

EXHIBITOR  
PROSPECTUS

# NEC SYMPOSIUM FROM PRIORITIES TO ACTION

AUGUST 28-30, 2023  
LOEWS CORONADO BAY RESORT  
SAN DIEGO, CA





## Building a world without NEC

The NEC Symposium will bring together hundreds of participants from across the US and around the globe to advance innovative research and quality care practices. Together, we will turn our **PRIORITIES** into **ACTION**.

3 LEARNING TRACKS:



**RESEARCH**



**CARE**



**ADVOCACY**

The NEC Society is a 501(c)(3) nonprofit organization dedicated to building a world without necrotizing enterocolitis (NEC) through research, advocacy, and education. The NEC Society brings together patient-families, clinicians, and other diverse stakeholders to better understand, prevent, and treat this devastating neonatal intestinal disease.

**NEONATOLOGISTS ■ NURSES ■ PATIENT-FAMILIES  
PEDIATRIC SURGEONS ■ SCIENTISTS ■ CARDIOLOGISTS ■ NEPHROLOGISTS  
DIETITIANS ■ INDUSTRY ■ NONPROFITS ■ GASTROENTEROLOGISTS**

# Agenda

(preliminary)

## SUNDAY, AUGUST 27, 2023

5:00pm - 7:00pm: welcome reception at Loews

5:00pm - 7:00pm: exhibit hall open

## MONDAY, AUGUST 28, 2023

7:00am - 9:00am: breakfast, networking, exhibit hall

9:00am - 10:15am: KEYNOTE/PLENARY SESSION

10:15am - 10:45 am: break and light refreshments

10:45am - 12:15pm: TRACK SESSIONS

12:15pm - 1:45pm: lunch, networking, exhibit hall

1:45pm - 3:15pm: TRACK SESSIONS

3:15pm - 3:45pm: break and light refreshments

3:45 pm - 5pm: PLENARY SESSION

5:00pm - 7pm: networking, poster session, exhibit hall

## TUESDAY, AUGUST 29, 2023

7:00am - 9:00am: breakfast, networking, exhibit hall

9:00am - 10:15am: KEYNOTE/PLENARY SESSION

10:15am - 10:45 am: break and light refreshments

10:45am - 12:15pm: TRACK SESSIONS

12:15pm - 1:45pm: lunch, networking, exhibit hall

1:45pm - 3:15pm: TRACK SESSIONS

3:15pm - 3:45pm: break and light refreshments

3:45 pm - 5pm: PLENARY SESSION

5:00pm - 7pm: networking

## WEDNESDAY, AUGUST 30, 2023

7:00am - 9:00am: breakfast, networking, exhibit hall

9:00am - 10:15am: KEYNOTE/PLENARY SESSION

10:15am - 10:45am: break and light refreshments

10:45am - 12:00pm: PLENARY SESSION

12:00pm - 12:15pm: CLOSING REMARKS

12:15pm - 1:45pm: lunch and networking

Three learning tracks will allow you to deeply explore the topics that matter most to you. Track registration is not required, and attendees are encouraged to attend sessions from multiple tracks.

### 01 TRACK 1: RESEARCH

Discuss the latest science, including the mechanisms of NEC, predicting NEC, open science, and state-of-the-art research.

### 02 TRACK 2: CARE

Learn about new tools and resources for preventing NEC, optimizing NEC treatment and interventions, and care for long-term NEC complications.

### 03 TRACK 3: ADVOCACY

Explore policies to advance equity, quality care, and collaboration, as well as strategies to advocate for babies, families, and healthcare providers in your unit and community.

# JOIN US!

Be part of our movement to improve outcomes for fragile babies.

## 2023 NEC Symposium exhibitor opportunities:

### 01/ SILVER

**\$2,500**  
(\$600 nonprofits)

One exhibitor table

2 full-access  
Symposium  
registrations

Name recognition  
on the NEC Society's  
2023 NEC Symposium  
webpage

### 02/ GOLD

**\$5,000**

One exhibitor table

2 full-access  
Symposium  
registrations

Name recognition  
on the NEC Society's  
2023 NEC Symposium  
webpage

Named sponsor of one  
coffee break (may have  
multiple sponsors)

### 03/ PLATINUM

**\$10,000**

One exhibitor table

2 full-access  
Symposium  
registrations

Name recognition  
on the NEC Society's  
2023 NEC Symposium  
webpage

Named sponsor of one  
event reception (may  
have multiple sponsors)

The 2023 NEC Symposium will be held at the Loews Coronado Bay Resort - just steps from the beach in beautiful San Diego!



# Exhibitor

## Information

### EXHIBITOR BOOTH PASSPORT:

All Symposium attendees will be provided with an Exhibitor Booth Passport. Those who visit all booths will be eligible to participate in a prize drawing.

### EXHIBITOR SCHEDULE (subject to change):

Exhibitor Move In: Sunday, August 27 from 2-4pm

Walk-through and meet & greet with NEC Society from 4-5pm, please be at your booth during this time.

#### Exhibit Hours:

Sunday, August 27: 5-7pm

Monday, August 28: 8am-9am; 12-2pm; 5pm-7pm

Tuesday, August 29: 8am-9am; 12-2pm

Wednesday, August 30: 8am-9am

Exhibitor move out: Displays should be kept in place until 12pm on Wednesday, August 30. All items must be removed from the exhibit area by 1pm on Wednesday, August 30

### EXHIBITOR GUIDELINES:

To comply with accreditation standards, exhibitor logos are restricted to the exhibitor's designated table.

Exhibitor space includes an 8-foot table and two chairs.

After registration and payment are complete, exhibitors will receive a formal agreement and code to register their representatives for the NEC Symposium.

Exhibitor registration is non-refundable.

Exhibitors are responsible for coordinating their own lodging, transportation, and accommodations.

### BOOTH CANCELLATION POLICY:

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229 / [cme@cchmc.org](mailto:cme@cchmc.org).

The following regulations apply:

Written cancellations received by 6/01/2023 will receive a refund of 75%.

Written cancellations received by 7/01/2023 will receive a refund of 25%.

No refunds will be issued for cancellations received after 8/01/2023.

# Exhibitor

## Information (cont'd)

### **RULES GOVERNING EXHIBITORS:**

All materials and fluids which are flammable must be kept in safety containers. All packing containers and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors must observe the following regulations for setting up exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put their exhibit into place before the show and to dismantle and remove their exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of candy and water is permitted. Distribution of other food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- d. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by CCHMC.
- g. Exhibitors will be provided a name tag indicating that they are an exhibitor that must be worn at all times.

To register as an exhibitor at the 2023 NEC Symposium, please complete the form on the following page and submit, along with logo and LOA form (found at the end of this brochure) to Lauryn Bertke at Cincinnati Children's. Please contact Lauryn with any questions about this event: [Lauryn.Bertke@cchmc.org](mailto:Lauryn.Bertke@cchmc.org)

# NEC SYMPOSIUM

AUGUST 28-30, 2023  
LOEWS CORONADO BAY RESORT  
SAN DIEGO, CA

## EXHIBITOR REGISTRATION

Organization Name	<input type="text"/>
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Contact Name	<input type="text"/>
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Email	<input type="text"/>
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Phone	<input type="text"/>
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Non-Profit	<input type="checkbox"/>	Commercial	<input type="checkbox"/>
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Support Level	\$ <input type="text"/>
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Email this completed registration form, along with LOA form and your company logo (.PNG or .JPG format) to [Lauryn.Bertke@cchmc.org](mailto:Lauryn.Bertke@cchmc.org)

CHECK: Payable to Cincinnati Children's CME

Mail to Cincinnati Children's, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229

CREDIT CARD: Pay via phone: Contact the Continuing Medical Education office at 513-636-6732

**THANK YOU FOR HELPING US BUILD  
A WORLD WITHOUT NEC**





Activity Title: \_\_\_\_\_ Activity Date: \_\_\_\_\_

Company: \_\_\_\_\_

Nature of Agreement:  Promotion: \$ \_\_\_\_\_  Commercial Support: \$ \_\_\_\_\_

**Payment**

Total amount of \$ \_\_\_\_\_ will be made payable to *Cincinnati Children's Hospital Medical Center* and mailed to *Cincinnati Children's Hospital Medical Center, CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229*. Payment must be received on or before \_\_\_\_\_ for acknowledgment in print materials. No other funds from the Company will be paid to persons involved with the Interprofessional Continuing Education (IPCE) activity. All funds must be directed to Cincinnati Children's.

*This fee is nonrefundable except in the event of program cancellation.*

**Exhibits, Promotion, or Advertisements:**

Promotional opportunities are related to the marketing (inclusive of advertising, sales, exhibits, and promotions) of a good and/or service by an ineligible company and are not accredited continuing education. Associated standards related to promotional activities include but are not limited to (see enclosed Standards for Integrity and Independence in Accredited Continuing Education):

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

Individual promotional activities can utilize logos as allowed by the Integrity Guidelines and as agreed to by Cincinnati Children's IPCE staff. Commercial interests may not purchase promotional opportunities connected to the education place and space.

Any promotional opportunities – including those offered in a promotional/marketing/exhibit/sponsorship prospectus – must be agreed upon in writing by Cincinnati Children's IPCE office prior to implementation.

If in attendance, each company representative will be required to wear a name badge identifying themselves and their company. Should a representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Should the representative host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity.

Company assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity. *Failure to comply will result in a breach of contract.*



**Commercial Support (Donation/Grant/Gift)**

Commercial Support is financial, or in-kind, contributions given by an Ineligible Company which is used to pay all or part of the costs of an Accredited Continuing Education activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from an Ineligible Company is a form of commercial support.

Cincinnati Children's maintains responsibility for control of content, including speaker and moderator selection. All content will be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. The Company will have no influence on or involvement in content development. No promotional activity or messaging will be permitted during the accredited education. Cincinnati Children's will ensure meaningful opportunities for questioning or scientific debate. No social event or meal may compete with or take precedence over educational events.

Cincinnati Children's will ensure disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any relevant relationships between the company and individuals in control of content. Ineligible Company contributions will be acknowledged by company name (No logos).

**Agreement**

The Company and Cincinnati Children's to abide by all requirements of the enclosed *Standards for Integrity and Independence in Accredited Continuing Education*.

Please acknowledge your intention to finance this activity and to comply by the above terms and conditions:

\_\_\_\_\_  
Company Representative (Print Name)

\_\_\_\_\_  
Company Representative (Signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Cincinnati Children's IPCE Representative  
(Print Name)

\_\_\_\_\_  
Cincinnati Children's IPCE Representative  
(Signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Activity Joint Provider Representative  
(Print Name)

\_\_\_\_\_  
Activity Joint Provider Representative  
(Signature)

\_\_\_\_\_  
Date

## Standards for Integrity and Independence in Accredited Continuing Education

*(as related to promotion and commercial support, version 12.2020)*

### Standard 1: Ensure Content is Valid

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
4. Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

### Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

### Standard 4: Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

- 1. Decision-making and disbursement:** The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.
  - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
  - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
  - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
  - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.
- 2. Agreement:** The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
- 3. Accountability:** The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.
- 4. Disclosure to learners:** The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

### Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
  - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
  - b. Interfere with the presentation of the education.
  - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
  - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
  - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
  - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
  - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.