

EXHIBITOR PROSPECTUS

The 4th International Conference on Brain Monitoring &
Neuroprotection in the Newborn

February 20 – 22, 2009
Disney's Yacht & Beach Club Resort
Lake Buena Vista, Florida



Sponsored by



In collaboration with The Physical and Developmental Environment of the High Risk Infant Center,
College of Public Health, University of South Florida.

www.cme.hsc.usf.edu/brain09

INVITATION TO ATTEND

It is my pleasure to invite your organization to participate as a commercial supporter or exhibitor at *The 4th International Conference on Brain Monitoring and Neuroprotection in the Newborn*.

The educational conference will be held at **Disney's Yacht & Beach Club Resort** in Orlando (Lake Buena Vista to be exact), Florida from February 20 – 22, 2009. This event will attract health professionals interested in understanding and managing neurological development, and in particular neuroprotection of the newborn. *The 4th International Conference on Brain Monitoring and Neuroprotection in the Newborn* provides a comprehensive educational opportunity for participants to receive information on clinical updates, novel applications, and emerging research. Researchers will have the opportunity to network and discuss potential collaboration and new initiatives. The conference design maximizes the learning opportunities for participants: plenary sessions will address the interface between research and clinical practice in the care of infants at high risk for brain injury. Clinicians at all levels of experience will gain in-depth exposure to new technologies during the sessions. Presented abstracts will provide insight into current research endeavors in these fields.

On behalf of the planning committee, I look forward to welcoming you to Orlando, Florida.

Bobbi Rose!

Exhibit Manager and Conference Coordinator

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AGENDA (as of June 2008)

Friday, February 20, 2009 (Pre-Conference Workshops & Exhibit Reception)		
8:30 – 12:00 PM	Therapeutic Hypothermia (title may be modified later)	John Barks, MD & Marianne Thoresen, MD
1:30 – 5:00 PM	aEEG for New Users	Andrew Whitelaw, MD & Divyen Shah, MD
	aEEG for Experienced Users	Lena Hellstrom-Westas, MD & Mona Toet, MD
	aEEG for Bedside Caregivers	Jan Paisley, MD & Joy Browne, PhD, RN
5:30 – 7:45 PM	Exhibitor Set-up; Poster Set-up	Asbury C & D; Asbury Lobby
8:00 – 9:30 PM	Exhibit Hall Opening Reception & Poster Walk	
Saturday, February 21, 2009		
7:30 – 8:15 AM	Breakfast in Exhibit Hall	
8:15 – 8:30 AM	Welcome	
8:30 – 9:15 AM	Optimizing Neurointensive Care in the ICU	Robert Tasker, MD
9:15 – 9:45 AM	The Use of Brain Monitoring Across All Ages: Similarities & Differences	Ingmar Rosen, MD
9:45 – 10:30 AM	3 abstracts	To be determined
10:30 – 11:00 AM	Break in the Exhibit Hall	
11:00 – 11:30 AM	Seizure Detection	Geraldine Boylan
11:30 – 12:00 PM	Are Seizures Damaging to the Neonatal Brain?	Alistair Gunn, MD
12:00 – 12:30 PM	2 abstracts	To be determined
12:30 – 1:00 PM	Lunch	
1:10 – 1:50 PM	Manufacturer workshop # 1	GH Salon 7-8
1:10 – 1:50 PM	Manufacturer workshop # 2	Exhibit Hall
2:00 – 2:30 PM	Outcome of Clinical Cooling Trials, aEEG During Cooling and a Clinical Protocol Outside a Randomized Trial	Marianne Thoresen, MD, PhD
2:30 – 3:00 PM	Neuroimaging of Infants Treated with Hypothermia	Mary Rutherford, MD
3:00 – 3:15 PM	Timing of MRI in Infants Who Have Been Cooled	Terri Inder, MD
3:15 – 3:30 PM	abstract	To be determined
3:30 – 4:00 PM	Break in Exhibit Hall	
4:00 – 4:45 PM	Neonatal Stroke (imaging, etiology, aEEG): Term & Preterm	Linda de Vries, MD
4:45 – 5:15 PM	Panel	
Sunday, February 22, 2009		
7:30 – 8:30 AM	Breakfast in Exhibit Hall	
8:30 – 9:00 AM	aEEG in Preterm Infants	Lena Hellstrom-Westas, MD
9:00 – 9:30 AM	Full Band EEG	Sampsa Vanhatalo, MD
9:30 – 10:00 AM	2 abstracts	To be determined
10:00 – 10:30 AM	Break in the Exhibit Hall	
10:30 – 11:00 AM	NIRS-monitored rSO ₂ : Theoretical	Gunnar Nauelaers, MD

	Background	
11:00 – 11:30 AM	NIRS-monitored rSO ₂ : Clinical Applications	Frank van Bel, MD
11:30 – 12:00 PM	2 abstracts	To be determined
12:00 – 12:30 PM	“What Have We Learned?”	Terrie Inder, MD
12:30 – 12:45 PM	Wrap-up	Robert White, MD
12:45 – 2:00 PM	Lunch	
1:00 – 1:45 PM	Manufacturer Workshop # 3	GH Salon 6-7-8
1:00 – 1:45 PM	Manufacturer Workshop # 4	GH Salon 5
1:00 – 1:45 PM	Manufacturer Workshop # 5	Exhibit Hall
1:45 – 3:30 PM	Exhibits move out; posters come down	
2:00 – 3:15 PM	Concurrent Sessions	
2:00 – 3:15 PM	Clinical Use of NIRS ➤ Abstract (15 min) ➤ Abstract (15 min)	Petra Lemmers, MD & Frank van Bel, MD
2:00 – 3:15 PM	aEEG versus EEG ➤ Abstract (15 min) ➤ Abstract (15 min)	Eilon Shany, MD & Robert Clancy, MD
2:00 – 3:15 PM	Pitfalls in aEEG Monitoring ➤ Abstract (15 min) ➤ Abstract (15 min)	Mona Toet, MD
2:00 – 3:15 PM	Sleep	Stanley N. Graven, MD
3:15 PM	Adjourn until 2010; Safe Travels	

ATTENDEE PROFILE

Attendance is expected to be 200-250 registrants. The conference is being marketed to the US audience, as well as to Canada, Europe and other countries represented by past participants. The professions represented will be:

**Neonatologists Neonatal Nurses Pediatric Neurologists
Neurophysiologists Research Scientists Allied Health Professionals interested in topic**

THE VENUE

Disney Yacht & Beach Club Resort
1750 Epcot Resorts Blvd.
Lake Buena Vista, FL 32830

<http://disneyworld.disney.go.com/wdw/resorts/resortLanding?id=YachtClubResortLandingPage>

group reservations: (407) 934-3372;

Meeting name: USF Brain Monitoring

A limited number of rooms have been reserved for this meeting at a special rate of \$265 (plus tax, 12.5% at the time of this writing) for single / double occupancy. Group rates are in effect for up to 3 days pre and post event if vacancy exists. The cut-off date for the group rate is **January 20, 2009**.

Transportation

Orlando, Florida is an international city and easily accessed by air. The code for the Orlando International Airport is MCO. The web page is www.orlandoairports.net

Transportation to hotel from airport:

Disney's Magical Express! is an exclusive complimentary shuttle and luggage delivery service that conveniently takes you from the airport directly to your Walt Disney World® Resort hotel.

<http://disneymeetings.disney.go.com/dwm/services/detail?name=DMEAttendeesDetailPage>

EXHIBIT OPPORTUNITIES AND FUNCTION SUPPORT

The planning committee is pleased to invite you to participate in this educational event that brings the science and real-life practice challenges of managing neurodevelopment and neuroprotection together.

EXHIBIT OPPORTUNITIES

[] 10 ft. x 10 ft. area "large space"	\$4000
[] 8 ft x 5 ft area "small space"	\$2500
[] Manufacturer workshop (5 available)	\$1000

If your organization is interested in supporting a food & beverage function of the conference through an educational grant, please e-mail Bobbi Rose at brose@health.usf.edu . Please note that educational grants are handled separately from exhibits.

EXHIBIT HALL DETAILS & ENTITLEMENTS (Quick Reference)

Venue & Shipping Address	Disney Yacht & Beach Club Resort 1750 Epcot Resorts Blvd. Lake Buena Vista, FL 32830
Storage / Label	If you choose to ship directly to hotel, boxes should be labeled as follows: Disney's Yacht & Beach Club Resorts Attn: Jaime Grupy 1750 Epcot Resorts Blvd. Lake Buena Vista, FL 32830 Phone: (407) 934-7000\8000 ext. 1275 Hold for USF BRAIN MONITORING / your company name Meeting materials may be shipped in 3 days prior to the event
Freight	Freeman Co. Details forthcoming.
Location of Exhibits	Asbury C & D
Time Schedule	Set-up: Fri., Feb 20, 2009: 5:30 – 7:45 pm Reception: Fri., Feb. 20, 2009: 8:00 – 9:30 pm Open: Sat., Feb. 21, 2009: 7:30 am – 5:15 pm Open: Sun., Feb. 22, 2009: 7:30 am – 1:45 pm Dismantle: Sun., Feb. 22, 2009: 1:45 – 3:30 pm Optional Manufacturer workshops: Sat., Feb 21: 1:10 – 1:50 (#1 and #2) Sun., Feb. 22, 1:00 – 1:45 pm (#3 and #4 and #5)
Details of "small" space	Space of 8 ft x 5 ft.; pipe & drape. Furniture & electric rented by exhibitor; 2 reps – 1 of which may attend sessions
Details of "large" space	Space of 10 ft. x 10 ft.; pipe & drape; Furniture & electric rented by exhibitor; 4 reps – 2 of which may attend sessions.
Security and Manning of Exhibit	Extra security is not provided. However, the room will be locked during closed periods. Exhibits should be manned during breakfast and breaks. Manning exhibits during educational sessions is optional.
Cancellation Charges	Exhibitor cancellations received prior to December 20, 2008 will incur a 20% administrative fee. Cancellations received between December 20 th and January 20, 2009 will incur a 50% administrative fee. No refunds for

	cancellations made after January 20, 2009.
Registration & Lodging	Use the Application to Exhibit form to provide Bobbi Rose with information on the company representatives. Reservation for hotel accommodation is the responsibility of the exhibitor.
Positioning of Exhibits	Allocation of exhibitor positions will be the responsibility of the conference coordinator. Priority will be given to those exhibitors who sign up early. In positioning exhibits, we try to be sensitive to issues of competition.
Recognition	Exhibitors will be recognized in the syllabus, and in any scrolling announcements (Power Point slide show before sessions begin).
Conference Attendance / Booth Reps	Purchasing large space allows <u>2 representatives to attend the educational sessions</u> ; up to 4 reps (inclusive of the aforementioned 2) may work the booth. Purchasing a small space allows <u>1 representative to attend the educational session</u> ; up to 2 reps (inclusive of the aforementioned 1) may work the table. Additional representatives are \$300 each. Paying conference attendees may work the exhibit at no additional cost.

TO CONFIRM YOUR PARTICIPATION

Please complete the appropriate form and fax to Bobbi Rose at 813-974-8889, or email her at brose@health.usf.edu. When the form is received, you will receive a confirmation email and an invoice for payment, if applicable.

PAYMENT DETAILS

Payment may be made with a check or credit card. Payment is in US dollars only. Half the amount due with the application, and the remaining amount due by January 20, 2009.

If paying by check, make the check out to USF HPCC (University of South Florida, Health Professions Conferencing Corporation). Tax ID # for USF HPCC is 16-1765073.

Accepted credit cards are VISA, MasterCard and American Express.

