

# Going Virtual

6<sup>th</sup> International Neonatology  
Association Conference (INAC 2021)  
*8-11 July, 2021*



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## Welcome Note

Dear Friends,

I am delighted to inform you that the 6th Annual Conference of the International Neonatology Association will be held virtually from July 8-11, 2021. This follows the very successful 2019 conference in Tijuana Mexico hosted by the Paragon Group. Over the years, INAC has become a highly acclaimed annual gathering of clinicians in neonatology-perinatology offering an international platform to share scientific work, state of the art care paradigms, and recent advances.

INAC is geared to address practical problems in Neonatology with a global lens, engaging delegates from all over the world who participate in scientific deliberations about important topics in Neonatology. This unique forum facilitates global networking amongst neonatologists, perinatologists, pediatricians, nurses, nurse practitioners, and respiratory therapists who participate in preconference workshops and scientific sessions.

As in previous years, INAC 2021 will be preceded by preconference workshops held by highly esteemed international speakers.

Don't forget to mark your calendar and enjoy with us the most exciting conference in Neonatology of the year! We will be sending you meeting details and program soon. We are inviting companies to support and participate as sponsors and at the virtual exhibition where you can share brochures, photos, videos and chat with attendees directly.

Sincerely yours,



**Lucky Jain, MD, MBA**  
**President of the International Neonatology Association, INA**

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## Sponsorship Opportunities

Feel free to speak to us about a tailor-made, individual package for your organization!

| Sponsorship Options  | Mention of Company and logo on welcome & thank you slide during the presentation | Logo on the <u>Whova App</u> (mobile & desktop), <u>conference website page</u> and <u>social media</u> | Logo on <u>Newsletters</u> that will be sent before and after the event, including thank you letter | Interactive, <u>virtual Exhibition</u> space | Logo on before a sponsored lecture | Access to virtual <u>networking</u> & live chat and <u>lead-generation</u> | Pop up messages during conference recommending visiting virtual exhibition of the company |
|--|--|---|---|--|------------------------------------|--|---|
| Platinum Sponsorship<br>45-minute Symposium in the main agenda –<br>Upon Approval of Committee<br>+<br>Virtual Exhibition<br>+ Special Advertising up to 2 times during the congress<br><b>19,000 Euro</b> | ✓  | ✓   | ✓   | ✓  | ✓                                  | ✓  | ✓   |
| <u>Gold Sponsorship</u><br>Lecture in parallel track (Upon approval of Committee)<br>+<br>Virtual Exhibition<br>+<br>+ Special 1 Advertising during the congress<br><b>12,000 Euro</b>                     | ✓  | ✓   | ✓   | ✓  | ✓                                  | ✓  | ✓   |
| Sponsorship of single lecture in the parallel track *<br><b>EUR 8,000 per lecture</b>  | ✓  | ✓   | ✓   | X  | ✓                                  | ✓  | X   |

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| Lecture - Upon Approval of Committee     |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| Virtual Exhibition Space only 2,000 Euro | ✓ | ✓ | ✓ | ✓ | X | ✓ | X |

## Special Requests

We are willing to discuss a special offer to suit your objectives. Please feel free to contact our Sponsorship Manager to discuss your needs at [rportugal@paragong.com](mailto:rportugal@paragong.com).

Please forward your company logo (jpeg/png format) in colour version to [rportugal@paragong.com](mailto:rportugal@paragong.com)

## General Information

### Virtual Event Dates

8-11 July 2021

### Virtual Event Details:

This event will take place using Whova's Virtual Event Center, which facilitates live streams and recorded videos of scientific sessions in one, interactive place. It is easy for attendees to access scientific sessions and the exhibition space through the Whova mobile event app, as well as through web browsers on their laptops.

As a virtual exhibitor, you will be able to interact with attendees before, during and after the event. Our event app Whova allows exhibitors to preview the attendance list, explore the profiles of attendees (affiliations, titles, professional backgrounds, and social links) and communicate through in-app messages to exchange business cards and set up personal meetings during the event. Profiles published on the Whova app can be customized by exhibitors.

During the event Whova can be used to gain real-time insights of the visitors to your exhibit to nurture relationships and encourage engagement. To promote traffic to your virtual booth, exhibitors can issue raffles, giveaways, and promotional offers through the Whova mobile app. Attendees can sign up for offers through the app, which will channel their contact information to you in real time.

Exhibitors can also engage with the entire event community by posting to public bulletin boards within the app. Whova can be used to follow up leads during the event and for up to six months following the event.

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If you would like to present an educational session or product demonstration, you can invite up to 30 participants from the attendee list to a virtual meeting in the community tab using Whova. If you use your own profile of a different meeting platform (Zoom/Clickmeeting/Google Hangouts, etc.) you will be able to invite a larger audience, depending on your own package. Attendees could self-select to attend sessions in the community tab if they wish to gain a greater understanding of the products and have opportunity to engage with and experience products.

Exhibitor logos and company profiles are featured throughout the event on the Whova event app in the sponsor area and in a permanent space on the desktop and mobile app (at the top right - logo slider).

## Language

The meeting will be conducted in English.

## Profile of Attendance

- Neonatologists
- General Pediatricians
- Neonatal Nurse Practitioners
- Neonatal Intensive Care Nurse
- All Clinicians who Participate in the Care of Newborn Babies



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## Guidelines for Sponsors & Exhibitors

Please complete and sign the attached application form and return it to Paragon to confirm your sponsorship opportunity / exhibition stand.

Once an application is received, a written confirmation of sponsorship and an invoice will be sent to you if the application is approved.

Your company details, as filled in the form, will be uploaded to the Whova application. Please provide details of all company representatives that will attend the event.

We will then provide you with a unique link and exhibitor's manual will to populate your exhibition stand.

You will need the following information to populate the exhibition stand:

- Your website URL
- Contact Details
- Company logo
- Company description
- Promotional Video
- A live showcase link (if applicable) \*

You can make changes to your exhibition stand at any point before or during the event.

### Payment Details

Upon receipt of the agreement with payment, sponsorship will be confirmed.

### Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received by 8 June 2021 will warrant a reimbursement of 50% of the sponsorship payment.

**No reimbursement will be possible from 8 June 2021.**

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## Sponsorship & Exhibition Form

Please complete the following information and return via email to the Sponsorship Manager:

### Paragon Group

**Ms. Reut Portugal**

Email: rportugal@paragong.com

### Paragon Group Address:

18, Avenue Louis-Casai

1209 Geneva, Switzerland

Tel: +41 (0)22 533 0948

Cell: +972-(0)52-3468178

We, the undersigned, express our wish to Sponsor the items marked below in accordance with the terms described in the "Terms of Reservation" below.

|                   |  |
|-------------------|--|
| * Company Name    |  |
| Main Contact Name |  |
| Address           |  |
| Post/Zip Code     |  |
| Country           |  |
| Telephone         |  |
| Email             |  |
| Website           |  |

\* Name of the company - as you wish it to appear on all acknowledgments.

Company Representatives that will take part in the virtual congress  
(in addition to the contact listed above)

| Representative name** | Email |
|-----------------------|-------|
|                       |       |
|                       |       |
|                       |       |
|                       |       |
|                       |       |

\*Please notify us if you would like to add more than 5 representatives

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I would like to book the following Sponsorship Items:

| Sponsorship Item | Price |              |
|------------------|-------|--------------|
|                  |       |              |
|                  |       |              |
|                  |       |              |
|                  |       |              |
|                  |       |              |
|                  |       | <b>Total</b> |
|                  |       |              |

Notes to the organizers:

|  |
|--|
|  |
|--|



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## Terms and Reservation

Payment from abroad are exempt from local VAT. Payments in Israel will be subject to 17 % VAT.

If the Name on your Invoice, is different from the Sponsor details above

Please mention below all details required for your invoice:

If several entities will split the amount to be paid, each of them should fill out a reservation form on the total amount each company will pay.

Please note: The full amount for the sponsorship must be fully paid before the virtual conference. Sponsors who will not pay in advance will not be allowed to participate in the event.

All bank and Credit Card charges are the responsibility of the ordering company and should be paid at source in addition to the fees above.

### Terms of Payment:

Full payment (100%) - invoice will be paid one month before the event.

### Payment Methods:

#### 1. **Bank Transfer:**

Company Name: Paragon Conventions

Bank Name: Bank Hapoalim, Account No: 667381, Branch 616

Address: Hovevey Zion 1, Petach Tikva 4936201, Israel.

Payment from abroad: IBAN: IL77-0126-1600-0000-0667-381

\* Bank charges are the responsibility of the payer

#### 2. **Credit Card**

I hereby authorize Paragon Conventions to charge my credit card for services requested by myself, in the total amount listed below and obligates to not to cancel payment.

##### **Credit Card**

Type of card: \_\_\_\_\_

Credit card no: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Card Holder: \_\_\_\_\_

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CVV Code (last 3 digits on reserve side of card or 4 digits for AMEX: \_\_\_\_\_

Amount & Currency: \_\_\_\_\_

Full name of Card Holder: \_\_\_\_\_

I.D. No. / Passport No. & Country name: \_\_\_\_\_

Signature of Credit Card Holder: \_\_\_\_\_

***Please note, using payment by foreign credit card includes fee of 2.75% which is charged to the credit card***

Date: \_\_\_\_\_

## Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received by 9 May 2021 will warrant a reimbursement of 50% of the sponsorship. No reimbursement will be possible from 8 of June 2021.

We hereby Confirm that we have read all “Terms of Reservation” specified above and agree that we are obligated to follow them all.

First name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Signature & Stamp: \_\_\_\_\_ Date: \_\_\_\_\_