



COINN 2024

Supporting Closeness - Building Relations
6.-8. May 2024 - Aalborg - Denmark

SPONSORSHIP
PROSPECTUS

Supporting Closeness
Building Relations

Aalborg | Denmark 2024

www.coinn2024denmark.com



Dear Valued Sponsor

On behalf of the Organizing Committee, we take immense pleasure in inviting you to support the 11th Council of International Neonatal Nurses Conference (COINN) 2024. This prestigious international event is proudly hosted by Aalborg University Hospital (AAUH). We are excited to bring this conference to the cozy, atmosphere filled city of Aalborg from 6th – 8th of May 2024 at Aalborg Congress and Culture Center (AKKC). Neonatal nursing provides specialized care to the neonate and their family across the care continuum that promotes optimal health outcomes. COINN 2024 will offer the opportunity to hear from experts in the field of neonatal practice, education and clinical research, and will also celebrate and recognize the contribution of families in the care of preterm and sick babies globally.

This prospectus outlines the sponsorship and exhibition opportunities available at the Conference. Please take some time to review the packages and determine the best fit for your promotion requirements. Please contact us if any further clarification is needed. Get ahead of your industry planners and start planning now! Based on past meetings we anticipate a sell-out exhibition, so act now to secure your preferred stand.

We look forward to sharing this unique event and welcoming you as a valued Sponsor and Exhibitor to Aalborg 2024.

On behalf of the organizing Committee

Karen Walker, COINN President & Carol Kenner, CEO COINN

Helle Lønstrup Haslund-Thomsen & Malene Horskjær, Aalborg University Hospital

Organization

COINN 2024 is being organized by:

Local Organizing Committee

Helle Lønstrup Haslund Thomsen, Clinical Nursing Research Unit, Aalborg University Hospital

Malene Horskjær, NICU, Aalborg University Hospital

Ragnild Maastrup, NICU, Rigshospitalet, Copenhagen

Sanne Allermann Beck, NICU, Rigshospitalet, Copenhagen

Kristina Garne, NICU, Odense University Hospital

Tenna Salomonsen, NICU, Aarhus University Hospital

COINN Committee Members

Karen Walker, President (Australia)

Carole Kenner, CEO (USA)

Agnes van den Hoogen, University of Utrecht, Netherlands

Debbie O'Donoghue (New Zealand)

Julia Petty (UK)

Sponsorship Liaison

Henriette Bugge Mortensen, Professional Conference Organizer (PCO), on behalf of the COINN

Organizing Committee

Mail: hbm@destination-nord.dk, Phone: +45 99317521

About the Hosts



COINN

www.coinnurses.org

The Council of International Neonatal Nurses or COINN represents nurses worldwide who specialize in the care of newborn infants and their families or have a special interest in this area of nursing.

As a recognized global leader in the neonatal nursing care, COINN is committed to fostering excellence by promoting the development of neonatal nursing as a recognized global specialty and advocating high standards of neonatal care to enhance the quality of care for neonates and families, decrease health disparities and improve healthcare outcomes.



Aalborg University Hospital

www.aalborguh.rn.dk

Aalborg University Hospital is one of leading Hospitals in Denmark occupying around 6000 employees. Research is one of the driving factors for success - resulting in 800 articles being published annually, this integration of science helps to shorten the process from pioneering research to incorporation in everyday life.

Neonatalafsnit 12+13 is a big part of the COINN 2024 - one of four highly specialized NICUs in Denmark (NICU 3)

[Neonatalafsnit 12-13 \(Intensivt afsnit for syge nyfødte og for tidligt fødte\) \(rn.dk\)](http://www.aalborguh.rn.dk/afsnit12-13)



SIG – Special Interest group in Neonatal Nursing

www.neonatal.dk

Purpose:

- Strengthen the quality of Neonatal Nursing
- Study, develop and exchange information, experiences and ideas to improve Neonatal Nursing care to infants and their families
- Be an expert group in Neonatal Nursing
- Develop Neonatal Nursing in Denmark
- Inform society about focus areas, progress and development

About the Conference

COINN is one of the most recognized neonatal nursing networks in the world.

COINN collaborates with numerous international and national organizations to advance neonatal nursing and health outcomes for newborns and their families. Organizations have hosted ten international Neonatal Nursing conferences since 1991. Denmark is thrilled to be hosting the 11th iteration of COINN in 2024.

The COINN 2024 conference is hosted by Aalborg University Hospital (AAUH); Clinical Nursing Research Unit in collaboration with the Council of International Neonatal Nurses (COINN) and SIG – Special Interest Group in Neonatal Nursing, Denmark.

Working globally to address common care and professional issues, the conference provides the opportunity for nursing colleagues from around the world to:

- Explore critical issues, emerging trends and innovations in neonatal nursing.
- To share knowledge and experience.
- To network and foster new partnerships.

Theme: Supporting Closeness – Building Relations

Program

The Conference program will provide 3 days of exciting and thought-provoking plenary and concurrent sessions, poster presentation and workshops that are cutting edge and responsive to global needs. The program will weave together essential elements of nurse education, innovative care, research, new technologies and practice strategies.

2024	Sunday 5 May	Monday 6 May	Tuesday 7 May	Wednesday 8 May
Morning		Plenary Session	Plenary Session	Concurrent Sessions
Afternoon		Concurrent Sessions	Concurrent Sessions	Closing Session
Evening	Welcome reception	Street Art Walk	Gala Dinner	

Exhibition Timetable

2024	Sunday 5 May	Monday 6 May	Tuesday 7 May	Wednesday 8 May
Day	Move in	Exhibition Open	Exhibition Open	Exhibition Open
Evening	Welcome Reception			Move out after lunch

Why your presence at COINN 2024 is essential

We understand how important it is for all our sponsors and exhibitors to see first-hand that your investment is wisely placed.

The benefits of participating as a sponsor

- Ensure maximum exposure of your company and product(s) at a premier Conference devoted to neonatal care internationally
- Give you the opportunity to interact with influential figures in the field of neonatal care in Denmark, Scandinavia and globally
- Participate in the excellent social program allowing you to network with colleagues and foster new relationships
- To gain high visibility on the conference website and throughout official marketing material
- Have the opportunity to deliver a clear message that you have a genuine commitment to advancing neonatal health
- Build new relationships and strengthen existing ones
- Acquire highly qualified leads and increase brand awareness
- Meet the decision makers and gain instant marked feedback

Why exhibit at COINN 2024

- You can show your full product range in real life rather than a catalogue – live events provide an optimized interactive marketing platform
- You can develop a personal and direct relationship with your clients
- You will receive immediate feedback on your product range and purchasers or prescribers can gain a full appreciation of your product
- You will raise your profile in the neonatal health field and add value to your brands
- You can extend the scope of your promotions through the European and Scandinavian regions, as well as internationally
- You may locate new agents and distributors for your products
- You could launch a new product and thereby generate media interest

To summarize; the benefits of your investment are exceptional exposure, creative networking spaces and opportunities, direct connections, ability to build new relationships, strengthen existing ones, display commitment and transact excellent business.



About the Delegates

The COINN Conference will attract delegates and expert speakers from both local and international, developed and developing countries, in the northern and southern hemispheres. Previous conferences have had delegates from over 18 countries.

The delegates will also encompass a broad range of health professionals, having strong links with both neonatal, medical and allied health colleagues. COINN 2024 is focused on bringing all who care for the small and sick newborn together including: Neonatal Nurses, Nurse Practitioners, Nurse Specialists, Neonatal Outreach, Flight and Retrieval Nurses, Paediatric Nurses, Midwives, Medical Specialists and Allied Health Professionals with a focus on neonatal care.

Previous Attendance:

Year	Conference	Location	Attendance
2010	7th International Neonatal Nurses Conference	Durban, South Africa	500
2013	8th International Neonatal Nurses Conference	Belfast, Northern Ireland	500
2016	9th International Neonatal Nurses Conference	Vancouver, Canada	400
2019	10th International Neonatal Nurses Conference	Auckland, New Zealand	520

Social Program

To complement the conference program there will be social activities taking place during the Conference, providing sponsors and exhibitors with ample opportunities to mingle and network with delegates in a relaxed atmosphere.

- Welcome reception, Kunsten Museum of Modern Art
- Gala Dinner, Comwell Hvide Hus

About the Venue

The COINN Conference 2024 will be held in the Aalborg Congress & Culture Center (AKKC) located by the beautiful Kildepark within walking distance of the center of Aalborg and the 3 hotels booked for the congress guests.

As Denmark's only event venue, AKKC is certified according to both DNV GL's world goal certification and the international standard ISO 20121 for sustainable events. As a participant, you can look forward to a congress held in a sustainable way, where good service is a hallmark.

The Conference program will take place in Europahallen, meeting rooms on the 1st floor, as well as the connecting meeting rooms on 1st floor of Aalborg hallen – Foyer South. Catering will be held in the neighboring hall – brought by Restaurant AKKC by MEST.

Sponsorship Opportunities

Overview

	Exclusive Diamond Sponsor	Gold Sponsor (4 packages)	Silver Sponsor (8 packages)	Exhibitor (stand only)
	DKK: 105.000 (25% VAT Excl.)	DKK: 70.000 (25% VAT Excl.)	DKK: 40.000 (25% VAT Excl.)	DKK: 20.000 (25% VAT Excl.)
Opportunity to conduct a Breakfast Symposium for 1 hour (venue and standard audio visual provided, catering will be an additional cost to the sponsor).	Exclusive Day (no competing Sponsored breakfast)	✓		
Complimentary delegate registration (including sessions, morning tea, afternoon tea on all applicable days, lunches, Welcome Reception and Gala Dinner)	3	2	1	
Complimentary exhibitor staff passes (including morning tea, afternoon tea, and lunches). Passes are in addition to the complimentary delegate registration described above.	2	2	2	2
Exhibition stand/ Space	5m x 2m (Premium location)	3m x 3m	2m x 3m	1m x 3m
Company logo on the COINN 2024 Website	Linked to company website	Linked to company website	Linked to company website	
Opportunity to provide inserts (an A3 page folded to A4 or equivalent which is approved by the Organizing Committee) in the COINN 2024 satchels	Two Inserts	One Insert	One Insert	
Morning/afternoon Coffee Sponsor for one day (covering two breaks in the day) <i>day based on availability</i>	✓			

Delegate registration includes:

- Attendance at the Trade Exhibition
- Attendance at all sessions
- Delegate bag and contents
- Attendance at the Welcome Reception
- Attendance at the GALA dinner
- Morning coffee/tea (3)
- Lunches (3)
- Afternoon coffee/tea (3)

Exhibitor staff passes include:

- Attendance at the Trade Exhibition
- Attendance at the Welcome Reception
- Morning tea (3)
- Lunches (3)
- Afternoon tea (2)

Sponsorship Opportunities

Exclusive Diamond Sponsor (*only 1 package available*)

DKK 105.000 (25% VAT Excl.)

As the exclusive Diamond Sponsor you will be recognized as the most significant sponsor of COINN 2024.

Benefits:

Registration

- Three (3) delegate registrations including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner.
- Two (2) exhibitor staff passes (morning teas, afternoon teas and lunches).

Exhibition Space

- 5m x 2m space/stand in a prime location facing the conference hall

Breakfast Symposium

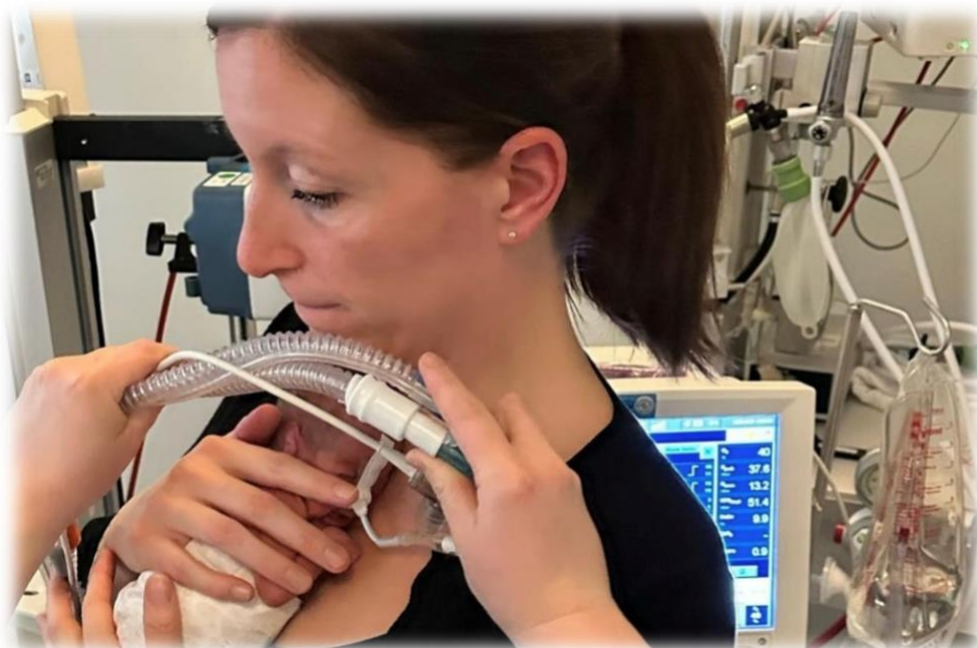
Opportunity to conduct a Breakfast Symposium on a morning prior to the start of the main program.

Topic, speaker, content to be approved by the Organizing Committee.

The Diamond Sponsor will be provided with an exclusive morning where there will be no other sponsor breakfasts scheduled (Catering will be an additional cost to the Sponsor).

Profile

- Opportunity to sponsor the morning and afternoon coffee break on a selected day
- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo and profile (300 words) in the COINN 2024 printed pocket program or handbook.
- Two inserts in the conference bag (to be supplied by the sponsor). Inserts to be approved by the Organizing Committee.



Gold Sponsor *(only 4 packages available)*

DKK 70.000 (25% VAT Excl.)

As a Gold Sponsor you will be recognized as one of the significant sponsors of COINN 2024.

Benefits:

Registration

- Two (2) delegate registration including sessions, morning teas, afternoon teas, lunches Welcome Reception and Gala Dinner.
- Two (2) exhibitor staff passes (morning teas, afternoon teas and lunches).

Exhibition Space

- 3m x 3m stand/space in a prime location

Breakfast Symposium

Opportunity to conduct a Breakfast Symposium on a morning prior to the start of the main program.

There could be concurrent Gold sponsor breakfasts on the selected morning *(venue and standard audio visual will be provided. Catering will be an additional cost to sponsor)*.

Profile

- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo in the COINN 2024 printed pocket program or handbook.
- One insert in the satchel (to be supplied by the Sponsor).

Silver Sponsor *(only 8 packages available)*

DKK 40.000 (25% VAT Excl.)

As a Silver Sponsor you will be recognized as one of the high level supporting sponsors of COINN 2024.

Benefits:

Registration

- One (1) delegate registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner.
- Two (2) exhibitor staff passes (morning teas, afternoon teas and lunches).

Exhibition Space

- 2m x 3m stand/space

Profile

- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo and profile (100 words) in the COINN 2024 printed pocket program or handbook.
- One insert in the satchel (to be supplied by the Sponsor).

Exhibitor

DKK 20.000 (25% VAT Excl.)

Benefits

Registration

- Two (2) exhibitor staff passes (morning teas, afternoon teas and lunches).

Exhibition Space

- 1 Exhibition stand (1m x 3m) in the Exhibition area

Profile

- Company name and contact in the COINN 2024 printed pocket program or handbook.



Engagement Sponsorship Opportunities

Demonstration Suite Sponsor (*Exclusive opportunity*)

DKK 40.000 (25% VAT Excl.)

Registration

- One (1) COINN 2024 registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner.
- Two (2) Demonstration staff passes for one day (morning tea, afternoon tea and lunches).

Demonstration Space

- Opportunity to showcase product or solutions through a demonstration platform for 30 minutes during a lunch session (venue and standard audio visual will be provided).
- The demonstration can only occur 20 minutes after the start of the lunch break and must finish 5 minutes before the start of the next session(s).
- One (1) Exhibition stand

Profile

- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo and profile (100 words) in the printed pocket program or handbook.

Speaker sponsor (*Exclusive opportunity*)

DKK 20.000 (25% VAT Excl.)

Registration

- One (1) COINN 2024 registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner

Profile

- This Sponsorship enables you to be associated to a speaker of your choice during the course of COINN 2024. (Subject to approval from the speaker and committee)
- Opportunity to display a free standing banner in the room during the presentation OR a static slide will be displayed on the screen
- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo in the COINN 2024 printed pocket program or handbook.

Session Sponsor (*Exclusive opportunity*)

DKK 20.000 (25% VAT Excl.)

Registration

- One (1) COINN 2024 registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner

Profile

- This Sponsorship enables you to be associated to a session of your choice during the course of COINN 2024. (Subject to approval from the committee)
- Opportunity to display a free-standing banner in the room during the presentation OR a static slide will be displayed on the screen. If there is a speaker sponsored by another company speaking in the session sponsored, there will be a shared opportunity for display (we will strive to minimize this occurrence)
- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo in the COINN 2024 printed pocket program or handbook.

Meeting Lounge Sponsor (*Exclusive opportunity*)

DKK 20.000 (25% VAT Excl.)

Registration

- One (1) COINN 2024 registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner
- Two (2) exhibitor staff passes (morning teas, afternoon teas, lunches and Welcome Reception)

Lounge Space

- Meeting Room lounge for the COINN board (this space cannot be used to incorporate a stand, or any industry display. If a stand is required, it needs to be purchased separately).
- Theming, furniture, refreshments are additional and at the Sponsor's expense.

Profile

- Opportunity to have two (2) pull-up banners next to the Meeting Lounge.
- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo in the COINN 2024 printed pocket program or handbook.

Lunch Sponsor (*Exclusive opportunity*)

DKK 20.000 (25% VAT Excl.)

Registration

- One (1) COINN 2024 registration including sessions, morning teas, afternoon teas, lunches, Welcome Reception and Gala Dinner.

Profile

- Opportunity to have two (2) pull-up banners near the catering stations during all COINN 2024 Lunch breaks.
- Company logo on the COINN 2024 website with a hyperlink to your nominated website.
- Company logo in the COINN 2024 printed pocket program or handbook.

Registration

- One (1) COINN 2024 registration includes sessions, morning teas, afternoon teas, lunches Welcome Reception and Gala Dinner.

Profile

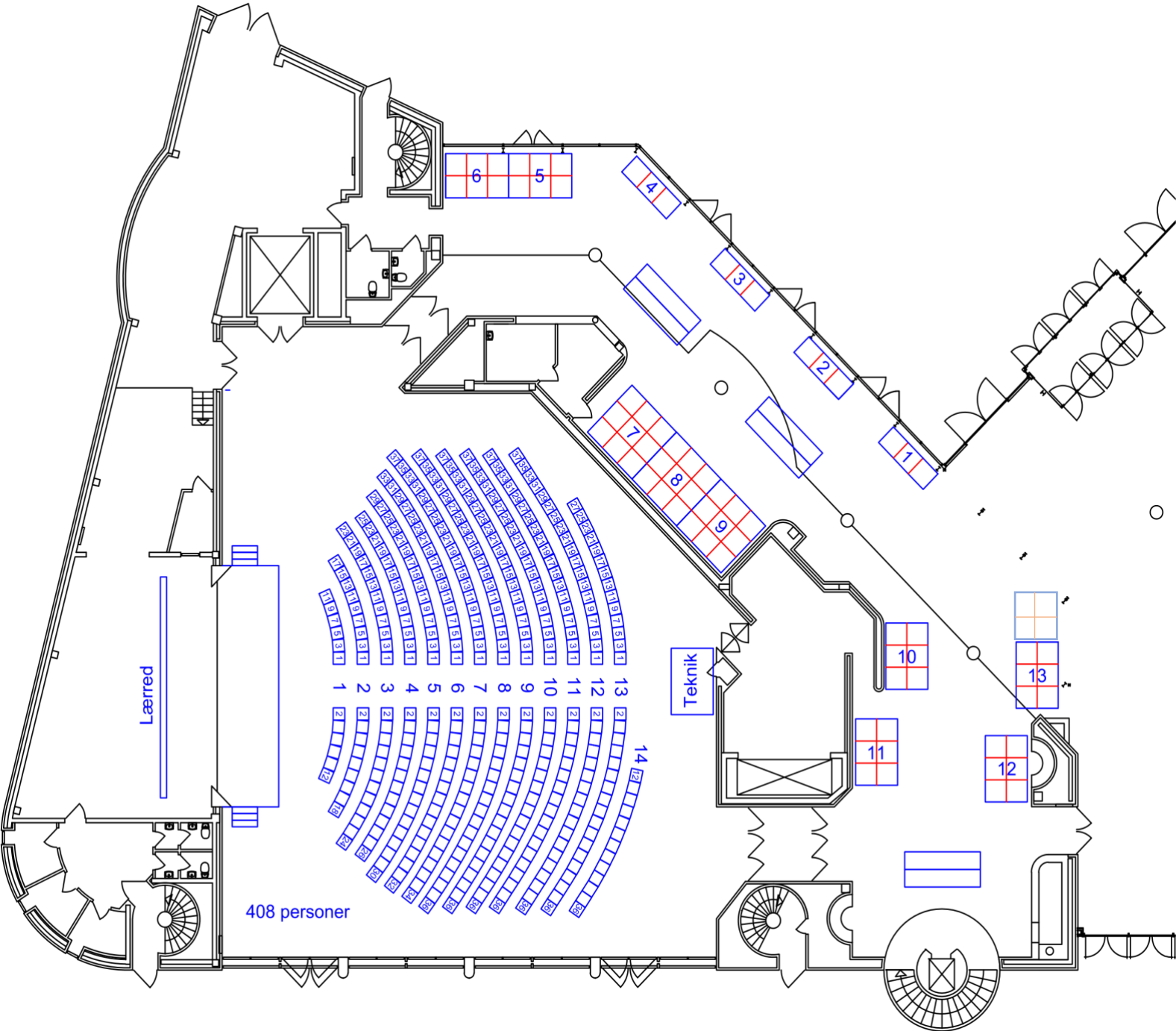
- Promoted on the Meeting website as the Street Art Walk Sponsor which will occur on allocated afternoon
- Opportunity to provide branded T-shirts to all the attendees (T-shirts provided at Sponsor expense).
- Opportunity to provide refreshments at the start or the end of the walk (Sponsor's expense).
- Company logo on the COINN 2024 website with a hyperlink to your nominated website
- Company logo in the COINN 2024 printed pocket or handbook.

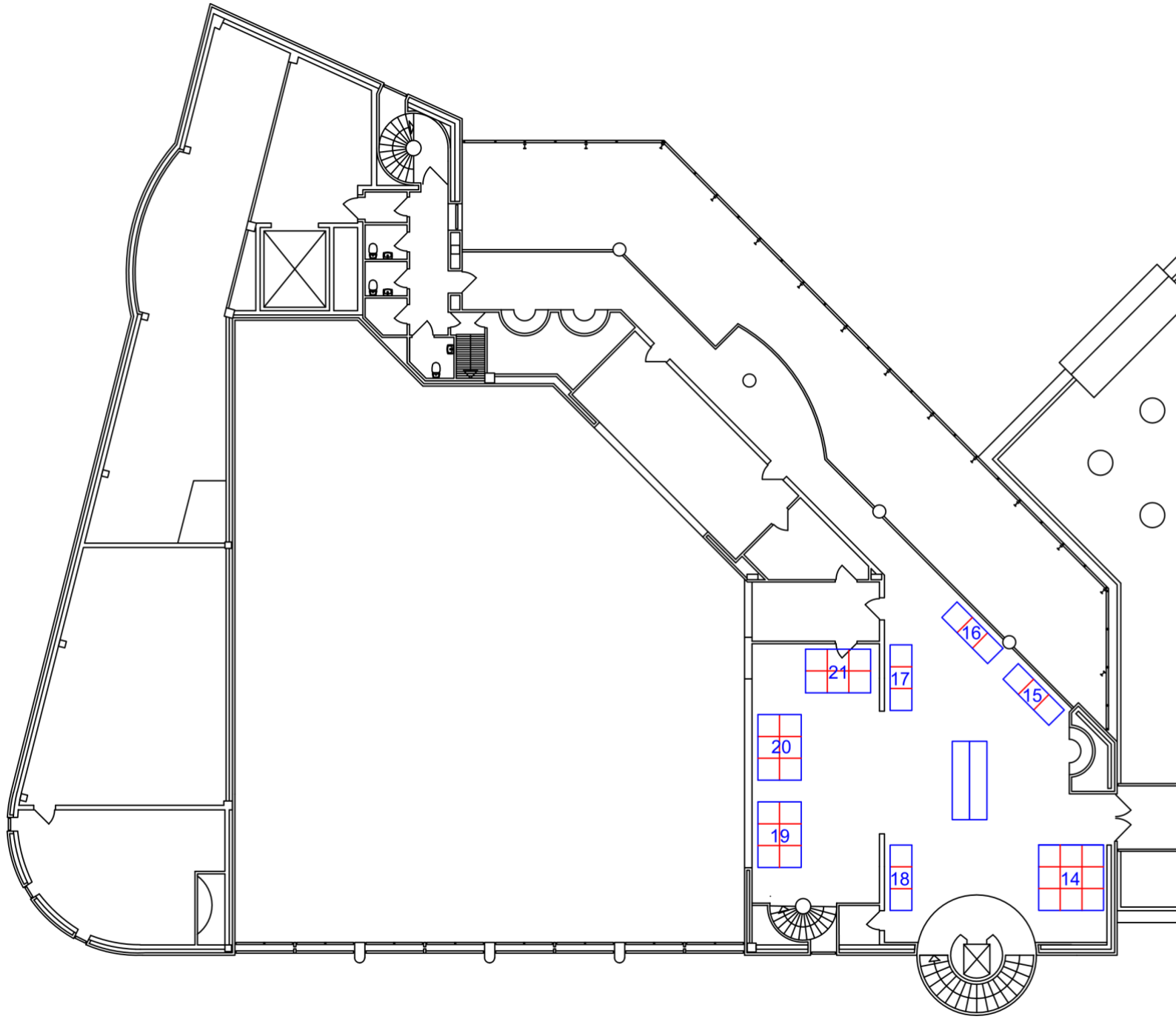


Exhibit Plan

(All marked tiles are 1m x 1m in dimension)

1.1





Terms and Conditions

Booking and Payment

All prices are quoted in Danish Kroner (DKK) and exclude VAT (Value-Added Tax).

VAT (25%) is required to be applied to all purchases at the rate prevailing at the date of payment.

Sponsorship packages and exhibition space will be allocated only on receipt of the online booking form or a signed hard copy booking form.

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe then you relinquish your right to requested sponsorship package and exhibition space.

The balance will be invoiced on 1 November 2023, to be paid by 21 November 2023. Applications made after 21 November 2023 must include full payment. All payments should be made in Danish Kroner by credit card or bank transfer.

All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received. Sponsors may not assign or sublet any part of their exhibition space.

The Organizing Committee may need to make changes to the floor plan, however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

Medicines and Danish Code of Practice

The individual pharmaceutical company is responsible for notifying ENLI of the purchase of exhibition space in accordance with current rules (§21(1) of the Danish Pharmaceutical Industry Code concerning advertising etc. of medicinal products aimed at healthcare professionals (the Advertising Code).

It is also the individual exhibitor's responsibility that the exhibition complies with applicable laws and regulations, including agreement on "The pharmaceutical industry's code of conduct regarding advertising etc. for medicinal products aimed at healthcare professionals" and the Executive Order on advertising etc. for medical devices.

COINN and the Special Interest Group of Neonatal Nurses in Denmark do not accept exhibitors or sponsorships from Breast milk Formula Companies.

Cancellation Policy

If notification of cancellation sponsorship is received in writing:

- Prior to 1 November 2023, your deposit will be refunded in full, less 20% administration fee.
- Between 1 November 2023 and 29 December 2023, you are liable for 50% of the package selected.
- From 30 December 2023, you are liable for 100% of the package selected.

The Organizing Committee reserves the right to cancel the Meeting in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organizers will be limited to that amount.

We Invite Your Support

Thank you for taking your time to consider the possibilities the COINN 2024 Conference has to offer.

When you have made your choices, please complete and return the Application for Sponsorship form.

If we can assist with further information, or discussing other opportunities, please contact the Conference Managers.

We hope that you are as enthusiastic about the opportunities that are available in Aalborg and we look forward to welcoming you to Aalborg Congress & Culture Center in 2024.

Contact

Questions regarding payment and registration:

Henriette Bugge Mortensen, Professional Conference Organizer (PCO), on behalf of the COINN Organizing Committee

Mail: henriette@aalborgcvb.dk

Phone: +45 99317521

The Venue directly:

Pia Germann, Technical Sales Manager, Aalborg Congress and Culture Center

Mail: pgk@akkc.dk

Phone: +45 99355514

In general about the Conference:

Local Organizing Committee: COINN2024.aalborg@rn.dk

Phone: + 45 97663453



Application for Sponsorship COINN 2024

Please complete the form below.

Company Details

Company: _____

Address: _____

ZIP Code: _____ City: _____

Country: _____

Tel: _____ Email: _____

Contact Person: _____

A: Sponsorship Opportunities

Sponsorship and/or item/s requested

1.	_____	DKK
2.	_____	DKK
3.	_____	DKK
4.	_____	DKK
Total Sponsorship Spend (incl VAT)	_____	DKK

B. Exhibition Space Preferences

Please indicate your preferences in terms of the area you'd like to be positioned within the exhibition area:

1. _____

2. _____

3. _____

We, _____ (Company name), apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed: _____ Date: _____

Please forward this form to: coinn2024Aalborg@rn.dk

Order form for additional items *(to be forwarded to Aalborg Congress And Culture*

Center) Mail: pgk@akkc.dk

Order form 1 (Deadline 22 April)

– furniture, AV equipment, poster wall, spotlights

Exhibitor – Company name:	Stand no.:
Business reg.no.:	
Contact person:	Phone:

Description	Qty.	DKK	EUR
Brochure stand, zigzag Aluminum H: 150 cm Size: 6 pcs. A4		540	73
Counter, white 1 shelf, lockable W: 100 cm / D: 50 cm / H: 100 cm		650	87
High table, black tabletop Diameter: 80 cm		300	40
Meeting table, black tabletop Diameter: 80 cm		300	40
Square table, plastic tabletop 80x180 cm		175	24
Bar stool, black		175	24
Chair, wood, and black fabric		175	24
Tablecloth, white		110	15
LED-screen, 43 inches, including wall bracket		2,720	366
LED-screen, 53 inches, including floor rack		2,720	366
Poster wall (white), 250 x 100 cm		420	56
Spotlight for mounting on top of poster wall (160W on 50 cm arm)		375	50

All prices shown include rental throughout the exhibition – excluding VAT