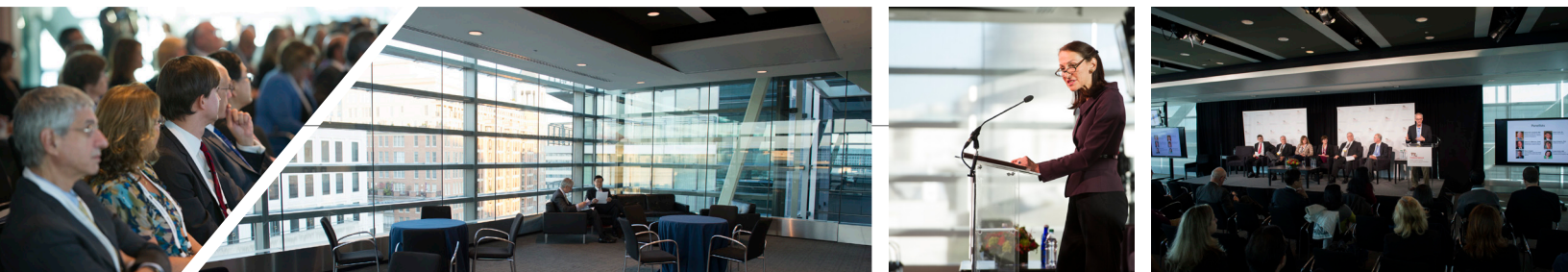




Sponsorship PROSPECTUS

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.

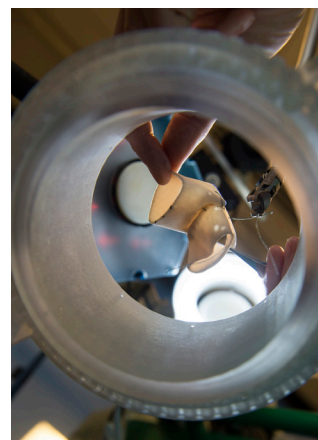
Unlike other pediatric or medical device manufacturers, our team has the advantage of being surrounded by clinicians treating patients of all diseases and complexities. Our researchers do not have to ask surgeons, radiologists, and medical sub-specialists what their challenges, frustrations, and work-flows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



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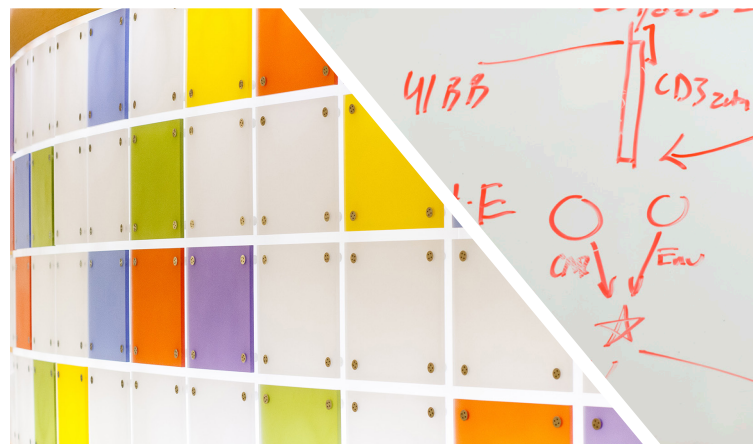
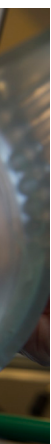


Join the conversation at

#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



Margaret A. Hamburg, MD
Food & Drug Administration

James Geiger, MD
University of Michigan

Kara Hass, MD, MPH
Johnson & Johnson

William Bentley, PhD
University of Maryland

Samuel Maldonado, MD, MPH, FAAP
Janssen Pharmaceutical Companies of J&J

Luke Pedersen, JD
Baker Botts, LLC

Murray Sheldon, MD
Food & Drug Administration

Loudon Owen, MBA
McLean Watson Capital

Margaret Kavaliris, JD
Dentons

James Love, JD
Oblon Spivak

Amy Schwartz, PhD
IDEO

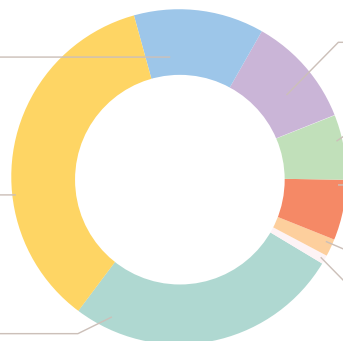
Jeanmarie Sales, JD
Medtronic, Inc.

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

THE 3RD ANNUAL
PEDIATRIC SURGICAL
 INNOVATION
 SYMPOSIUM

2014 Attendees INCLUDED:

Dentons
 US Food and Drug Administration
 Avicenna Partners Investment Company, LLC, Dubai
 Medtronic
 The Law Firm of Oblon
 Aetna
 Janssen Pharmaceutical Companies of Johnson & Johnson
 The American Pediatric Surgical Association
 UnitedHealth Group
 University of California San Francisco
 Boston Scientific
 Mubadala Healthcare, Abu Dhabi
 Baker Botts, LLP
 Cook Medical
 IDEO
 jVen Capital, LLC
 MedComp
 Cyberonics, Inc.
 Duke Clinical Research Institute
 Michigan Pediatric Device Consortium
 Children's Hospital of Philadelphia
 The Law Firm of Wilson Sonsini Goodrich & Rosatti
 National Institutes of Health
 Children's National Health System
 McLean Watson Venture Capital

“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.

KEY FEATURES

“ 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

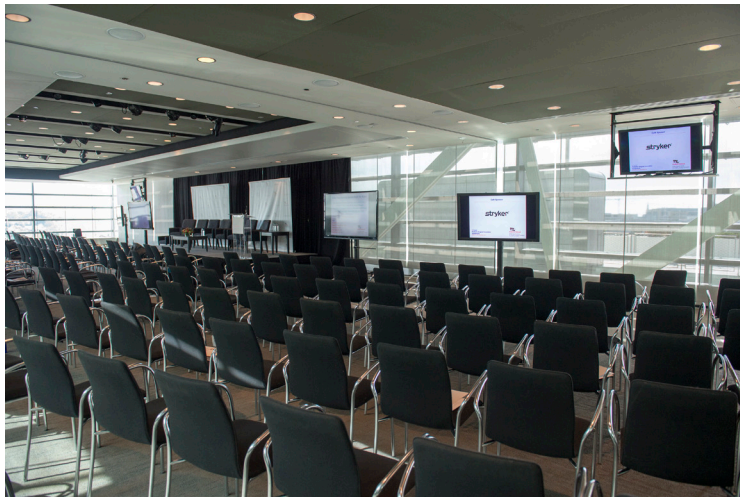
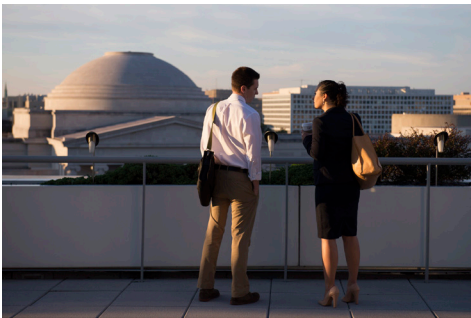


- Dynamic Keynote Speakers and Plenary Sessions
- Issue-Oriented Program Discussions Featuring Media Moderators
- 250+ Leaders from FDA, NIH, IOM and policymakers, as well as clinicians, device manufacturers, pharmacy representatives, payors policy makers, patient advocates, and scientists from around 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

SPONSORSHIP OPPORTUNITIES

We invite you to become a sponsor of the 3rd Annual Pediatric Surgical Innovation Symposium today.

SPONSORSHIP PACKAGE	SESSION Sponsorship: \$7,000 (5*)	SILVER Sponsorship: \$20,000 (6*)	GOLD Sponsorship: \$30,000 (4*)	PLATINUM Sponsorship: \$50,000 (2*)	PRESENTING Sponsorship: \$100,000 (1*)
Complimentary registrations	1	2	3	5	10
Name on Program & the Sheikh Zayed Institute website	✓	✓	✓	✓	✓
Logo display		Shared logo on 4 electronic monitors	Shared logo on 4 electronic monitors	Shared logo + placement on 6 drop-down screens during Plenary sessions	Shared logo + placement on 6 drop-down screens during Plenary sessions
Invitations to participate in special post-Symposium meetings				✓	✓
Ad in Symposium Program		1/8 page	1/4 page	1/2 page	Full page
Name & Logo on electronic Honor Roll of Donors	✓	✓	✓	✓	✓
Access to Symposium attendee list	✓	✓	✓	✓	✓
Exhibition Space				10 ft. table	10 ft. table
Will co-present the Sheikh Zayed Pediatric Device Innovation Prize					✓

* 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)

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:

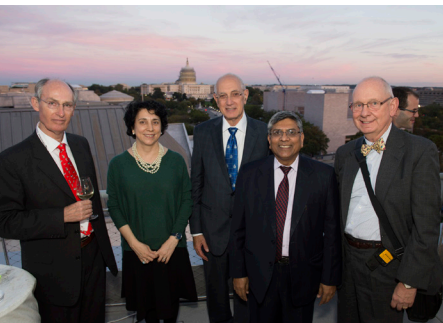
- Acknowledgment at the reception by CEO or a member of Children's National Leadership
- Name and logo on all electronic boards
- Name and logo in the Symposium program
- Acknowledgment on the website and event's social media



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. ”

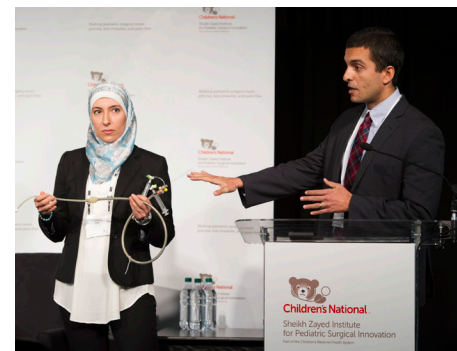
- prize winner, Justin G. Shaka



2014 SHEIKH ZAYED PRIZE *WINNERS*



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 mquinn@childrensnational.org PHONE 301.565.8505

DESIGN | Jennifer Littrell PHOTOGRAPHY | Kaveh Sardari



Children's National[™]

**Sheikh Zayed Institute
for Pediatric Surgical Innovation**

Part of the Children's National Health System

Sponsorship Pledge Form 2015

3RD ANNUAL

PEDIATRIC SURGICAL INNOVATION SYMPOSIUM

Please indicate level of sponsorship:

GENERAL SPONSORSHIPS

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsorship \$100,000 | <input type="checkbox"/> Platinum Sponsorship \$50,000 |
| <input type="checkbox"/> Gold Sponsorship \$30,000 | <input type="checkbox"/> Silver Sponsorship \$20,000 |
| <input type="checkbox"/> Session Sponsorship \$7,000 | |

NETWORKING EVENT SPONSORSHIPS

- | | |
|---|---|
| <input type="checkbox"/> Opening Reception \$15,000 | <input type="checkbox"/> Closing Reception \$15,000 |
| <input type="checkbox"/> IMAG Café \$10,000 | |

COMPANY NAME | _____

CORPORATE CONTACT | _____

PHONE | _____ EMAIL | _____

INVOICE CONTACT | _____

ADDRESS | _____

CITY, STATE, ZIP CODE | _____

PHONE | _____ EMAIL | _____

CREDIT CARD # (IF APPLICABLE) | _____

EXPIRATION DATE | _____

SIGNATURE | _____ DATE | _____

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

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

PRESENTED BY



Children’s National™

**Sheikh Zayed Institute
for Pediatric Surgical Innovation**

Part of the Children’s National Health System

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

3RD ANNUAL

PEDIATRIC SURGICAL INNOVATION SYMPOSIUM

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.