9th Annual Bubble CPAP and Non-invasive Respiratory Management of the Neonate Conference

December 7-8, 2019

Sponsorship & Exhibitor Opportunities
Dear Prospective Exhibitor,

On behalf of The George Washington University, we invite you to exhibit/sponsor at the upcoming Ninth Annual Bubble CPAP and Non-invasive Respiratory Management of the Neonate Conference, December 7-8, 2019 at AC Hotel by Marriott.

This course will provide members of the neonatal critical care team with a comprehensive overview, practical strategies, instruction on the correct use of Bubble CPAP and updates on using gentle and non-invasive ventilation strategies in managing newborns with respiratory compromise. In addition, the conference will discuss nitric oxide use in the premature infants with respiratory compromise, autonomic regulation of cerebral circulation, brain lung access, and effect of NICU environment including ventilation on the neonatal brain development.

The content is designed for members of the neonatal critical care team, including but not limited to, neonatologists, nurse practitioners, physician assistants, hospitalists, respiratory therapists, residents and fellows.

Your support will help us accomplish our goal of educating healthcare professionals on the latest clinical and treatment advances in the treatment of newborns with respiratory compromise.

You can support the course in person as an exhibitor or as a general course sponsor.

There are a limited number of exhibit and sponsor opportunities remaining. Please see the enclosed menu of sponsorship opportunities.

Thank you for consideration of this special request. We look forward to seeing you in December.

Sincerely,

Mohamed A. Mohamed, MD, MS, MPH
Director, Newborn Services Division
The George Washington University Hospital
Course Director

Hany Aly, MD, FAAP
Department Chair, Neonatology
Cleveland Clinic Children’s Hospital
Course Director
# COURSE OVERVIEW

**Date:** December 7-8, 2019  
**Location:** AC Hotel by Marriott  
156 Waterfront Street  
National Harbor, MD 20745  
**Website:** [www.bubblecpap.org](http://www.bubblecpap.org)

This course will provide members of the neonatal critical care team with a comprehensive overview, practical strategies, lectures on ventilation and instruction on the correct use of Bubble CPAP in infants with respiratory distress. This conference will include both didactic and hands-on instruction and will be presented by a multidisciplinary panel of experts.

## Target Audience

This course is designed for members of the neonatal critical care team, including but not limited to, neonatologists, nurse practitioners, physician assistants, hospitalists, respiratory therapists, residents and fellows.

# CONTACT

**Dinan Abdelatif**  
Administrative Assistant, Newborn Services  
The George Washington University Hospital /MFA  
900 23rd Street, NW, Suite G-2092  
Washington, DC 20037  
Ph: (202) 715-5236  
Email: dabdelatif@mfa.gwu.edu

**Registration and Payments**

Make checks payable to “George Washington University” (tax identification number 53-0196584)

**Sheena P. King**  
CE Coordinator, Office of Continuing Education in the Health Professions  
The George Washington University School of Medicine and Health Sciences  
2600 Virginia Avenue, NW  
Suite 300, Room 337  
Washington, DC  20037  
Ph: (202) 994-8929  
Email: regspd@gwu.edu
12:00 pm  Opening remarks  
(Mohamed A. Mohamed, MD)

12:10 pm  Pearls of Neonatal Respiratory Care  
Jen T. Wung, MD, Columbia Presbyterian Hospital, NY

12:50 pm  An update on PPHN and iNO on the care of the neonate  
Hany Aly, MD, Cleveland Clinic Children’s, Cleveland

1:30 pm  Adjunct management strategies with bubble CPAP  
Mohamed A. Mohamed, MD, the George Washington University, DC

2:10 pm  Break

2:40 pm  Non-invasive instillation of surfactant  
Kari Roberts, MD, University of Minnesota

3:20 pm  Neurodevelopmental outcomes in infants with severe respiratory compromise  
Mohamed El-Dib, MD, Brigham and Women’s Hospital

4:00 pm  Panel discussion / Q & A

5:00 pm  Adjourn
7:00 am  Registration and continental breakfast  
Main Room

8:00 am  Opening remarks  
(Course Directors)

8:15 am  Nuts and Bolts of Bubble CPAP (with video)  
(Jen Wung, MD)

09:30 am  Morning break

9:50 am  Reproducibility of Bubble CPAP  
(Hany Aly, MD)

10:50 am  Break

11:10 am  Issues on managing infants on bubble CPAP at the bedside  
(Mohamed A. Mohamed, MD)

12:00 am  Break

12:10 am  Bubble CPAP from the respiratory therapy perspective  
(Christopher Thornton, RT)

12:30 pm  Lunch

2:00 pm  Hands-on CPAP workshop and demonstration  
- Non-invasive surfactant instillation using LMA  
- Nasal interface application and maintenance  
- bCPAP respiratory circuit assembly  
(Moderatos: MD, RT, and RNs)

4:00 pm  Panel discussion / Q & A

5:00 pm  Adjourn
Sponsoring the Bubble CPAP course puts your organization in front of more than 80 healthcare professionals interested in learning more about the latest clinical and treatment options for the management of the newborn patient with respiratory compromise.

Do not miss this opportunity to display your company's commitment to improving patient care.

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Description</th>
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<tbody>
<tr>
<td>Symposium</td>
<td>New this year, we will offer two Industry Satellite Symposia to be held in conjunction with the Bubble CPAP meeting on December 7 and 8, 2019.</td>
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<td></td>
<td>ISS providers are responsible for the management of their event's logistics and for payment of direct costs associated with event promotion, presenters, catering and audiovisual equipment.</td>
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<tr>
<td>Lunch Sponsor</td>
<td>Display your organization brand during lunch at the symposium. As the exclusive lunch sponsor, your organization will receive recognition in the meeting materials, online recognition via the course website, and signage acknowledging your support will be displayed near the entrance of the exhibit hall and food stations. The sponsor also has the option of providing branded napkins, plates, cups, or other specialty items at their expense.</td>
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<tr>
<td>Breakfast Sponsor</td>
<td>Breakfast is provided to all registrants. The sponsor will receive recognition in meeting materials and on signs posted during the breakfast. The sponsor also has the option of providing branded napkins, plates, cups, or other specialty items at their expense.</td>
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<td>Refreshment Break</td>
<td>AM and PM refreshment breaks are provided to all registrants. The sponsor will receive recognition in meeting materials and on signs posted during the breaks. The sponsor also has the option of providing branded napkins, plates, cups, or other specialty items at their expense.</td>
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<tr>
<th>Sponsorship Opportunity</th>
<th>Costs</th>
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<tbody>
<tr>
<td>Symposium</td>
<td>$10,000</td>
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<tr>
<td>Lunch Sponsor</td>
<td>$5,000 (15 minute company highlight)</td>
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<tr>
<td>Breakfast Sponsor</td>
<td>$3,000 (10 minute company highlight)</td>
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<tr>
<td>Refreshment Break</td>
<td>$1,500</td>
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<tr>
<td>Sponsorship Level</td>
<td>Benefits</td>
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<tr>
<td><strong>Gold</strong></td>
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<tr>
<td>$10,000</td>
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<td>Company acknowledgment on all official course marketing, website, and signage.</td>
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<td>5 minute company highlight presentation</td>
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<td>Registration for 5 company representatives</td>
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<td>Complimentary table top exhibit</td>
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<td>Premium exhibit placement</td>
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<td>Two sets of promotional materials included in attendee registration packets</td>
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<td>Attendee lists</td>
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<tr>
<td><strong>Silver</strong></td>
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<td>$7,500</td>
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<td>Company acknowledgment on all official course marketing, website, and signage.</td>
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<tr>
<td>3 minute company highlight presentation</td>
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<td>Registration for 3 company representatives</td>
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<td>Complimentary table top exhibit</td>
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<td>Premium exhibit placement</td>
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<tr>
<td>One set of promotional materials included in attendee registration packets</td>
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<td>Attendee lists</td>
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<td><strong>Bronze</strong></td>
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<tr>
<td>$5,000</td>
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<td>Company acknowledgment on all official course marketing, website, and signage.</td>
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<tr>
<td>2 minute company highlight presentation</td>
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<td>Registration for 2 company representatives</td>
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<tr>
<td>Complimentary table top exhibit</td>
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<td>Premium exhibit placement</td>
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<tr>
<td>Attendee lists</td>
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<tr>
<td><strong>Exhibitor</strong></td>
<td>The Bubble CPAP course is a great opportunity to display your company/organization to our attendees.</td>
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| $3,000 – 2 days | • Expected attendance of more than 80 professional attendees  
• Many marketing and sponsorship opportunities to create and build brand awareness |
| $2,000 – 1 day | • Build relationships, sell, and generate leads from attendees  
• Network with colleagues  
• Support the field |
| $250 Each additional exhibitor | |

| **Previous Symposium Exhibitors** | GaleMed  
Mead Johnson Nutrition  
Nestle  
Medtronic | Respiralogics  
Fisher & Paykel Healthcare  
Mallinckrodt Pharmaceuticals, formerly known as Ikaria |

| **Included with Your Standard Booth Rate** | 1 6-foot table with 2 chairs  
Meeting access for two company employees (name badges must be worn at all times)  
Access to an electrical outlet and internet  
Acknowledgment in all symposium materials (subject to print deadlines) |

| **Exhibit Configuration** | All exhibits should be free-standing and self-supported. Linear configurations may not be designed to obstruct the view of nearby tables or to block exits or doorways. Hanging signs are not permitted. |

| **Exhibit Area** | The number of exhibitors will determine the exact location arrangement of the exhibit area; however, all exhibitors will be located in the same area. |

| **Exhibit Shipping/Drop Off** | Please contact the AC Hotel directly to arrange shipment. |

| **Exhibit Hours** | **Saturday, December 7, 2019:** 11:00 am – 11:30 am  
**Sunday, December 8, 2019:** 7:00 am - 7:30 am |

*Please note that meeting attendees will generally visit the exhibit area prior to the start of the morning session, during all breaks, during lunch, and at the end of the day.*
<table>
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<tr>
<th>Sales and Order Taking</th>
<th>To help companies maximize their exhibit opportunities, sales and order taking are allowed on the exhibit floor unless prohibited by law. Transactions must be consistent with the professional nature of the meeting. It is the <strong>sole responsibility of the exhibiting company</strong> to acquire any licenses or permits as may be required. GW reserves the right to restrict sales activities that it deems inappropriate, unprofessional, or which do not abide by the requirements of the meeting’s accrediting body.</th>
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<tbody>
<tr>
<td>Requesting Exhibit Space</td>
<td>To request exhibit space, <strong>submit the online Exhibit Application by Friday, November 15, 2019.</strong> All exhibits are subject to review by the George Washington University (GW) School of Medicine and Health Science’s Office of Continuing Education in the Health Professions.</td>
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Terms and Conditions of Agreement

1. All exhibits are subject to review and approval by the Office of CEHP, the George Washington University School of Medicine and Health Sciences.

2. This agreement shall not be binding upon the lessor (GW) until accepted and executed by Office of CEHP, GW. A counter signed copy of the contract will be returned to you as confirmation of your participation.

3. The violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of GW.

4. Refunds of any payment for tabletop space will be made at the sole discretion of Office of CEHP, GW with a $75 processing fee deducted from the total paid. No refunds due to cancellations will be made if cancellation is received less than two weeks prior to the start of the event.

5. Liability/Insurance: Exhibitors shall be fully responsible to pay for any and all damages to property owned by the GW, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GW, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor’s use of the property, except to the extent caused by the negligence or willful misconduct of GW, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GW does not maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by signing an application to exhibit, understands that they assume responsibility for the conditions described above.

6. The Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable or not in keeping with the character or purpose of Office of CEHP, GW.

7. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc. are not permitted except by firms that have engaged with GW space to exhibit and then only in exhibit area assigned. Exhibitors are not permitted to go in the conference room.

8. The rental of exhibit space shall not influence the control of content a selection of presenters and moderators. GW is ultimately responsible for control of content and selection of presenters and moderators.

9. Disclosure of Financial Relationships: GW will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the GW and the company or between individual speakers or moderators and the company.

10. Involvement in Content: There will be no "scripting," emphasis, or influence on content by the company or its agents.

11. Ancillary Promotional Activities: No product advertisements will be permitted in the program room.

12. Objectivity & Balance: GW will make every effort to ensure that data regarding the company’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

13. Limitations of Data: GW will ensure, to the extent possible, disclosure of limitations of data, (e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion).

14. Discussion of Unapproved Uses: GW will require that presenters disclose when a product is not approved in the United States for the use under discussion.

15. Opportunities for Debate: GW will ensure opportunities for questioning or scientific debate.

16. All other support associated with this CME activity may only be provided with the full knowledge and approval of GW.

17. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.).

18. Rental of registration lists is not available.

19. Taking photographs or videotaping is strictly prohibited, other than an official GW photographer. GW reserves the right to photograph or videotape an exhibit.