

Exhibitor and Supporter Prospectus



Hot Topics in Neonatology[®]

**Hybrid Conference
December 8-11, 2024**



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 is vitally important to the success of Hot Topics in Neonatology®. We are returning to an in-person conference and will provide a live-stream option to accommodate all attendees.

Do not miss the chance to engage with your health care partners at Hot Topics, where you can listen and discuss a variety of options to provide products and services to attendees.

Exhibitor and supporter opportunities have limited availability.



77.6%
Physicians



9.7%
Nurse/Advanced
Practice Nurse



3.6%
Residents/
Fellows



2.5%
Allied Health/
PA/RT/Pharm

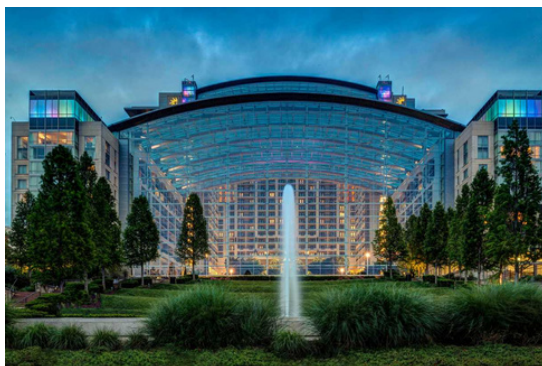


6.6%
All Others

HOST HOTEL

The Gaylord National is the official headquarter hotel for the 2024 Hot Topics in Neonatology®. A limited number of sleeping rooms have been secured at the discounted group rate of \$269.

The discounted room block deadline is November 11, 2024 (or until sold out). After November 11, 2024, the room rate will be honored based on space and availability.



201 Waterfront Street
National Harbor, Maryland 20745
301.965.4000

In-Person Exhibit Booth

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

FEATURES:

- 10 foot by 10 foot exhibit space with a six-foot, non-skirted* table and two chairs.
- Standard exhibit will receive three complimentary exhibitor registrations per exhibit, includes access to all general sessions, breakfasts and breaks. Nonprofit will receive two complimentary exhibitor registrations per exhibit.
- One time list of registrants, including attendee name, company name and contact email (opted in attendees), which will be sent the first day of the conference (Not applicable to Nonprofit).
- Participation in three happy hour events and exhibitor/attendee engagement activity during the conference.
- **NEW!** Exhibitor will be able to identify their 3 preferred booth locations in the Hall. Assignments will be based on supporter level and on a first come first serve basis. (Not applicable to Nonprofit).
- Complimentary virtual booth listing includes company video, link to website, downloadable files and messaging capabilities with attendees.

*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.

ACCREDITATION COUNCIL FOR CONTINUING MEDICAL EDUCATION GUIDELINES

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place. Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

EXHIBIT HALL HOURS

SUN
8
DEC | 4:30 p.m. to 6:00 p.m.
Reception

MON
9
DEC | 7:00 a.m. to 6:00 p.m.
(5:00 p.m. Welcome
Back Happy Hour)

TUE
10
DEC | 7:00 a.m. to 6:00p.m.
(5:00 p.m. Happy
Hour)

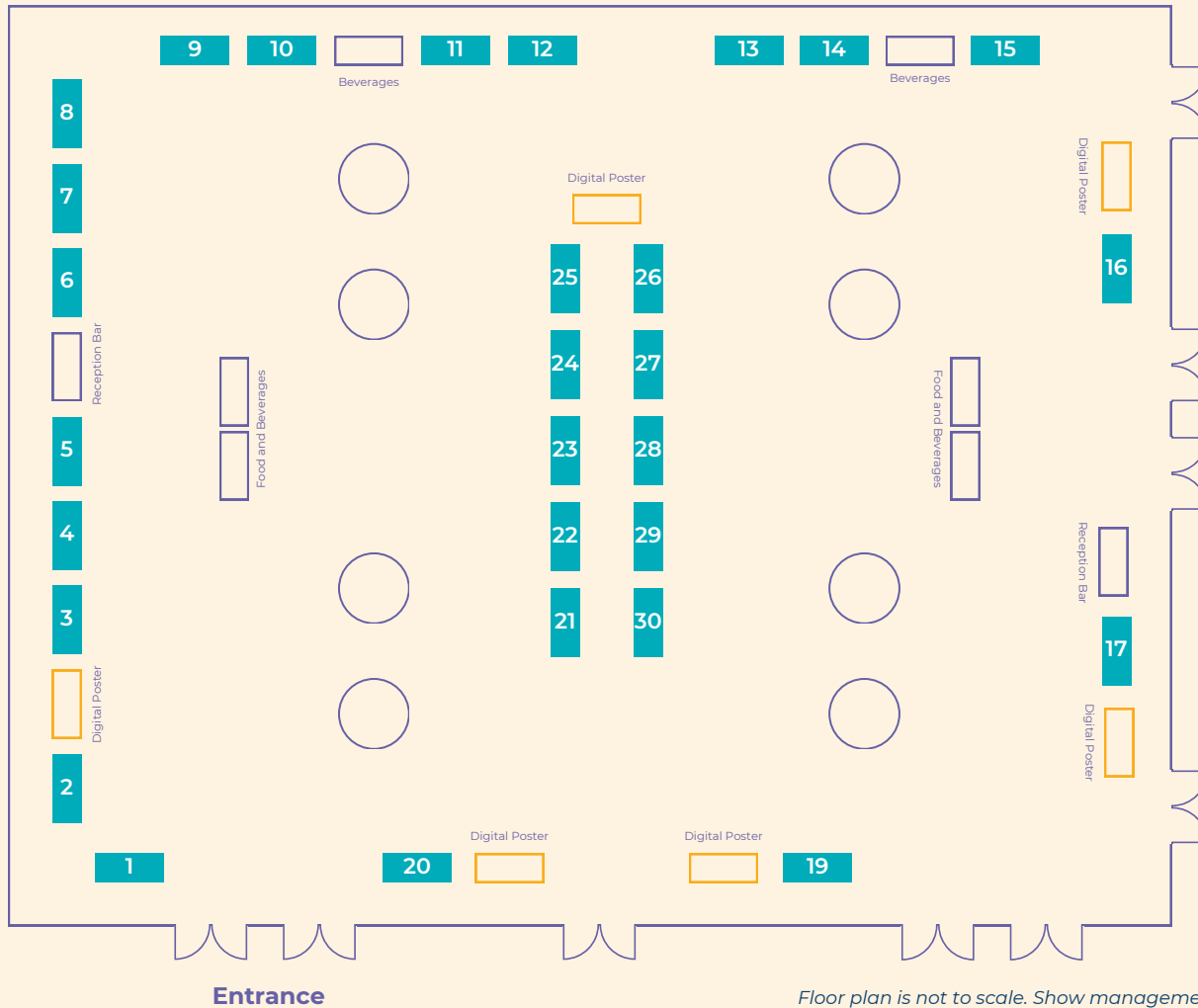
WED
11
DEC | 7:00 a.m. to 10:00 a.m.

EXHIBIT SETUP AND BREAKDOWN

Exhibits may be set up from Noon – 3:00 p.m. on Sunday, December 8, 2024.

Exhibit space must be cleared by noon on Wednesday, December 11, 2024.

Floor Plan



Floor plan is not to scale. Show management reserves the right to alter the floor plan, if needed.

Dates & Deadlines



Thursday, November 30

Deadline for registration form, payment, and representative names.



Monday, December 9

Hot Topics in Neonatology® begins.



Sunday, December 8

Exhibitor setup from noon - 3:00 p.m.



Wednesday, December 11

Exhibitor breakdown by noon.

Exhibitor Information

FOOD

Any significant food and beverage provided at your exhibit must be ordered through the Gaylord National. Please contact sarah.parker@gaylordhotels.com.

AUDIO VISUAL

For any audio visual requests, please contact 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 at additional cost.
- Freestanding displays are permitted if they fit within your designated exhibit space.
- All exhibits will be located in the Woodrow Wilson ballroom, alongside food and beverage service.

**Subject to availability and discretion of planning team.

CANCELLATION POLICY

Exhibitor contracts may be cancelled without penalty prior to November 11, 2024. Written notice must be sent to info@hottopics.org. Cancellation after this date will result in forfeiture of exhibitor fee.



FOR MORE INFORMATION

Inquiries about exhibit opportunities, please contact Celeste Pina at 407.819.3300 or celeste.pina@nemours.org.

Supporter Opportunities

Become a supporter and enhance your conference visibility.

All conference supporters are recognized in conference announcements, on the conference website, and 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.

Poster Showcase Opportunity Exclusive \$10,000

Our Poster Showcase will be available live in the Exhibit Hall and on the conference platform for attendee viewing throughout the conference and for 90 days thereafter.

INCLUDES:

- Recognition as the Poster Showcase exclusive supporter.

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.

Hotel Reservation Website Advertisement

\$7,500

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

Supporter to provide graphic.

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.

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.

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.

**Limited to one door drop per day.*

Meter Board Advertisement*

\$1,000

Your company logo will be featured on a 38 inches by 87 inches directional meter board and featured in a high traffic flow area at the Gaylord National. Hot Topics will be responsible for printing this directional meter board with advertisement and the materials must be submitted for review and printing 30 days before the conference.

**Limited to two supporters.*

FOR MORE INFORMATION

Inquiries about supporter opportunities, please contact Suzanne Hockenberry at 302.559.4240 or suzanne.hockenberry@nemours.org.

Satellite Symposia

\$10,000 | In-Person or Virtual*

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 based on the symposia type.

**Hybrid symposiums are not an option.*

FOR MORE INFORMATION

Inquiries about satellite symposia, please contact Suzanne Hockenberry at 302.559.4240 or suzanne.hockenberry@nemours.org.

ADDITIONAL COSTS



In-Person Symposia

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



Virtual Symposia

Streaming audio visual, optional recording and meal vouchers must be directly contracted and paid for by the symposium sponsor.

Hot Topics in Neonatology® 2024

Supporter and Exhibitor Registration Form

Company Name: _____

Contact Name: _____

Phone #: _____ E-mail: _____

Select the supporter and/or exhibitor opportunities you are interested in below.
Please note that some opportunities are exclusive to one supporter each.

	Standard In-Person Exhibit Booth Booth Preferences: 1st _____ 2nd _____ 3rd _____	\$5,000
	Non-Profit In-Person Exhibit Booth	\$2,500
	Platinum Supporter	\$50,000
	Gold Supporter	\$25,000
	Exclusive Supporter Opportunity Preference: _____	
	Satellite Symposia	\$10,000
	Amount Due	

In-Person Representatives (# of complimentary registrations dependent on package selected)

Representative Name: _____ E-mail: _____

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Representative Name: _____ E-mail: _____

Payment Options

When your registration form has been approved, the CME office will provide you with instructions on how to submit payment using the method you have selected.

	Credit Card (Preferred method of payment)
	Check via trackable mail option
	Bank Transfer

CANCELLATION POLICY: This agreement may be cancelled without penalty one month prior to the event date. Written notice must be sent to the CME office at info@hottopics.org. Cancellations after this date will result in forfeiture of the exhibitor and/or supporter fee.

Signature

Date

Please email this signed registration form and/or questions to info@hottopics.org.

CONTACT INFORMATION

Supporter Opportunities and Satellite Symposia

Suzanne Hockenberry
suzanne.hockenberry@nemours.org
302.559.4240

Exhibitor Opportunities

Celeste Pina
celeste.pina@nemours.org
407.819.3300

Thank You

Hot Topics in Neonatology®

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EXHIBITOR SERVICE CONTRACTOR

Alliance Nationwide Exposition is the preferred drayage company to handle exhibits and set-up. Nemours Children's highly recommends utilizing their services for shipping materials to the event. Alliance Nationwide Exposition will ensure your shipment is placed at your designated booth at the time of set-up. Nemours Children's is not responsible for any shipments sent directly to the hotel.

SHIPPING

For shipping details, including deadlines and shipping address, please contact our partners Alliance Exposition by calling 888.528.2011 or via email exhibitorassistance@alliance-exposition.com.

FOR MORE INFORMATION

Inquiries about exhibit opportunities, please contact Celeste Pina at 407.819.3300 or celeste.pina@nemours.org.