The 22nd Annual Gravens Conference on the Physical and Developmental Environment of the High Risk Infant

Feelings Matter: Psychological & Physiological Interactions in the NICU

January 21-24, 2009
Sheraton Sand Key Resort
Clearwater Beach, FL

www.cme.hsc.usf.edu/hri09
Dear Exhibit Manager,

You are invited to exhibit at an international conference – The 22nd Annual Gravens Conference on the Physical and Developmental Environment of the High Risk Infant, scheduled for January 21-24, 2009 in Clearwater Beach, Florida. This conference is sponsored by USF Health. Established in 1992, the Center for the Physical and Developmental Environment of the High Risk Infant at the University of South Florida 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, 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. In 2008, the conference had 451 attendees, representing the US, Canada, Australia, New Zealand and several European countries. 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.

New in 2009:
There are more hours in the exhibit hall for 2009. The set-up is on Tuesday, January 20th, and the Hartline Welcome Reception will occur in the Exhibit Hall that evening. The exhibits will be open for breakfast, AM/PM breaks (all served in the exhibit hall) and of course, the well attended “Exhibit Hall Reception.” The attendees are encouraged to visit the exhibit hall during registration hours, meals and breaks. The hall will remain open during educational sessions.

More booth reps per booth. A booth purchase allows 3 booth reps. This is an increase from one rep in 2008 and earlier. However, if a booth rep wants to attend the sessions, the rep needs to register as a conference attendee and pay the conference registration fee. Paid conference attendees may be booth reps at no additional cost.

Non-Profit Table allows 2 table reps, up from one in 2008 and earlier. However, if a table rep wants to attend sessions, the rep needs to register as a conference attendee and pay the conference registration fee. Paid conference attendees may be table reps at no additional cost.

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 Graven, MD
Founder and
Coordinating Chair

Robert White, MD
Design Chair

Joy Browne, PhD, RN
Developmental Care Chair

John Hartline, MD
Scientific Session Chair

George A. Little, MD
Family and Spiritual Support 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.

2008 Past Conference Attendees
- Nurses - 54%
- Physicians - 15%
- Other Disciplines - 28%
- Architects - 3%
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 2008 annual conference reached 451 attendees (including speakers). Representation of the professional disciplines is shown by the pie chart at the bottom of the previous page.

Topics
The 2009 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:

- Limbic system development
- Effects of environmental and psychological stress
- Interventions to alleviate infants, family and staff stress
- Socio-emotional and psychological outcomes of infants and families who experience the NICU
- Perinatal psychology
- Staff reactions to traumatic interventions
- Organizational change
- Various topics on design and environmental factors impacting emotional well-being, such as effects of noise, lighting, air quality, space, privacy, aesthetics, ergonomics and temperature

Exhibit Package
- **Booth:** a 10’ wide x 8’ deep booth with draping, one draped 6’ table, 3 chairs, one waste basket and ID sign; 3 exhibitor reps.
  OR
- **Non-Profit Table:** one draped 6’ table, 2 chairs, one waste basket and ID sign; 2 exhibitor reps.

- Security guard services overnight inside the hall.
- General cleaning of aisles and exhibit floors after set up.
- 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. Your listing includes your company name, web address, contact and a description of products or services you will be exhibiting.

Exhibit Hall Features
- Complimentary continental breakfasts, refreshment breaks and reception – all served in the exhibit hall.
- One booth copy of the conference syllabus.
- A participant list with email addresses of those that opted-in on the registration form.

Exhibit Hall Location and Preliminary Schedule
Sheraton Sand Key Resort on Clearwater Beach
1160 Gulf Blvd., Clearwater Beach, FL 33767

**Tuesday, January 20, 2009**
- Move-in and set-up.............................................................................................................1:00 – 6:00 pm
- Hartline Welcome Reception ..........................................................................................7:00 – 9:00 pm

**Wednesday, January 21, 2009**
- Breakfast.........................................................................................................................7:00 – 8:00 am
- AM break.........................................................................................................................10:30 – 11:00 am
- Lunch (not provided).................................................................................................12:15 – 1:30 pm
- PM break .....................................................................................................................3:00 – 3:30 pm
- Exhibit Hall Reception & Poster Walk ...........................................................................6:00 – 8:30 pm

**Thursday, January 22, 2009**
- Breakfast .........................................................................................................................7:30 – 8:30 am
- AM break .......................................................................................................................10:30 – 11:00 am
- Lunch (not provided)....................................................................................................12:15 – 1:30 pm
- Family Support Summit Welcome Reception .................................................................7:00 – 8:30 pm

**Friday, January 23, 2009**
- Breakfast .........................................................................................................................7:30 – 8:30 am
- AM break .......................................................................................................................10:15 – 10:45 am
- Dismantle and move-out ..............................................................................................10:45 – 4:15 pm

Hotel Accommodations
We have arranged for specially priced rooms for all conference and exhibition participants. To receive the following group rate, please call the Sheraton Sand Key directly at (727) 595-1611 and identify yourself as part of the USF Gravens or USF High Risk Infant Conference. Single or double room rate is $173 (plus applicable room taxes). Please make your hotel reservations prior to December 19, 2008 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 as the hotel is guaranteed to sell out prior to December 19th.**

Additional Opportunities
If your organization is interested in supporting a food and beverage function through an educational grant, please email Bobbi Rose at brose@health.usf.edu. Please note that educational grants are handled separately from exhibits.

For Additional Information
Bobbi Rose, Exhibit Manager
USF – The Chiles Center
3111 E. Fletcher Ave
Tampa, FL 33613-4660
Phone: (813) 974-6158
Fax: (813) 974-8889
E-Mail: brose@health.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.

Booth Assignments
Assigned booth will be considered acceptable to exhibitor unless the Exhibit Manager is notified within 10 days of receipt of assignment. USF HPCC 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 December 31, 2008, a refund will be issued minus a 25% processing fee. If an exhibitor cancels a confirmed exhibit space in writing after December 31, 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 HPCC, 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 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 HPCC 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 HPCC, 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 20, 2009, 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, silkeen, or other cloth drapes 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 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 December 31, 2008.

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 Gulf Coast Expo. 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.

The official full-service show contractor:

Gulf Coast Expo
8432 Sunshine Street • Tampa, Fl 33634
Tel: (813) 915-8066
Fax: (813) 319-0619
Email: gulfcoastexpo@aol.com
http://www.gulfcoastexpo.com

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. Official show colors will be peach and teal. 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.

Exhibit Management Services
Exhibit and Conference Management Services are provided by the University of South Florida Office of Continuing Professional Development, by arrangement. If you wish to inquire about meeting or trade show management, please call Bobbi Rose at (813) 974-6158.

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.
APPLICATION FOR EXHIBIT SPACE

The Physical and Developmental Environment of the High Risk Infant

Show Dates: January 20 – January 23, 2009

PLEASE PRINT OR TYPE

Company Name: ____________________________ Web Address: ____________________________

Contact Person: ____________________________ Title: ____________________________

Address ________________________________________________________________

City __________________ State ________ Zip Code ______________ Country __________

Daytime Telephone ( ) ______________ FAX ( ) ______________ E-Mail ______________

Products or Services to be Displayed: __________________________________________

Description of product or services (use separate page if needed): __________________________________________

Do you plan to sell materials on the exhibit floor? ☐ Yes ☐ No

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

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: __________________________________________

Booth or Table Fee: ☐ For Profit Booth = $1400 (3 reps) ☐ Not-for-profit Table = $800 (2 reps)

(Please check one)

A check or credit card payment for at least 50% of the exhibit fee is enclosed. Payment must follow faxed registration within 10 working days, with final payment due Dec. 31, 2008. Applications submitted after Dec. 19th must be accompanied by full payment.

Payment Type:

☒ Enclosed is my check made payable to: USF HPCC in the amount of $__________________

☐ Charge my Credit Card: ☐ Visa ☐ MC ☐ AmEx

Amount $__________________

Card #: ____________________________

Exp. Date: ________ Security Code/CCV: _________

(Amex-4 digits on front, MC/Visa-3 digits on back)

Valid form of payment MUST accompany registration

MAKE CHECK PAYABLE TO USF HPCC

(HEALTH PROFESSIONS CONFERENCING CORP.)

#373; TAX ID: 16-1765073

 Representation: IF a company rep wants to attend the education sessions, (s)he must register as a conference attendee and pay the registration fee. A paying conference attendee may work a booth or table at no additional fee. Additional booth / table reps are $200 each.

1. (Free) ____________________________ 2. (Free) ____________________________

3. (Free- Booth Rep.) ____________________________ 4. ($200) ____________________________

5. ($200) ____________________________ 6. ($200) ____________________________

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, USF - The Chiles Center • 3111 E. Fletcher Ave • Tampa, FL 33613 OR FAX (813) 974-8889