



JOINTLY PRESENTED BY

The Pediatric Cardiac  
Intensive Care Society  
15th Annual International Meeting



PICS Paediatric Intensive  
Care Society  
33rd Annual Scientific Meeting

6<sup>th</sup> EUROPEAN CONFERENCE | ON PAEDIATRIC AND NEONATAL  
CARDIAC INTENSIVE CARE (EPNCIC)

LONDON  
*England*



# Joint Paediatric Critical Care International Meeting

**November 20-22, 2019**

QEII Centre, Broad Sanctuary • Westminster, London SW1P 3EE

Host Hotel: Doubletree by Hilton London - Westminster

# EXHIBITION AND SPONSORSHIP PROSPECTUS

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## JOINT PAEDIATRIC CRITICAL CARE INTERNATIONAL MEETING

The **Pediatric Cardiac Intensive Care Society (PCICS)**, **UK Paediatric Intensive Care Society (UK PICS)** and **European Paediatric Neonatal Cardiac Intensive Care Society (EPNCIC)** have come together for the first time, to develop and deliver a unique international collaborative meeting. We have designed an exciting program that focuses on clinical and research innovations within the field of paediatric critical care from a multidisciplinary perspective. Below are some highlighted themes to be presented by our esteemed, invited faculty.

### Preconference Sessions

- Ventilation and non-invasive ventilation workshop
- Leadership in clinical emergencies (simulation-based workshop)
- International nursing masterclass
- Children's acute ultrasound course

### Plenary Sessions

- Working together to provide excellent care for critically ill children, including caring for children from conflict zones and a first-person account of surviving sepsis and ECMO.
- Ground breaking research topics in paediatric critical care, including updates on recent clinical trials and genetic research related to PICU.

### Break-out Tracks

- General paediatric intensive care topics primarily delivered by UK PICS, including: patient safety, building clinician resilience and a healthy work environment, advances in ventilation, nephro-hepatic interactions and trauma.
- Paediatric cardiac critical care topics primarily delivered by PCICS and EPNCIC, including: extracorporeal life support, single ventricle diseases, neuro protection, novel devices and interventions, and cardiothoracic transplantation.
- Cross cutting topics delivered jointly by the three societies, including: transfusion in PICU, inflammatory conditions, pulmonary hypertension, end of life care in PICU and exciting, interactive pro-con debates.

**YOU'RE INVITED!**

The PCICS, PICS, and EPNCIC are pleased to invite your company to join them for their first ever international conference collaboration. We expect 400+ delegates from around the world for this great educational event.

You are invited to take advantage of the exhibit, advertising, and sponsorship opportunities being offered. Industry support is vital to the success of this conference and demonstrates your commitment to improving patient care.

With unopposed exhibit hours you will have an opportunity to generate new leads with paediatric cardiac intensive care decision makers.

### Target Audience

The program curriculum and activities are designed to provide an interactive educational forum for physicians, nurses, and other healthcare professionals who care for critically ill paediatric patients with congenital and acquired heart disease.



- Physician specialties represented include critical care medicine, cardiac surgery, anesthesia, cardiology and neonatology
- Nursing representation includes paediatric critical care nurses and advance practice nurses

We anticipate 400 – 450 delegates at the Joint Paediatric Critical Care International Meeting.

## Exhibit Application Procedures

### Letter of Agreement

To apply for exhibit space, secure a sponsorship, and purchase advertisements, complete the **Commercial Interest Letter of Agreement (LOA)**, an online form at <http://www.pcics.org/meetings/support-information/>.

### Payment

Payment can be made by credit card. Check payments are being accepted from U.S. financial institutions payable to The Pediatric Cardiac Intensive Care Society. **A minimum of 50% of the fee is due when the Agreement is submitted. Payment is due in full by September 20, 2019.** Agreements received after September 20 must be paid in full at the time of application.

The PCICS is the educational partner receiving all payments and is a U.S. not-for-profit organization. PCICS Taxpayer ID: 03-0467764. W-9 is available upon request to Dana Gibson, [dana@societyhq.com](mailto:dana@societyhq.com).

### Cancellation

Written cancellations received in the PCICS office by September 20, 2019 will receive a 50% refund. There are no refunds for cancellations received after September 20, 2019.

### Exhibit Space

Exhibit space is assigned on a first come, first served basis.

- Exhibit agreements must be submitted prior to exhibit space being assigned.
- To be listed in the printed materials, your exhibit agreement must be received by October 1, 2019.

Every effort will be made to accommodate special requests. The PCICS cannot guarantee preferences for exhibit space locations. The PCICS reserves the right to add, move or remove exhibit tables if necessary. The floor plan is subject to change.

## General Exhibit Information

**Exhibit Dates: November 21-22, 2019**

### Exhibit Move-in Hours\*

**Wednesday, November 20, 2019 | TBA**

Exhibitors are invited to the **Welcome Reception** being held from 6:00 – 9:00 pm on November 20. Venue to be announced.

### Exhibit Hours\*

#### **Thursday, November 21, 2019**

7:30 - 8:30 am	Breakfast with Exhibitors
10:00 - 10:30 am	Beverage Break with Exhibitors
1:10 - 2:10 pm	Lunch with Exhibitors
3:50 - 4:20 pm	Beverage Break with Exhibitors
5:30 - 7:00 pm	Reception with Exhibitors and Posters

#### **Friday, November 22, 2019**

7:30 - 8:30 am	Breakfast with Exhibitors
11:10 - 11:30 am	Beverage Break with Exhibitors
1:00 - 2:00 pm	Lunch with Exhibitors

### Exhibit Move-out Hours\*

**Friday, November 22, 2019 | 2:00 – 3:30 pm**

**\*Times are subject to change.**

## Exhibit Packages

### Gold Exhibitor | \$12,000 USD

Gold exhibitors are considered preeminent supporters of the Joint Paediatric Critical Care International Meeting. As a Gold Level Exhibitor, your organization receives top billing prior to, during, and for a year after the conference.

#### **Exhibit Display**

- Two 5ft x 30in/ 1.52m x 76.20cm skirted tabletops with four chairs in the exhibit area
- Six exhibitor badges
- Pre and post conference attendee list with name, city, state, and country

#### **Preconference Publicity**

- Listing on the Joint Paediatric Critical Care International Meeting website with your organization's profile (350-word description) and logo with a link to your company

website

- Two uses of the pre-registration list to create awareness prior to the conference (email sent by PCICS)

#### **On-site Awareness**

- Full-page, 4 color advertisement in the printed program (front inside page or back inside page)
- Top billing on the support recognition sign at the Exhibit Hall Entrance (print deadline 10/01/19)
- Identified as a Gold Level Exhibitor in the program (print deadline 10/01/19)
- Thanked as a Gold Level Exhibitor from the podium daily
- Recognized as a Gold Level Exhibitor on the conference slides run between sessions

#### **Post-conference Promotion**

Gold Level Exhibitors will have their company profile, logo, and link posted on Joint Paediatric Critical Care International Meeting website for one year after the conference.

### **Silver Exhibitor | \$8,000 USD**

Silver exhibitors at the Joint Paediatric Critical Care International Meeting provides a great opportunity to promote your products, services, and brand name amongst and an audience of the world's top multidisciplinary healthcare professionals.

#### **Exhibit Display**

- One 5ft x 30in/ 1.52m x 76.20cm skirted tabletop with two chairs in the exhibit area; 8ft x 8ft / 2.44m x 2.44m space
- Four exhibitor badges
- Pre and post conference attendee list with name, city, state, and country

#### **Preconference Publicity**

- Listing on the Joint Paediatric Critical Care International Meeting website with your organization's profile (250-word description) and logo with a link to your company website
- One-time use of the pre-registration list to create awareness prior to the conference (email sent by PCICS)

#### **On-site Awareness**

- Support recognition on the Exhibit Hall entrance sign (print deadline 10/01/19)
- Identified as a Silver Level Exhibitor in the program (print deadline 10/01/19)
- Thanked as a Silver Level Exhibitor from the podium daily
- Recognized as a Silver Level Exhibitor on the conference slides run between sessions

**Post-conference Promotion**

Silver Level Exhibitors will have their company profile, logo, and link posted on Joint Paediatric Critical Care International Meeting website for one year after the conference.

**Bronze Exhibitor | \$4,000 USD**

As a Bronze exhibitor, your organization will benefit from the recognition and exposure throughout the Joint Paediatric Critical Care International Meeting.

**Exhibit Display**

- One 5ft x 30in/ 1.52m x 76.20cm skirted tabletop with two chairs in the exhibit area; 8ft x 8ft / 2.44m x 2.44m space
- Three exhibitor badges
- Pre and post conference attendee list with name, city, state, and country

**Preconference Publicity**

Listing on the Joint Paediatric Critical Care International Meeting website with your organization's profile (150-word description) and logo with a link to your company website

**On-site Awareness**

- Support recognition on the Exhibit Hall entrance sign (print deadline 10/01/19)
- Identified as a Bronze Level Exhibitor in the program (print deadline 10/01/19)
- Thanked as a Bronze Level Exhibitor from the podium daily
- Recognized as a Bronze Level Exhibitor on the conference slides run between sessions

**Post-conference Promotion**

Bronze Level Exhibitors will have their company profile, logo, and link posted on the Joint Paediatric Critical Care International Meeting website for one year after the conference.

**Exhibitor | \$2,500 USD**

- Recognition in the mobile meeting guide, conference website, and conference slides presented between sessions
- Recognition on the Exhibit Hall entrance signage (print deadline is 10/01/19)
- Recognition in the program (print deadline is 10/01/19)
- One 5ft x 30in/ 1.52m x 76.20cm skirted tabletop with two chairs in the exhibit area; 8ft x 8ft / 2.44m x 2.44m space
- Two exhibitor badges
- Up to 100-word company profile on the conference website

**ALL EXHIBITORS**

COMPLIMENTARY BREAKFAST, COFFEE BREAKS, AND LUNCH IN THE EXHIBIT HALL

EXHIBITORS INVITED TO WELCOME RECEPTION WEDNESDAY, NOVEMBER 20

RECEPTION IN THE EXHIBIT HALL THURSDAY, NOVEMBER 21

## Exhibitor Badges and Product/Company Description

Exhibitor badge names and product or company descriptions are **due by October 15, 2019**. Email your badge names and descriptions to Julie Hitt in the PCICS office, [julie@societyhq.com](mailto:julie@societyhq.com).

To order additional exhibit badges, visit <http://www.pcics.org/meetings/support-information/> and use the **PCICS credit card payment form**. Badges are **\$100 USD/badge**. Be sure to list the full name(s) for the badges on the payment form.

## Advertising & Promotional Opportunities

To place an ad in the printed program and/or secure one of the promotional options, complete the **Commercial Interest Letter of Agreement (LOA)**, an online form. Go to <https://www.pcics.org/meetings/support-information/>.

**Program Ads | The ad submission deadline is October 1, 2019.**

Ad Sizes	Ad Fees USD
Full page, 4-color advertisement, outside back cover of the printed program	\$650
Full page, 4-color advertisement, inside front cover of the printed program	\$550
Full page, 4-color advertisement, inside back cover of the printed program	\$550
Full page, 4-color advertisement, inside page of the printed program	\$450

### Ad Specs

Full page ad: 3 ½ inches x 4 ½ inches vertical, CMYK color, 300 dpi, no bleed

Print ready PDFs per the above specifications are **DUE BY OCTOBER 1**. Ads are emailed to Dana Gibson at [dana@societyhq.com](mailto:dana@societyhq.com).

## Logo on Conference Website and Mobile Meeting Guide | \$250 USD

- Company will provide a high-resolution image file (png, jpg, eps) of the company logo. Email to [dana@societyhq.com](mailto:dana@societyhq.com).
- The logo will be placed on the list of exhibitors located on the conference website and mobile meeting guide.

## Pre-registration Email | \$700 USD

- The pre-registration email blast is available for **one-time use**.
- The email communication must be provided in html format. The content will be formatted in Constant Contact.
- The email addresses are not shared with the purchaser. The approved email will be scheduled and distributed by the PCICS office.

**Conference Bag | \$750 USD**

- Exclusive! \$750 USD conference bag sponsor fee plus the cost of the bags
- Bags shipped to PCICS office with delivery by October 1, 2019

**Insert for Conference Bag | \$500 USD**

- Single flier or postcard provided by the company
- Inserts shipped to PCICS office with delivery by October 1, 2019

**Conference Notepad and Pen for Conference Bag | \$750 USD**

- Exclusive! \$750 USD plus the cost of the notepads and pens
- Delivery to meeting venue by November 19, 2019. Additional shipping details provided when sponsorship is approved.

**Mobile Meeting Guide Sponsor | \$3,500 USD**

- Exclusive! The conference mobile meeting guide (e-material) sponsorship is a great way to get your name out to all conference attendees.
- Thanked as the Mobile Meeting Guide Sponsor from the podium
- Special recognition in the mobile meeting guide with your logo
- Recognition on the meeting signage
- Identified as the Mobile Meeting Guide Sponsor in the conference program (print deadline 10/01/19)
- Sponsor listing on the mobile meeting guide list of supporters
- Sponsor listing on the conference website with your organization's profile (100-word description) and logo with a link to your site

**Scientific Poster Grand Rounds Sponsor | \$5,000 USD**

- Thanked as the Poster Grand Rounds Sponsor from the podium
- Special recognition on meeting signage and at the Reception with Exhibitors and Posters
- Identified as the Poster Grand Rounds Sponsor in the conference program (print deadline 10/01/19)
- Sponsor listing on the mobile meeting guide list of supporters
- Sponsor listing on the conference website with your organization's profile (100-word description) and logo with a link to your site
- Sponsor listing on the conference website with your organization's profile (100-word description) and logo with a link to your site

**Welcome Reception Sponsor | \$10,000 USD**

**Wednesday, November 20, 2019 | 6:00 - 9:00 pm**

- Flat fee of \$10,000 payable to The PCICS. All event planning is done by The PCICS.
- Special recognition on meeting signage at the Welcome Reception
- Sponsor will be invited to speak up to five minutes during the reception opening remarks.



- Identified as the Welcome Reception Sponsor in the conference program (print deadline 10/01/19)
- Sponsor listing on the mobile meeting guide list of supporters
- Sponsor listing on the conference website with your organization's profile (100-word description) and logo with a link to your site

## Shipping and Exhibitor Service Forms

The shipping guidelines along with exhibitor service order forms will be available on the PCICS website at <http://www.pcics.org/meetings/support-information/>.

There will be **complimentary wireless internet** access in the conference area. The login will be provided prior to the conference.

## Hotel Reservations

The headquarters hotel is the **Doubletree by Hilton London - Westminster**.

### **Doubletree by Hilton London - Westminster**

30 John Islip St  
Westminster, London SW1P 4DD  
United Kingdom

The group rate for a standard room is £199/night plus taxes and fees. The cut-off date for the group rate is **October 30, 2019**. Reservations are made online via the PCICS website at <http://www.pcics.org/meetings/support-information/>.

## Exhibits and Sponsorship Contact

### **Dana Gibson, Director of Corporate & Educational Support**

Email [dana@societyhq.com](mailto:dana@societyhq.com) | Telephone +1 804 338 6958

### **Julie Hitt, Corporate & Educational Support Administrator**

Email [julie@societyhq.com](mailto:julie@societyhq.com) | Telephone +1 804 565 6326

Check the PCICS website for updates!

<http://www.pcics.org/meetings/support-information/>