We would like to welcome you to the first edition of **jENS: 1st Congress of Joint European Neonatal Societies**, which will be held in Budapest, Hungary, from the 16th to 20th of September 2015. Experts in multiple disciplines will come together to discuss the important issues regarding NEONATOLOGY, focusing in particular on the following topics:

- Continuous Professional Development - updating your neonatal practice
- Specialist Training - completing your training as a specialist in neonatology
- Research - Discussing new scientific results
- Quality Improvement - how to provide optimal services
- Standard of Care - developing guidelines

Europe has a wide variety of cultures, languages and national political contexts. This is a wealth and a challenge when it comes to the development of health service and professional development. Should neonatology have a unified voice in Europe? Neonatology is the pediatric subspecialty with the largest patient volume. It covers all organ systems and range from the most acute and complex care to the simple, but important care of late preterm infants without special complications. It involves collaboration with obstetrics, fetal medicine, other pediatric subspecialists, and medical and surgical specialties.

Neonatal care is provided in an intimate collaboration with nurses as well as other professions. Neonatal care is by nature family-oriented. Care is aimed at the uncompromised survival of the newborn, and at the same time helping to build the new family.

Thus, there are huge challenges. We think that we should consider the usefulness of the present situation with multiple professional European societies in the field and explore possible ways towards merging them. Stakeholders involved in neonatal care across Europe are invited to join this discussion. The European Union has its own goals and opportunities but the European experience may also be of interest to professionals from other regions of the world.
SCIENTIFIC COMMITTEE

Luc Zimmermann
President ESPR
Professor of Paediatrics, with emphasis on neonatology, Maastricht University

Morten Breindahl
Consultant, permanent staff specialist, department of neonatology, Rigshospitalet, Copenhagen, Denmark
Clinical teacher, medical faculty, university of Copenhagen, Denmark

Pierre Gressens
Research Officer (DR2 Inserm) and Director, UMR 676 Inserm-Paris 7 University, Robert-Debré Hospital, Paris, France
Research Chair in fetal and neonatal Neurology Hammersmith Hospital, ICL, London, UK

Giuseppe Buonocore
President UENPS
Ordinary professor of Paediatric, Siena University
Chief operating unit complex "Neonatal Pediatrics" Le Scotte Polyclinic, Siena Italy

Manuel Sanchez Luna
Vice President UENPS
Director of the Neonatal Intensive Care Unit at Hospital General University “Gregorio Maraño” (HGUGM) in Madrid, Spain.
Associate Professor in Pediatrics, Universidad Complutense de Madrid.

Silke Mader
Chairwoman of the Executive Board and co-founder of EFCNI

Artur Beke
President Hungarian Society of Perinatology and Obstetric Anesthesiology
Assistant Professor of Semmelweis University · 1st Department of Obstetrics and Gynecology, Budapest, Hungary
ORGANIZING INSTITUTIONS

**ESPR European Society for Pediatrics Research**
ESPR aims to promote pediatric research in Europe and encourage collaboration between different specialized fields of pediatrics to maintain pediatrics as a unified, scientifically orientated discipline. One of the ways ESPR achieves these goals is by organizing its own annual congress and co-organizing others. These prestigious pediatric meetings attract thousands of experts in all fields of pediatrics, providing them with networking opportunities and exposure to the latest available research, treatments and patient care.

**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.

**UENPS Union of European Neonatal & Perinatal Societies (UENPS)**
UENPS is an organization integrating the national European societies of neonatal and/or perinatal medicine. It represents countries and governing bodies of each national society. Therefore it is the Society of the European Societies, understood as integration of all societies and not for the single members of the community. Its feeling is to concentrate in a single organization the all European Neonatal and Perinatal Societies. The main goal is To improve healthcare quality in perinatal and neonatal medicine in the European countries by integrating, coordinating and adding national and scientific society’s efforts.

**EFCNI European Foundation for the care of new born infants**
The European Foundation for the Care of New born Infants (EFCNI) is a pan-European organisation representing parents and scientific experts with the aim of improving the long-term care of preterm and new born infants with illnesses and support for their families. EFCNI seeks to ensure that Europe's largest group of child patients receives the attention it deserves.

LOCAL HOSTING

**Hungarian Society of Perinatology and Obstetric Anesthesiology**
The mission of the Society is to improve the pregnancy-related outcomes of women and neonates through the support of obstetric anesthesiology research, the provision of education to its members, other providers, and pregnant women, and the promotion of excellence in clinical anesthetic care.
LAST EDITIONS and 2015 FORECAST

Following the success of the 54th Annual Meeting of ESPR, European Society for Pediatric Research, held in Porto on October 2013, and the 3rd UENPS Congress Portugal, Porto, November 14th - 17th 2012, the ESPR, UENPS, ESN, EFCNI and the Hungarian Society of Perinatology and Obstetric Anesthesiology, presents: **jENS 1st Congress of Joint European Neonatal Societies**.

**ESPR Edition 2013**
- 1250 Participants
- 23 Sponsors

**UENPS Edition 2012**
- 800 Participants
- Sponsor

**54th Annual Meeting ESPR**

**3rd UENPS Congress Portugal**

**Forecast Edition 2015: ESPR, UENPS, EFCNI, ESN and Hungarian Society**
- 2000 Participants
- 30 Sponsors
WHY jENS?

Can any other event in 2015 offer you the scientific value and tradition in research, widespread geographical institutional representation, practical experience and local support that jENS can offer?

5 ENTITIES

1 STRENGTH

SCIENTIFIC VALUE AND TRADITION IN RESEARCH:

- ESPR European Society for Pediatrics Research
  Luc Zimmermann
- ESN European Society for Neonatology
  Morten Breindahl

WIDESPREAD GEOGRAPHICAL INSTITUTIONAL REPRESENTATION:

- UENPS
  Giuseppe Buonocore

SUPPORTED BY THE PRACTICAL EXPERIENCE OF

- EFCNI
  European Foundation for the care of new born infants

WITH THE LOCAL SUPPORT OF

- Hungarian Society of Perinatology
- Obstetric Anesthesiology

jENS

1st CONGRESS OF JOINT EUROPEAN NEONATAL SOCIETIES
### REGISTRATION FEES

<table>
<thead>
<tr>
<th>Fees</th>
<th>Price in Euro (VAT included)</th>
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<tr>
<td>ESPR Members*</td>
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<tr>
<td>UENPS (National Delegates)**</td>
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<td>Non Member</td>
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<td>Student/Nurse/Young Investigator (Under 36)</td>
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<td>Developing countries</td>
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<td>Pre-Congress Courses</td>
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<tr>
<td>Parents Association representatives</td>
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<tr>
<td>Hungarian Delegates</td>
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* ESPR Members should pay the 2015 Membership Fee (a discount code is required in order to register. For further information, please contact: members@espr-secretariat.org

**National delegates are members of the National Societies members of UENPS (a discount code is required in order to register. For further information, please contact your National Society.

### WHY HUNGARY?

- Market Overview
- Market Challenges
- Market Opportunities

One of the most prosperous countries in Central and Eastern Europe, Hungary enjoys the status of an upper middle-income economy, as classified by the World Bank. Hungary made notable progress in opening up its economy, which is amply evident in the fact that by 2008, its external trade represented 155% of its GDP, higher than most countries in the EU. Further, foreign direct investment (FDI) accounted for 60% of total value added in manufacturing by this time, indicating international confidence in the country’s economic development. The growth of industrial production was unexpected even by the most optimistic analysts. The latest figures released in February 2014 show that the rate of development and growth is the highest and fast than the last three years. The index of industrial production rose by an impressive 8.1% year-on-year in February, after a 6.1% growth in the month of January. The industrial and the services sectors are predominant, but some of the key sectors that have contributed significantly to the economy’s growth are the automotive, biotech, information technology, electronics, renewable energy industries as well as the shared services sector.

The biotechnology is a relatively young field in Hungary, the national pharmaceutical industry is one of the largest and well-developed in Eastern Europe, attracting significant amounts of foreign investment as well. Hungary possesses a wide source of accumulated knowledge in chemistry and biology, which is being harnessed by large international pharmaceutical companies who have invested in local manufacturing. In this scenario JENS can be a chance to present new products and give a response to the growing need of specialized medical knowledge.
BUDAPEST

Budapest, located in Central Europe, is known for its natural beauty, historic gothic architecture and picture perfect islands and hills. The Pearl of the Danube, offers a variety of tourist attractions to be visited. It is also known as a Spa Town, because has 118 springs, which some are natural and other artificial. In addition, it is one of the most beautiful in Europe and has several areas of World Heritage Sites, as Buda Castle, Andrásy Avenue, Heroes’ Square and the Millennium Underground Railway.

TRAVEL INFORMATION

**By Plane:**
Budapest has direct flight connections with most European capitals and other major cities in Europe and the world. Hungary’s international airport is Liszt Ferenc International Airport Budapest with two terminals.

**By Train:**
There are 3 main international railway stations in Budapest: Eastern (Keleti), Western (Nyugati) and Southern (Déli). More than 50 trains a day provide direct links between Budapest and 25 other European capital cities. All three international railway stations are connected to the Budapest Underground system (the Metró).

**By Car:**
Hungary has 5 motorways and 4 main roads, eight start from Budapest (exception: main road No. 8). In order to travel on the following motorways you have to buy a motorway sticker: M1, M3, M5, M6 and M7 (available at border crossing points and at petrol stations).
CONGRESS VENUE

HUNGEXPO Budapest Fair Center
H - 11’1 Albertirsai ut 10
Budapest, Hungary

Arriving by train
M2 red metro line to Örs vezér tér station, then bus no. 100.

Arriving by plane
Ferihegy 1, 2A and 2B Terminal: bus no. 200E to Köbánya-Kispest, from there by bus no. 85 or 85E to Örs vezér tér station, then bus no. 100 to the entrance of the HUNGEXPO Budapest Fair Center.

Arriving by car
The GPS coordinates of the Fair Center: N47° 29.587', E19° 7.294', h: 143 m

HOTELS IN BUDAPEST
Approximate hotel room rates in 2014 for your kind information:
3 star hotels: from 80 € + VAT
4 star hotels: from 90 € + VAT
5 star hotels: from 135 € + VAT
The above prices are only an indication and maybe subject to change.

EXHIBITION AREA
FLOOR PLAN

All booth spaces are 3 x 3

The floor plan is available on the congress website: www.jens2015.eu
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 will be planned 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 pediatric field with our marketing activities in the 18 months before the event
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.
Please find below the rating of the digital tools, with a score from 1 to 5.

<table>
<thead>
<tr>
<th>RATING CHART - DIGITAL SPONSORSHIP PROPOSALS *</th>
<th>Contact Time</th>
<th>Quality of Contact</th>
<th>Number of Contact</th>
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<th>Scientific Value</th>
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</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*
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 flyers are 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
Please find below the rating of the traditional tools, with a score from 1 to 5.

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# PRICE LIST

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<tr>
<th>DESCRIPTION</th>
<th>PRICES IN EURO</th>
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