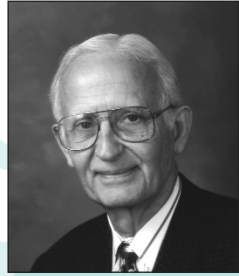
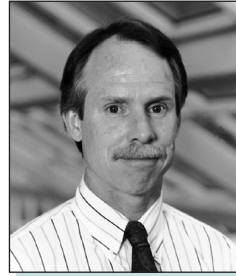


The Physical and Developmental Environment of the High-Risk Infant



Stanley N. Graven, MD
Conference Co-Chair



Robert White, MD
Conference Co-Chair



Joy Browne, PhD
Conference Co-Chair

Evidence-Based Science for Establishing an Appropriate NICU Environment



February 1-4, 2004

Sheraton Sand Key Resort, Clearwater Beach, Florida

Sponsored by the University of South Florida College of Medicine

In Collaboration With:

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies

The Center for Infant and Child Development at USF

University of South Florida College of Public Health

University of South Florida School of Physical Therapy

September, 2003

Dear Exhibit Manager:

You are invited to exhibit at an international conference—The Physical and Developmental Environment of the High-Risk Infant—scheduled for February 1-4, 2004 in Clearwater Beach, Florida. This conference is jointly sponsored by the University of South Florida College of Medicine, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies, Center for Infant and Child Development at USF, University of South Florida College of Public Health, and University of South Florida School of Physical Therapy. Established in 1992, the Center for the Physical and Development Environment of the High-Risk Infant has operated with a national advisory committee whose membership includes representation from the major national pediatric neonatal/ perinatal organizations.

This conference has become the premier source of scientific and practical information on the optimal design and operation of the NICU. It attracts an international audience of neonatologists, nurse clinicians/practitioners/specialists, child development specialists/therapists, architects, hospital administrators, parents, and others who work with high-risk infants and their families. Many attendees come as teams from hospitals and universities in the stages of planning new NICU construction or major renovation. For the past three years, the conference has had an average attendance of 350 participants, representing 43 states, 4 Canadian provinces, and 8 other countries, including Australia, New Zealand and a number of the European nations.

The conference participants represent key decision-makers in neonatal intensive care units. You won't want to miss this opportunity to interact with your potential customers! The exhibit hall features well-publicized continental breakfasts and refreshment breaks. A networking reception is held concurrently with an accredited educational poster session. Attendees are also encouraged to visit the exhibit hall during conference registration and lunch breaks. Another benefit of exhibiting is the allocation of one free conference registration to a representative of your company or organization.

Send in your application today! If you have questions regarding the conference or exhibit hall, please contact Tracey Ryan, Exhibit Manager, at (813) 974-6682 or (813) 974-7860 FAX.

Sincerely,
Stanley N. Graven, MD
Conference Co-Chair and Project Director

Robert White, MD
Conference Co-Chair

Joy Browne, PhD
Conference Co-Chair

INVITATION TO EXHIBIT

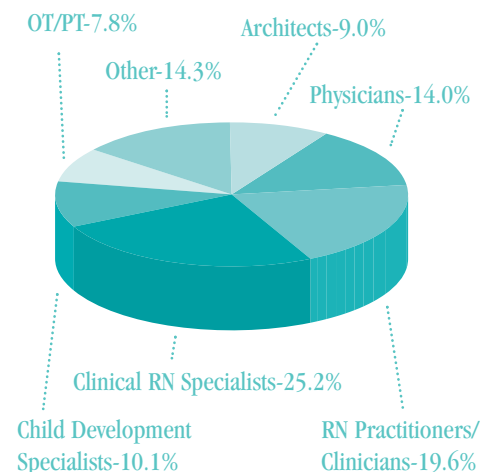
The Physical and Developmental Environment of the High-Risk Infant

February 1-4, 2004
Sheraton Sand Key Resort
Clearwater Beach, FL

Why Exhibit?

- Save time and money! Meet your best prospects face to face: speak directly with decision-makers and their advisors from across the nation and around the world in one great location.
- Use this opportunity to introduce new products, services and career opportunities to a focused, receptive audience. Based on a survey at the 2001 Conference, two-thirds of the attendees come from hospitals that are building new NICUs in the next 5 years!
- Expand your business and your business-to-business contacts!
- Sell products directly.
- Network with speakers and attendees during the social events. Establish important ties with this influential audience.
- Register one employee for free to learn the new research and program findings that may impact your business.

PAST CONFERENCE ATTENDEES



Demographics - Who Will Attend?

This program is designed for the interdisciplinary team of health professionals who work with high-risk infants and their families. Attendance at the 2003 annual conference reached 350 participants. Representation of the professional disciplines is shown by the pie chart at the bottom of the previous page.

Topics

The 2004 conference will feature a variety of plenary, workshop and poster sessions. An international call for abstracts will also solicit presentations from researchers and practitioners from throughout the world related to NICU environmental issues and care practices. Topics may include those listed below:

- Research/Studies Related to the NICU Physical and Developmental Environment
- Research Related to NICU Care Practices
- Programs to Improve the NICU Environment
- New Approaches to Basic Care Practice
- Structure and Design Innovations
- Economic Analysis of NICU Design and Function
- Programs or Activities to Support and Promote Involvement of Parents and Families
- Administration and Organization of NICU/Staffing Issues
- Facilitation of Practice Change
- Basic Science Related to Fetal or Newborn Development

Exhibit Package

1. An 8' X 8' booth with draping, one draped 6' table, one chair, one wastebasket and ID sign.
2. Security guard services overnight inside the hall.
3. General cleaning of aisles and exhibit floors after set up.
4. Special room rates for your representatives at the conference hotel.
5. Free detailed listing in the highly valued conference syllabus (long shelf life and high pass-along rate), which will be retained and shared by the meeting attendees and sold separately afterwards. Your listing includes your company name and a description of the products and services you will be exhibiting.
6. Complimentary continental breakfasts, refreshment breaks and reception.
7. One booth copy of the conference syllabus.
8. *One free conference registration!*

Exhibit Hall Features

- Complimentary refreshments for all registrants served *only* in the Exhibit Hall
- Educational Poster Session next to Exhibit Hall (includes one mandatory hour for accreditation purposes)

Exhibit Hall Location and Preliminary Schedule

Sheraton Sand Key Resort
1160 Gulf Boulevard, Clearwater Beach, Florida 33767

Sunday, February 1, 2004

Exhibitor Registration and Move-in 12:00 pm - 4:30 pm
Conference and Attendee Check-in 8:00 am - 5:00 pm
Reception and Poster Session in the Exhibit Hall 5:15 pm - 8:00 pm

Monday, February 2, 2004

Continental Breakfast in the Exhibit Hall 7:00 am - 8:15 am
Refreshment Break in the Exhibit Hall 10:00 am - 10:30 am

Tuesday, February 3, 2004

Continental Breakfast in the Exhibit Hall 7:00 am - 8:15 am
Lunch Available for Purchase in the Exhibit Hall 12:30 pm - 1:45 pm
Exhibitor Dismantle and Move Out 1:45 pm - 3:00 pm

Hotel Accommodations

We have arranged for specially priced rooms for all conference and exhibition participants. To receive the following special conference room rate, please call the Sheraton Sand Key directly at (727) 595-1611 and identify yourself as part of the **USF High-Risk Infant Environment Conference:**
Single or Double Room Rate \$157.00
(plus applicable room taxes)

Please make your hotel reservations prior to December 30, 2003, in order to receive the special conference rates; after that date, rooms will be on a space available basis only and the price will increase by \$20 in each room category. Don't wait, the hotel is guaranteed to sell out prior to December 30th!

Educational Grants

Enhance your company's visibility in the exhibit hall and elsewhere by helping support one or more of the activities listed below. Exhibitors who provide educational grants will be identified as conference supporters on their booths and on their exhibitor badges, receive special advanced booth space selection, prominent acknowledgment in the conference syllabus, signage where appropriate and other benefits.

Educational grants are especially appropriate for:

- General Conference Unrestricted Grants
- Plenary Sessions/Concurrent Sessions
- Refreshment Breaks in Exhibit Hall
- Continental Breakfasts in Exhibit Hall
- Conference Syllabus
- Exhibit Hall Reception
- Tote Bags or Beach Towels

We can help you make a selection that suits your budget. To take advantage of this opportunity, please contact Tracey Ryan at (813) 974-6682 or check the Educational Grant Opportunities box on the Exhibitor Registration Form.

For Additional Information

Tracey Ryan, CPE Coordinator
College of Public Health, MDC 46
University of South Florida
12901 Bruce B. Downs Boulevard
Tampa, Florida 33612-4742
(813) 974-6682 • Fax (813) 974-7860
E-Mail: tryan@hsc.usf.edu

Exhibitor Terms and Conditions

Exhibitors are considered registered upon receipt of a signed contract and valid payment. Registered exhibitors are entitled to the following:

- Standard display/exhibit space as purchased for use during the stated exhibit period. Floor displays are invited as long as they do not extend beyond the booth space.
- Doublewide booths are possible at double the booth fee.
- One copy of the conference syllabus per booth.
- A copy of the conference registration list with the names and affiliations of the pre-registered attendees.
- *One free conference registration.*

Booth Assignments

Assigned booth will be considered acceptable to exhibitor unless the Exhibit Manager is notified within 10 days of receipt of assignment. USF MSSC reserves the right to change the configuration and location of the exhibit hall if necessary.

The Exhibit Manager will make every effort to assign preferred exhibit space whenever possible. In the event of a conflict, conference support, the date of registration, frequency of participation and special needs of exhibitors will determine final assignments.

If an exhibitor cancels a confirmed exhibit space in writing prior to January 15, 2004, a refund will be issued minus a 25% processing fee. If an exhibitor cancels a confirmed exhibit space in writing after January 15, 2004, a refund will be issued minus a 45% processing fee. *Cancellation requests must be made in writing.*

Responsibilities

Liability: The exhibitor shall be fully responsible to pay any and all damages to property owned by Seaway Corporation (d/b/a/ Sheraton Sand Key and their Officers, Directors, Employees and Agents) and its owners or managers which results from any act or omission of exhibitor. The exhibitor agrees to defend, indemnify and hold harmless the University of South Florida Medical Services Support Corporation (USF MSSC), Seaway Corporation, its owners, managers, officers of directors, agents, employees, subsidiaries and affiliates, the exposition service, and all agents and employees thereof (hereafter collectively called "Indemnities") from any damages or charges resulting from exhibitor's use of property, imposed for violations of any law or ordinance, where occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability, or expenses (including

attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

Insurance: It is the exhibitor's sole responsibility to obtain business interruption insurance coverage on all exhibit material, equipment or apparatus introduced into the conference location premises; to have comprehensive general liability and property damage insurance protecting against any liability which may accrue by reason of alleged wrongful or negligent conduct of the exhibitor in the amount of not less than \$1,000,000.00 per occurrence; to have Workman's Compensation insurance meeting statutory limits or insurance required by similar employee benefit acts as well as insurance having a minimum per occurrence limit of at least \$100,000.00 against all claims, which may be brought for personal injury or death of exhibitor's employees. All such coverage is to include contractual liability. USF MSSC and Seaway Corporation can accept no responsibility for the loss of, or damage to, any of the said materials or displays, and the risk of all such loss shall be on the exhibitors.

Security: Although security will be provided as necessary during hours when the exhibit area is set, but closed and unsupervised by conference personnel, it is the individual exhibitor's responsibility to safeguard equipment and material from the time it is brought into the facility until it has been removed. It is also the exhibitor's responsibility to remove any dangerous materials from their displays when their staff is not there to supervise its use and to provide and use their own proper hazardous waste disposal system.

Cancellation of Conference: Conference Management may cancel the conference or exhibition for any reason. The USF MSSC, the conference facility and official service contractors (hereafter all referred to as "Conference Management") shall not be liable for any expenses incurred by the exhibitor except for an exhibit fee refund issued in an amount deemed consistent with the expenditures and commitments already made.

Failure to Occupy: Any space not occupied by 4:30 pm, February 1, 2004, will be forfeited by the exhibitor, and may be resold, reassigned, or used by Conference Management without refund of rental price, unless arrangements for delayed occupancy have received prior written approval by Conference Management. All booth equipment must be in position before the exhibit hall opens and must remain in position and staffed during the activities scheduled in the exhibit area. **Booths may not be broken down**

prior to the scheduled time.

Special Restrictions: (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the exhibitor presenting the materials. (2) Exhibitors are prohibited from using amplifying equipment of any nature without permission from Conference Management, and, if permission is granted, the use of such equipment must not interfere with adjacent exhibits or other activities in the exhibit hall. (3) Nothing will be used within the exhibit hall that will injure, mar, or in any manner deface any surface of the hall or any equipment contained herein. (4) It is the exhibitor's sole responsibility to pay any royalties or license fees due to, but not limited to BMI, ASCAP, or to the host city or state. No music may be played at an exhibitor's booth without prior notice to and approval by Conference Management.

Nonflammable Materials: All materials including muslin, velvet, silken, or other cloth drape or banner used in the exhibit hall MUST be nonflammable. The exhibitor agrees to accept full responsibility for the compliance with city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment under city codes. It is the exhibitor's responsibility to check with the official exhibit service contractor to be certain their exhibit and accompanying equipment can be moved into the designated exhibit area and conforms to safety and fire regulations. Any and all services needed from the service contractor or facility over and above those provided as standard are the responsibility of the exhibitor.

Sales: Direct over-the-counter cash sales will be permitted. All goods, advertised items and services must be those provided during the exhibitor's regular course of business and listed in the appropriate place on the application for space. Florida Department of Revenue requires the collection of sales tax for all direct sales by both in-state and out-of-state companies. Filing the proper forms and complying with the regulation are the direct responsibilities of the exhibitor. Applicable sales tax is the responsibility of the exhibitor directly.

Amendment: Any point requiring a decision relative to the exhibits, if not specifically covered in writing, is subject to determination by Conference Management. Conference Management will have sole authority to interpret and enforce all rules and regulations, contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the conference. All such amendments and future rules and regulations will be made available to exhibitor.

Compliance: Exhibitors will comply with these terms and conditions; rules and regulations of the "Conference Management;" city, state, or federal regulations governing this exhibition, hazardous waste, labor unions, HCEA and the Exposition Service Contractors Association guidelines and regulations.

Exhibitor Guidelines

1. Exhibitors are responsible for reading and adhering to these guidelines, those of the Sheraton Sand Key Resort and the Exhibitor Terms and Conditions and Responsibilities.
2. Booth assignments are ordinarily made on a first-come, first-served basis with conference supporters and frequent past exhibitors receiving preference. Careful attention is paid to placement of competing companies.
3. A deposit of 50% of the booth fee is due with your Exhibitor Registration, with the balance due by January 15, 2004. A faxed registration will hold your booth space for 2 weeks and booth assignments will be confirmed only upon receipt of deposit. No exhibitor will be permitted to erect a display until space rental is paid in full.
4. Exhibitors shall not assign, share or sublet any space without written consent of Conference Management nor may any portion of the display extend beyond the boundaries of their booth or block the view of other exhibitors.

5. Exhibitors may take orders and complete sales only for products or categories of products they have previously listed on the Exhibitor Registration form.
6. There is no smoking in the Exhibit Hall or in any meeting room.
7. Exhibitor badges must be worn for admittance to the Exhibit Hall.

Show Contractor

Goben Convention Services

7563 Currency Drive, Orlando, FL 32809

Phone: (407) 240-3348, FAX: (407) 240-8710

Goben Convention Services is the official full-service show contractor. Furniture, carpeting, AV, shipping, cleaning as well as a variety of services provided by other vendors can be ordered using the forms provided in the Service Kit. The Exhibit Hall is in the Island Ballroom at the Sheraton Sand Key Resort on Clearwater Beach, Florida. The ceiling height is 11 feet, the doors are 7.9 feet high by 7.8 feet wide and the room is carpeted. The freight door exits to the loading and unloading zone. Complete guidelines for exhibitors will be included in the Service Kit you will receive from Goben Convention Services.

Exhibit Management Services

Exhibit and Conference Management Services are provided by the University of South Florida College of Public Health, by arrangement. If you wish to inquire about similar meeting or trade show management, please call Tracey Ryan at (813) 974-6682.

Past Exhibitors Include:

Advanced Instruments, Inc.
Air Force Health Professions Recruiting
Ameriwood Medical, Inc. • Avitar
B. Braun Medical, Inc. • Bimeco, Inc.
Bunnell, Inc. • CAS Medical Systems, Inc.
Children's Medical Ventures • CWC, Inc.
Drager Medical, Inc. • Ensource
Flad & Associates
Florida Lactation Consultants Association
Gresham, Smith & Partners
Hill-Rom Air-Shields
Karlsberger Healthcare Group
Kol Biomedical Instruments, Inc. • Medela, Inc.
Mercury Medical • Modular Services Company
National Perinatal Association
Natus Medical, Inc. • Ohmeda Medical
Pathways Awareness Foundation
Pediatrix Medical Group • Perkins and Will
Providence Health System in Alaska
Quest Medical, Inc. • Ross Pediatrics
Sentry Kendall ITP
Shriners Hospital for Children
Smith Hager Bajo Inc. • Texas Health Resources
The Alexis Foundation
The Children's Center at Sabal Palms
The Kirlin Company
Vanderbilt University School of Nursing
Via Medical Corporation
W.B. Saunders/ Mosby—Churchill Livingstone

College of Public Health #510

USF Health Sciences Center

12901 Bruce B. Downs Boulevard, MDC 46

Tampa, FL 33612-4742

Non-Profit Org.
U.S. Postage
PAID
Permit No. 1632
Tampa, FL

Address Service Requested



HEALTH SCIENCES CENTER
Medicine • Nursing • Public Health

The Physical and Developmental Environment of the High-Risk Infant

Show Dates: February 1-3, 2004

Application for Exhibit Space

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Daytime Telephone: () _____ FAX: () _____ E-Mail: _____

Products or Services to be Displayed: _____

Do you plan to sell materials on the exhibit floor? Yes No I'd like more exposure, please contact me about underwriting opportunities.

Booth ID sign should read: _____

Please type or print company name, address *if different from that above* and a brief description of your products and services to be printed in the conference syllabus: _____

Please list companies/products you would rather not have in close proximity: _____

Booth Fee: For-Profit Company = \$1,000.00
(please check one) Non-Profit Organization = \$500.00

A check or money order for at least 50% of the exhibit fee is enclosed. Payment must follow faxed registration within 10 working days, with final payment due by January 15, 2004. Applications submitted after January 15, 2004 must be accompanied by full payment.

Representation: Full payment entitles exhibitor to one free registration that includes all materials and attendance at all events. Additional representatives require an additional payment of \$345 each. Please indicate your Exhibit Representative(s) name and title below:

1. (Free) _____ 2. (Add'l Fee) _____

3. (Add'l Fee) _____ 4. (Add'l Fee) _____

Make checks payable to: USF Medical Services Support Corporation #510 (USF MSSC) Federal ID Number 59-2944683

Payment Type:

- Check (*see instructions)
 VISA MasterCard American Express

Credit Card # _____

Print Cardholder's Name _____

Signature _____ Exp Date _____

I have read and understood the exhibitor terms and conditions, guidelines and responsibilities. My company will abide by them.

Authorized Signature: _____ Date: _____

Return To: TRACEY RYAN, College of Public Health, MDC 46, USF Health Sciences Center
12901 Bruce B. Downs Blvd., Tampa, FL 33612-4742
Phone: (813) 974-6682 – FAX: (813) 974-7860 – E-mail: tryan@hsc.usf.edu



Events, activities, programs and facilities of the University of South Florida are available to all without regard to race, color, marital status, sex, religion, national origin, disability, age, Vietnam or disabled veteran status as provided by law and in accordance with the University's respect for personal dignity.

FOR OFFICE USE ONLY	
Date Received	_____
Amount Paid	_____
Check Number	_____
Accepted By	_____
Balance Due, if Deposit	_____