EXHIBITOR PROSPECTUS

The 21st Annual Gravens Conference on the Physical and Developmental Environment of the High-Risk Infant

NICUs in Motion: The Kinetics of Babies, Families, Caregivers and Design

January 30 – February 2, 2008

Sheraton Sand Key Resort on Clearwater Beach, FL

Stanley Graven, MD
Founder and Coordinating Chair

Robert White, MD
Design Chair

Joy Browne, PhD
Developmental Care Chair

George Little, MD
Family and Spiritual Support Chair

John Hartline, MD
Scientific Session Chair

Sponsored by USF HEALTH
Dear Exhibit Manager:

You are invited to exhibit at an international conference — The 21st Annual Gravens Conference on the Physical and Developmental Environment of the High-Risk Infant — scheduled for January 30 - February 1, 2008 in Clearwater Beach, Florida. This conference is sponsored by the University of South Florida College of Medicine. 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. The conference also highlights the best evidence-based developmental care practices currently available. Many attendees come as teams from hospitals and universities in the stages of planning new NICU construction or major renovation. For the past five 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. Each exhibiting firm also receives one free full conference registration.

Send in your application today! If you have questions regarding the conference or exhibit hall, please contact Bobbi Rose, Exhibit Manager, at (813) 974-6158 or (813) 974-8889 FAX, or email brose@health.usf.edu

Sincerely,

Stanley N. Graven, MD
Conference Co-Chair Emeritus and Project Director
Robert White, MD
Conference Co-Chair
Joy Browne, PhD, RN
Conference Co-Chair
John Hartline, MD
Conference Co-Chair
George Little, MD
Conference Co-Chair

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. Two-thirds of conference 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.

2007 PAST CONFERENCE ATTENDEES

<table>
<thead>
<tr>
<th>Disciplines</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>57%</td>
</tr>
<tr>
<td>Physicians</td>
<td>17%</td>
</tr>
<tr>
<td>Other Disciplines</td>
<td>23%</td>
</tr>
<tr>
<td>Architects</td>
<td>3%</td>
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</tbody>
</table>
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 2007 annual conference reached 345 participants. Representation of the professional disciplines is shown by the pie chart at the bottom of the previous page.

Topics
The 2008 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. This year’s topics list follows:

- Fetal maternal regulation
- Issues in pain management
- The science of movement:
  - The infant’s physiological system
  - Mother, caregiver, family movements
  - Staff movement
  - Mechanical movement
- Impact of technology in the NICU
- The science of developmental research
- Cultural change in the NICU
- Spirituality for families and infants

Exhibit Package
1. A 10’ wide X 8’ deep 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 full conference registration!

Exhibit Hall Features
- Complimentary refreshments for all registrants served 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 on Clearwater Beach
1160 Gulf Boulevard, Clearwater Beach, FL 33767

Wednesday, January 30, 2008
Move-in/Set-up ................................................................. 12:00 - 5:00 pm
Grand Opening Reception in the Exhibit Hall ...................... 6:00 pm - 8:00 pm

Thursday, January 31, 2008
Continental Breakfast in the Exhibit Hall.............................. 7:30 am - 8:30 am
Refreshment Break in the Exhibit Hall............................... 10:20 am - 10:55 am

Friday, February 1, 2008
Continental Breakfast in the Exhibit Hall............................ 7:30 am - 8:30 am
Refreshment Break in the Exhibit Hall............................... 10:30 am - 11:00 am
Lunch Hour ...................................................................... 12:15 pm - 1:30 pm
Exhibitor Dismantle and Move Out ................................. 1:30 pm - 3:30 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 $170.00 (plus applicable room taxes) Please make your hotel reservations prior to December 30, 2007, 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. 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

We can help you make a selection that suits your budget. To take advantage of this opportunity, please contact Bobbi Rose at (813) 974-6158 or check the Educational Grant Opportunities box on the Exhibitor Registration Form.

For Additional Information
Bobbi Rose, Exhibit Manager (813) 974-6158
The Chiles Center Fax (813) 974-8889
3111 E. Fletcher Avenue E-Mail: brose@health.usf.edu
Tampa, Florida 33613-4660
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 full conference registration.

Booth Assignments

1. 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.

2. 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.

3. If an exhibitor cancels a confirmed exhibit space in writing prior to January 4, 2008, a refund will be issued minus a 25% processing fee. If an exhibitor cancels a confirmed exhibit space in writing after January 4, 2008, 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 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), and Seaway Corporation (d/b/a Sheraton Sand Key) and 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 exhibitor 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 (d/b/a Sheraton Sand Key) 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, January 30, 2008, 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. Filling 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 Seaway Corporation (d/b/a Sheraton Sand Key) and 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 5, 2008. 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. Storage arrangements for exhibit drayage must be made with Goben Convention Services. Small package delivery (less than 50 pounds) will be accepted two days prior to show date, with a $5.00 per box or carton service charge in and out. Packages received over two days prior to delivery will be subject to an additional $2.00 per box or carton storage fee per day. Removal of your property is strictly the responsibility of the Exhibitor/Drayage Company. The hotel will not accept any package that weighs more than 50 pounds. If you send a large, heavy box or crate directly to the hotel it will be returned to you at your expense.

7. There is no smoking in the Exhibit Hall or in any meeting room.

8. Exhibitor badges must be worn for admittance to the Exhibit Hall.

Show Contractor
Gulf Coast Expo
8432 Sunstate Street
Tampa, FL 33634
Phone: (813) 915-8066
FAX: (813) 319-0619
gulfcoastexpo@aol.com

Gulf Coast Expo 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 I and II at the Sheraton Sand Key Resort on Clearwater Beach, Florida. The ceiling height is 14’ but drops to 11’ 5” underneath the chandeliers, and the room is carpeted. The loading zone is directly behind the ballroom. Complete guidelines for exhibitors will be included in the Service Kit you will receive from Gulf Coast Expo.
APPLICATION FOR EXHIBIT SPACE

The 21st Annual Gravens Conference on
the Physical and Developmental Environment of the High Risk Infant

Show Dates: January 30 – February 1, 2008

PLEASE PRINT OR TYPE

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 = $1,200.00
(Please check one) □ Non-Profit Organization = $775.00

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 16, 2008. Applications submitted after January 16, 2008 must be accompanied by full payment.

Representation: Payment entitles exhibitor to one free full conference registration that includes all materials and attendance at all events. Additional representatives require an additional payment of $200 each. Please indicate your Exhibit Representative(s) name and title below:

1. (Free) ____________________________________________ 2. ($200) ____________________________________________

3. ($200) ____________________________________________ 4. ($200) ____________________________________________

Make checks payable to: USF Health Professions Conferencing Corporation #871
(USF HPCC) Federal ID Number 16-1765073

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

Authorized Signature: ________________________________ Date: ________________________________

Return To: BOBBI ROSE  
The Chiles Center, 3111 E. Fletcher Ave., Tampa, FL 33613-4660  
Fax: 813.974.8889  Ph: 813.971.6158  
e-mail: hrose@health.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.