RATIONAL/AIM:

The Division of Neonatology and NICU of Sant'Anna Hospital in affiliation with the “Crescere Insieme al Sant'Anna” Scientific and Research Neonatology Foundation is proud to announce the 6th edition of the “International Conference on Clinical Neonatology”, which will be held in Torino, Italy from the 22nd to the 24th of September 2016.

In line with the spirit of the previous successful editions, held in November 2009, March 2010, May 2012, June 2013 and September 2014 the goal of this Conference is to present the latest, updated scientific evidence on the care, treatment and follow-up of preterm neonates. Once more, the congress will be a multidisciplinary program of neonatal and perinatal research and practice, giving the opportunity to interact and share clinical and research experiences with colleagues in the Neonatology community.

Prominent international speakers from all the fields of Neonatology and Pediatrics will provide comprehensive, up-to-date, research-based answers to the most frequent questions that arise at patient’s bedside in everyday practice.
TOPICS:

- ECMO: Indications, risks and benefits
- Nutrition of preterm infants
- NIDCAP and family-centered care
- Respiratory viral infections in neonates and infants
- Kidney and the neonate
- BPD and lung injury in the preterm infant
- Pulmonary hypertension in term and preterm neonates
- Bioactive substances and their role in the preterm neonate
- NEC: an update
- To close or not to close: how to survive with an open PDA
- Late pulmonary function in preterm infants
- Optimal enteral feeding of premature infants
- Steroids in neonatology – an update
- “Omics” in neonatology
- Oximetry in the NICU
- Multi resistant organisms: challenges and solutions
- Laboratory at bedside: what’s new in the NICU?
- Less surfactant and less intubation: has this policy improved the outcomes?
Prof. Paolo Manzoni  
*Chairman International Conference on Clinical Neonatology*

Paolo Manzoni, MD, is a coordinator of the GSIN-Collaborative Network on Fungal and Neonatal Infections of the Italian Society of Neonatology in Italy. Dr Manzoni has a medical degree and specialization in Pediatrics from the University of Torino School of Medicine in 1989 and 1993, respectively, and conducted his residency in pediatric pulmonology and fellowship in infectious diseases and immunology at Azienda Ospedaliera OIRM – Sant’Anna, Torino from 1991 to 1995, when he became part of the Faculty Staff of the Division of Neonatology and NICU at the same Institution. Dr Manzoni is on the Board of Directors for the Italian Society of Pediatrics, Board of Editors for the Italian Society of Neonatal Infectious Diseases, and an associate member of the American Society for Pediatric Research and the Italian Society of Neonatology. He is also on the Board of Pediatric Consultants of the Italian Drug Agency (AIFA) and an external Expert Consultant for the European Medicine Agency (EMA) and co-founder of the Charity and Scientific Foundation “Crescere insieme al Sant’Anna”. Dr Manzoni’s primary research interests include pediatric and neonatal infectious diseases, RSV related diseases, retinopathy of prematurity, and neonatal nutrition. He was the leading investigator of the first, multicenter clinical trial of prophylactic fluconazole in preterm neonates, as well as of the first international, multicenter clinical trial of probiotic and lactoferrin feeding in preterm neonates. He is the leading investigator of an ongoing European project on fluconazole and ciprofloxacin in neonates funded by the European Union in accordance with the EMA, acting as WP leader in the TINN consortium. He is the author of approximately 120 research articles published in peer-reviewed Italian and international medical journals.
FACULTY
AVAILABLE SOON ON LINE

REGISTRATION FEES

<table>
<thead>
<tr>
<th></th>
<th>BEFORE 15/07/2016</th>
<th>After 15/07/2016</th>
<th>On site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
<td>€ 250,00</td>
<td>€ 325,00</td>
<td>€ 420,00</td>
</tr>
<tr>
<td>Fellow</td>
<td>€ 125,00</td>
<td>€ 125,00</td>
<td>€ 125,00</td>
</tr>
<tr>
<td>Nurse</td>
<td>€ 85,00</td>
<td>€ 85,00</td>
<td>€ 85,00</td>
</tr>
</tbody>
</table>

The above mentioned fees are VAT excluded. Italian 22% VAT will be applied, if due.
5th EDITION (2014)

- 550 Participants
- 10 Sponsors

<table>
<thead>
<tr>
<th>SPECIALIZATIONS</th>
<th>WIDESPREAD GEOGRAPHICALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014</strong></td>
<td><strong>2014</strong></td>
</tr>
<tr>
<td>Physicians</td>
<td>EUROPE 55%</td>
</tr>
<tr>
<td>Fellows</td>
<td>UNITED STATES 16%</td>
</tr>
<tr>
<td>Nurses</td>
<td>AFRICA 11%</td>
</tr>
<tr>
<td></td>
<td>ASIA 18%</td>
</tr>
</tbody>
</table>

FORECAST 6th EDITION (2016)

700 Participants
15 Sponsors

<table>
<thead>
<tr>
<th>SPECIALIZATIONS</th>
<th>WIDESPREAD GEOGRAPHICALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td><strong>2016</strong></td>
</tr>
<tr>
<td>Physicians</td>
<td>EUROPE 55%</td>
</tr>
<tr>
<td>Fellows</td>
<td>UNITED STATES</td>
</tr>
<tr>
<td>Nurses</td>
<td>AFRICA</td>
</tr>
<tr>
<td></td>
<td>ASIA</td>
</tr>
</tbody>
</table>
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”, for its creative fashion, food and wine, easy life style, Italian joyful way of living and high level scientific achievements. The Country is one of the most important in the world, leading exporting nation 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 pharma.

WHY TURIN?

Turin is the capital of the Piedmont region and is a city which can boast of the majestic architecture, an elegant appearance and an old-fashioned atmosphere. After the Winter Olympic Games of 2006 the city was restructured and it regained its splendour. This city was in the past the capital of Italy and this is still evident in its architecture. While Rome is associated with Antiquity and Florence with the Renaissance, Torino is Italy’s regal city for excellence.

TRAVEL INFORMATION

By train
Turin's main railway stations are:
- Porta Nuova (from/to Rome, Milan, Genoa, Florence, Bologna, Venice, France)
- Porta Susa (from/to Rome, Milan, Florence, Bologna, Venice, Spain and TGV from/to France)
- Lingotto (intermediate stop from/to Rome, Genoa, Florence)
- Stazione Dora (from/to Turin's International Airport "Caselle", every 30 minutes)

Foreign railway stations connected directly with Turin:
- Trenes Talgo Trans-Pirineos - Salvador Dalí (Spain, stop at Torino Porta Susa)
- Artesia (France, stop at Torino Porta Susa)

By plane
Turin International Airport Caselle ("Sandro Pertini")
The airport (Caselle) is 16 kilometres northwest of the town center.
The CCUIT, is located in the heart of the city and was established in 1992. The CCUIT provides all necessary services.

**FLOOR PLAN**
CONGRESS 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 planned according to the following schedule:

- **MAILING LIST** – newsletters will be sent to more than 20,000 mailing contacts around the world in the 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 in 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 70,000 professionals in the neonatal field with our marketing activities during the 18 months before the event.

The experience gained in the Scientific Events field allows MCA to deeply know the protagonists of the Congress. In 15 years of activity as PCO, MCA has continuously updated the technological tools and today we use top level technology with the aim to improve interaction. The MCA PLATFORM is the answer to the growing need for communication and networking among the key players of the congress in order to strengthen the relationship: before, during and after the congress.
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.

DEDICATED SPONSORSHIP PACKAGES
(to be tailor made)

PLATINUM
• Sponsorships over 50.000 *

GOLD
• Sponsorships over 30.000 *

SILVER
• Sponsorships over 20.000 *

• Number of free registrations to be defined according to the sponsorship
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 is an interactive tool which will serve as a guide for all the event information (floor plan, timetable, abstract sessions etc.) and the Sponsor’s official logo on the different sections or dedicated landing/splash pages will guarantee visibility.

• **ICCN TV**

ICCN TV is a special TV channel dedicated to the congress and will be turned on all day in the exhibition area. The TV will give out news regarding the congress, announce activities, talk about the hottest topics and transmit the interviews with participants and Kols, with the aim to interact with all the congress players. This sponsorship proposal offers a high level of visibility. The sponsor will have the possibility to put the company logo and sliding banner on the bottom of the screen.

• **WI-FI**

The official WI-FI of the congress can be supported by the industry, the sponsor’s logo will be visible on the WIFI landing page.

• **E-Posters**

The sponsor’s logo will be visible on the screen of the e-poster in the dedicated poster area.

• **QR code**

Creating a QR code linked to the Company website is a benefit both for the Sponsor and for the attendees. It is possible to create a QR code of any internet page and URL address, in order to communicate ads, events, photos, the conference program, coupons, menu and specials.

• **Newsletters**

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’s logo will be visible on all the newsletters, the despatch schedule usually starts six months before the event and continues after it.
• **TV CC Adv. & Digital Signage**
  Sponsors can use the TV CC system, as an advertising tool to spread promotional video communications.

• **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).

• **Video on the congress website**
  The website contains all the material regarding the congress and it is an important window for the Sponsors. The Company can upload a logo, video and other images. The website is one of the most clicked tools and gives visibility before, during 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.
Please find below the rating of the digital tools, with a score from 1 to 5.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Contact Time</th>
<th>Quality of Contact</th>
<th>Number of Contact</th>
<th>Brand Visibility</th>
<th>Scientific Value</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>USB Key</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>4.4</td>
</tr>
<tr>
<td>App</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>3.8</td>
</tr>
<tr>
<td>QR Code</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3.4</td>
</tr>
<tr>
<td>Newsletter</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>3.6</td>
</tr>
<tr>
<td>TV CC Adv. &amp; Digital Signage</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>2.6</td>
</tr>
<tr>
<td>Tutorial Appetizer</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4.4</td>
</tr>
<tr>
<td>Video on the website</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3.2</td>
</tr>
<tr>
<td>Cyber area</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3.6</td>
</tr>
</tbody>
</table>

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

• ADV Page
A dedicated page on the scientific program. The ADV page has different prices depending on the position in the program: cover, back cover or internal page.

• Exclusive signage
Conference signage branded with the Sponsor’s logo.

• Lanyards
Conference lanyards branded with the Sponsor's logo.

• Handouts
The flyer is given out by hand to the participant (not in the congress bag).

• 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 which will be inserted in the congress bags.

• Symposium
Luncheon: commercial symposium during the lunch hour of the congress.
Satellite symposium: in the scientific program in parallel with the main event.

• Coffee Break, Lunch, Welcome cocktail
The area of the coffee break/lunch/cocktail will be branded with the sponsor’s logo.

• Booth Spaces
Booth spaces are available in various sizes and are sold empty (furniture, tables/chairs, electricity and any other items are NOT included in the price).

• 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 dedicated audience.

• Hospitality Suite
A reserved area “hospitality suite” at the venue.
Please find below the rating of the traditional tools, with a score from 1 to 5:

<table>
<thead>
<tr>
<th>Tool</th>
<th>Contact Time</th>
<th>Quality of Contact</th>
<th>Number of Contact</th>
<th>Brand Visibility</th>
<th>Scientific Value</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV page</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Exclusive signage</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2,4</td>
</tr>
<tr>
<td>Lanyards</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Hand outs</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>2,6</td>
</tr>
<tr>
<td>Notepad &amp; Pens</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>3,2</td>
</tr>
<tr>
<td>Congress bag</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>3,2</td>
</tr>
<tr>
<td>Congress bag inserts</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2,4</td>
</tr>
<tr>
<td>Luncheon Symposium</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>3,6</td>
</tr>
<tr>
<td>Parallel Symposium</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3,4</td>
</tr>
<tr>
<td>Exclusive Symposium</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>3,8</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2,2</td>
</tr>
<tr>
<td>Lunches</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2,2</td>
</tr>
<tr>
<td>Welcome cocktail</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>2,2</td>
</tr>
<tr>
<td>Booth</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>3,4</td>
</tr>
<tr>
<td>Speaker Corner</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3,8</td>
</tr>
<tr>
<td>Challenge the Speaker</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2,8</td>
</tr>
<tr>
<td>Hospitality Suite</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>2,8</td>
</tr>
</tbody>
</table>

*The above rating is the outcome of a study commissioned by MCA and carried out by a group of top experts in the field.*
### DIGITAL SPONSORSHIP PROPOSALS

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>USB Key</td>
<td>12.000</td>
<td>Production costs not included</td>
</tr>
<tr>
<td>App (mono-sponsorship)</td>
<td>15.000</td>
<td></td>
</tr>
<tr>
<td>App (shared sponsorship)</td>
<td>10.000</td>
<td>Max. 2 sponsors</td>
</tr>
<tr>
<td>QR Code</td>
<td>5.000</td>
<td></td>
</tr>
<tr>
<td>Dedicated Newsletter</td>
<td>3.000</td>
<td></td>
</tr>
<tr>
<td>Official congress Newsletters</td>
<td>8.000</td>
<td></td>
</tr>
<tr>
<td>TV CC Adv. &amp; Digital Signage</td>
<td>8.000</td>
<td></td>
</tr>
<tr>
<td>Tutorial Appetizer</td>
<td>5.000</td>
<td></td>
</tr>
<tr>
<td>Video on the website</td>
<td>2.500</td>
<td>The price refers to the promotional web space only</td>
</tr>
<tr>
<td>Cyber area</td>
<td>10.000</td>
<td></td>
</tr>
</tbody>
</table>

### TRADITIONAL SPONSORSHIP PROPOSALS

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV page</td>
<td>5.000</td>
<td>Back cover page – cover (2nd and 3rd pages) – internal page</td>
</tr>
<tr>
<td>Exclusive signage</td>
<td>12.000</td>
<td></td>
</tr>
<tr>
<td>Lanyards</td>
<td>7.000</td>
<td>Production costs not included</td>
</tr>
<tr>
<td>Hand outs</td>
<td>3.500</td>
<td></td>
</tr>
<tr>
<td>Notepad &amp; Pens</td>
<td>3.000</td>
<td>Production costs not included</td>
</tr>
<tr>
<td>Congress bag</td>
<td>5.000</td>
<td>Production costs not included</td>
</tr>
<tr>
<td>Congress bag inserts</td>
<td>3.000</td>
<td></td>
</tr>
<tr>
<td>Luncheon Symposium</td>
<td>20.000</td>
<td>Lunch boxes and speakers hotel/travel costs not included</td>
</tr>
<tr>
<td>Satellite Symposium</td>
<td>25.000</td>
<td>Speakers Hotel/travel costs not included</td>
</tr>
<tr>
<td>Exclusive Symposium</td>
<td>T.B.D.</td>
<td></td>
</tr>
<tr>
<td>Welcome cocktail</td>
<td>12000</td>
<td></td>
</tr>
<tr>
<td>Booth</td>
<td>6.000</td>
<td>Standard Booth space 3 x 2 = 6 sqm</td>
</tr>
<tr>
<td>Speaker Corner</td>
<td>12.000</td>
<td></td>
</tr>
<tr>
<td>Challenge the Speaker</td>
<td>10.000</td>
<td></td>
</tr>
<tr>
<td>Hospitality Suite</td>
<td>6.000</td>
<td></td>
</tr>
</tbody>
</table>

### NEW SPONSORSHIP PROPOSALS

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICCN TV</td>
<td>20.000</td>
</tr>
<tr>
<td>OFFICIAL WIFI</td>
<td>15.000</td>
</tr>
<tr>
<td>TOTEM E-POSTERS</td>
<td>15.000</td>
</tr>
</tbody>
</table>
FOR SPONSORSHIP ENQUIRIES

Please contact:
Ann Hartley
International Fund Raising Manager
Email: hartley@mcascientificevents.eu
Tel: +3 02 34934404 ext. 212

FOR PAYMENTS

Bank details:
Bank: Banca Popolare di Vicenza
Company: M.C.A. Events srl
Account n°: 023570421546
SWIFT/BIC: BPVIIT22023
IBAN: IT 30K0572801600023570421546
ABI: 05728 - CAB: 01600
CIN: K