Exhibitor Prospectus

January 16-18, 2008
Vienna, Austria

The Third International Conference on
Brain Monitoring and Neuroprotection in the Newborn

In collaboration with
University of South Florida
College of Public Health
INVITATION TO ATTEND

It is my pleasure to invite your organization to participate as a commercial supporter or exhibitor at The 3rd International Conference on Brain Monitoring and Neuroprotection in the Newborn.

The educational conference will be held at the Intercontinental Wien in Vienna, Austria from 16-18 January 2008. This event will attract health professionals interested in understanding and managing neurological development and, in particular, neuroprotection, of the newborn. The 3rd 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 workshop 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 in Vienna.

Bobbi Rose!
Exhibit Manager and Conference Coordinator
University of South Florida
Tampa, Florida USA

AGENDA

**WEDNESDAY, JANUARY 16, 2008**

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<tr>
<th>Workshops</th>
<th>Presenters</th>
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<tr>
<td>Establishing a Brain-Cooling Program</td>
<td>John Barks, MD</td>
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<tr>
<td>Praktische Grundlagen des aEEG an der NICU</td>
<td>Monika Olischar, MD &amp; Katrin Klebermass, MD</td>
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<td>aEEG for Prospective Users</td>
<td>Robert White, MD</td>
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<tr>
<td>aEEG for New Users</td>
<td>Andrew Whitelaw, MD</td>
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<td>aEEG for Experienced Users</td>
<td>Lena Hellstrom-Westas, MD &amp; Mona Toet, MD</td>
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<tr>
<td>aEEG for Bedside Caregivers</td>
<td>Joy Browne, PhD, RN &amp; Jan Paisley, MD</td>
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Manufacturer Workshops

Exhibit Hall Reception

Poster Walk

**THURSDAY, JANUARY 17, 2008**

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<tr>
<th>Workshops</th>
<th>Presenters</th>
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<tr>
<td>aEEG Beyond the NICU</td>
<td>Ingmar Rosen, MD</td>
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<tr>
<td>Early Development of EEG Activity: Function vs. Structure</td>
<td>Sampsa Vanhatalo, MD</td>
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<tr>
<td>Current Concepts on the Value of aEEG in Premature Infants</td>
<td>Monika Olischar, MD &amp; Katrin Klebermass, MD</td>
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<tr>
<td>Use of aEEG in Selection and Monitoring of Infants During Brain Cooling</td>
<td>Linda de Vries, MD</td>
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<tr>
<td>Brain Cooling: Head, Whole Body, Both or Neither?</td>
<td>John Barks, MD</td>
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<tr>
<td>Supportive Care of Infants During Brain Cooling</td>
<td>Marianne Thoresen, MD</td>
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<td>Neuroprotection During Cardiac Surgery in Infants</td>
<td>Robert Clancy, MD</td>
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<tr>
<td>Therapeutic Hypothermia in the Premature Infant</td>
<td>Alistair Gunn, MD</td>
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<td>Establishing Prognosis with Currently Available Data</td>
<td>Terrie Inder, MD</td>
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**FRIDAY, JANUARY 18, 2008**

**Abstract Presentations**

<table>
<thead>
<tr>
<th>Break-out Sessions</th>
<th>Contributors</th>
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<tr>
<td>Die Rolle der Pflege in der Anwendung des aEEG an der NICU</td>
<td>Monika Olischar, MD &amp; Katrin Klebermass, MD</td>
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<tr>
<td>Sleep Monitoring</td>
<td>Stanley N. Graven, MD</td>
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<tr>
<td>Seizure Recognition at the Bedside</td>
<td>Jan Paisley, MD</td>
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<td>Bioinformatics as Applied to Brain Monitoring</td>
<td>Michael Graven, MD</td>
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<td>Differences in Capabilities of aEEG Machines</td>
<td>Mona Toet, MD</td>
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<td>Understanding the Basics of EEG</td>
<td>Robert Clancy, MD &amp; Eilon Shany, MD</td>
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<tr>
<td>Challenging Family Issues</td>
<td>Joy Browne, PhD, RN &amp; Jan Paisley, MD</td>
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<tr>
<td>Clinical Use of NIRS and Its Relation to aEEG</td>
<td>Frank van Bel, MD</td>
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<tr>
<td>The Pros and Cons of Treating Subclinical Electrographic Seizures in the Neonate</td>
<td>Robert Clancy, MD</td>
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<tr>
<td>Pitfalls in aEEG Diagnosis</td>
<td>Linda de Vries, MD</td>
</tr>
<tr>
<td>The Relationship of Ventilation Strategies in Preterm Lambs to Glial and Neuronal Apoptosis</td>
<td>Kurt Albertine, PhD</td>
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**ATTENDEE PROFILE**

This is the first year the conference is in Europe. Attendance is expected to be 200 - 250 delegates. It is expected that the largest audience will come from Europe, and a smaller percentage from North America and Asia. The professions represented will be:

- Neonatologists
- Neonatal Nurses
- Pediatric Neurologists
- Neurophysiologists
- Research Scientists
- Allied Health Professionals interested in the subject

**THE VENUE**

Intercontinental Wien  
Johannesgasse 28, A-1037 Vienna, Austria

A limited number of rooms have been reserved for this meeting at a special rate of 159 € for a single room, and 169 € for a double room. Please go to the conference web site for more information on accommodations.  
[www.cme.hsc.usf.edu/brain/](http://www.cme.hsc.usf.edu/brain/)

**EDUCATIONAL GRANT, ADVERTISING AND EXHIBIT OPPORTUNITIES**

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. The planning committee is committed to working with you to develop significant opportunities for your organization. **The following opportunities are offered for your consideration. Packages are flexible and I will be happy to work with you to discuss how best to meet your organization’s overall marketing objectives and budget.**

**EDUCATIONAL GRANT:** Educational grants invoke a different set of rules and paperwork. If your organization is interested in giving an educational grant, please contact Bobbi Rose at brose@health.usf.edu or 813-974-6158.
PROGRAM BOOK ADVERTISING:
The following opportunities exist for advertising in the program book. Artwork shall be supplied by the
commercial supporter. PDF format is preferable.

- Full page  $800 color  $600 black & white
- Half page  $500 color  $375 black & white

EXHIBIT OPPORTUNITIES:
- 10 ft x 8 ft area for your custom built display  $4000
- 6’ skirted table top display; area equaling approximately 8ft x 5 ft  $2500

OTHER SUPPORT:
- Manufacturer Workshop (4 spaces available)  $1000
- Tote Bags: Currently the program is not supplying tote bags. Therefore, if you would like to supply them,
you may do so, or I can order them. If you order them, the company logo can go on the front, and they will be
distributed at your exhibit station. If I order them, the company logo must go on the back with the conference
name on the front as they will be distributed at the registration desk. Prices have not been investigated. If this
is your desire, contact me and we will discuss a plan that works for your organization.

SUPPORT FOR FOOD & BEVERAGE:
- Breakfast (coffee, tea, pastries, fruit) $2000 per morning (up to 2 companies)
  - Thursday, Jan. 17  Friday, Jan. 18
- AM or PM Networking Break (coffee / tea / light food) $2000 per day
  (up to 4 companies)
  - Thursday, Jan. 17  Friday, Jan. 18
- Lunch (sit-down meal in Mediterraneo Restaurant) $2000 (up to 8 companies)
  - Thursday, Jan. 17  Friday, Jan. 18

- Exhibit Hall Reception Food $2000 (up to 8 companies)
- Drink tickets for Exhibit Hall Reception $2000 (up to 2 companies)

EXHIBIT HALL DETAILS & ENTITLEMENTS:

| Venue / Shipping Address | Intercontinental Wien c/o Joseph Hoeller Tel: +43 (0) 1 711 22 119
|                          | Johannesgasse 28 Fax: +43 (0) 1 711 22 263
|                          | 1037 Wien Austria www.vienna.intercontinental.com
| Storage                  | Hotel will accept deliveries up to 2 weeks prior to the meeting. If the
delivery is exceptionally large, such as equipment, please share the
information with Mr. Joseph Hoeller, Joseph.Hoeller@ihg.com
| Location of Exhibits     | Salons Fischer von Erlach and Mozart
| Time Schedule            | Set-up: January 16, 2008: 13:30 – 17:00
|                          | Workshop (if applicable): January 16, 2008: 18:00 – 19:30
|                          | Exhibit Hall Reception: January 16, 2008: 20:00 – 21:30
|                          | Open: January 17, 2008: 7:30 – 17:30
|                          | Open: January 18, 2008: 7:30 – 11:00
|                          | Move-out: January 18, 2008: 11:00 – 13:30
| **Details of Table Top** | (1.85m x .75m)  
Skirted table to be supplied & positioned by Intercontinental Wien; One chair or more if needed.  
Access to power supply – suggest bringing an extension cord. |
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<tbody>
<tr>
<td><strong>Details of “Booth” space</strong></td>
<td>10 ft x 8 ft. Pipe &amp; drape are not provided; you must provide your own set-up, but a table will be provided if needed, as well as a chair (or more if needed). Access to power supply – suggest bringing an extension cord.</td>
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</table>
| **Security and manning of exhibit** | Responsibility of exhibitor.  
Exhibits must be manned during meals and breaks.  
The room will be locked during closed periods. |
| **Cancellation Charges** | Exhibitor cancellations received prior to November 15, 2007 will incur a 20% administrative fee.  
Exhibitor cancellations received between November 15 and December 15, 2007 will incur a 50% administrative fee. No refunds for cancellations made after December 15, 2007. |
| **Registration & Lodging** | Use the Application to Exhibit, or Application to Support to provide Bobbi Rose with information on the company representatives.  
Reservation for hotel accommodation is the responsibility of the exhibitor.  
Refer to conference web site for a hotel reservation form.  
[www.cme.hsc.usf.edu/brain](http://www.cme.hsc.usf.edu/brain) |
| **Positioning of Exhibits / Tables** | Allocation of table positions will be the responsibility of the conference coordinator. Priority will be given to those exhibitors who sign up early. In positioning tables, we will try to be sensitive to issues of competition. |

Exhibitors will be recognized in the Program Book, and in any scrolling announcements (Power Point slide show before sessions begin). Exhibiting allows for two company representatives to attend the conference. Additional company representatives may attend for $250 USD. Exhibitors will receive a participant list; however, email addresses and phone/fax numbers will not be made available.

**Other Support Entitlements:**
Support for Food & Beverage events entitle the commercial supporter to recognition in the Program Book, and in any scrolling announcements (Power Point slide show before sessions begin), one company representative conference registration waived, and the participant list. However, email addresses and phone/fax will not be made available.

**To Confirm Your Participation:**
Please complete the appropriate form and fax to Bobbi Rose at 813-974-8889, or mail it to the address listed below. 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. Advertisements require full payment at time of request. Support of exhibits or food & beverage events may be paid in two installments. Half of the amount due with the application, and the remaining amount due by December 15, 2007.

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

Accepted credit cards are VISA, MasterCard, and American Express.
The 3rd International Conference on Brain Monitoring and Neuroprotection in the Newborn
APPLICATION TO EXHIBIT

Simply Complete and return this form to:

**Bobbi Rose**
USF - The Chiles Center
3111 E. Fletcher Ave
Tampa, FL 33613-4660

Authorized person: First Name: Last Name:
Position: Organization:
Address:
State: Country: Postcode:
Email:
Phone: Fax: Web site:

EXHIBITOR REQUEST
☐ Custom Booth Space (10 ft x 8 ft): $4000  ☐ Table Top Exhibit: (8 ft. x 4 ft): $2500

Exact name to appear in Program Book: _____________________________________________________

Brief description of products and services to be printed in the Program Book:
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

PAYMENT TYPE: Payment – 50% payment is required on application

☐ Check: Make check payable to USF HPCC #723. USF HPCC Federal ID# 16-1765073
Mail to the address on top of this form.

☐ Credit Card: ☐ MasterCard ☐ Visa ☐ American Express

Card Number: __________________________________________   Expiration: _____/_____
Name on Card: __________________________________________ Signature: _________________________

Representation: Payment entitles exhibitor to two free conference registrations (excluding Pre-conference
workshops). Additional representatives require an additional payment of $250 each. Please indicate your
Exhibit Representative(s) name and title below:

1. (free) 3. ($250)
2. (free) 4. ($250)

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

Authorized Signature: ___________________________________________  Date: _____________________

Amount of support: Amount paid w/application:
Balance due: Form of payment:
APPLICATION TO SUPPORT

Simply Complete and return this form to:
Bobbi Rose      E: brose@health.usf.edu      F: 813-974-8889
USF – The Chiles Center      T: 813-974-6158
3111 E. Fletcher Ave.
Tampa, FL 33613-4660 USA

Authorizing Person: First name: Last name:
Position: Organization:
Address:
State: Country: Postcode:
Email:
Phone: Fax: Web site:

OTHER SUPPORT: Please check your support choice, or create your own package for consideration.

☐ Breakfast: $2000 per day    ☐ AM / PM Networking Breaks: $2000
☐ Lunch: $2000
☐ Exhibit Hall Reception Food: $2000
☐ Drink Tickets for Exhibit Hall Reception: $2000
☐ Manufacturer Workshop: $1000 (Discuss specifics with Bobbi Rose)
☐ Tote bags (Discuss specifics with Bobbi Rose)

ADVERTISING OPPORTUNITIES
The following opportunities exist for advertising in the program book. Artwork shall be supplied by the commercial supporter. PDF format is preferable.

☐ Full page ☐ $800 color    ☐ $600 black & white
☐ Half page ☐ $500 color    ☐ $375 black & white

PAYMENT TYPE: Payment – 50% payment is required on application; Advertising requires payment in full.
☐ Check: Make check payable to USF HPCC #723. USF HPCC Federal ID# 16-1765073
Mail to the address on top of this form.
☐ Credit Card: ☐ MasterCard    ☐ Visa    ☐ American Express

Card Number: ____________________________ Expiration: _____/_____
Name on Card: ____________________________ Signature: ____________________________

Representation: Food support entitles organization to one free conference registration (excluding Pre-conference workshops). Additional representatives require an additional payment of $250 each. Please indicate your Exhibit Representative(s) name and title below:

1. (free) 2. ($250)

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

Authorized Signature: ____________________________ Date: ____________________________

Amount of support: Amount paid w/application:
Balance due: Form of payment: