



Gut Feeling: The Other Brain.
Exploring the Connection of Microbiome, Stress and Infant Behavior

Invitation to Sponsor



October 5-7, 2019
Sheraton Portsmouth Harborside Hotel
250 Market Street
Portsmouth, NH 03801

Invitation to Sponsor

Dear Prospective Sponsor:

NIDCAP (Newborn Individualized Developmental Care and Assessment Program) is the premiere, evidence-based model for training professionals to assess and support the development of prematurely-born and ill infants. NIDCAP improves the lives of prematurely born and ill infants and their families. By supporting brain development (neuroprotection), NIDCAP supports high-risk newborns to reach their full potentials. NIDCAP care, embraced by neonatologists, neonatal nurses, and specialists in numerous therapy disciplines that serve in newborn intensive care units (NICUs), is practiced all over the world.

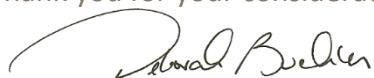
The mission and vision of the NIDCAP Federation International (NFI) are described on page 3 of this packet. Please also visit and explore our website – www.nidcap.org -- to learn more about our organization. If your company's mission is compatible with our primary audience, as well as our values and high standards, your corporation may be an excellent match for the NIDCAP Federation International.

Each year the NFI holds a meeting of its Trainers and key nursery staff from all of its NIDCAP Training Centers. This international audience of multidisciplinary NICU professionals gathers to learn the latest in research and training updates as well as to network. This year's theme is *"Gut Feeling. The Other Brain."* The first two days of the meeting are geared toward the trainer and their training, and the third day is a one day conference open to additional participants from hospitals around the greater New England/ New York area and beyond, or anyone interested in the topic.

As we gather this year in Portsmouth, New Hampshire we invite you to consider exhibiting at, sponsoring our annual meeting, and/or becoming a Corporate Sponsor of the NFI. Your corporation will benefit from the association, and we will be honored to be associated with your support.

The exhibit and sponsorship options are detailed in this packet.

Thank you for your consideration,



Deborah Buehler, PhD
President, NIDCAP Federation International, Inc.



James Helm, PhD
Chair, NFI Advancement Committee

About the NIDCAP Federation International (NFI)

NIDCAP is the gold standard for developmental care. This program and its development are overseen and promoted by the NFI, a non-profit organization. NFI members, including professionals from various disciplines, parents and families of preterm and ill infants, work together to increase awareness of the importance of NIDCAP care for preterm and ill newborns.

Our Mission

The NFI promotes the advancement of the philosophy and science of NIDCAP care and assures the quality of NIDCAP education, training and certification for professionals and hospital systems.

Our Vision

The NFI envisions a global society in which all hospitalized newborns and their families receive care in the evidence-based NIDCAP model. NIDCAP supports development, enhances strengths and minimizes stress for infants, family and staff who care for them. It is individualized and uses a relationship-based, family-integrated approach that yields measurable outcomes.

Fast Facts

- More than 2,000 certified NIDCAP Professionals worldwide
- 24 NIDCAP Training Centers in major hospitals in 15 countries across four continents
- NIDCAP holds a major, international conference and training meeting each year, as well numerous regional meetings across the U.S. and Europe.
- The *Developmental Observer*, the official newsletter is an archived, scientific journal
- The NFI has a comprehensive website, as well as an active social media presence

Opportunities for Meeting Sponsors / Exhibitors

	Sponsorship Level					
	\$10,000 +	\$7500	\$5000	\$4000	\$2500*	\$350
Sponsorship Options						
Sponsor Entire Open Day Monday, October 7 th (Includes 2 complimentary lunch tx)		✓				
Dinner Sat, October 5 th OR Welcome Reception , Fri, October 4 th (Includes 2 comp. tx to sponsored event)			✓			
Lunch (2 available) OR A Speaker (2 sponsorships available) (Includes 2 comp lunch tx on sponsor day)				✓		
Exhibit Options						
Exhibit Table (6' Table with 2 chairs) *2500 all 3 days/\$1500 Monday only		✓	✓	✓	✓	
Brochure Table Display (no company representative)						✓
Marketing Benefits						
Company logo on NFI <i>Our Sponsors</i> page of website for one year		✓				
Company logo included on conference invitational materials		✓	✓			
Company logo on conference website page		✓	✓	Name Only	Name Only	
Include company educational materials in attendee packets		✓	✓	✓		
Recognition on NFI social media		✓	✓			
Company link on NFI social media		✓				
Verbal acknowledgement from podium during sponsored event		✓	✓	✓		

Opportunities for Corporate Sponsorship of NIDCAP Federation International

Gold Sponsorship \$50,000	Silver Sponsorship \$25,000	Bronze Sponsorship \$10,000
<ul style="list-style-type: none"> ❖ Company logo with link and brief description displayed with prominent placement on NFI <i>Our Sponsors</i> page for 1 year ❖ Company logo with web link displayed for 1 month on NFI website homepage ❖ Quarter page with image advertisement in NFI newsletter, <i>Developmental Observer</i> for 1 year (2 issues) ❖ May contribute a blog post to <i>NIDCAP Blog</i> (on topic related to NIDCAP) ❖ NFI Press release announcing sponsorship ❖ Sponsor Press release announcing sponsorship ❖ Photo opportunity with NFI Founder and NFI President ❖ Recognition on NFI social media platforms at least twice/yr for one year (Facebook, Twitter, LinkedIn, Pinterest) ❖ Visibility at NFI Conferences <ul style="list-style-type: none"> • Exhibit Display Table at up to 3 conferences per year • Sponsor company one page information sheet included in NFI Trainers Meeting binder • Logo listed on each conference brochure/agenda • Access to contact information for consenting participants of conferences • Opportunity to host named cocktail reception at NFI/NIDCAP Trainers Meeting • Reserved seating at one dinner at Trainers Meeting 	<ul style="list-style-type: none"> ❖ Company logo with link and brief description displayed with secondary placement on NFI's <i>Our Sponsors</i> page for 1 year ❖ Quarter page, text only, advertisement in NFI newsletter <i>Developmental Observer</i> for 1 year (2 issues) ❖ NFI Press release announcing sponsorship ❖ Sponsor Press release announcing sponsorship ❖ Photo opportunity with NFI Founder and NFI President ❖ Recognition on NFI social media platforms at least twice/yr for one year (Facebook, Twitter, LinkedIn, Pinterest) ❖ Visibility at NFI Conferences <ul style="list-style-type: none"> • Exhibit Display Table at up to 3 conferences per year • Sponsor company one page information sheet included in NFI/NIDCAP Trainers Meeting binder • Logo listed on each conference brochure/agenda • Copy of contact information for consenting participants of conferences • Opportunity to host named cocktail reception at NFI/NIDCAP Trainers Meeting • Invitation to one dinner at Trainers Meeting 	<ul style="list-style-type: none"> ❖ Company logo and brief description displayed with tertiary placement on NFI's <i>Our Sponsors</i> page for 1 year ❖ One eighth page advertisement in NFI newsletter <i>Developmental Observer</i> in one edition ❖ NFI Press release announcing sponsorship ❖ Sponsor Press release announcing sponsorship ❖ Photo opportunity with NFI Founder and NFI President ❖ Recognition on NFI social media platforms once during sponsorship year (Facebook, Twitter, LinkedIn, Pinterest) ❖ Visibility at NFI Conferences <ul style="list-style-type: none"> • Exhibit Display Table at up to 3 conferences per year • Logo listed on each conference brochure/agenda • Opportunity to host named cocktail reception at NFI/NIDCAP Trainers Meeting • Invitation to one lunch at Trainers Meeting

Interested in exhibiting or sponsoring?

If you are interested in exhibiting at or sponsoring this year's NIDCAP Trainers Meeting please complete the attached agreement and send to James Helm, PhD at jimhelm27@gmail.com by July 15, 2019.

If you are interested in becoming a *Gold, Silver, or Bronze* sponsor of the NFI please contact James Helm, PhD at jimhelm27@gmail.com

We look forward to partnering with you.

Thank you,

NIDCAP Federation International, Inc.

www.nidcap.org



Exhibitor/Sponsorship Agreement
NIDCAP Trainers Meeting & Open Day
October 5, 6, & 7, 2019
Sheraton Portsmouth Harborside Hotel 250
Market St., Portsmouth, NH 03801

Organization/Vendor Name

Check which conference(s) vendor will attend:

All 3 Days
10/5, 6 & 7

Open Day Only
Mon, 10/7

Other - date(s):

Contact Name

Business Name

Street Address

Street Address Line 2

City

State

Zip Code

Phone Number

Email Address

Name(s) of Representative(s) who will attend:

Exhibit/Sponsorship Options

Description of product/service being displayed

\$7500 - Open Day Sponsorship (Mon Oct 7)

\$5000 - Celebration Dinner (Sat Oct 5)

\$5000 - Welcome Reception (Fri Oct 4)

\$4000 - Speaker Sponsorship

\$4000 - Lunch, select date below

Sat Oct 5

Sun Oct 6

\$2500 - Exhibit Table - All three days

\$1500 - Exhibit Table - Monday Only (Oct 7)

\$350 - Brochure Display (no rep present)

I have read the agreement

Total Amount of Sponsorship:

Signature of Authorized Representative

Enter your name above to digitally sign the document and email to James Helm at jimhelm27@gmail.com.

Contract for Space

The Application must be completed in its entirety and accompanied by the total fee before it will be processed or space assigned. The signed Application and Contract constitute a contract between the NIDCAP Federation International, Inc. (hereinafter referred to as NFI) and the vendor/exhibitor.

Eligibility to Exhibit

The NFI does not endorse any commercial product. The distribution of pharmaceuticals is not permitted. No commercial promotional materials may be displayed or distributed in the conference room. Exhibitors may attend the lectures but may not engage in any sales or promotional activities. Exhibitors may distribute promotional materials at their exhibit. The content of materials displayed in the NFI Exhibit Space must contribute to the professional development of our attendees. The NFI reserves the right to refuse any application for exhibit space or curtail or cancel any exhibit that in the sole judgment of the NFI Board of Directors are not consistent with the mission of the NFI. This policy also applies to the nature of displays and the decorum of exhibitors. Exhibits cannot be used for politically or ideologically partisan purposes, and are subject to the approval of the NFI Board of Directors or designee.

Assignment of Space

Table space will be assigned at the discretion of the meeting organizers. Priority of table selection is given to organizations that have exhibited in previous years and NFI sponsors.

Display Rules and Regulations

Each exhibit space will be provided 1 table with 2 chairs. All exhibitor's display fixtures must be confined to that area of the exhibitor's space. Displays must be contained within the assigned table spaces in such a way that they do not interfere with other exhibitors' displays. No wall space will be available.

Safety/Fire

Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises.

Withdrawal

Cancellations must be made, in writing, no later than six weeks prior to the meeting and refunds will be processed, less a 20% administration fee no later than (5) five business days after receipt of written notice of cancellation. After such date the agreement is binding and no refunds will be issued.

Termination of Meeting and Exhibit

Should the premises in which the NFI Conference and Exhibition is to be held become, in the sole judgment of NFI, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of the NFI, the Application and Contract may be terminated. The NFI will not incur any liability for damages sustained by the exhibitor as a result of such termination. In the event of such termination the exhibitor expressly waives such liability and releases the NFI of and from all claims for damages and agrees that the NFI shall have no obligations except to refund to the exhibitors a prorated share of the aggregate amount received by the NFI (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve for claims.

Indemnification and Waiver

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to exhibitor's displays, equipment and other property brought upon the premises of the meeting venue and shall indemnify and hold harmless the meeting venue and the NFI and their agents, servants, employees, officers, directors, staff and members. Each participant by signing the application for participation expressly understands that they release the NFI from, and agrees to indemnify it against any and all claims for such loss, injury or damage. If the NFI shall be held liable for any event which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless the NFI against any liability resulting therefrom. The NFI, and the meeting venue are not responsible for any loss (however caused) to any property of any exhibitor.

Payment Information

Check enclosed - Make Payable to *NIDCAP Federation International* and mail to:
NIDCAP Federation International, Membership Office, P.O. Box 3303, Woburn, MA 01888