



# Hot Topics in Neonatology<sup>®</sup>

IN-PERSON AND ON-DEMAND CONFERENCE  
EXHIBITOR AND SUPPORTER PROSPECTUS

December 4-7, 2022



Well Beyond Medicine

**50**  
**COUNTRIES**

*more than*

**1,800**  
**ATTENDEES**



### Hot Topics in

**Neonatology®** is the premiere international conference for neonatologists and perinatologists attracting over 1,800 attendees from more than 50 countries. The conference program features internationally known faculty, critical reviews and debate about promising new therapies.

Your support this year is vitally important to the success of Hot Topics in Neonatology®. We are returning to an *in-person* conference and will provide an *on-demand* option to accommodate all attendees.

Don't miss the opportunity to engage with your health care partners. Hot Topics offers a variety of opportunities.

Exhibitor and supporter opportunities have a limited availability.

## Attendee Demographics



**77.6%**

Physicians



**9.7%**

Nurse/Advanced  
Practice Nurse



**3.6%**

Residents/  
Fellows



**2.5%**

Allied Health/  
PA/RT/Pharm



**6.6%**

All Others



## Satellite Symposia

### In-Person Only - \$10,000

Symposia offer opportunities to connect with conference attendees in an educational forum. Topics must be related to the practice of neonatal medicine and do not need to be CME accredited.

Includes:

- Satellite Symposia time slots will be offered during a time that does not conflict with the Hot Topics general session. Breakfast, lunch and evening symposium times are available first-come, first-served.
- Hot Topics will send two invitation emails to registered attendees announcing the symposium.
- Symposia information will be posted on the Hot Topics website, which can be linked to your company-hosted registration.
- Five complimentary Hot Topics in Neonatology® registrations are included.

Additional costs:

- All AV and food/beverage must be directly ordered and paid for by the symposium sponsor.

### FOR MORE INFORMATION

Questions and inquiries about Satellite Symposia availability, contact Yari Payne at [yari.payne@nemours.org](mailto:yari.payne@nemours.org) or 407.588.1626.

# Exhibitor Information

## IN-PERSON EXHIBIT BOOTH

\$5,000 | \$2,500 Nonprofit

Features:

- 10-by-10 exhibit space with a six-foot, unskirted\* table, two chairs
- Three complimentary exhibitor registrations per exhibit, includes access to all general sessions, breakfasts and breaks
- One time list of registrants, including attendee name, company name and contact email (if they opted in), which will be sent the first day of the conference
- Participate in the Welcome Back Happy Hour and the exhibitor/attendee engagement activity during the conference

*\*Gaylord National Harbor is a linen-free facility*

### GIVEAWAYS

Customary descriptive product literature and other items of a modest nature may be distributed. Any giveaway with a value of more than \$25 must be approved by Hot Topics staff. No giveaways of over \$100 will be allowed. No contests, lotteries and/or games of chance allowed.

### FOOD

Any significant food and beverage provided at your exhibit must be ordered through the Gaylord National. Please contact [candace.white@gaylordhotels.com](mailto:candace.white@gaylordhotels.com).

### AUDIO VISUAL

For any audio-visual requests, please contact [lanora.settles@encoreglobal.com](mailto:lanora.settles@encoreglobal.com).

### Other Considerations\*\*

- Additional in-person exhibitor registrations can be purchased for \$525 each.
- Additional in-person exhibit space can be arranged for a separate fee.
- Additional exhibit space furnishings, electricity, internet, video, sound and computer equipment are available for an additional fee and must be ordered pre-event.
- Lead retrieval service available through approved vendor.
- Freestanding displays are permitted if they fit within your designated exhibit space
- All exhibits will be placed in the Woodrow Wilson ballroom, alongside food and beverage service.

*\*\*subject to availability and discretion of planning staff*

### EXHIBIT HALL HOURS

**Monday, December 5**  
7 a.m. to 5:15 p.m.  
(5 p.m. Welcome Back Happy Hour)

**Tuesday, December 6**  
7 a.m. to 5:30 p.m.

**Wednesday, December 7**  
7 a.m. to 11:30 a.m.

### EXHIBIT SETUP AND BREAKDOWN

- Exhibits may be set up from noon-3 p.m. on Sunday, December 4, 2022.
- Exhibit space must be cleared by 1 p.m. on Wednesday, December 7.

### SHIPPING

The FedEx office at Gaylord National Resort & Convention Center will receive shipments beginning Tuesday, November 29 through Saturday, December 3. Please contact Caroline Kelly at [caroline.kelly@fedex.com](mailto:caroline.kelly@fedex.com).

#### Shipping Address:

Exhibitor Company Name/  
Booth #  
HOT TOPICS IN  
NEONATOLOGY  
Gaylord National Resort &  
Convention Center  
c/o FedEx Office  
701 Waterfront Street  
National Harbor, MD  
20745

### CANCELLATION POLICY

Exhibitor contracts may be cancelled without penalty prior to November 4, 2022. Written notice must be sent to [ivy.gato-gomez@nemours.org](mailto:ivy.gato-gomez@nemours.org). Cancellation after this date will result in forfeiture of the exhibitor's fee.

### FOR MORE INFORMATION

Inquiries about exhibit opportunities, contact [ivy.gato-gomez@nemours.org](mailto:ivy.gato-gomez@nemours.org).

## SUPPORTER OPPORTUNITIES

# Become a Supporter and enhance your conference visibility.

All conference supporters are recognized:

- In conference announcements
- On the conference website
- From the podium during the conference

### Inclusive Conference Supporter Packages

Support the overall conference and help us deliver groundbreaking research to clinicians around the world.



#### **Platinum Supporter** **\$50,000**

Includes:

- Exclusive on-site signage.
- One banner ad in daily email sent to conference attendees.
- Complimentary Satellite Symposia time slot
- Ten complimentary Hot Topics in Neonatology® registrations



#### **Gold Supporter** **\$25,000**

Includes:

- Exclusive on-site signage.
- One banner ad in daily email sent to conference attendees.
- Five complimentary Hot Topics in Neonatology® registrations

#### **Hot Topics Session Supporter** **\$5,000 & up**

Support one of the ten educational sessions that make up the Hot Topics conference. Supporters will be limited to one per session. Final cost is based on the session selected. Supporters may select a session from the conference agenda. Includes:

- Verbal recognition from podium at the start of supported session
- Conference platform and online syllabus recognition

#### **CONFERENCE PLATFORM OPPORTUNITY**

##### **Poster Showcase – Exclusive \$10,000**

Our Poster Showcase will be available for attendee viewing throughout the conference and for 90 days thereafter. Includes:

- Recognition as the Poster Showcase exclusive supporter.

# IN-PERSON OPPORTUNITIES

## EXCLUSIVE OPPORTUNITIES – LIMITED TO ONE SUPPORTER!

### Attendee Internet Access \$15,000

Connect with attendees at the Gaylord National. Design a redirect splash page that will be seen on every in-person conference attendee's Wi-Fi login page.

*Supporter to provide graphic*

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### Hotel Reservation Website Advertisement \$7,500

Clickable advertisement for your company on the Hot Topics housing registration website.

*Supporter to provide graphic.*

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### Key Card \$2,500

Place your company logo, product name or product logo in the palm of each attendee's hand! Each time attendees use their hotel key card becomes a chance to create an impression.

*The supporting company will work directly with the hotel and/or their key card vendor. Additional production costs associated with this opportunity, if any, are the responsibility of the sponsor, in addition to the fee above.*

## SUPPORTING THE CLINICIAN ON-SITE EXPERIENCE!

### Conference Bags \$3,500

Your company logo featured alongside the conference logo on bags given to in-person attendees. Provides exposure throughout the week and after the conference as well.

Opportunity to supply a small, branded insert for conference bags given to in-person conference attendees.

*Sponsor to provide conference bags and cover costs.*

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### Reusable Water Bottles \$2,500


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

*Sponsor to provide water bottles and cover cost.*

### Hotel Door Drop \$2,500 – One piece \$3,500 – Two pieces

Hot Topics will distribute your product literature, sales brochures or other promotional materials to attendees' hotel rooms so that your materials are at their door when they awaken in the morning. Materials must be pre-approved and will be distributed only at the Gaylord National.

*Sponsor provides the materials to Hot Topics. Hot Topics will make arrangements for hotel door drops.*



Questions and inquiries about support opportunities, contact Karen Supplee at [karen.supplee@nemours.org](mailto:karen.supplee@nemours.org) or 302.268.3370.