



In collaboration with



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**9th Annual Scientific Sessions
of the Cardiac Neurodevelopmental
Outcome Collaborative**

Wednesday, November 18 - Friday, November 20



Exhibit & Promotions PROSPECTUS

FOR MORE INFORMATION, CONTACT

DANA GIBSON, DIRECTOR OF CORPORATE AND EDUCATIONAL SUPPORT

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EXHIBIT PROSPECTUS

9th Annual Scientific Sessions of the Cardiac Neurodevelopmental Outcome Collaborative

Vision

The Vision of the Cardiac Neurodevelopmental Outcome Collaborative is to optimize neurodevelopmental outcomes for individuals with pediatric and congenital heart disease through clinical, quality and research initiatives. CNOC's aim is to maximize quality of life across the lifespan by bringing together a multicenter, multinational, interdisciplinary group of healthcare professionals, researchers and scientists, committed to a partnership together and partnering with patients and families.

Mission

The Mission of the Cardiac Neurodevelopmental Outcome Collaborative is to determine and implement best practices of neurodevelopmental services for individuals with pediatric and congenital heart disease through clinical, quality improvement, and research initiatives.

History

The Cardiac Neurodevelopmental Outcome Collaborative was formed in 2012. In the same year, the first Cardiac Neurodevelopmental Symposium was held in Boston, and three key work groups were created: Cross-site Collaboration, Infant Follow-up Protocols, and School-age Follow-up Protocols. Currently, there are 30+ participating institutions in North America and Europe.

Invitation to Support



The Cardiac Neurodevelopmental Outcome Collaborative is pleased to invite your organization to increase your visibility and strengthen relationships with leaders in pediatric cardiology and cardiac surgery, brain imaging, ICU monitoring, and neuropsychologic and mental health outcomes. Industry support is key to the success of this meeting and demonstrates your commitment to improving patient care and outcomes. Exhibits will be part of the virtual meeting platform.

Online Exhibit Hall

The CNOC online exhibit hall is a **digital platform** for exhibitors and attendees to connect and engage. Vendors create a “digital booth” that features the same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to “stroll through the virtual exhibit hall” where they can view product information and company websites, interact with vendors via their social media platforms and receive “show specials” just like they would in an in-person trade show environment. This networking resource is a great alternative solution to face-to-face engagements.

The link to the online exhibit hall will be included on the CNOC website and mobile meeting guide. Attendees will visit the exhibit hall through these “entrances” or through the direct link they are sent pre-conference.

CNOC Annual Meeting Program and Target Audience

The 9th Annual Scientific Sessions of the Cardiac Neurodevelopmental Outcome Collaborative (CNOC) is an annual presentation of the Society. This interdisciplinary meeting is designed to promote collaboration among all professionals who work with children and young adults with congenital heart disease, including cardiologists, psychologists, neurologists, nurses, therapists and educators.

LETTER OF AGREEMENT

To apply to exhibit, visit <http://www.cardiacneuro.org/exhibits>. The **Exhibit Agreement** is an online form.

- **Agreements are due at least 30 days prior to the conference.** CNOC will provide our online exhibit hall partner, Bartizan, with the list of exhibitors and their contact information. Bartizan will send exhibitors an email invitation to customize their digital booth on the web-portal LeadsLightning®.
- **Payment is DUE IN FULL when the Agreement is submitted.** Only paid exhibits and advertisement orders will have access to the online exhibit hall profile site and/or the banner ad upload site.

Payment can be made by credit card or check.

- To pay by credit card, fill in the payment details of the Agreement.
- To pay by check, mark “check” as the payment method on the Agreement. Make the check payable to Cardiac Neurodevelopmental Outcome Collaborative and mail the check to:

CNOC
Attn: Dana Gibson
2209 Dickens Road
Richmond, Virginia 23230

The CNOC W-9 is available upon request. Contact Dana Gibson dana@societyhq.com.

Exhibit Hall Schedule

The exhibit hall opens two weeks prior to the conference on November 4, 2020 and closes January 2, 2021.

CNOC Conference | Scheduled Exhibit Breaks*

Wednesday, November 18, 2020

2:00 – 3:00 pm	Break with Exhibitors
5:00 – 6:00 pm	Break with Exhibitors

Thursday, November 19, 2020

2:00 – 3:00 pm	Break with Exhibitors
5:00 – 6:00 pm	Break with Exhibitors

Friday, November 20, 2020

2:00 – 3:00 pm	Break with Exhibitors
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**Times are subject to change.*

Exhibit Space

- **Digital booth** in the CNOC online exhibit hall
 - Opens 14 days prior to conference and remains open for a total of 60 days: **November 4, 2020 – January 2, 2021**
 - The complete benefits and features of the online exhibit hall are listed in the [2020 CNOC Online Exhibit Hall Overview](#)
 - The CNOC online exhibit hall is a **digital platform** for exhibitors and attendees to connect and engage. Vendors create a "digital booth" that features the same products and services displayed in traditional exhibit booths. Registered participants will then receive an invite to “stroll through the virtual exhibit hall” where they can view product information and company websites, interact with vendors via their social media platforms and receive “show specials” just like they would in an in-person trade show environment.

Promotions

- Pre-conference promotion on Twitter @CardiacNeuro
 - Three posts to Twitter in the 15 days prior to the conference
 - @CardiacNeuro posts will be done by CNOC
- Pre-conference promotion of the online exhibit hall when it opens 14 days prior to the event, promotion of online exhibit hall during the conference, and post-conference promotion with members and attendees

Acknowledgement of Support

- Recognition in the mobile meeting guide
 - Product or company description can be included. Maximum of 250 words.
 - Company logo
- Recognition on the CNOC website
 - Product or company description can be included. Maximum of 250 words.
 - Company logo linked to company website

Mobile Meeting Guide and Registration List

- Access to the mobile meeting guide with exhibitor login
- Registration list with name, city, and state (pre- and post-conference)



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Other Promotional Opportunities

The add-on promotion options can be selected when completing the Letter of Agreement.

Banner Ads – Online Exhibit Hall

Accepted formats:

JPG – JPG/JPEG Format

GIF – Compuserve GIF

BMP – Windows Bitmap

PNG – Portable Network Graphics

Ad Sizes	Ad Fees
Small Banner – 1 ad block (Size: 120 x 60 pixels)	\$75
Half Banner – 2 ad blocks (Size: 234 x 60 pixels)	\$125
Full Banner – 4 ad blocks (Size: 468 x 60 pixels)	\$225
Leaderboard – 6 ad blocks (Size: 728 x 90 pixels)	\$325

Promotional Emails to CNOC Members

- Promotional email opportunity can be purchased for one-time use or a maximum of three
 - Single promotional email \$500 | Three promotional emails \$1,250
 - CNOC member email addresses are not shared with the purchaser
 - The approved email(s) will be scheduled and distributed by the CNOC office
- Request will include company name, company description, purpose of promotion, preferred time period for email release(s)
- Upon approval, the company will be responsible for:
 - Payment in full
 - Submitting the content (html) at least 10 business days before the scheduled release date
 - Proofing test email before release
- CNOC will be responsible for:
 - Scheduling email release date and due date for content
 - Formatting the content in Constant Contact
 - Providing a proof
 - Sending final draft of email to CNOC members
- A disclaimer will be included to indicate that CNOC is sending the communication on the company's behalf.

CNOC Contacts

Dana Gibson, Director of Corporate & Educational Support

Email dana@societyhq.com | Telephone 804-338-6958

Julie Hitt, Corporate & Educational Support Coordinator

Email julie@societyhq.com | Telephone 804-565-6326

<https://www.cardiacneuro.org/exhibits/>