

THE NEONATE

AN INTERNATIONAL SYMPOSIUM FOR ASIA
SHANGHAI

MARCH 30 - APRIL 1, 2016

SCIENTIFIC ORGANIZATION
Prof. Bo Sun, *China* - Prof. Christian P. Speer, *Germany*



WELCOME

Dear colleagues,

It is truly a pleasure and privilege to welcome you all to

"The Neonate - An International Symposium for Asia"

which will be held in Shanghai, March 30 - April 1, 2016".

The aim of the event is to bring together leading academic neonatologists, scientists and practicing clinicians in neonatal medicine from all parts of Asia and beyond to discuss and determine the current status of knowledge as well as standards in the field to improve the care of preterm and term infants. The faculty consists of internationally highly respected and distinguished clinicians and scientists who will present most recent achievements in basic and clinical research covering burning issues of neonatal care. We are most grateful to all speakers and chairmen as well as the sponsors of "The Neonate"; without their help it would have been impossible to invite such a prominent faculty and to organize an outstanding symposium which will offer plenary lectures, workshops, pre-congress courses and guided poster sessions not only for Asian researchers and clinicians.

We very much hope that you can join us at "The Neonate" in Shanghai 2016.

Christian P. Speer
Würzburg/Germany

Bo Sun
Shanghai/China

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TOPICS

Antenatal, Prenatal and Intrapartum Care

- Antenatal factors and neonatal outcome
- Fetal nutrition
- Side-effects of the cesarean delivery epidemic

Stabilization of High Risk Infants

- Delivery room handling of the newborn
- Stabilization techniques and non-invasive respiratory care
- Oxygen supplementation to preterm infants
- Temperature regulation

Latest Strategies on Respiratory Care

- Minimally invasive surfactant administration
- High frequency ventilation
- Strategies to reduce lung injury
- Apnea of prematurity

BPD and PDA

- BPD - pathogenesis, outcome
- Postnatal corticosteroids
- Stem cell therapy
- Current approach to the PDA

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Pre- and Postnatal Infections and Inflammation

- Chorioamnionitis
- Neonatal nosocomial sepsis
- Managing outbreaks of infection
- Biomarkers of neonatal infection

Nutrition, Metabolism and Optimal Growth

- Intravenous nutrition: Benefits and risks
- Challenges in preterm enteral nutrition
- Pathophysiology and new biomarkers of NEC
- Neonatal jaundice

Brain Injury and ROP

- Pathogenesis and therapeutic strategies of ROP
- HIE and brain cooling
- Mesenchymal stem cells for severe IVH
- Antenatal prevention of fetal neurological impairment
- Neuroprotection for very preterm babies

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WORKSHOPS

- Workshop I Follow-up of high-risk infants
- Workshop II Evidence-based medicine and drugs in newborns
- Workshop III Nutrition of the preterm infant
- Workshop IV Update on resuscitation
- Workshop V Morbidity and mortality in preterm infants in Asia

PRE-CONGRESS COURSES

- Non-invasive ventilation modes
- Conventional ventilation, high frequency ventilation
- Problems in neonatal infectious diseases
- ROP: Basic research, clinical concepts

POSTER SESSIONS

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FACULTY

- Eduardo Bancalari, Miami, USA
- Yun Sil Chang, Seoul, Korea
- Jonathan M. Davis, Boston, USA
- Lizhong Du, Hangzhou, China
- Henry L. Halliday, Belfast, Northern Ireland
- William W. Hay Jr., Aurora, USA
- David Isaacs, Sydney, Australia
- Alan Jobe, Cincinnati, USA
- Alan Jobe, Cincinnati, USA
- Ki-Soo Kim, Seoul, Korea
- Richard Martin, Cleveland, USA
- Neena Modi, London, UK
- Rintaro Mori, Tokyo, Japan
- Thi Thanh Tâm Pham, Ho Chi Minh, Vietnam
- P.C. Ng, Hong Kong, China
- Ranjan Kumar Pejaver, Bangalore, India
- Victor Samuel Rajadurai, Singapore
- Rangasamy Ramanathan, Los Angeles, USA
- Charles Christoph Röhr, Cambridge, UK
- Ola D. Saugstad, Oslo, Norway
- Lois E.H. Smith, Boston, USA
- Christian P. Speer, Würzburg, Germany
- Bo Sun, Shanghai, China
- Sarayut Supapannachart, Bangkok, Thailand
- Maximo Vento, Valencia, Spain
- Gerard H.A. Visser, Utrecht, The Netherlands
- Tsu F. Yeh, Taipei, Taiwan

* Preliminary List of Faculty Members, June 2015

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GENERAL INFORMATION

Scientific Organization

Professor

Bo Sun, MD, PhD

Department of Neonatology, Children's Hospital of Fudan University, Shanghai, China



SUN, Bo, Professor of Pediatrics and Neonatology, Department of Pediatrics, Children's Hospital of Fudan University, and Laboratory of Neonatal Medicine, National Commission of Health and Family Planning Shanghai, China.

1983, graduated from Shanghai Second Medical University (MD).

1993, Doctor of Medical Science (PhD) from Karolinska Institute, Stockholm, Sweden.

1999-2004, Chair Professor in Pediatrics, Ministry of Education.

2005-, Chair Professor in Pediatrics, Fudan University.

2009-, Associate Editor of Early Human Development and Pediatric Critical Care Medicine.

From 1998 to 2014, Bo Sun conducted the first multicenter, randomized, controlled trial in neonatal meconium aspiration syndrome using porcine surfactant, and subsequently several multicenter studies in neonatal respiratory failure and in preterm neonates with respiratory distress syndrome. In addition, he organized complete birth population based surveys on neonatal morbidity and mortality. Most of his work is published in Pediatrics, Neonatology, Acta Paediatrica, Journal of Maternal-Fetal Neonatal Medicine, and other international perinatal-neonatal, pediatric and respiratory journals. He has been the invited speaker and/or scientific committee member at many international perinatal, neonatal and pediatric conferences, symposia and workshops in the past ten years. He is also the organizer of more than 10 symposia in China, promoting international exchange and collaboration in neonatal respiratory and intensive care.

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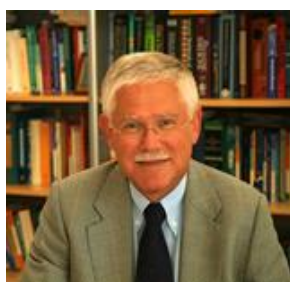
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Professor

Christian P. Speer, MD, FRCPE

Director of the University Children's Hospital, Würzburg, Germany



Prof. Christian P. Speer, MD, FRCPE is Chairman and Director of the University Children's Hospital in Würzburg, Germany. He received his MD degree at the University of Göttingen, and completed postgraduate training in the Department of Pediatrics at the University of Göttingen in Germany. He completed a research fellowship at the National Jewish Hospital and Research Center in Denver, Colorado, USA in 1982-83, and subsequently held appointments at the University of Göttingen (Associate Professor of Pediatrics and Neonatology) and became Professor of Pediatrics and Director of the Department Neonatology, University Children's Hospital Tübingen in 1994. In 1996 he was elected as Fellow of the Royal College of Physicians (Edin), and in 1999 he became Chairman and Director of the University Children's Hospital in Würzburg.

Prof. Speer's main areas of research interest include host defence mechanisms in neonates, early detection of neonatal systemic infections, clinical surfactant trials, basic surfactant research and inflammatory mechanisms in acute and chronic lung diseases of preterm infants. He has published more than 300 scientific articles in international and national journals and is author of many book chapters on acute and chronic pulmonary diseases in neonates.

He has been invited speaker at numerous congresses and symposia in Europe, North and South America, Asia, Australia, the Middle East and South Africa. In addition, he has served as secretary of the "Working Group on Neonatology" within the "European Society of Pediatric Research" (ESPR), and as board member of the "European Association of Perinatal Medicine" (EAPM). In 2004 he was the "Geoffrey Thorburn Visiting Professor" of the "Perinatal Society of Australia and New Zealand (PSANZ)" and in 2005 he was invited by the Hong Kong Pediatric Society to give the "James Hutchison's Memorial Lecture 2005". In addition, he received the "Chiesi Award for Excellence in Neonatology 2006" of the European Association of Perinatal Medicine. From 2010 - 2012 he was President of the European Association of Perinatal Medicine. In 2013 he was elected as Honorary Member of the American Pediatric Society for his major and internationally recognized contributions to pediatrics, and he became an Honorary Member of the Russian Perinatal Society. In 2014 he was awarded the "Maternité Prize of the European Association of Perinatal Medicine".

Together with Prof. H.L. Halliday, Belfast he is editor-in-chief of *Neonatology*, formerly *Biology of the Neonate*, and co-editor of the *Zeitschrift für Geburtshilfe und Neonatologie*.

Since 1996 he has regularly organized the international symposium *Recent Advances in Neonatal Medicine* which has become the largest scientific and educational forum outside the United States of America.

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REGISTRATION FEES

Category	
Physician	€

Information will be provided by July 1, 2015

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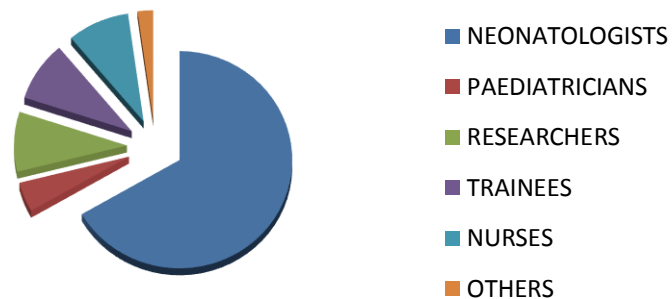


FORECAST EDITION 2016

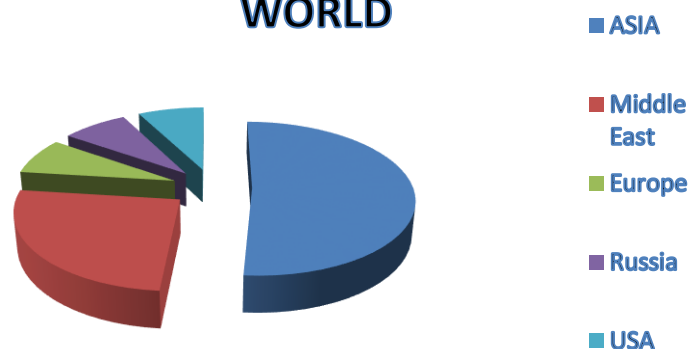
THE NEONATE - "AN INTERNATIONAL SYMPOSIUM FOR ASIA"

- 1000 Participants
- 20 Sponsors

PARTICIPANTS 2016



WORLD



THE NEONATE

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WIDESPREAD GEOGRAPHICALLY:

ASIA - MIDDLE EAST - OCEANIA



AUSTRALIA	NEW ZELAND
CHINA	THE PHILIPPINES
INDIA	THAILAND
IRAN	MIDDLE EAST
ISRAEL	INDONESIA
KOREA	MYANMAR
JAPAN	PAKISTAN
MALAYSIA	VIETNAM
HONG KONG	SINGAPORE
TAIWAN	MACAO

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PRELIMINARY PROGRAM AT A GLANCE

Wednesday March 30, 2016	PRE-CONGRESS COURSES <p>Non-Invasive Ventilation Modes</p> <p>Conventional Ventilation, High Frequency Ventilation</p> <p>Problems in Neonatal Infectious Diseases</p> <p>ROP: Basic Research, Clinical Concepts</p>
	WORKSHOPS <p>Workshop I: Follow-Up of High-Risk Infants</p> <p>Workshop II: Evidence-Based Medicine and Drugs in Newborns</p> <p>Workshop III: Nutrition of the Preterm Infant</p> <p>Workshop IV: Update on Resuscitation</p> <p>Workshop V: Morbidity and Mortality in Preterm Infants in Asia</p> <p>WELCOME RECEPTION</p> <p><i>Dinner</i></p> <p>Satellite-Symposia</p>
Wednesday March 30, 2016	
Thursday March 31, 2016	CONGRESS <p>Antenatal, Prenatal and Intrapartum Care</p> <p><i>Coffee Break</i></p> <p>Stabilization of High Risk Infants</p> <p><i>Lunch</i></p> <p>Poster Session / Satellite-Symposia</p> <p>Latest Strategies on Respiratory Care</p> <p><i>Coffee Break</i></p> <p>BPD and PDA</p> <p>Poster Session / Satellite-Symposia</p>

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	CONGRESS
	<p>Pre- and Postnatal Infections and Inflammation</p> <p><i>Coffee Break</i></p> <p>Nutrition, Metabolism and Optimal Growth</p> <p><i>Lunch</i></p> <p>Poster Session / Satellite-Symposia</p> <p>Brain Injury and ROP</p>
Friday April 1, 2016	

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WHY CHINA

China ranks number one as the most populous country in the world and comes in second in terms of economic power. Analysts predict that China will overtake the US before 2030, according to the International Futures model. China accounts for 20% of the world's population but only 1.5% of the global drug market. China's changing health-care environment is designed to extend basic health insurance to a larger portion of the population and give individuals greater access to products and services. Following this period of change, the pharmaceutical industry is expected to continue its expansion. The pharmaceutical industry is one of the leading industries in People's Republic of China, covering synthetic chemicals and drugs, prepared Chinese medicines, medical devices, apparatus and instruments, hygiene materials, packing materials, and pharmaceutical machinery.



WHY SHANGHAI

Shanghai is the largest Chinese city by population and the largest city by population in the world with a population of more than 24 million as of 2013. Shanghai, is a renowned international metropolis drawing more and more attention from all over the world. Situated on the estuary of Yangtze River, it serves as the most influential economic, financial, international trade, cultural, science and technology center in East China. Also it is a popular destination for visitors to sense the pulsating development of the country.

TRAVEL INFORMATION

Travellers arriving from international destinations will land at Pudong International Airport. Pudong (PVG) is approximately 45 minutes from the city center (downtown Puxi). The Maglev train currently connects the airport to Shanghai subway system but if you're not staying in Pudong, it is faster and wiser to take a taxi. Ten airport bus lines handle transfers from Pudong International Airport to the city center. If you're arriving from within China, you will land at Shanghai Airport (airport code: SHA) which is about 25 minutes from the city center on the western side of Shanghai. Shanghai Airport is currently not connected by rail but plans are in the works. Taxis are the best option to get to and from SHANGHAI.

The Shanghai Metro is a rapid transit system in Shanghai, there are 14 metro lines and 329 stations, with an operating route length of 538 kilometres making it the longest in the world.

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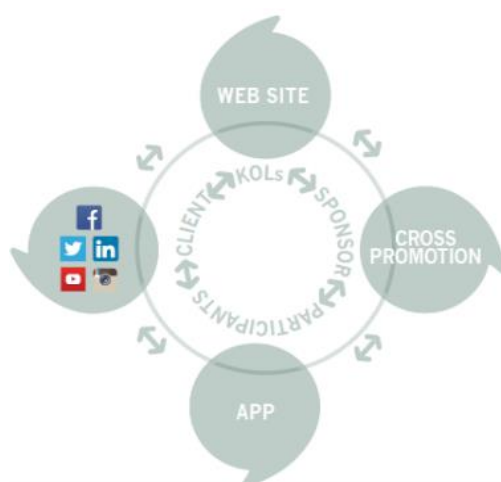


SYMPOSIUM VISIBILITY

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

Communication is scheduled according to the following steps:

- **Mailing list** - newsletters will be sent to more than **40.000 mailing contacts** around the world in Neonatal and Pediatric 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 and paediatric field 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 (**MKT & COMM ACTIVITIES**)

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SPONSORSHIP OPPORTUNITIES

Sponsors can be an active part of the organization and create 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

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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

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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**

Company logo on all congress signage.

- **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

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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
Speaker Corner	3	5	3	3	5	3,8
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

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PRICE LIST

DESCRIPTION	PRICES IN EURO	NOTES
DIGITAL SPONSORSHIP PROPOSALS		
USB Key	12.000	Production costs not included
App (mono-sponsor)	10.000	Only one sponsor
App (shared sponsorship)	7.000	Max. 2 sponsors
QR Code	2.000	
Dedicated Newsletter	3.000	
Official congress Newsletters	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	Internal page, - cover (2 nd and 3 rd pages) - back cover page
	4.000	
	5.000	
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	20.000	Lunch boxes not included
Satellite Symposium	25.000	
Exclusive Symposium	tbd	
Welcome cocktail	8.000	
Booth	5.000	Standard Booth space (3x2)
Challenge the Speaker	10.000	
Hospitality Suite	8.000	
NEW SPONSORSHIP PROPOSALS		
The Neonate T.V.	15.000	
Official WIFI	10.000	
Totem e-posters	8.000	

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FOR SPONSORSHIP ENQUIRIES

Please contact:

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International Fund Raising Manager

Email: hartley@mcascientificevents.eu

Tel: +3 02 34934404 ext. 212

