CITY | NY

**ADVERTISING | EXHIBIT | SPONSORSHIP**  
**OPPORTUNITIES**

GIVE YOUR BRAND THE EXPOSURE AND RECOGNITION THEY DESERVE

# ABOUT NEOHEART 2020

NeoHeart, the flagship annual conference of the Neonatal Heart Society brings together clinicians and researchers across the global scientific community to exchange new knowledge and share the latest research in neonatal cardiopulmonary science.

During the NeoHeart meeting, attendees will acquire novel ideas from world renowned experts at Plenary, Spotlight and Break-Out sessions, learn about cutting edge research from leading and emerging scientists, participate in hands on work-shops and discuss controversial hot topics. In addition, achievements of a legend in the field will be recognized at the Keynote Reception Dinner.

NeoHeart regularly attracts hundreds of national and international attendees, providing an unparalleled opportunity for industry and organizations to gain or retain a share of this market.

This meeting offers several options where industries and medical centers, academic institutions and foundations can enhance their brand recognition and exposure to their products and services.

Join the conversation.



# NEOHEART BY THE NUMBERS

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**538**

**PROFESSIONAL  
PARTICIPANTS AT  
2019 NEOHEART  
CONFERENCE**

**15**

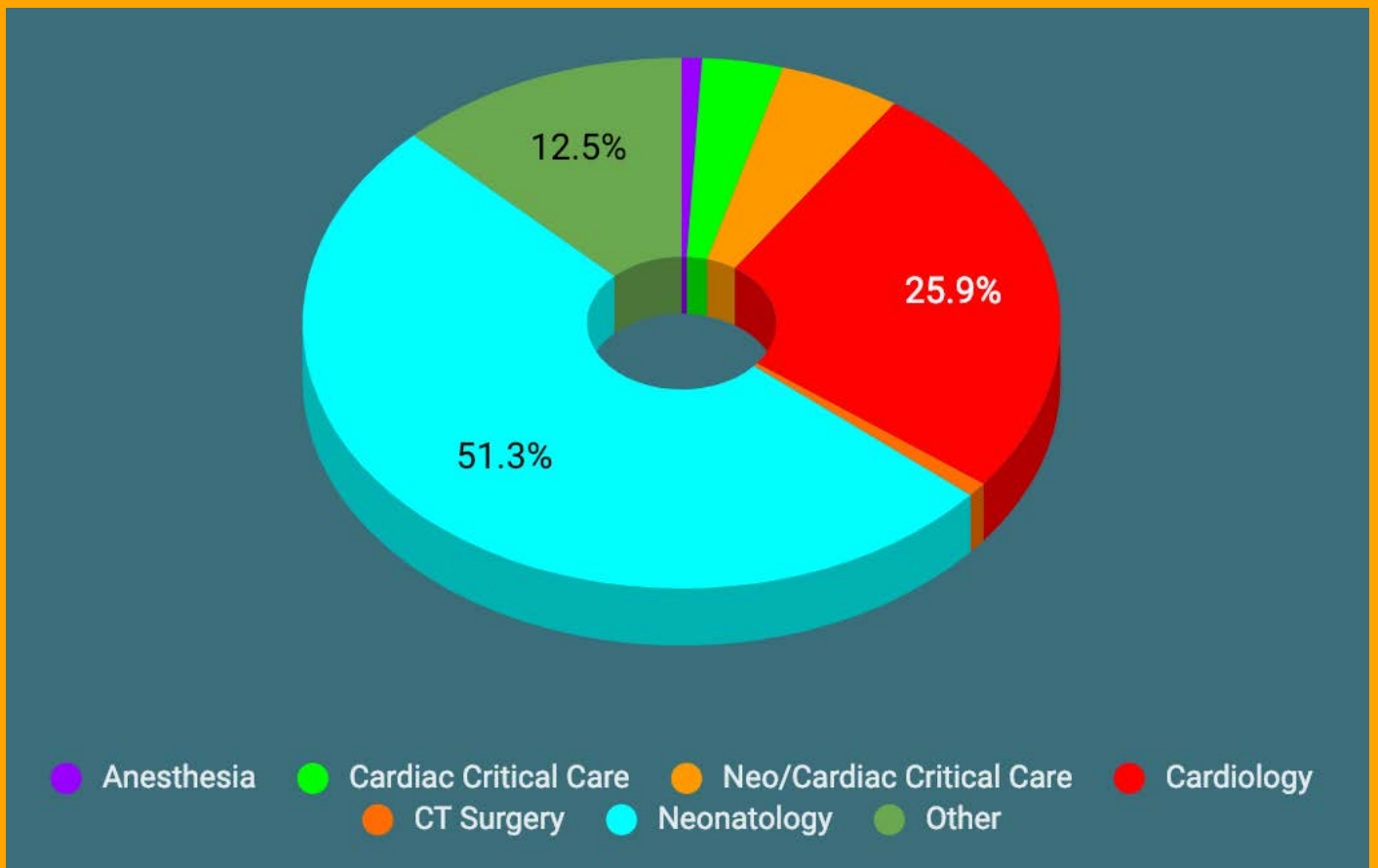
**COUNTRIES  
REPRESENTED AT  
2019 NEOHEART  
CONFERENCE**

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# NeoHeart Attendees

Span Neonatology, Pediatric Cardiology,  
Pediatric Cardiac Intensive Care,  
Pediatric Intensive Care, Anesthesia and CT Surgery



**THE NEOHEART EXPERIENCE:  
THE ONLY INTERNATIONAL  
CONFERENCE DEDICATED TO  
NEONATES WITH  
CARDIO-PULMONARY DISEASE**





## TOPICS THAT CONNECT WITH **NEOHEART** ATTENDEES

Management of Pulmonary Hypertension

Neonatal Hemodynamics

Sepsis

Congenital Heart Disease

Congenital Heart Surgery

PDA

Catheter interventions

Congenital Diaphragmatic Hernia

Neonatal Cardiac Innovations

Neurodevelopmental outcomes

in Neonates with CHD

Predictive analytics in the ICU

Nutritional issues in neonates with CHD

Non-invasive monitoring in the ICU

TN Echocardiography

ECMO in the Neonate

and many more topics

# Why you should support **NeoHeart?**

This 3-day international conference brings together the world's **biggest influencers** in neonatal cardiopulmonary disease.

Take part in **the only meeting** dedicated to defining standards of care in neonatal cardiopulmonary disease management.

Your commitment to **NeoHeart** brings **your voice** directly into the conversation.

# At **NeoHeart** you can:

Boost your brand awareness  
and increase the visibility of your company

Acquire new customers and strengthen  
existing connections

Showcase new products and services

Network with over 500 clinicians from the US  
and around the world

Give attendees an inter-active experience

&

**Be a partner with the**  
**NeoHeart community**

# Join Fellow Supporters; Extend your Reach

## Who supports NeoHeart?

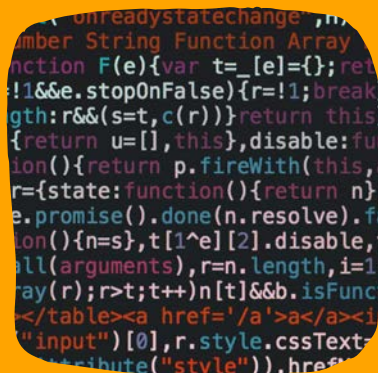


### Health care industry

- Medical device
- Medical instruments
- Diagnostics
- Therapy
- Nutritional Support



### Healthcare: Pharmaceuticals



### Medical Software



### Educational Institutions



### Hospitals /Medical Centers



### Foundations



### Professional Societies



# Ways to participate at NeoHeart

Support at  
various levels

Exhibit your  
company's  
products

Benefactor of  
NeoHeart

Sponsor sessions/  
speakers/ travel/  
etc

Enhance  
attendee  
experience

# Support Levels



## **As a Platinum Level sponsor**

you will be recognized as a premier partner of NeoHeart

Value: \$45,000



## **As a Gold Level sponsor**

you will be recognized as a high visibility supporter of NeoHeart

Value: \$25,000



## **As a Silver Level sponsor**

you will be recognized as a significant supporter of NeoHeart

Value: \$20,000



## **As a Bronze Level sponsor**

you will be recognized as a notable supporter of NeoHeart

Value: \$10,000

# Support Levels and Benefits

	Platinum Level	Gold Level	Silver Level	Bronze Level	Exhibitor only
Description	Premier Partner of NeoHeart	High visibility supporter of NeoHeart	Significant supporter of NeoHeart	Notable supporter of NeoHeart	Supporter of NeoHeart
Value	\$45,000	\$25,000	\$20,000	\$10,000	\$5,000
<b>Exhibit benefits</b>					
Booth in premium/Level 1, 2,3 Exhibit Hall	Premium	Level 1 Plus	Level 1	Level 2	Level 3
Choice of Exhibit Booth Location	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	Assigned	Assigned
Complimentary Conference registrations	5	4	3	2	1
Additional discounted registrations	4	3	2	1	
<b>Pre-Conference Promotion</b>					
Listed as a NeoHeart Conference supporter at the Neonatal Heart Society website with logo and link to the organization's/company's website	Premier Partner Platinum Level	High visibility supporter-Gold Level	Significant supporter-Silver Level	Notable supporter-Bronze Level	Supporter-Exhibitor
<b>At the Conference</b>					
Recognition signage in Exhibitor Hall	Platinum	Gold	Silver	Bronze	Exhibitor
Company/organization advertisement in printed program	Advertisement				
Recognition, acknowledgement and appreciation in printed programs, podium, slides between sessions and social media	Printed programs Podium Between sessions Social media	Printed programs Podium Between sessions	Printed programs Between sessions	Between sessions	
Direct link on mobile App	x	x	x		
Sponsor posts on mobile App	x	x	x		
Push notifications from mobile App	x	x			
<b>Post Conference Promotion</b>					
Exhibitors will have their company logo and link posted on the NHS website	Premium location on website- For one year	Prominent location on website-For one year	For one year	For one year	For one year

## Exhibit Levels:

Premium/Level 1 Plus, Levels 1, 2 & 3 are based upon foot traffic estimate and location

ALL SPONSOR RELATIONSHIPS WILL COMPLY WITH THE ACCME STANDARDS FOR COMMERCIAL SUPPORT STANDARDS TO ENSURE INDEPENDENCE IN CME ACTIVITIES.

For sponsorship/ exhibiting or to design a more customized support level experience, please contact:

**Laura Yasso**

Program Manager, Center for Continuing Medical Education,  
Columbia University, Vagelos College of Physicians and Surgeons,  
630 West 168th Street, Unit 39  
New York, NY 10032

email: [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) Tel: (212)-305-9003

Fax: (212)-305-5740

# Exhibit at **NeoHeart 2020**

## Reach Decision Makers



## EXHIBIT OPPORTUNITIES (OCT 29, 30, 2020)

October 29: 7:00 AM-8:00 AM/ Breakfast with exhibitors

October 29:10:00 AM-10:20 AM/ Morning break with exhibitors

October 29:12 PM-1:00 PM/ Lunch with exhibitors

October 29: 3:00-3:30 PM/ Afternoon Break with exhibitors

October 30: 7:00 AM-8:00 AM/ Breakfast with exhibitors

October 30:10:00 AM-10:20 AM/ Morning break with exhibitors

October 30:12 PM-1:00 PM/ Lunch with exhibitors

October 30: 3:00-3:30 PM/ Afternoon Break with exhibitors

October 30, 2020: 7:00 AM -5:00 PM/Connect over coffee with exhibitors

October 29, 30, 2020:7:00 AM-5:00 PM/ Digital posters with exhibitors

Note: Times are subject to change



# Location, Fees, Dates and Deadlines

## Location

Alfred Lerner Hall  
Columbia University  
2920 Broadway  
New York, NY 10027

## Exhibit Pricing

Booth	Cost	Deposit
Commercial 6'x 30"	\$5,000	\$2,500
Non-Profit 6'x30"	\$2,500	\$1,250

Non-profit organizations are listed as 501 (C)(3)  
Please provide certificate to receive non-profit rate

## Meeting Dates

October 28-30, 2020

## Fees Include

Inline or corner booth space in 6'x30" increments with table cloth  
Single line signage including booth # and exhibiting company's name.  
Complementary registration or discounted registration numbers are based upon support level

## Exhibit Hours

October 29, 30, 2020  
7:00 AM-5:00 PM

## Important Dates and Deadlines

June 1, 2019	Exhibit space sales open
February 15, 2020	Exhibit application due with deposit *For priority point allocation
March 27, 2020	Email confirmation of space reservation

## Installation

October 29, 30, 2020  
6:00 AM-7:00 AM

\*Priority Point Allocation:

1. 10 points for returning completed application with deposit by Feb 15, 2020
2. 10 points for purchasing each unit of 6'x30' booth space
3. 10 points for each \$1,000 of additional support including grants
4. 10 points if you have supported NeoHeart in 2017, 2018 and 2019

Total priority points will be used to determine booth allocation and/or on-site advertising

## Dismantling

October 29, 30, 2020  
4:30PM- 5:00PM  
(Daily dismantling)

## Contact Information:

**Laura Yasso**

Program Manager, Center for Continuing Medical Education,  
Columbia University, Vagelos College of Physicians and Surgeons  
email: [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu)

Tel: (212)-305-9003

Fax: (212)-305-5740

## Connect over Coffee



Attendees will thank you for sponsoring  
all day beverage service

Your company's name will be displayed  
at coffee stations

Cost: \$6,000/ day; \$3,000/ session (4 sessions available)

Eligible for priority points

## Relax and Recharge Lounge

Where attendees can relax and network

Available 7:00 AM to 5:00 PM on October 29, 30.

Sofas, ottoman, chairs provided for a relaxing atmosphere

Sponsor will receive advertising on print meter board and  
branding on banner identifying location

Cost: \$8,000/day (Book for Oct. 29, 30 or both)

Eligible for priority points



## Digital Meterboard

Enhance your message with visual imagery to  
capture attendee attention

Single side vertical meterboard on stand

Cost: Inquire for pricing



## Print Meter Board

Display your company's message and gain  
attendee attention

4 sites available

Cost: \$8,000/2 days

\$4,000/day



# Reach the influencers

# OTHER WAYS TO SUPPORT

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## Inaugural day breakfast

Get the conference off to a great start by sponsoring / co-sponsoring the inaugural day breakfast session.

Sponsor Cost: \$10,000; Co-sponsor: \$5,000

Eligible for priority points



## Inaugural day luncheon

After a great inaugural morning session, take this opportunity to sponsor / co-sponsor the inaugural day luncheon.

Sponsor Cost: \$ 18,000; Co-sponsor: \$9,000

Eligible for priority points



## Inaugural day AM break

Support the attendees by sponsoring this welcome break on opening day

Cost: \$ 3,000

Eligible for priority points



## Inaugural day PM break

Sponsor PM break as attendees discuss the day's topics

Cost: \$3,000

Eligible for priority points

Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide.

Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support



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Enhance the **NeoHeart** Experience

# OTHER WAYS TO SUPPORT

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## Closing day breakfast

Join in on the conversation by sponsoring / co-sponsoring closing day breakfast session.

Sponsor Cost: \$10,000; Co-sponsor: \$5,000

Eligible for priority points



## Closing day luncheon

Support NeoHeart by sponsoring / co-sponsoring closing day luncheon.

Sponsor Cost: \$ 18,000; Co-sponsor: \$9,000

Eligible for priority points



## Closing day AM break

Support the attendees as they network during breaks by sponsoring AM break on closing day

Cost: \$ 3,000

Eligible for priority points



## Closing day PM break

Sponsor PM break as the conference winds down and we look towards 2021!

Cost: \$3,000

Eligible for priority points

Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide.

Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support



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Enhance the **NeoHeart** Experience



# OTHER WAYS TO SUPPORT- SESSIONS & SPEAKERS

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## **Keynote Speaker / Reception and Dinner: \$ 55,000**



Honor a Living Legend by sponsoring this session on October 28. The Keynote Speaker Dinner has always been a highlight of NeoHeart. Prior honorees include Drs. Norwood, Rudolph, Noonan and R. Van Praagh.

## **Plenary Sessions: Full: \$10,000 (each) Co-sponsor: \$5,000 (each)**

Support TED style thought provoking talks by content experts and dynamic speakers.



## **Spotlight Session: Pulmonary Vein Stenosis Full: \$10,000 Co-sponsor: \$5,000**

Spotlight Session focuses on this emerging disease, diagnostics and therapy.

## **Pro-Con Debates: Full: \$5,000 Co-sponsor: \$2,500**

Sponsor lively debates on controversial topics. Always, an attendee favorite



Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide.

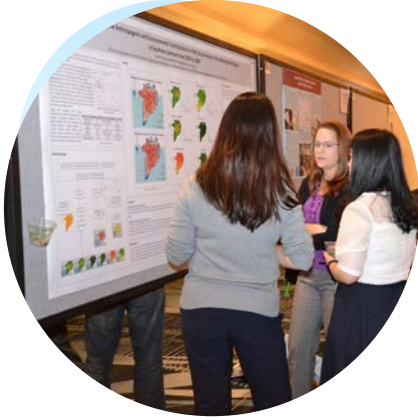
Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support

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# Enhance the **NeoHeart** Experience

# OTHER WAYS TO SUPPORT- SESSIONS & SPEAKERS

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## **Abstracts/ Poster Session: Full: \$ 8,000; Co-sponsor: \$4,000**

Promote scientific inquiry by supporting emerging and established researchers as they present novel research

## **The Gold Standard: Randomized Controlled Trials Session Full: \$5,000**

Support the importance of Randomized Controlled Trials and the practice of evidence based medicine



## **Bench to Bedside Session Full: \$5,000**

New ideas are tested in the lab before they are brought to patients. This session highlights the work of leading researchers in the field of cardio-pulmonary science.

Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide. Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support

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# **Support Scientific Inquiry**

# OTHER WAYS TO SUPPORT- SESSIONS & SPEAKERS

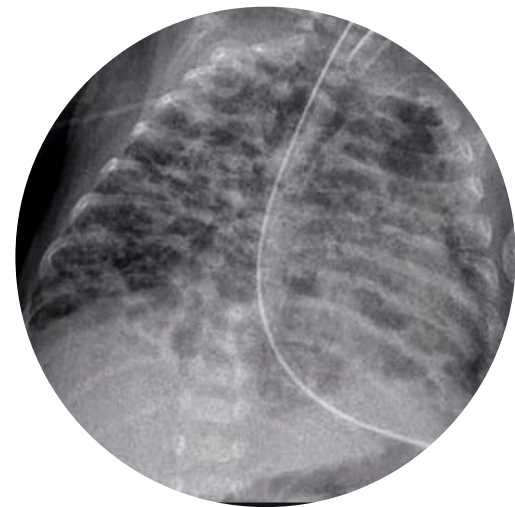
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**Plenary Session -Double Jeopardy:  
Premature neonates  
with congenital heart disease  
Full: \$ 10,000; Co-sponsor: \$5,000**

Session deals with novel insights into the risks confronted by preterm neonates with CHD.

Session has talks and panel discussions by cardiologists, neonatologists, intensivists and surgeons.



**Plenary Session:  
Broncho-pulmonary dysplasia and  
Pulmonary Hypertension  
in 2020. What's new?  
Full: \$ 10,000; Co-sponsor: \$5,000**

By supporting, you acknowledge the importance of BPD, 51 years since it was first described. Talks by leading experts discuss what's known and what's new in 2020.

Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide. Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support

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**Support advances in management  
of the premature infant**

# OTHER WAYS TO SUPPORT- SESSIONS & SPEAKERS

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## **The John Driscoll Plenary Session Ethics and the intensive care unit**

**Full: \$ 10,000; Co-sponsor: \$5,000**

Session deals with ethical issues that confront neonatologists, cardiologists and intensivists and other medical care givers.

Do we look at neonates differently from older children?

World renowned experts in the field of neonatal and pediatric bioethics will debate.



## **Plenary Session: Supporting parents of neonates with life limiting conditions**

**Full: \$ 10,000; Co-sponsor: \$5,000**

By supporting, you acknowledge the vital importance of treating the family as an extension of the patient. How best do we support parents during the worst moments of their lives?

Hear a parent's voice.

Sponsorship will be recognized at the podium, on meeting website and mobile meeting guide. Contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a customized level of support

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**Supporting parents**



**SUPPORT OTHER PLENARY,  
& BREAK-OUT SESSIONS (\$3,000)  
& HANDS-ON WORKSHOPS (\$3,000)**

**Other topics that will be discussed:**

**Simulation**

**Ultrasound in the ICU**

**Nutritional issues in neonates with CHD**

**Donor breast milk**

**Septic Shock**

**Non-invasive monitoring**

**TN ECHO**

**Resuscitation**

**PDA-new ways to close**

**Predictive analytics in the ICU**

**Innovations in neonatal cardiac care**

**ECMO in the newborn**

**and many more!**

**Click here to support or sponsor**

**NeoHeart**



**And Finally..**

**An opportunity to support an  
Industry sponsored talk over dinner and an  
evening of networking and relaxation  
(Evening of October 29, 2020;  
8:00PM - 10:30 PM)**

**We are accepting proposals  
and support offers now.**



**NeoHeart** 2020: Cardiovascular Management of the Neonate

October 28 – 30, 2020

Columbia University, Alfred Lerner Hall, 2920 Broadway, New York, NY 10027

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## Exhibit & Sponsorship Pledge Form

Support Level (please check one):

- Platinum: \$45,000 *includes 5 complimentary registrations*
- Gold: \$25,000 *includes 4 complimentary registrations*
- Silver: \$20,000 *includes 3 complimentary registrations*
- Bronze: \$10,000 *includes 2 complimentary registrations*
- Exhibit only: \$5,000 *includes 1 complimentary registration*
- Non-Profit Rate Exhibit only: \$2,500 *includes 1 complimentary registration*

*Exhibit space is limited and placement is based on support level participation and priority points.*

We would like to participate as an  Event supporter and/or  Exhibitor at NeoHeart 2020.

Please provide the name of the person who is to receive all of the exhibit information:

Company:

Contact person:

Title:

E-mail:

Mailing Address:

Telephone:

Website:

**Indicate exactly how the company name should be listed for acknowledgement on all digital & printed materials**



### Exhibitor Registrations:

Please provide names(s) of the company representatives who will receive complimentary registration(s) according to the level of support (see above).

- 1.
- 2.
- 3.
- 4.
- 5.

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### Additional Sponsorship/Marketing Opportunities:

*These opportunities are limited and will be available on a first-requested basis*

- Connect Over Coffee: \$6,000 per day
- Connect Over Coffee: \$3,000 per session
- Relax and Recharge Lounge: \$8,000/day
- Digital Meterboard: Inquire for advertising cost
- Print Meterboard: \$8,000 (2 days); \$4,000/day
- Inaugural Day Breakfast: \$10,000 (sole sponsor)
- Inaugural Day Breakfast: \$5,000 (co-sponsor)
- Inaugural Day Lunch: \$18,000 (sole sponsor)
- Inaugural Day Lunch: \$9,000 (co-sponsor)
- Inaugural Day AM Break: \$3,000
- Inaugural Day PM Break: \$3,000
- Closing Day Breakfast: \$10,000 (sole sponsor)
- Closing Day Lunch: \$5,000 (co-sponsor)
- Closing Day AM Break: \$3,000
- Closing Day PM Break: \$3,000
- Keynote Speaker Reception and Dinner: \$55,000
- Any Plenary Session: \$10,000 (sole sponsor)
- Any Plenary Session: \$5,000 (co-sponsor)
- Spotlight Session on Pulmonary Vein Stenosis: \$10,000 (sole sponsor)
- Spotlight Session on Pulmonary Vein Stenosis: \$5,000 (co-sponsor)
- Pro-Con Debate Sessions: \$5,000 (sole sponsor)





- Pro-Con Debate Session: \$2,500 (co-sponsor)
- Abstract/Poster Session: \$8,000 (sole sponsor)
- Abstract/Poster Session: \$4,000 (co-sponsor)
- Randomized Clinical Trials Session: \$5,000
- Bench to Bedside Session: \$5,000
- Plenary Session on Prematurity and congenital heart disease: \$10,000 (sole sponsor)
- Plenary Session on Prematurity and congenital heart disease: \$5,000 (co- sponsor)
- Plenary Session on Ethics and intensive care unit: \$10,000 (sole sponsor)
- Plenary Session on Ethics and intensive care unit: \$5,000 (co- sponsor)
- Plenary Session on BPD and Pulmonary Hypertension: \$10,000 (sole sponsor)
- Plenary Session on BPD and Pulmonary Hypertension: \$5,000 (co- sponsor)
- Plenary Session on Supporting Families: \$10,000 (sole sponsor)
- Plenary Session on Supporting Families: \$5,000 (Co-sponsor)
- Break-Out Session: \$3,000/session
- Work-Shop:\$3,000
  
- Benefactor of NeoHeart 2020: Amount: \$.....(Tax ID #: 13-5598093)

Please contact Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu) to design a more customized support level

Total Pledge Amount: \$

We would like to reserve a table top exhibit space. I understand that exhibit space is limited and placement location is based upon support level of participation (e.g. Platinum, Gold, Silver, etc.) and will be available on a first-requested basis once payment is received.

Signed:

Date:

**Return Signed Pledge Form by email to Laura Yasso at [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu)**

Or by Mail to-

Laura Yasso

Center for Continuing Medical Education,

Columbia University Vagelos College of Physicians and Surgeons

630 West 168th Street, Unit 39

New York, NY 10032, USA



COLUMBIA

COLUMBIA UNIVERSITY  
IRVING MEDICAL CENTER

## PAYMENT DETAILS

Please make checks payable to **Columbia University** and mail to the following address:

Columbia University College of Physicians and Surgeons  
Attn: Saquan Jones, Center for Continuing Medical Education  
630, West 168<sup>th</sup> Street, Unit 39  
New York, NY 10032

For **Express mail carriers**, please use the following address:

Columbia University College of Physicians and Surgeons  
Attn: Saquan Jones, Center for Continuing Medical Education  
51 Audubon Avenue, 5<sup>th</sup> Floor, Room 503  
New York, NY 10032

Tax ID #: 13-5598093

Please note: We cannot accept credit card payments for exhibits. To pay by wire transfer, please contact the conference organizer:

Laura Yasso  
Program Manager  
Center for Continuing Medical Education  
Columbia University  
Vagelos College of Physicians and Surgeons  
630 West 168<sup>th</sup> Street, Unit 39  
New York, NY 10032  
Tel: (212)-305-9003  
Fax: (212)-305-5740  
Email: [ly136@cumc.columbia.edu](mailto:ly136@cumc.columbia.edu)



COLUMBIA

COLUMBIA UNIVERSITY  
IRVING MEDICAL CENTER

**NeoHeart 2020: Cardiovascular Management of the Neonate**  
October 28 – 30, 2020

**SHIPPING INFORMATION**

Materials may be shipped to the Roone Arledge Auditorium with the name of the conference and date (NeoHeart 2020: October 28-30, 2020).

All shipments must be received by October 27, 2020.

Shipping information is as follows:

Heather Pfingston  
University Event Management  
Alfred Lerner Hall at Columbia University  
2920 Broadway  
New York, NY 10027  
Telephone: (212)-854-6380





**N E O H E A R T**  
**2 0 2 0**

Cardiovascular Management of the Neonate  
October 28-30, 2020 | New York City  
Register at [neoheartsociety.org](http://neoheartsociety.org) today!

**Click here to support or sponsor**

**NeoHeart**

**Contact Information**

**Laura Yasso**

**Program Manager,  
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