Sponsorship PROSPECTUS
October 23, 2015 | Washington, DC

Children’s National™
Sheikh Zayed Institute for Pediatric Surgical Innovation
Part of the Children’s National Health System

3RD ANNUAL
PEDIATRIC SURGICAL INNOVATION SYMPOSIUM
Children’s Need Must Drive Market Speed
The **Sheikh Zayed Institute** for **Pediatric Surgical Innovation**

at Children’s National Health System

The groundbreaking research and innovative techniques pioneered at Children’s National help our physicians rapidly translate scientific breakthroughs to their patients, while also serving children far beyond the hospital’s walls.

The Sheikh Zayed Institute’s goal is as simple as it is ambitious: to save and improve children’s lives, today and in the future. The Institute has allowed Children’s National to attract some of the world’s leading physicians and researchers, who are working together to make surgery more precise, less invasive, and pain free for children in the United States and around the world.

Unlike other pediatric or medical device manufacturers, our team has the advantage of being surrounded by clinicians treating patients of all diseases and complexities. Our researchers do not have to ask surgeons, radiologists, and medical sub-specialists what their challenges, frustrations, and work-flows are; we can observe and design solutions for their articulated and unarticulated needs.
Join the conversation at #Innovate4Kids

“I really enjoyed the discussion and interactive parts of the conference; it seemed like we were actually coming up with good ideas.”

- 2014 symposium attendee
### REASONS TO SPONSOR

#### Select Speakers FROM THE 2014 SYMPOSIUM

<table>
<thead>
<tr>
<th>Speaker Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret A. Hamburg, MD</td>
<td>Food &amp; Drug Administration</td>
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<tr>
<td>Kara Hass, MD, MPH</td>
<td>Johnson &amp; Johnson</td>
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<tr>
<td>Samuel Maldanado, MD, MPH, FAAP</td>
<td>Janssen Pharmaceutical Companies of J &amp; J</td>
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<tr>
<td>Murray Sheldon, MD</td>
<td>Food &amp; Drug Administration</td>
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<tr>
<td>Margaret Kavalaris, JD</td>
<td>Dentons</td>
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<tr>
<td>Amy Schwartz, PhD</td>
<td>IDEO</td>
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<tr>
<td>James Geiger, MD</td>
<td>University of Michigan</td>
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<tr>
<td>William Bentley, PhD</td>
<td>University of Maryland</td>
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<tr>
<td>Luke Pedersen, JD</td>
<td>Baker Botts, LLC</td>
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<tr>
<td>Loudon Owen, MBA</td>
<td>McLean Watson Capital</td>
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<tr>
<td>James Love, JD</td>
<td>Oblon Spivak</td>
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<tr>
<td>Jeanmarie Sales, JD</td>
<td>Medtronic, Inc.</td>
</tr>
</tbody>
</table>

#### 2014 Participant Breakdown BY AFFILIATION

- **12%** SMALL BUSINESSES / START-UPS
- **35%** CHILDREN'S HOSPITALS
- **27%** ACADEMIA
- **11%** MEDTECH & BIOTECH
- **6%** VC & ANGEL INVESTORS
- **6%** GOVERNMENT
- **2%** MEDIA
- **1%** PAYORS
This was truly one-of-a-kind, and very well done!

- start-up company/small business

Sponsoring the 2014 Symposium will generate:

- Networking opportunities with policy makers and leaders from academia, industry, and key government agencies

- Meetings with prospective clients, employees, and healthcare faculty

- The ability to showcase products, services, and solutions to prospective clients

- Visibility for key executives + Increased brand awareness

98% of Symposium attendees reported they would attend again
CHILDREN ARE OUR NATION’S — INDEED THE WORLD’S — MOST VALUABLE RESOURCE.

At the Sheikh Zayed Institute for Pediatric Surgical Innovation, our mission is to save the lives of children by making pediatric surgery more precise, less invasive, and pain free.

The 3rd Annual Pediatric Surgical Innovation Symposium will bring together over 250 key leaders from industry, government, top-tier research universities, healthcare institutions and venture capitalists to improve the state of pediatric surgical and device innovation and the regulatory clearance and approval process leading to commercialization.

Along with providing support for this event, sponsors will increase their brand awareness with the industry’s most important stakeholders and will have the opportunity to lead discussions and share expertise with leaders and colleagues from across the medical device spectrum.

There is no better use for your marketing dollars than to connect with decision-makers and policy experts in a forum that encourages multi-disciplinary discussion, issue oriented topics, and networking opportunities with the field’s most influential actors.

You can position your company as an industry leader and grow your visibility in the pediatric device arena by becoming a sponsor of Symposium ’15. Sponsorship levels have been designed to meet a variety of corporate objectives and budgets.

Please complete the enclosed pledge form or call Martha Quinn at 301.565.8505 today if you have questions about these opportunities. Whatever your goals may be, you can accomplish them by participating in the Sheikh Zayed Institute’s Pediatric Surgical Innovation Symposium ’15.
"The program was lean and efficient. The format was excellent and allowed participants to get the most out of each speaker in a short period of time."

- venture capital / investment firm

A SMART INVESTMENT FOR YOUR COMPANY

- Dynamic Keynote Speakers and Plenary Sessions
- Issue-Oriented Program Discussions Featuring Media Moderators
- 250+ Leaders from FDA, NIH, IOM and policymakers, as well as clinicians, device manufacturers, pharmacy representatives, payors, policy makers, patient advocates, and scientists from around the world
- Opening reception at Children’s National | Thursday, October 22
- Closing Reception on the spectacular 8th Floor Terrace of the Knight Conference Center at the Newseum in Washington, DC | Friday, October 23
- Presentation of the Sheikh Zayed Prizes for Pediatric Surgical Innovation
- Networking opportunities throughout the event
The **Knight Conference Center** at **THE NEWSEUM**

555 PENNSYLVANIA AVE NW | WASHINGTON, DC

Set in the heart of Washington, DC, the Newseum’s landmark location offers a perfect venue for an event designed to foster collaboration at the intersection of government, industry, and academia. Only eight years old, the Newseum integrates state-of-the-art interactive exhibits with striking modern architecture to create a space that is simultaneously beautiful, dynamic, and practical.

The Newseum’s newsworthy venue is perfectly complemented by its exclusive caterer — internationally acclaimed chef Wolfgang Puck.
I [...] applaud the Children’s National Health System’s Sheikh Zayed Institute for Pediatric Surgical Innovation because it lays out a set of ambitious goals for making pediatric surgery more precise, less invasive, and pain free. Certainly how you’ve gone about trying to achieve this goal is a model to emulate. Besides bringing together a critical mass of talented experts, you’ve recognized that significant healthcare advances also require creative connections with patients and families, clinical, academic, government, and corporate partners in Washington, the nation, and the world.

- Margaret Hamburg, MD | FDA Commissioner
We invite you to become a sponsor of the 3rd Annual Pediatric Surgical Innovation Symposium today.

<table>
<thead>
<tr>
<th>SPONSORSHIP PACKAGE</th>
<th>SESSION Sponsorship: $7,000 (5*)</th>
<th>SILVER Sponsorship: $20,000 (6*)</th>
<th>GOLD Sponsorship: $30,000 (4*)</th>
<th>PLATINUM Sponsorship: $50,000 (2*)</th>
<th>PRESENTING Sponsorship: $100,000 (1*)</th>
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<tbody>
<tr>
<td>Complimentary registrations</td>
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<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
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<tr>
<td>Name on Program &amp; the Sheikh Zayed Institute website</td>
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<td>Logo display</td>
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<td>Shared logo on 4 electronic monitors</td>
<td>Shared logo + placement on 6 drop-down screens during Plenary sessions</td>
<td>Shared logo + placement on 6 drop-down screens during Plenary sessions</td>
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<td>Invitations to participate in special post-Symposium meetings</td>
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<tr>
<td>Ad in Symposium Program</td>
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<td>1/4 page</td>
<td>1/2 page</td>
<td>Full page</td>
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<tr>
<td>Name &amp; Logo on electronic Honor Roll of Donors</td>
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<tr>
<td>Access to Symposium attendee list</td>
<td>✓</td>
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<tr>
<td>Exhibition Space</td>
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<tr>
<td>Will co-present the Sheikh Zayed Pediatric Device Innovation Prize</td>
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</tbody>
</table>

* Number of sponsorships available
Your sponsorship will encourage innovative medical advancements that will help improve and save the lives of children everywhere.

SPONSORSHIP PACKAGES CAN BE TAILORED TO YOUR MARKETING OBJECTIVES AND BUDGET.
# Sponsorship Levels

**Presenting Sponsorship $100,000 | 1 Available**

This exclusive presenting sponsor becomes a full partner in the production and promotion of the Symposium. Presenting sponsor benefits include:

**All Platinum Benefits, Plus…**
- Acknowledgment of the sponsorship of the two Sheikh Zayed Prizes in Pediatric Device Innovation
- Upgrade to prominent recognition as the sole Presenting Sponsor through logo placement on all promotional materials (print, signage, electronic boards, website)
- Advisory Board participation for a key executive
- Five (5) additional complementary Symposium tickets (total = 10)

**Platinum Sponsorship $50,000 | 2 Available**

**All Gold Benefits, Plus…**
- Prominent recognition as one of two Platinum sponsors through logo placement on all promotional materials (print, signage, electronic boards, website)
- Leadership recognition through speaking opportunity at the Symposium
- Full-page company profile in Symposium program
- Two (2) additional complementary Symposium tickets (total = 5)

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For every sponsorship level, $210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.
GOLD Sponsorship $30,000 | 4 AVAILABLE

ALL SILVER BENEFITS, PLUS...
- Breakfast with CEO of Children’s National Health System and Symposium sponsors (Gold and above) on October 23, 2015 or a mutually convenient date
- Three (3) complementary Symposium tickets

SILVER Sponsorship $20,000 | 6 AVAILABLE
- Acknowledgment during the Symposium’s opening remarks by CEO or a member of Children’s National Leadership
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event’s social media
- Two (2) complementary Symposium tickets

SESSION Sponsorship $7,000 | 5 AVAILABLE
- Acknowledgment by session’s panel moderator
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event’s social media
Individual Program Sponsorship & Networking Events

OPENING RECEPTION Sponsorship $15,000 | 1 AVAILABLE

To be held on Thursday, October 22, 2015, this kick-off event will take place at Children’s National Health System’s main campus. Sponsorship will convey the following benefits:
- Acknowledgment at the reception by CEO or a member of Children’s National Leadership
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event’s social media

CLOSING RECEPTION Sponsorship $15,000 | 1 AVAILABLE

To be held on Friday, October 23, 2015, this kick-off event will take place at Children’s National Health System’s main campus. Sponsorship will convey the following benefits:
- Acknowledgment at the reception by CEO or a member of Children’s National Leadership
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event’s social media
The Symposium’s networking events provide an opportunity for attendees to connect within a collegial atmosphere while also providing sponsors with high-visibility branding. Events give you access to the industry’s most exclusive group of VIPs.

All food, beverages, entertainment, and decor will be provided.

**IMAG Café Sponsorship $10,000 | 1 AVAILABLE**

- Exclusive Name and logo on IMAG screen when panels not in session
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event’s social media

“The most beneficial aspect was networking with innovation leaders from a wide range of disciplines, including government, academia, industry.”

- medtech company
Sheikh Zayed Prizes for Pediatric Device Innovation

Every year, the Sheikh Zayed Institute for Pediatric Surgical Innovation produces two pediatric device innovation competitions. One of these competitions is held annually at the Pediatric Surgical Innovation Symposium. These awards are given to top small businesses and academic teams who bring a solution to address an unmet pediatric need with high potential for commercialization. The awards are named after the first President of the United Arab Emirates, Zayed bin Sultan Al Nahyan (Sheikh Zayed), for his contribution to children’s health around the world.

“This prize has a deep impact because it will enable us to transition from the regulatory phase into manufacturing so that we can get our device into the hands of clinicians.”

- prize winner, Justin G. Shaka
REBIScan and Velano Vascular were the 2014 prize winners. L-R: Justin G. Shaka, REBIScan; Peter Kim, MD, PhD, Sheikh Zayed Institute; Eric M. Stone and Pitamber “Pitou” Devgon, MD, Velano Vascular.
For more information about sponsoring the Symposium, please contact:

MARTHA QUINN | Senior Director of Development
Children’s Hospital Foundation, Children’s National Health System
801 Roeder Road, Suite 300  Silver Spring, MD 20814
EMAIL mnquinn@childrensnational.org  PHONE 301.565.8505

DESIGN | Jennifer Littrell   PHOTOGRAPHY | Kaveh Sardari
Please indicate level of sponsorship:

**GENERAL SPONSORSHIPS**
- □ Presenting Sponsorship | $100,000
- □ Gold Sponsorship | $30,000
- □ Session Sponsorship | $7,000
- □ Platinum Sponsorship | $50,000
- □ Silver Sponsorship | $20,000

**NETWORKING EVENT SPONSORSHIPS**
- □ Opening Reception | $15,000
- □ IMAG Café | $10,000
- □ Closing Reception | $15,000

Please make checks payable to “Children’s Hospital Foundation” and note “SZI Symposium” in the memo line. All sponsorships are tax deductible to the full extent allowed by law.

Please return pledge form to:
Children’s Hospital Foundation | Children's National Health System
801 Roeder Road, Suite 300 | Silver Spring, MD 20910

For every sponsorship level, $210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.
Presenting Sponsorship - $100,000 (available = 1)
This exclusive presenting sponsor becomes a full partner in the production and promotion of the Symposium.
Presenting sponsor benefits include:
ALL PLATINUM BENEFITS, PLUS…
• Acknowledgment of the sponsorship of the two Sheikh Zayed Prizes in Pediatric Device Innovation
• Dinner with the Ambassador of the United Arab Emirates and leadership of Children’s National Health System and Children’s Hospital Foundation
• Upgrade to prominent recognition as the sole Presenting Sponsor through logo placement on all promotional materials (print, signage, electronic boards, website)
• Advisory Board participation for a key executive
• Five (5) additional complimentary Symposium tickets (total = 10)

Platinum Sponsorship - $50,000 (available = 2)
ALL GOLD BENEFITS, PLUS…
• Prominent recognition as one of two Platinum sponsors through logo placement on all promotional materials (print, signage, electronic boards, website)
• Leadership recognition through speaking opportunity at the Symposium
• Full-page company profile in Symposium program
• Two (2) additional complimentary Symposium tickets (total = 5)

Gold Sponsorship - $30,000 (available = 4)
ALL SILVER BENEFITS, PLUS…
• Breakfast with CEO of Children’s National Health System and Symposium sponsors (Gold and above) on October 23, 2015
• Three (3) complimentary Symposium tickets

Silver Sponsorship - $20,000 (available = 6)
• Acknowledgment during the Symposium’s opening remarks by CEO or a member of Children’s National Leadership
• Name and logo on all electronic boards
• Name and logo in the Symposium program
• Acknowledgment on the website and event’s social media
• Two (2) complimentary Symposium tickets

Opening Reception - $15,000 (available = 1)
• Acknowledgment at the reception by CEO or a member of Children’s National Leadership
• Name and logo on all electronic boards
• Name and logo in the Symposium program
• Acknowledgment on the website and event’s social media

Closing Reception - $15,000 (available = 1)
• Acknowledgment at the reception by CEO or a member of Children’s National Leadership
• Name and logo on all electronic boards
• Name and logo in the Symposium program
• Acknowledgment on the website and event’s social media

IMAG Café Sponsorship - $10,000 (available = 1)
• Exclusive Name and logo on IMAG screen when panels not in session
• Name and logo on all electronic boards
• Name and logo in the Symposium program
• Acknowledgment on the website and event’s social media

Session Sponsorship - $7,000 (available = 5)
• Acknowledgment by session’s panel moderator
• Name and logo on all electronic boards
• Name and logo in the Symposium program
• Acknowledgment on the website and event’s social media

Sponsors whose pledges are received before July 31, 2015 will be recognized in the Symposium Invitation.