



Children's National

Sheikh Zayed Institute
for Pediatric Surgical Innovation

Part of the Children's National Health System

Sponsorship Opportunities

6th Annual Pediatric
Device Innovation
Symposium

September 23, 2018

Philadelphia Convention Center
Philadelphia, PA



6th Annual Pediatric Device Innovation Symposium

The Annual Pediatric Device Innovation Symposium is the nation's premier gathering of scientists, policymakers, investors, entrepreneurs, regulators, and other thought leaders focused on one mission: to save and improve children's lives, today and in the future.

Hosted by the Sheikh Zayed Institute for Pediatric Surgical Innovation at Children's National Hospital, this international gathering creates a dynamic platform for participants to accelerate pediatric surgical and device innovation and improve the regulatory clearance and approval process. The 2018 symposium will be held in Philadelphia, PA, just one day before The MedTech Conference powered by AdvaMed. This partnership with MedTech will capitalize on the convergence of the best and brightest medtech professionals in North America, making the symposium more impactful than ever before.

Join us as we foster innovation that will advance pediatric healthcare and address the unmet surgical and medical device needs for children.

Become a sponsor and position your company as an industry leader and grow your visibility in the pediatric device arena.

Sunday, September 23, 2018

Location

Philadelphia, Pennsylvania

Attire

Business Casual

Attendees

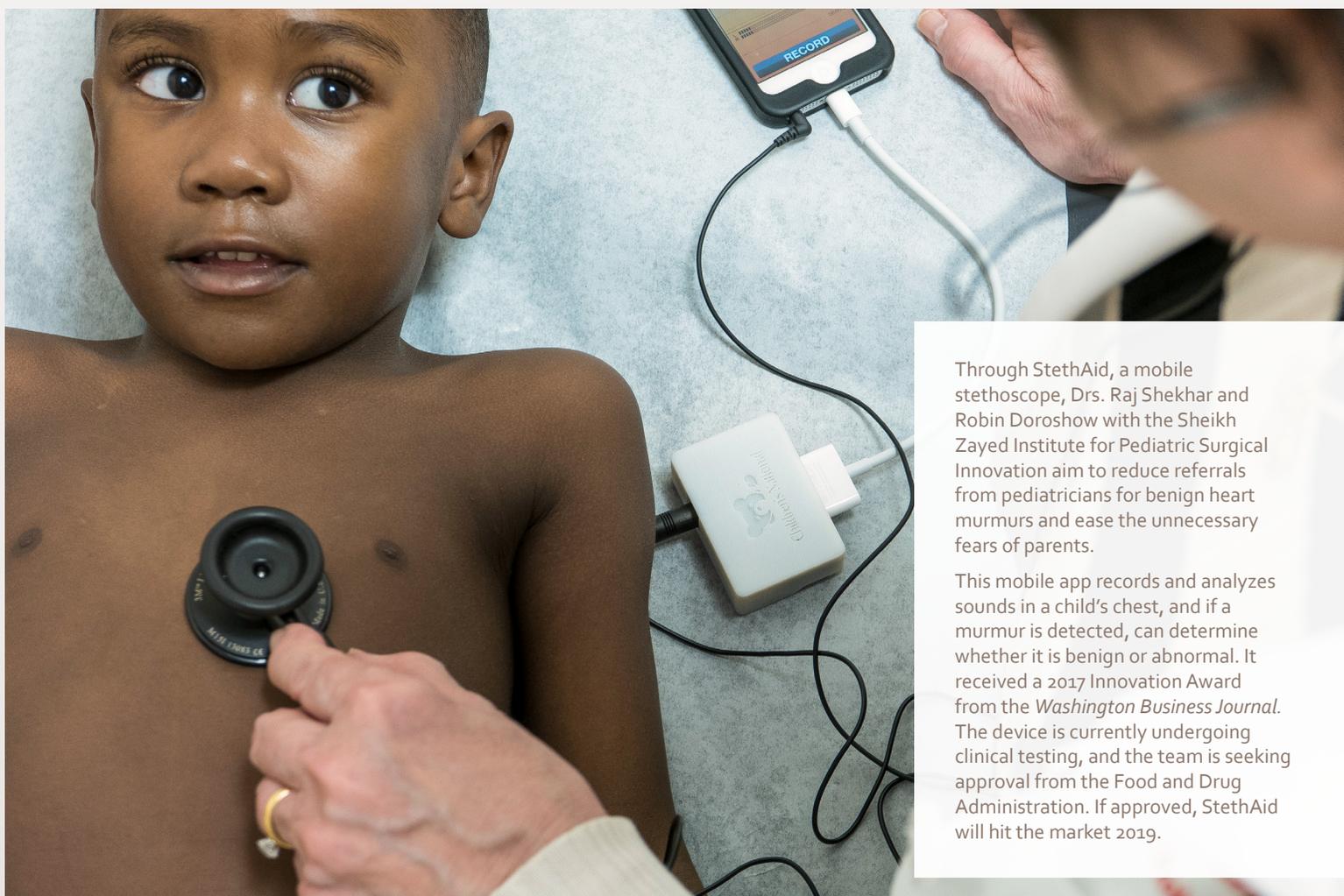
Approximately 400 guests including medical device innovators, investors, clinicians, and policymakers

Your Sponsorship is a Lifesaving Investment for Children

- More innovators in the adult market will develop and test their devices for pediatric populations—saving kids everywhere
- Groundbreaking ideas will be generated from experts around the world
- Lifesaving pediatric devices will get to market, and into the hands of pediatricians and specialists, sooner than ever before
- Unmet surgical and medical device needs for children will be identified, with novel solutions arising from the convening of the best and brightest minds in the field

And a Smart Investment for Your Company

- Networking opportunities with policymakers and leaders from academia, industry, and key government agencies
- Invitation to the Opening Reception, a significant networking opportunity
- Meetings with prospective clients, employees, and healthcare faculty
- The ability to showcase products, services, and solutions to prospective clients
- Visibility for key executives and increased brand awareness
- Issue-oriented program discussions featuring media moderators
- Presentation of the Sheikh Zayed Prizes for Pediatric Device Innovation



Through StethAid, a mobile stethoscope, Drs. Raj Shekhar and Robin Doroshov with the Sheikh Zayed Institute for Pediatric Surgical Innovation aim to reduce referrals from pediatricians for benign heart murmurs and ease the unnecessary fears of parents.

This mobile app records and analyzes sounds in a child's chest, and if a murmur is detected, can determine whether it is benign or abnormal. It received a 2017 Innovation Award from the *Washington Business Journal*. The device is currently undergoing clinical testing, and the team is seeking approval from the Food and Drug Administration. If approved, StethAid will hit the market 2019.

Sponsorship Overview

Sponsorship Level	Session \$2,500	Silver \$5,000	Lunch \$5,000	Reception \$10,000	Gold \$10,000	Platinum \$25,000	Presenting \$50,000
Number available	6	6	2	2	4	2	1
Complimentary registrations	1	2	2	3	3	5	10
Name on program and the Sheikh Zayed Institute website	✓	✓	✓	✓	✓	✓	✓
Logo display	Shared logo on some electronic monitors		Shared logo on all electronic monitors		Shared logo + placement on 6 drop-down screens during Plenary sessions		
Ad in Symposium program	1/8 page	1/4 page		1/2 page		Full page	
Name and Logo on electronic honor roll of donors	—	✓	✓	✓	✓	✓	✓
Access to Symposium attendee list	—	—	—	✓	✓	✓	✓
Invitation to participate on advisory board at post-symposium meeting	—	—	—	—	—	✓	✓
Will co-present the Sheikh Zayed Prizes for Pediatric Device Innovation	—	—	—	—	—	—	✓

2017 Participant Breakdown by Affiliation



Presenting Sponsor ^{1 Available} \$50,000

Recognition Benefits

- Full partnership in the production and promotion of the Symposium
- Co-presenting of the Sheikh Zayed Prizes for Pediatric Device Innovation
- Unique opportunity to present during Symposium
- Advisory Board participation at post-Symposium meetings for a key executive
- Complimentary access to the Symposium attendee list
- Acknowledgment by a member of Children's National's leadership team during the Symposium's opening remarks
- Top branding and logo recognition on all promotional materials (print, signage, electronic boards, website) along with a full-page company profile in the Symposium program
- Total of 10 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Platinum Sponsor ^{2 Available} \$25,000

Recognition Benefits

- Advisory Board participation at post-Symposium meetings for a key executive
- Complimentary access to the Symposium attendee list
- Acknowledgment during the Symposium's opening remarks by a member of Children's National's leadership team
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a full-page company profile in the Symposium program
- Total of 5 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Gold Sponsor ^{4 Available} \$10,000

Recognition Benefits

- Complimentary access to the Symposium attendee list
- Acknowledgment during the Symposium's opening remarks by a member of Children's National's leadership team
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a half-page company profile in the Symposium program
- Total of 3 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Opening Reception Sponsor ^{1 Available} \$10,000

To be held on Saturday, September 22

Recognition Benefits

- Acknowledgment at the reception by a member of Children's National's leadership team
- Complimentary access to the Symposium attendee list
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a half-page company profile in the Symposium program
- Total of 3 complimentary Symposium tickets

Closing Reception Sponsor ^{1 Available} \$10,000

To be held on Sunday, September 23

Recognition Benefits

- Acknowledgment at the reception by a member of Children's National's leadership team
- Complimentary access to the Symposium attendee list
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a half-page company profile in the Symposium program
- Total of 3 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Lunch Sponsor ^{2 Available} \$5,000

Recognition Benefits

- Acknowledgment at the lunch by a member of Children's National's leadership team
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a quarter-page company profile in the Symposium program
- Total of 2 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Silver Sponsor 6 Available \$5,000

Recognition Benefits

- Acknowledgment during the Symposium's opening remarks by a member of Children's National's leadership team
- Acknowledgement of sponsorship through logo and company name placement on all promotional materials (print, signage, electronic boards, website) along with a quarter-page company profile in the Symposium program
- Total of 2 complimentary Symposium tickets

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

Session Sponsor 6 Available \$2,500

Recognition Benefits

- Acknowledgment at the start of the session by the panel moderator
- Acknowledgement of sponsorship through logo and company name placement on promotional materials (print, signage, some electronic boards, website) along with an eighth of a page company profile in the Symposium program
- One complimentary Symposium ticket

*For every sponsorship level, \$210 per attendee for food and beverage is not tax-deductible, and we will receipt accordingly.

For more information, please contact

Mark Boyle

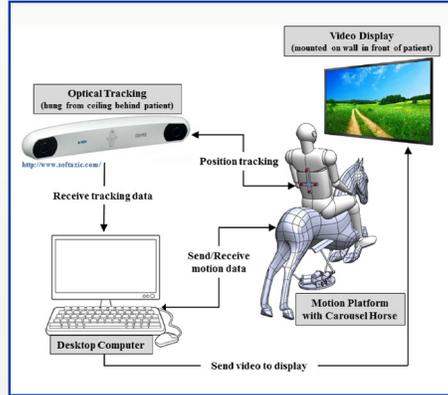
Associate Director of Development
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Introducing The Bot Family

Through a unique collaboration, rehabilitation clinicians with Children's National and bioengineers in our Sheikh Zayed Institute for Pediatric Surgical Innovation have designed the "Bot Family," therapeutic and scientific tools that promise to revolutionize treatments for children with cerebral palsy and other movement disorders. The devices can be used by physical therapists as an integrated part of care and remove barriers to access created by cost and geography. This exciting work promises to break new ground in the treatment of movement disorders, giving countless children and their families hope for brighter and healthier futures.

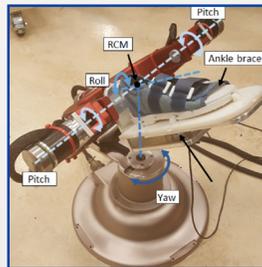
HippoBOT

The HippoBOT is a machine that simulates hippotherapy, a frequently prescribed therapy that replicates a horse's movements to help riders improve balance and core strength and facilitate the ability to sit up, to stand, and to walk.



PedBOT

The PedBOT is a foot pedal game controller that uses a video game interface to encourage users to actively move the ankle through all planes of motion. It was designed to improve foot and ankle strength, range of motion, dexterity, and gait in patients with paretic feet by targeting activation of the muscles controlling foot and ankle position.



PowerBOT

The PowerBOT is intended to provide early mobility necessary for social and cognitive development. It is a powered base with a small foot print that accommodates a child's current positioning device, making training easier than with loaner equipment that does not fit properly.





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