


NeoHeart

Cardiovascular Management of the Neonate

A background image of a beach scene with a wooden pier extending into the ocean. Several people are visible on the beach, some holding surfboards. A large, semi-transparent blue circle is overlaid in the center of the image, containing the text 'SPONSORSHIP OPPORTUNITIES'.

**SPONSORSHIP
OPPORTUNITIES**

March 22-25, 2017

Manchester Grand Hyatt | San Diego, CA



WWW.CHOC.ORG/NEOHEART



About NeoHeart

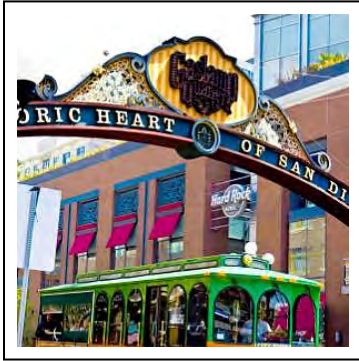
Tremendous uncertainty and controversy exists within the management of neonates with congenital heart disease. Some of the issues facing neonatologists, pediatric cardiologists and pediatric cardiac intensivists include choice/timing of cardiac surgery, indications and safety profile of newer medication in neonates, pre-operative assessment of well-being, and post-operative management decisions in this emerging population.

Medical providers require current information and sharing of ideas in order to ensure best outcomes for this growing patient population. Due to a significant increase in heart surgery performed during the neonatal period, it is imperative neonatologists learn about cardiac physiology. In parallel, it is imperative for cardiologists and cardiac intensivists to learn about neonatal physiology. NeoHeart is designed to merge the neonatal and cardiac practitioners. NeoHeart is dedicated to state of the art care for the neonate with congenital heart disease.

NeoHeart's purpose is to advance the skill set for hemodynamic assessment of neonatal and cardiac intensivists. Workshops attendees will learn and apply bedside functional echocardiography to help critical care assessment and management decisions. In the past, this modality was used only by a cardiologist; to optimize care for their patients, it is imperative neonatal and cardiac intensivists broaden their skills.

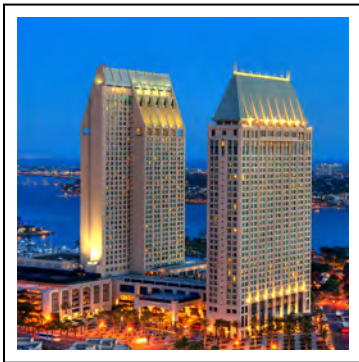
We welcome you to be part of the first and only meeting to define the standards of care and protocol for this growing patient population. Your commitment to NeoHeart brings your voice directly into the conversation.

At-A-Glance



WHAT

This is 4-day international meeting provides a platform for neonatologists, cardiologists, pediatric intensivists, and cardiac surgeons to gather and discuss controversies in cardiovascular management of neonates.



WHEN & WHERE

March 22 - 25, 2017

Manchester Grand Hyatt

1 Market Place | San Diego, CA 92101

California is always a good idea!



WHO

- Physicians
- Nurses
- Nurse Practitioners
- Trainees
- Neonatologists
- Cardiologists
- Pediatric Intensivists
- Cardiac Surgeons



HOW

Become a partner through one of many opportunities presented in this packet.

Your support will help babies with broken hearts.

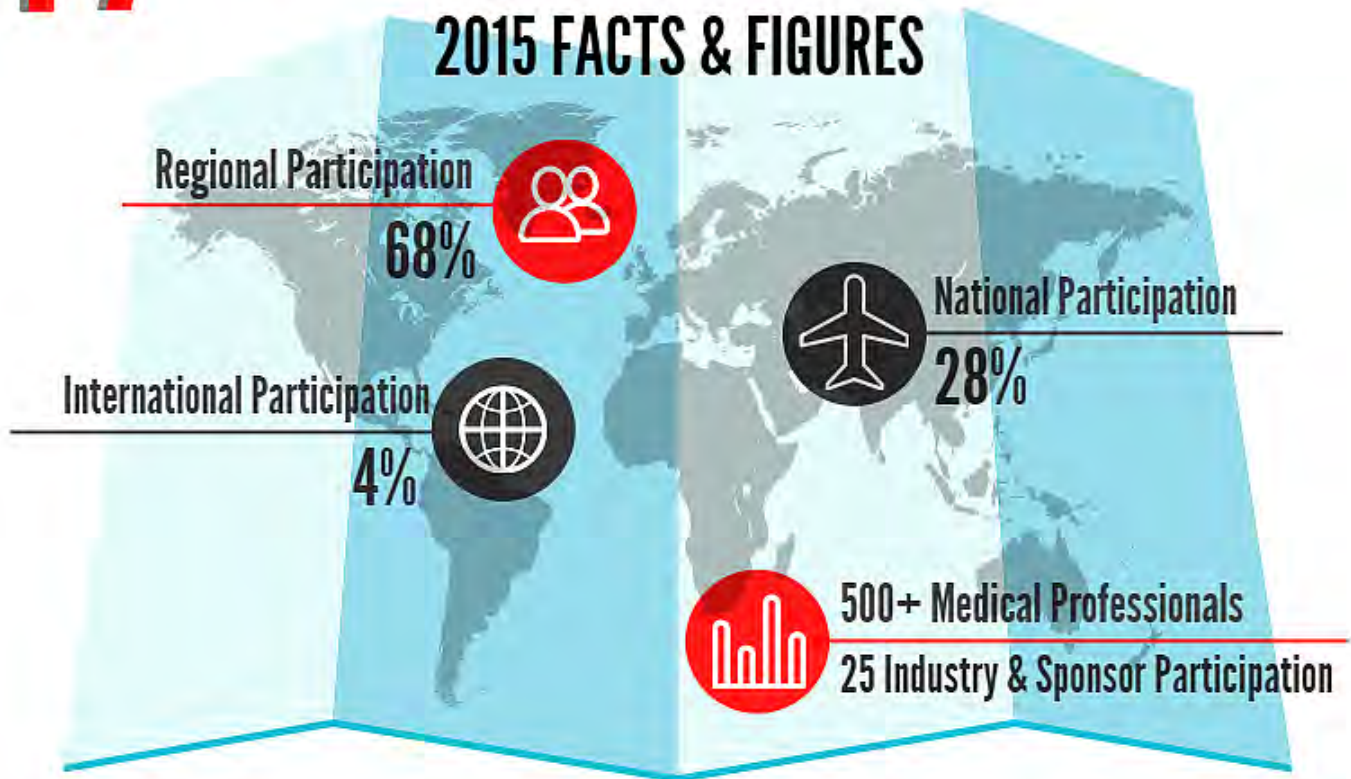
Your Exposure

2017 NeoHeart

Cardiovascular Management of the Neonate

Join us March 22-25, 2017 in San Diego, CA

2015 FACTS & FIGURES



NeoHeart is a 4-day international meeting serving as a platform for neonatologists, cardiologists, pediatric intensivists, and cardiac surgeons to gather and discuss controversies in cardiovascular management of neonates.

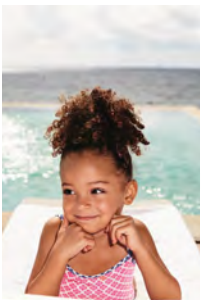
CALL TO FIND THE RIGHT PACKAGE FOR YOUR COMPANY

Mary Hickcox
CME Program Manager | 714.509.8894

Amir Ashrafi, MD
NeoHeart Program Chair | 310.666.7277

Your Investment

IF YOU DON'T SEE SOMETHING THAT FITS YOUR BUDGET, PLEASE CONTACT US TO DISCUSS!



	Diamond \$75,000+	Platinum \$50,000+	Gold \$30,000+	Silver \$15,000+
Exhibit Booth in Premium Exhibit Hall	X	X	X	X
Exhibit Location Choice	X 1st Premium	X 2nd Premium	X 1st Preferred	X 2nd Preferred
Complimentary Hotel Rooms	X	X		
Complimentary Conference Registrations	6 + added values	4 + added values	2 + added values	2
Add'l Registrations at Reduced Cost	X	X	X	X
Your Direct Link on Conference Website	X with logo	X with logo	X	
Choice of Event Sponsorship Listing	X	X		
Presence in Mobile App	X ++ push notifications	X +	X	X
Signage and Bonus Media	X +++	X ++	X +	X
Verbal Acknowledgement from Podium	X each day	X first day only		
Opt-in Participant Directory Supplied Pre-Conference	X with contact info	X		

ANY PACKAGE CAN BE CUSTOMIZED. PLEASE CALL FOR MORE DETAILS!

IMPACT FOR YOUR COMPANY

It's simple...

DIAMOND

- 2 high-visibility exhibit booths
- 1st choice for optimal placement
- 6 conference registrations
- All meals and meet & greets included
- 3 Hotel night stays for 4 people + parking
- SPONSORED BY listing on 2 "additional" events of your choice
- Your video looping in foyer space
- Attendee list updated monthly with contact information
- Exclusive access to push notifications on mobile app
- Acknowledgement from Program Chair at podium each day
- Dedicated housekeeping slide to your company

PLATINUM

- 1 high-visibility exhibit booth
- 2nd choice for optimal placement
- 4 conference registrations
- All meals and meet & greets included
- 3 Hotel night stays for 2 people + parking
- SPONSORED BY listing on 1 "additional" event of choice
- Attendee list updated monthly
- Acknowledgement from Program Chair at beginning of conference
- Large logo on housekeeping slide

GOLD

- 1 exhibit booth
- 2 conference registrations + meals + parking
- "Sponsored By" listing on 1 event
- Attendee list provided at conference
- Small logo on housekeeping slide

SILVER

- 1 exhibit booth
- 2 conference registrations
- "Sponsored By" listing on 1 event
- Attendee list provided at conference
- Small logo on housekeeping slide

***Not all incentives are listed above.**

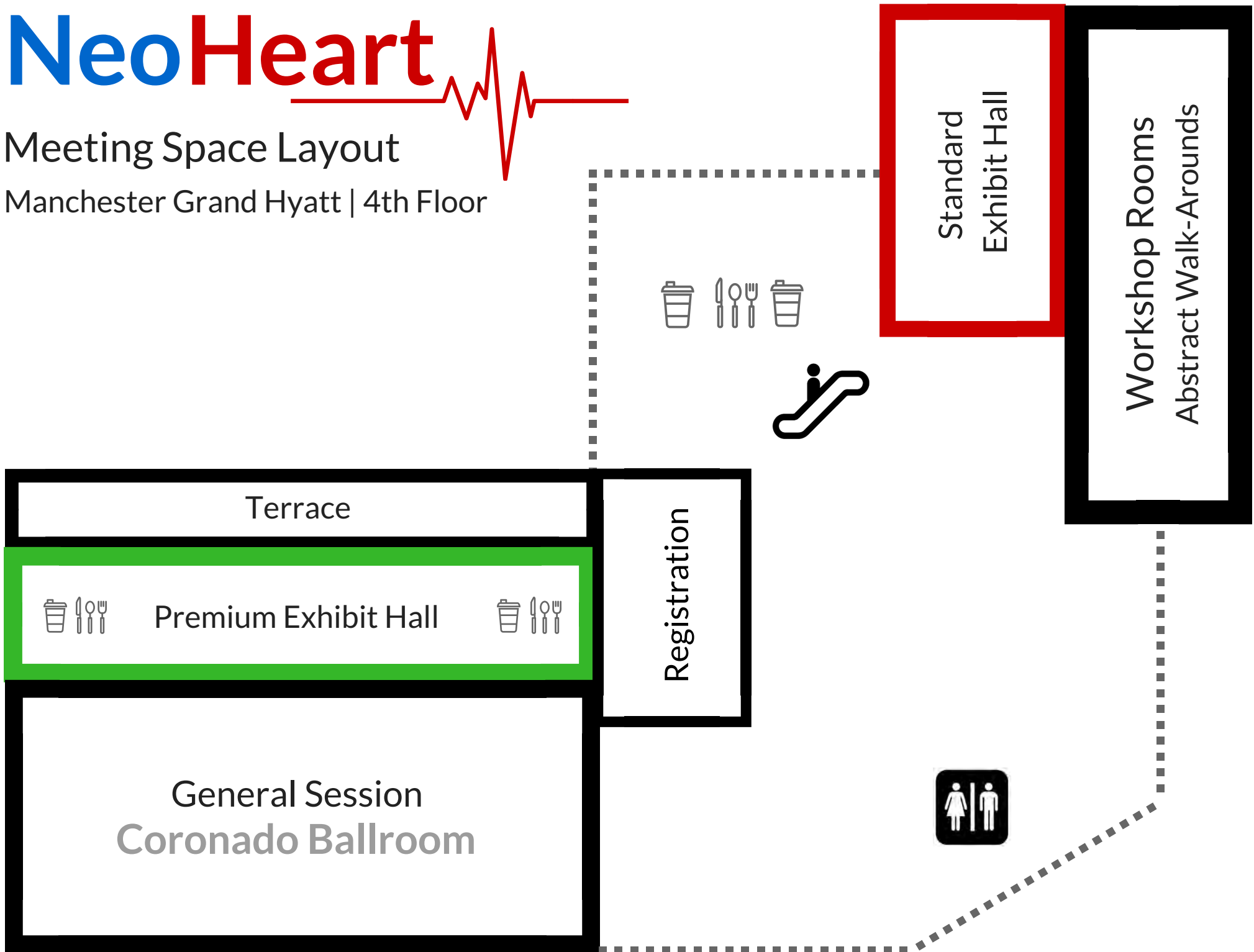
Inquire for complete package information.

ANY PACKAGE CAN BE CUSTOMIZED. PLEASE CALL FOR MORE DETAILS!

NeoHeart

Meeting Space Layout

Manchester Grand Hyatt | 4th Floor





ADDITIONAL PARTNERSHIP OPPORTUNITIES

The following partnership packages can be customized to suit the needs of your organization.

This enables a more personalized partnership package to assist you in finding the best way to showcase your organization to your target audience.

If your company would prefer a collaborative sponsorship package to encompass exhibition and marketing, please contact Mary Hickcox directly to ensure a good "fit" between your target market and strategic marketing focus.

Hosted Conference WiFi

\$6,500 Exclusive

No one appreciates mediocre internet connection. Smartphone, tablet, iPad, and laptop users alike will all need access to the world wide web. Be the hero that provides the fastest and friendliest wireless internet to all the conference attendees.

Hosted Keynote Speaker Dinner

\$6,000 Exclusive - Limit 1

Be influential in honoring Dr. William I. Norwood, Jr. as he shares about his inspiring career to 250 of NeoHeart's guests. The cocktail hour and dinner will take place in the stunning Seaview Restaurant and Patio along the San Diego marina. It will be an evening to remember!

Hosted Faculty Reception

\$5,000 Exclusive - Limit 1

- 75+ faculty and VIP guests
- Network with providers and thought leaders who impact policy and standards of care for the neonate with cardiovascular management needs

Mobile Application

\$5,500 Exclusive

The smartphone is no longer viewed as a discrete communication tool. Digital platforms are increasingly developing into all-around marketing strategies. Be at the forefront of this - literally in the palm of their hands. The exclusive NeoHeart mobile app will be used to access the course syllabus, program agenda, speaker bios, and much more.

ANY PACKAGE CAN BE CUSTOMIZED. PLEASE CALL FOR MORE DETAILS!



ADDITIONAL PARTNERSHIPS CONTINUED

Host a Lunch

\$10,000 Exclusive - Limit 2

- Thursday, 3/23/17 - 700+
- Friday, 3/24/17 - 700+

Conference Giveaway (e.g. mug, bag, etc)

\$7,500 Exclusive - Limit 1

Sponsor branded item that will be carried back to work by NeoHeart attendees. This is an easy and effective way to make your way into their workplace.

Host a Breakfast

\$3,000 Exclusive - Limit 3

- Thursday, 3/23/17 - 700+
- Friday, 3/24/17 - 700+
- Saturday, 3/25/17 - 400+

Advertising in Conference Giveaway

Reach 750 + medical providers

- Color Ad - \$1,750.00
- Gray scale - \$1,250.00

Sponsor Branded Photo Booth

\$4,000 Exclusive

Other exhibitors are going to wonder why you have such a long line at your booth with this fun and interactive partnership option. Not only will you be the hit of the Exhibition, you will also be sending your brand home with every attendee who visits your table!

- Professional booth with logo on each photo strip
- Extra 6 sqft of display space in Exhibition
- Extra complimentary representative registration
- Acknowledgement on all marketing pieces with logo where applicable

ANY PACKAGE CAN BE CUSTOMIZED. PLEASE CALL FOR MORE DETAILS!

Take advantage of America's Finest City



Whether you're 8 or 88, San Diego has activities and attractions that appeal to everyone. Extend your trip and make priceless memories while you're here! Visit www.sandiego.org or contact the Manchester Grand Hyatt's hotel concierge at 619.232.1234 to learn all that this city has to offer.

Local attractions:

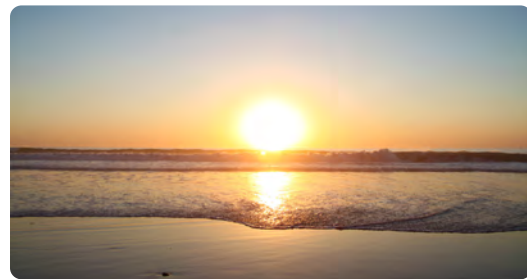


- One of the many premiere beaches – Mission Beach, Pacific Beach, Moonlight Beach, Coronado, and La Jolla Shores to name a few!
- Balboa Park
- San Diego Zoo
- Wild Animal Safari Park
- Gaslamp District
- Sea World
- LegoLand
- USS Midway Museum
- Old Town San Diego
- And so much more!

Other attractions nearby:



- Disneyland
- Universal Studios **featuring the Wizarding World of Harry Potter**
- Knott's Berry Farm
- Mission San Juan Capistrano
- Catalina Island Ferry
- Long Beach Aquarium



HOTEL INFORMATION

Manchester Grand Hyatt Hotel

1 Market Place | San Diego, CA 92101

T: +1 619 232 1234 | F: +1 619 233 6464 | E: sandiego.grand@hyatt.com

Experience the tallest urban waterfront hotel on the West Coast at the Manchester Grand Hyatt. Located in the heart of downtown San Diego, you can discover the culture and beauty of America's Finest City right outside your door.

Wake up to the sun sparkling off San Diego Bay, indulge in a bountiful breakfast buffet overlooking the marina, shop at Seaport Village or take a coastal cruise.

Conveniently located near the trolley, Coronado ferry, Petco Park and the Convention Center, the Manchester Grand features premium amenities, free wi-fi, and dramatic spaces where you are inspired to relax and celebrate. A bayside pool with private cabanas, rooftop tennis, basketball and volleyball courts, Iconic -a Marilyn Monroe Spa & Salon - plus incredible restaurants and lounges make this waterfront escape your grand home away from home.

For more information, please visit <http://www.manchester.grand.hyatt.com>

The Fine Print:

Negotiated room rates available until February 22, 2017. Please call 619.358.6705 to book your accommodations or visit: <https://resweb.passkey.com/go/CHOC17> to book your room online at the negotiated conference rate.

When calling to make your reservation, please mention Group/Mtg Name: CHOC Children's Hospital to secure the negotiated rate of \$259.00/nite (+taxes and fees)

Hotel Check-in: 4:00 pm (PST) | Hotel Check-out: 12:00 PM (PST)

Overnight hotel guest parking is \$32/night self-parking; \$47/night valet parking.

Conference Room Rate includes complimentary basic guestroom internet, complimentary 24-hour fitness center use, and group rate is honored 3 days post event dates, based on hotel availability.

What Now?

Whether you want to establish your organization as a leader in neonatal medicine, engage and connect with hundreds of healthcare professionals, showcase your product or service, or increase your sales, NeoHeart will provide you with plenty of opportunities to grow and succeed.

This biennial, international event offers a unique platform and allocated intervals to impress upon, touch base with, and build relationships with your target market.

Exposure to a strong database of 7,500+ contacts will have your brand recognized by key stakeholders before you step foot into the meeting. Through frequent printed and digital marketing promotions, your organization will build a high profile.

The first step...

It's easy!

Contact Mary Hickcox to discuss the best possible partnership based on your current and ongoing organizational objectives.

Check out WWW.CHOC.ORG/NEOHEART to learn more about this upcoming event!

Mary Hickcox
CME and Conference Manager
CHOC Children's

Email: mhickcox@choc.org
Office: 1.714.509.8894
Fax: 1.714.509.8785

For EXHIBIT ONLY opportunities,
contact Marissa Chery
Conference Coordinator.

Email: mchery@choc.org
Office: 1.714.509.4810
Fax: 1.714.509.8785

