

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

Palazzo Ducale Genoa 23rd - 25th January 2015

We would like to welcome you to the first edition of: *“Transportation of High risk Neonates, Excellence in Perinatal Medicine: when skill makes the difference”* which will be held in Genoa, Italy, from the 23rd to 25th of January 2015. Experts in multiple disciplines will come together to discuss the important issues regarding NEONATAL Transportation, focusing in particular on the following topics:

- Safe transport, does it exist?
- Safe staff equipment
- The art of teaching neonatal transport
- Insurance issues (staff and patients) and legislation
- Variability between countries and within local differentiations
- Certification of training (who, how, when)
- Communication between professionals and parents
- Interpersonal skills development
- Patient centered ethics
- Empathy of the mentor: specific curricula - mentor, fellows, trainees
- How to acquire transport skills
- Practical skills - procedural skills
- Working in ambulances or aircrafts
- Advantages and limitations of simulation
- Ventilatory options: pros and cons
- Quality and limits of monitoring database acquisition
- Pediatric hospitals and specific issues

Neonatal Transport has largely developed over the past 25 years becoming a cornerstone of the modern perinatal medicine. Centralization of high risk deliveries is highly beneficial to neonatal outcomes although it will be never fully achieved making Neonatal Transport efficiency a invaluable resource. In addition, new diagnostic and therapeutic options (i.e hypothermia) will render neonatal intensive care centers together with neonatal transport medicine a continuously evolving discipline. Our meeting will focus on many related topics, with special regard to emerging clinical problems, organizational issues, equipment, safety, cost effectiveness, medico-legal implications in the aim to establish high quality standards. A specific effort of the meeting will be devoted to reach higher levels of knowledge and skills in order to draw a framework for future practice.

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

Organizing Committee

President of the Congress

Luca Antonio Ramenghi



Director of the Unit Neonatal Pathology - Gaslini Institute of Genoa, Italy

Professor Ramenghi began his career as a neonatologist at the Chieti University. He is stood out for the important research conducted at the University of Leeds, UK, where for five years he studied the morphological maturation of the neonatal brain. Since 2000, he is medical director at the Neonatal Intensive Care Unit at the Mangiagalli Clinic, he was a visiting professor at the Children's Hospital in Boston, the University of San Francisco and the Karolinska Hospital in Stockholm.

With the endorsement of

ESN European Society for Neonatology



The European Society for Neonatology (ESN) was formed to assume responsibility for those aspects of neonatal professional development that the European Society of Paediatric Research (ESPR) could not perform in its role within its constitution as a Society for Paediatric Research. In order to achieve high standards of both patient care and scientific research in the field of medicine, high quality postgraduate training programs are indispensable. Neonatology is a highly technical and rapidly evolving area of pediatric medicine, which is established as an independent specialty in most European countries.



European Association Perinatal Medicine The purpose of the Association is to bring together groups and individuals in a European organization to promote the science of perinatal medicine for the benefit of mothers and their children in Europe, in particular by:

Promoting and disseminating the study, research and knowledge of all aspects of perinatal medicine, to attain the optimal physical and mental health for mothers and their children by improving the quality and provision of perinatal care in Europe. Contributing to the improvement of teaching standards in the profession. Proposing guidelines and standardizing criteria for auditing, evaluation and clinical care in perinatal medicine.

Fostering collaboration between the various disciplines interested in perinatal care as well as friendship between individuals from different European Countries

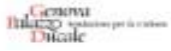


SIMP

The Italian Society of Perinatal Medicine studies the birth event and promotes the health of pregnant women, the fetus and newborn. It differs from other scientific societies for his vocation to provide comprehensive and innovative elements for the interpretation and analysis of issues related to human life, in this case man in his becoming and birth.

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE



with the endorsement of

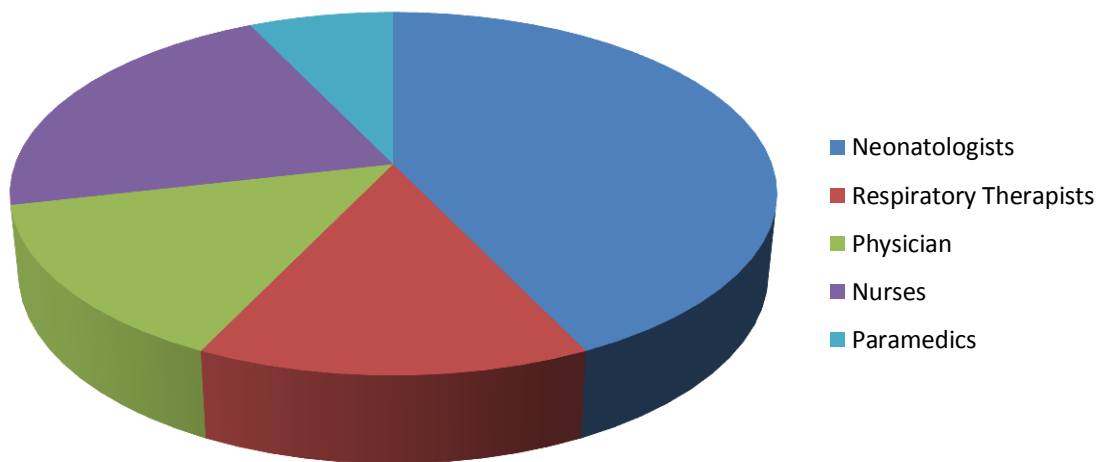


Forecast Edition

Transportation of High risk Neonates

Excellence in Perinatal Medicine: when skills makes the difference

Transportation of High risk Neonates



TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

REGISTRATION FEES

Full registration	Euro 400*
Congress registration	Euro 350*
Midwives, Nurses Health care workers - Congress	Euro 150*

*Plus VAT

WHY ITALY?

Famous for its Unesco World Heritage sites, located in the heart of the Mediterranean Sea, Italy is easy reachable from all European cities and most capitals around the world.

Italy is famous for its: trademark "Made in Italy", creative fashion, food and wine, easy life style and high level scientific achievements. The Country is one of the most important the world, leading in exports with almost 500 billion euros of export. Despite the present economic crisis it remains a high growth potential in the sectors: Fashion, home furnishings, capital goods, aerospace, robotics, biotech and pharmaceutical.

**WHY GENOVA?**

Genoa (Italian, Genova) is a historical port city in northern Italy, the capital of the Region of Liguria. Sandwiched between the sea and the Ligurian hills, Genoa spreads upwards from the port, a jumble of a city with a long and chequered history. The European Capital of Culture in 2004, Genoa has dozens of museums and galleries, a renowned theatre, and the largest aquarium in Europe. The city has good shopping, the best nightlife in Liguria and excellent restaurants. Day excursions along the stunning Ligurian coast are highly recommended. Genoa today, as a tourist attraction, is often shadowed by cities such as Rome or Venice, even though it has a long history as a rich and powerful trade centre.

TRAVEL INFORMATION

The Aeroporto di Genova - Cristoforo Colombo provides several daily flights from other major European cities. There are two main train stations in Genoa, Brignole and Principe. Brignole serves most local routes and provides access to many bus lines. Principe serves local as well as long distance trains and many trains from Milan and beyond will only stop at this station.

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

CONGRESS VENUE



Palazzo Ducale

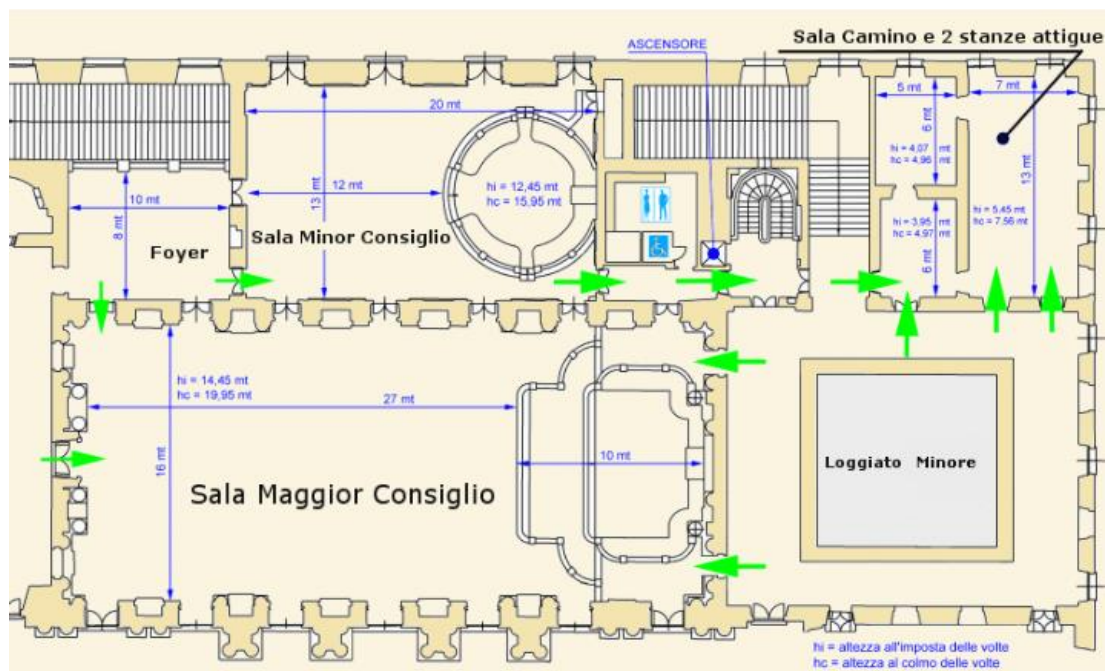
Piazza Giacomo Matteotti, 9
16123 Genova

Throughout the centuries the Palazzo Ducale in Genoa was regarded as the seat of power of the Republic and the Doge's residence. After a long and important restoration lasting ten years, the palace is today not only a historical building but also and, above all, an intelligent structure, the beating heart of cultural and social activities of Genoa and its territory. The halls for congresses, conferences and concerts are placed within the 17th century spaces; an original and young music club can be found in the medieval cisterns, and a café is located in the large vaulted entrance hall of the Palace.

How to get to the Palazzo Ducale

By Railway: situated in the city centre, the Palazzo Ducale can be easily reached by bus from Genova Brignole and Genova Principe railway stations (Piazza De Ferrari stop).

FLOOR PLAN



TRANSPORT OF HIGH RISK NEONATES

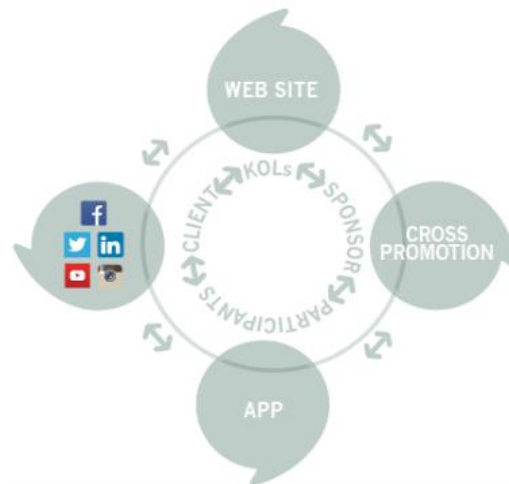
EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

CONGRESS VISIBILITY

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world.

The Communication Plan will be scheduled according to the following steps:

- Mailing list - newsletters will be sent to more than 40.000 mailing contacts around the world in Neonatal field
- Scientific Societies - we will contact more than 500 sister societies supporting the congress among their members
- Related Congresses - we will plan cross promotion activities (web visibility and flyers exchange) months before the event
- Journals - the most important journals in Neonatal field will publish the congress news and special ADVs
- Official website/Websites - the congress website will contain all the information regarding the event (scientific program, sponsorship opportunities, links and so on) and will be the most clicked tool.
- KOLs / Hospital Departments / Universities and Schools of specialties -we count on reaching about 150.000 professionals in Neonatal with our marketing activities in the 18 months before the event.



The experience gained in the Scientific Events fields allows MCA to deeply know the protagonists at the Medical Congress. In the 15 years of PCO activity MCA has updated the technology tools. Mca PLATTFORM is the answer to a growing need of more communication and networking among the key player of the congress in order to tighten up their relationship: before, during and after the congress:

- INFORMATION (**WEBSITE**)
- INTERACTION (**SOCIAL NETWORKS**)
- PERSONAL AREA (**APP**)
- PROMOTION (**MKG & COMM ACTIVITIES**)

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

SPONSORSHIP OPPORTUNITIES

Sponsors can be an active part of the organization, creating tailor made messages to strike the target. We have studied new tools in order to offer different Marketing activities, to communicate and promote our congress in close relation with our Sponsors requirements.

DIGITAL

- **USB key**

Branding a USB key offers the possibility to spread in a direct way the information about the Company. The USB key is distributed from the sponsor's booth space, it can contain various kind of files (documents, images, presentations, mp3). Moreover this tool can be used after the congress and allows the Brand to extend its awareness in the course of time.

App

Branding the official App is the best way to get in touch with the attendees and will be "in their hands" during the congress. The App will serve as a guide for the whole event information (floor plan, timetable, abstract sessions etc.) and the Sponsor's official logo on the different section or dedicated landing pages will guarantee visibility.

- **QR code**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **Newsletter**

A dedicated newsletter is a strong tool to introduce the brand, as the communication is delivered directly to the attendees' mail box. (sent out just once)

Sponsorship of the official congress newsletters: the sponsor logo will be visible on all the newsletters, despatch schedule usually starts six months before the event and continues after it, sending thank-you messages and updates.

- **TV CC Adv. & Digital Signage**

Sponsors can use the TV CC system, where required, as an advertising tool to spread promotional video communication (breaks) or the brand logo slide show.

- **Sponsored Tutorial Appetizer**

Branding short lectures or teaser messages (for example, "appetizer section sponsored by", which can be used also as an educational opportunity and broadcasted on the app before the event) allows the Sponsor to display the brand and related information in advance.

- **Video on the congress website**

The website is the digital space that contains all the material about the congress and it is an important window for the Sponsors. The Company can combine logo, video and other images of its business and include music and voiceovers to offer clear and concise information. The benefit in terms of visibility is that the website is one of the most clicked tools and it lasts from months before and after the congress.

- **Cyber area**

Branding the network cyber area allows the Sponsor to be present with its logo on the multimedia tools, signage and eventual complementary Wi-Fi accesses

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

Please find below the rating of the digital tools, with a score from 1 to 5.

	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
USB Key	5	3	4	5	5	4,4
App	4	3	4	3	5	3,8
QR Code	3	3	4	4	3	3,4
Newsletter	1	3	5	4	5	3,6
TV CC Adv. & Digital Signage	3	1	4	4	1	2,6
Tutorial Appetizer	1	3	5	5	5	4,4
Video on the website	4	1	4	4	4	3,2
Cyber area	3	3	4	4	4	3,6

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

TRADITIONAL

- **ADV Page**

A dedicated page on the scientific program, important reference point during the congress. The ADV page has different prices depending on the position in the program: cover, back cover or internal page.

- **Exclusive signage**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendees. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **Lanyards**

Conference lanyards branded with the Sponsor's logo.

- **Hand outs**

The flyer is given out by hand to the participant (not in the congress bag), promoting the Sponsor's business and increasing the brand awareness.

- **Notepads & Pens***

Notepads and pens branded with the Sponsor's logo.

- **Congress bag***

Conference bags branded with the Sponsor's logo.

- **Congress bag inserts ***

They can be general flyers or other kinds of communication and gadgets.

- **Symposium**

Luncheon: commercial symposium during the lunch hour of the congress.

Parallel: satellite symposium in parallel with the main event.

Exclusive: with no other symposium at the same time.

- **Coffee Break, Lunch, Welcome cocktail**

The area of the coffee break/lunch/cocktail will be branded with the sponsor logo.

- **Booth**

Booth spaces are available in various sizes.

- **Speakers Corner**

Branding in the area dedicated to the meeting between speakers and individual participants.

- **Challenge the speaker**

Branding the area dedicated to a discussion on topics proposed by the audience.

- **Hospitality Suite**

A reserved area hospitality suite at the venue

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

Please find below the rating of the traditional tools, with a score from 1 to 5

	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
ADV page	3	2	4	5	1	3
Exclusive signage	3	1	4	3	1	2,4
Lanyards	4	1	4	5	1	3
Hand outs	1	2	4	4	1	2,6
Notepad & Pens	5	1	4	5	1	3,2
Congress bag	5	1	4	5	1	3,2
Congress bag inserts	1	2	4	3	2	2,4
Luncheon Symposium	2	4	4	3	5	3,6
Parallel Symposium	2	4	3	3	5	3,4
Exclusive Symposium	2	4	4	4	5	3,8
Coffee Break	2	1	4	3	1	2,2
Lunches	2	1	4	3	1	2,2
Welcome cocktail	1	1	4	4	1	2,2
Booth	3	5	3	4	2	3,4
Challenge the Speaker	1	5	2	2	4	2,8
Hospitality Suite	2	5	1	1	5	2,8

*The above rating is the outcome of a study commissioned by MCA ad carried out by a group of top experts in the field

TRANSPORT OF HIGH RISK NEONATES

EXCELLENCE IN PERINATAL MEDICINE: WHEN SKILL MAKES THE DIFFERENCE

PRICE LIST

DESCRIPTION	PRICES IN EURO	NOTES
DIGITAL SPONSORSHIP PROPOSALS		
USB Key	12.000	Production costs not included
App (mono-sponsored)	10.000	Only one sponsor
App (shared sponsorization)	7.000	Max. 2 sponsors 10 each
QR Code	2.000	--
Dedicated Newsletter	3.000	--
Official congress Newsletter	8.000	--
TV CC Adv. & Digital Signage	8.000	--
Tutorial Appetizer	4.000	--
Video on the website	2.500	The price refers to the promotional web space only
Cyber area	10.000	--
TRADITIONAL SPONSORSHIP PROPOSALS		
ADV page	3.500	Back cover - cover (2 nd and 3 rd pages) - internal page
	4.000	
	4.500	
Exclusive signage	8.000	--
Lanyards	7.000	Production costs not included
Hand outs	3.500	--
Notepad & Pens	3.000	Production costs not included
Congress bag	5.000	Production costs not included
Congress bag inserts	3.000	--
Luncheon Symposium	25.000	500 seats Lunch boxes not included
Satellite Symposium	15.000	70 seats Lunch boxes not included
Exclusive Symposium	30.000	Plenary only
Welcome cocktail	8.000	
Booth	5.000	Standard Booth space
Challenge the Speaker	8.000	--
Hospitality Suite	6.000	--