



# 2023 Midwest Pediatric Cardiology Society Meeting and Cardiovascular Ultrasound Conference

September 22 - September 23, 2023  
Cincinnati Marriott at RiverCenter  
Covington, KY

Promotional & Exhibit Opportunities



## From the Conference Chairs

On behalf of the Heart Institute at Cincinnati Children's Hospital Medical Center, we invite you to take part in the **47th Annual Midwest Pediatric Cardiology Society (MWPCS) Meeting** and **15th Annual Cardiovascular Ultrasound Conference** **September 22-23, 2023**. The meetings will be held in Covington, KY at the Mariott RiverCenter. These unique conferences will bring together healthcare professionals who care for children with heart disease, including pediatric cardiologists, pediatric cardiothoracic surgeons, pediatric cardiac intensivists, pediatric advanced practice nurses, nurses, trainees of all levels and sonographers.

Care of the pediatric and adult patient with congenital heart disease necessitates knowledge of current assessment, diagnostic, management, preventative and treatment options. For many clinicians, it can be a challenge to remain knowledgeable on the latest research outside of a subspecialty. Educational programs are an opportunity to provide this current update in a concise and interactive manner. By providing a venue for congenital heart disease care providers to receive current information on care of this patient population, the level of care provided in the Midwest region will be enhanced and lead to improved outcomes.

The **47th Annual Midwest Pediatric Cardiology Society (MWPCS) Meeting** consists of plenary lectures, research, and scientific abstract/poster presentations on **Friday, September 22nd**. Events will be offered live. The meeting includes review and discussion of state-of-the-art pediatric cardiology and cardiovascular surgery as practiced at major Midwest medical centers and typically hosts approximately 150 people. Topics of discussion may include but are not limited to: pediatric acquired and congenital heart disease, adults with congenital heart disease, basic science and clinical research, pediatric and congenital heart transplantation, cardiac catheterization and intervention, electrophysiology, intensive care, cardiovascular surgery; and non-invasive imaging including echocardiography.

The **15th Annual Cardiovascular Ultrasound Conference** will take place **Friday, September 22nd and Saturday, September 23rd** and will highlight important progress, developments and research in the fields of pediatric and adult echocardiography. We are anticipating approximately 130 additional attendees, including sonographers, trainees, physicians and students for this in-person event.

We are excited to offer your organization a variety of promotional opportunities — including exhibit space and sponsorship— to help support these important educational activities. These opportunities are outlined and described within this prospectus. There are options to support one or both events and we hope that your organization will join other industry leaders in support of these educational conferences. Your support will help improve the health of children around the world.

On behalf of the program committees and faculty, we want to thank you for your consideration of this request. It is our hope that you will see the value in supporting these upcoming conferences. If you have any questions or require additional information, please feel free to contact Ali Barnes at Cincinnati Children's Hospital Medical Center at (513) 803-1841 or [allison.barnes@cchmc.org](mailto:allison.barnes@cchmc.org).

Sincerely,

**Garick Hill, MD**  
Conference Chair  
47th Annual Midwest Pediatric Cardiology Society Meeting  
15th Annual Cardiovascular Ultrasound Conference  
Cincinnati Children's Hospital Medical Center  
Cincinnati, Ohio, USA

**David Winlaw, MBBS, MD**  
Conference Chair  
47th Annual Midwest Pediatric Cardiology Society Meeting  
Cincinnati Children's Hospital Medical Center  
Cincinnati, Ohio, USA

**Holly Pfriem MSN, APRN, CNP**  
Conference Chair  
47th Annual Midwest Pediatric Cardiology Society Meeting  
Cincinnati Children's Hospital Medical Center  
Cincinnati, Ohio, USA



# Host Organization

## CINCINNATI CHILDREN'S

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.

### Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2020-21 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 4 among all Honor Roll hospitals. With more than 670 registered beds, Cincinnati Children's had nearly 1.3 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2020.

### Education & Training

Through an academic affiliation dating to 1926, Cincinnati Children's comprises the Department of Pediatrics at the University of Cincinnati College of Medicine. Training more than 600 residents and clinical fellows annually, we offer highly ranked research-based education and training programs.

### Research

We are an important force in pediatric research - since the opening of the Cincinnati Children's Research Foundation in 1931. Grant funding for our research has more than tripled in the last 15 years, supporting countless discoveries and the continued expansion of our areas of research.

## About the Heart Institute

Cincinnati Children's Heart Institute was formed in 2008 with the mission to transform pediatric heart disease through the integration of clinical care, molecular cardiovascular research and education. In 2020-2021, *U.S. News & World Report* ranked Cincinnati Children's Heart Institute one of the top programs in the nation for pediatric cardiology. The Heart Institute team has pioneered many advances in pediatric cardiology, including a first-in-nation ventricular assist device in a Duchenne Muscular Dystrophy patient, numerous transcatheter (nonsurgical) intervention therapies, echocardiography of complex cardiac malformations and the evaluation of cardiac disease during exercise stress. As one of the largest pediatric cardiology programs in the nation, the world-renowned team at the Heart Institute at Cincinnati Children's Hospital Medical Center has achieved outcomes that rival or surpass those at other top centers, for even the most challenging cases. These outcomes are driven by a bench-to-bedside approach, which allows the Heart Institute to bring research results into mainstream treatment plans for patients before they are available elsewhere. Our team at Cincinnati Children's Heart Institute cares for children with the most challenging heart conditions. As a result, last year children came to our Heart Institute from 45 states and 17 countries around the world.



## Midwest Pediatric Society Meeting Conference Chairs

### **Garick Hill, MD**

Associate Director, Echocardiography  
Heart Institute  
Cincinnati Children's Hospital Medical Center  
Garick.Hill@cchmc.org

### **Holly Pfriem MSN, APRN, CNP**

Advanced Practice Nurse  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **David Winlaw, MBBS, MD**

Pediatric Cardiothoracic Surgeon  
Heart Institute  
Cincinnati Children's Hospital Medical Center

## Midwest Pediatric Society Meeting Planning Committee

### **Ali Barnes, MBA**

Conference Fundraising Contact  
Program Manager  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Sarah DeLaat CMP, CTA**

Conference & Meeting Planner  
Continuing Medical Education  
Cincinnati Children's Hospital Medical Center

### **Rosie Paulik**

Marketing and Communications Specialist  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Christy Keegan, MEd**

Education Consultant  
Continuing Medical Education  
Cincinnati Children's Hospital Medical Center

## Cardiovascular Ultrasound Conference Chair

### **Garick Hill, MD**

Associate Director, Echocardiography  
Heart Institute  
Cincinnati Children's Hospital Medical Center  
Garick.Hill@cchmc.org

## Cardiovascular Ultrasound Conference Planning Committee

### **Ali Barnes, MBA**

Conference Fundraising Contact  
Program Manager  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Sarah DeLaat CMP, CTA**

Conference & Meeting Planner  
Continuing Medical Education  
Cincinnati Children's Hospital Medical Center

### **Jena Hernandez MHA, RDCS (AE,PE), RVT, RDMS**

Conference Coordinator  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Donna Jones**

Conference Coordinator  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Vicky Moore, RDSC, FASE**

Conference Coordinator  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Rosie Paulik**

Marketing and Communications Specialist  
Heart Institute  
Cincinnati Children's Hospital Medical Center

### **Christy Keegan, MEd**

Education Consultant  
Continuing Medical Education  
Cincinnati Children's Hospital Medical Center

## Meeting Venue

Only steps from the banks of the Ohio River, the **Cincinnati Marriott at RiverCenter** welcomes you to Covington, Kentucky. The hotel is within walking distance to popular attractions, including Cincinnati's vibrant entertainment and dining venue, The Banks, as well as the Great American Ballpark.

Grab a meal or drink at their restaurant, The Great Room, or workout in the hotel fitness center and take a swim in the indoor pool. After a successful day in Covington, Kentucky, retreat to redesigned guest rooms with beautiful views of the riverfront and downtown Cincinnati. Work productively from your hotel suite with a well-lit desk, complimentary Wi-Fi and ample outlets. As a proud partner in the Marriott Commitment to Clean, the hotel has redefined their cleaning standards and commits to focusing on health and safety.

Information on hotel accommodations can be found on the [conference website](#).



## Promotional Opportunity

### Midwest Pediatric Cardiology Society Meeting and Cardiovascular Ultrasound Conference

**Deluxe**

**\$5,000**

The Deluxe promotional opportunity includes recognition during both events. Supporters will receive recognition as follows:

- Company name on signage in exhibit area for duration of both meetings
- Company name on website as a Deluxe Sponsor
- Company name on signage near conference check-in
- Company name on printed meeting program (deadline dependent).
- Company name recognition as a Deluxe Sponsor during conference breaks
- 4 complimentary registrations
- Attendee list (for attendees who have opted in to marketing) at the conclusion of the meeting

*\*Promotional opportunities do not include exhibit booth space. Exhibitor opportunities are outlined on the next page.*

## Donations & Grants

All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the [Standards for Integrity and Independence in Accredited Continuing Education \(2020\)](#), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact [Allison.Barnes@cchmc.org](mailto:Allison.Barnes@cchmc.org).



## Exhibit Opportunities

### Platinum Exhibitor (September 22-23)

\$2,000

Includes:

- One 6' table with two side chairs for the duration of both meetings on Friday, September 22nd and Saturday, September 23rd
- Recognition as exhibitor in conference materials
- Attendee list (for attendees who have opted in to marketing) at the conclusion of the meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

### Platinum Exhibitor, non-profit\* (September 22-23)

\$1,000

Includes:

- One 6' table with two side chairs for duration of both meetings on Friday, September 22nd and Saturday, September 23rd
- Recognition as exhibitor in conference materials
- Attendee list (for attendees who have opted in to marketing) at the conclusion of the meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

\*non-profit must meet ACCME Definition of an Ineligible Company

### Gold Exhibitor (Pick one day)

\$1,500

Table Top Exhibit:

- One 6' tables with two side chairs either Friday, September 22nd or Saturday, September 23rd
- Recognition as exhibitor in conference materials
- Attendee list (for attendees who have opted into marketing) at the conclusion of the meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

### Gold Exhibitor, non-profit\* (Pick one day)

\$750.00

Table Top Exhibit:

- One 6' tables with two side chairs either Friday, September 22nd or Saturday, September 23rd
- Recognition as exhibitor in conference materials
- Attendee list (for attendees who have opted into marketing) at the conclusion of the meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

\*non-profit must meet ACCME Definition of an Ineligible Company



# Interest Form

## Organization Information

Complete the information below to indicate the appropriate person to serve as the contact for this program. If this includes an exhibit booth, please include the name of the individual who will be on-site at the activity. Email a completed **Interest Form** and **LOA** to [Allison.Barnes@cchmc.org](mailto:Allison.Barnes@cchmc.org)

Organization Name	
Representative Name (s)	
On-site Representative (if applicable)	
Email	
Phone	

	Cost
<b>Promotional Opportunity</b>	
<input type="checkbox"/> Deluxe Sponsor	\$5,000.00
<b>Exhibit Opportunities</b>	
<input type="checkbox"/> Platinum Exhibitor (September 22-23)	\$2,000.00
<input type="checkbox"/> Platinum Exhibitor, Non-profit (September 22-23)	\$1,000.00
<input type="checkbox"/> Gold Exhibitor- Friday, September 22nd OR	\$1,500.00
<input type="checkbox"/> Gold Exhibitor- Saturday, September 23rd	
<input type="checkbox"/> Gold Exhibitor, Non-profit- Friday, September 22nd OR	\$750.00
<input type="checkbox"/> Gold Exhibitor, Non-profit- Saturday, September 23rd	
<b>TOTAL</b>	\$



## Rules & Guidelines

*The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), and the Hilton Cincinnati Netherland Plaza (the "Conference Center") for the 4th International Symposium on AKI in Children (the "Meeting").*

### COVID-19 Policy

Cincinnati Children's will implement health-and-safety protocols appropriate to the public health circumstances existing at the time of the conference. Protocols will be announced as soon as possible and will be available on the conference website.

### Application for Exhibit/Promotion

CCHMC reserves the right to determine eligibility of any exhibit or promotion at the Meeting.

### Booth & Opportunity Assignments

Every effort will be made to give first choice of booth location/promotion opportunity. In case of conflicting requests, priority will be determined on the basis of:

- Date the application was received.
- Amount of booth space requested. (Booth)
- Special needs of the exhibitors. (Booth)

### Conference Services

The Conference Coordinator will provide an exhibitor service kit prior to the event after the confirmation of exhibit space. Relevant information (shipping, drayage, furniture, telephone, electrical, A/V needs, etc.) will be in this kit.

### Custom Opportunities

Fulfillment (design, production, etc.) of the items is the responsibility of the purchaser. CCHMC must review and approve final proofs prior to production. If product has already been produced (eg. pen) CCHMC must still approve the product. Directions regarding logistics (vendor, size, delivery, etc.) will be provided to confirmed purchasing organization as necessary.

### Signage

Only professionally made signs are permitted in the Conference Center, and must be displayed on Conference Center approved easels. Advertising material may be distributed only from those firms who have engaged space. The use of nails, pins, staples, and tape adhesives are not permitted. Only blue painter tape is allowed in the meeting rooms. Adhesive- backed (stick-on) decals or similar items should not be distributed/utilized.

### Lighting and Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted in the exhibition areas at any time. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth, whether naturally or mechanically, is prohibited. No objectionable lights or noises will be permitted in exhibitors' booths. CCHMC reserves the right to exclude or to remove any objectionable equipment or exhibitor.

(Continued on next page.)

# Rules & Guidelines, cont.

## Parking

Loading dock space is reserved for loading and unloading only. Valet parking is available at the hotel and surface and garage parking is available close by.

## Cleaning

The Conference Center will provide general lighting, heat or air conditioning and daily cleaning of the space.

## Booth Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229 / [cme@cchmc.org](mailto:cme@cchmc.org). The following regulations apply:  
Written cancellations received on or before July 31, 2023 will receive a refund of 80%.  
Written cancellations received on or before August 30, 2023 will receive a refund of 25%.  
No refunds will be issued for cancellations received on or after September 1, 2023.

## Assignment of Space by Exhibitor

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

## Installation of Exhibits

Exhibit set up will take place in Salon 1 on Thursday, September 21st from 6-7pm and Friday, September 22nd from 6-7am.

## Rules Governing Exhibitors

All materials and fluids which are flammable must be kept in safety containers. All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors must observe the following regulations for setting up exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put their exhibit into place before the show and to dismantle and remove their exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of candy and water is permitted. Distribution of other food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- d. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by CCHMC and must be approved prior to the conference.
- g. No goods may be displayed in any part of the Conference Center except within the limits of the exhibit space contracted for with CCHMC and assigned to the exhibitor.