



jENS

1<sup>st</sup> CONGRESS OF

JOINT EUROPEAN NEONATAL SOCIETIES

56<sup>th</sup> ANNUAL MEETING EUROPEAN SOCIETY FOR PAEDIATRIC RESEARCH

And 5<sup>th</sup> INTERNATIONAL CONGRESS OF UENPS

HUNGEXPO BUDAPEST SEPTEMBER 16<sup>th</sup> - 20<sup>th</sup> 2015

We would like to welcome you to the first edition of **jENS: 1<sup>st</sup> Congress of Joint European Neonatal Societies**, which will be held in Budapest, Hungary, from the 16<sup>th</sup> to 20<sup>th</sup> 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 Marañón" (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

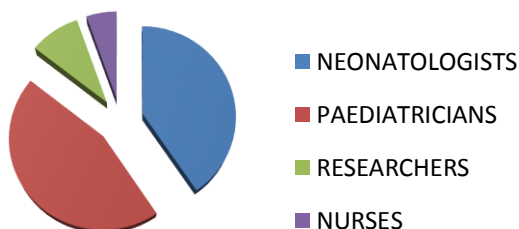
## LAST EDITIONS and 2015 FORECAST

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

### ESPR Edition 2013

- 1250 Participants
- 23 Sponsors

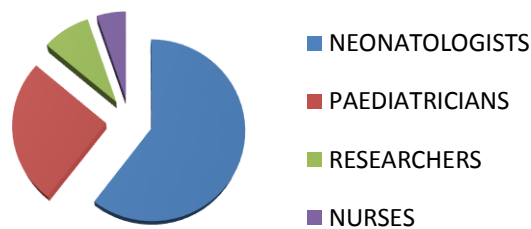
#### 54<sup>th</sup> Annual Meeting ESPR



### UENPS Edition 2012

- 800 Participants
- Sponsor

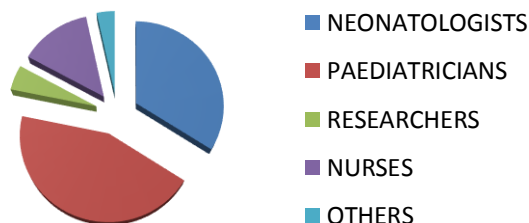
#### 3<sup>rd</sup> UENPS Congress Portugal



### Forecast Edition 2015: ESPR, UENPS, EFCNI, ESN and Hungarian Society

- 2000 Participants
- 30 Sponsors

#### jENS 2015

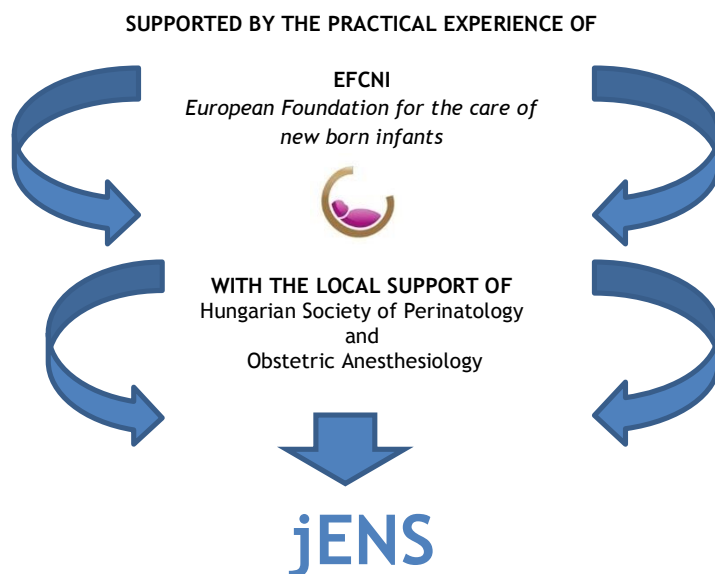
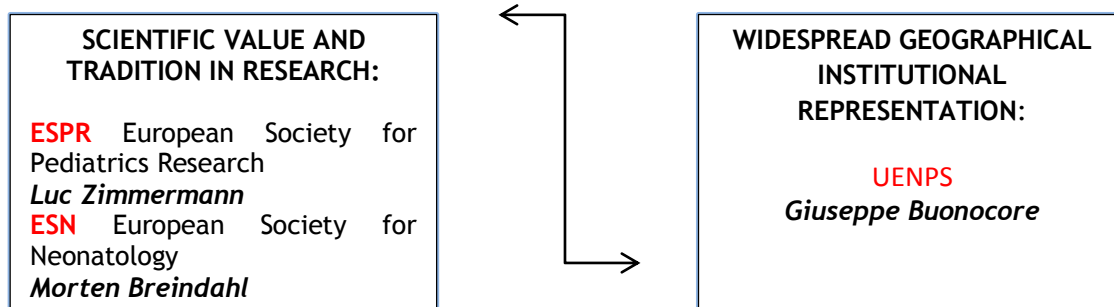




## WHY jENS?

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



1<sup>st</sup> CONGRESS OF JOINT EUROPEAN NEONATAL SOCIETIES



## REGISTRATION FEES

Fees	Price in Euro (VAT included)
ESPR Members*	Euro 450
UENPS (National Delegates)**	Euro 450
Non Member	Euro 550
Student/Nurse/Young Investigator (Under 36)	Euro 200
Developing countries	Euro 250
Pre-Congress Courses	Euro 150
Parents Association representatives	Euro 150
Hungarian Delegates	Euro 280

\* 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](mailto: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, Andrassy 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 Kőbánya-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

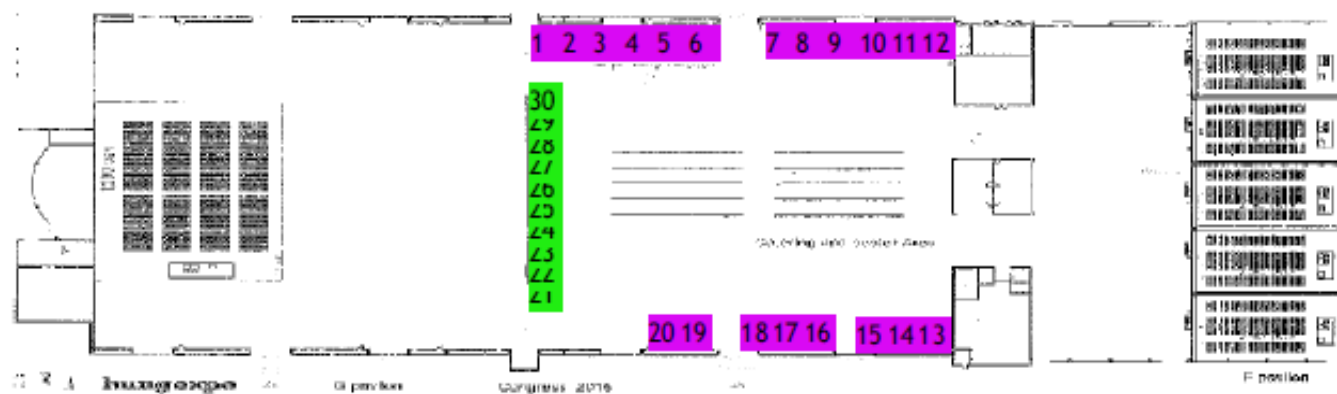
The above prices are only an indication and maybe subject to change.

## EXHIBITION AREA

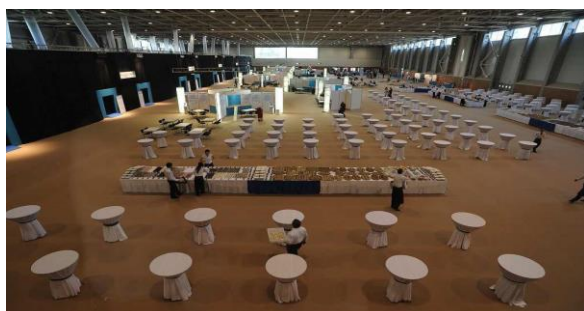




## FLOOR PLAN



All booth spaces are 3 x 3



The floor plan is available on the congress website: [www.jens2015.eu](http://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.

RATING CHART - DIGITAL SPONSORSHIP PROPOSALS *						
	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 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.

RATING CHART - TRADITIONAL SPONSORSHIP PROPOSALS*						
	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 and carried out by a group of top experts in the field



### PRICE LIST

DESCRIPTION	PRICES IN EURO	NOTES
<b>DIGITAL SPONSORSHIP PROPOSALS</b>		
USB Key	12.000	Production costs not included
App (mono-sponsored)	15.000	Only one sponsor
App (shared sponsorship)	10.000	Max. 2 sponsors 10 each
QR Code	2.000	--
Dedicated Newsletter	3.000	--
Official congress Newsletter	8.000	--
TV CC Adv. & Digital Signage	8.000	--
Tutorial Appetizer	5.000	--
Video on the website	2.500	The price refers to the promotional web space only
Cyber area	10.000	--
<b>TRADITIONAL SPONSORSHIP PROPOSALS</b>		
ADV page	5.000	Back cover - cover (2 <sup>nd</sup> and 3 <sup>rd</sup> pages) - internal page
	4.000	
	3.000	
Exclusive signage	12.000	--
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	Lunch boxes not included
Exclusive Symposium	Double price	
Welcome cocktail	12.000	
Booth	Standard Booth space 3x3 6.000	
	Best Position space 3x3 8.000	
Speaker Corner	12.000	--
Challenge the Speaker	10.000	--
Hospitality Suite	6.000	--