

EXHIBITOR/SPONSOR  
PROSPECTUS



32<sup>nd</sup> Annual

# Amazing Newborns Conference

Advocating for the  
Next Generation

**NOVEMBER 7 & 8, 2024**  
MARRIOTT ALBUQUERQUE

PRESENTED BY



Department of Pediatrics, Neonatology Outreach Program in  
partnership with the Office for Continuous Professional Learning  
at The University of New Mexico School of Medicine

# 32<sup>ND</sup> ANNUAL AMAZING NEWBORNS CONFERENCE

## ADVOCATING FOR THE NEXT GENERATION

The University of New Mexico Department of Pediatrics' Neonatology Outreach Program is proud to present the 32<sup>nd</sup> Annual Amazing Newborns Conference.

This two-day conference will be held on **November 7 and 8, 2024** at the Marriott Hotel in Albuquerque, NM.

This year's conference, titled Advocating for the Next Generation, presents a well-balanced agenda that focuses on giving quality care in all aspects of neonatal care. We're excited that Dr. Leslie Hayes, from El Centro Family Health, will be presenting on maternal substance misuse and treatment. Treating mom is often the best first step in helping babies exposed to harmful substances in utero.

We invite you to participate in this event. This opportunity will allow you to show case your product and/or service information to physicians, practitioners, nurses, other health care providers, and community members within New Mexico and the bordering states.

Included in this prospectus are details regarding various sponsorship and exhibit opportunities and the link to the online letter of agreement (required to participate).

If you have any questions, or would like more information, please contact Tisha Aldredge or Zaina Katba Bader at Continuous Professional Learning (CPL) at [HSC-CPL@salud.unm.edu](mailto:HSC-CPL@salud.unm.edu). Sponsorship and exhibit opportunities are limited so please contact us ASAP to secure your participation.

On behalf of the Amazing Newborns Conference planning committee, we thank you for your consideration.

Sincerely,

**Jennifer Rael, MD**

**Conference Course Director**

Professor

UNM School of Medicine, Department of Pediatrics, Division of Neonatology

**Kathryn R. Romero, MSN, CCRN**

**Conference Planning Committee**

Nurse Educator

UNM School of Medicine, Department of Pediatrics, Division of Neonatology

**\*\*PLEASE NOTE\*\* Exhibitor/sponsor fee is due no later than 30 days post-conference.**

Notice of cancellation **MUST** be submitted in writing to CPL at least two weeks prior to the conference (**October 24, 2024**) or the full fee will be billed to the organization named on the letter of agreement. Exhibit/Sponsor fees cannot be refunded if cancellation is received less than two weeks prior to the conference.

## EXHIBITOR OPPORTUNITIES

Levels of Support	Amount	ALL levels will include up to (2) conference meals and will be acknowledged in conference handouts, materials and announcements ALL exhibitors will be set up, in a separate room from the education, on a 6 ft. table with 2 chairs for table top displays
Platinum	\$5,000	Premium exhibit space and identified level of support in PowerPoint slides during welcome & breaks, sign displayed at conference entrance, verbal mention of level support by conference course directors during welcome and 2 conference registrations
Gold	\$2,500	Premium exhibit space and identified level of support in PowerPoint slides during welcome & breaks, sign displayed at conference entrance and 2 conference registrations
Silver	\$1,500	Preferred exhibit space, identified level of support in PowerPoint slides during welcome & breaks and 1 conference registration

## SPONSORSHIPS

Sponsorship	Amount	ALL levels acknowledged in conference handouts, materials and announcements on days of the conference
Unrestricted	<b>Amount to be provided in Online LOA</b>	Providing an <b>UNRESTRICTED</b> Educational Grant to CPL in support of the referenced conference
Restricted	Providing a <b>RESTRICTED</b> Educational Grant to CPL in support of the following specific activities for the referenced conference to be applied as follows:	
	\$5,000	Support of Conference Breakfasts (both days) <i>Includes a conference area exhibit table, up to 2 conference registrations and meals</i>
	\$2,000	Support of Guest Speaker <b>Leslie Hayes, MD from El Centro Family Health</b> Speaker Honorarium & Travel Expenses <i>Includes a conference area exhibit table, up to 2 conference registrations and meals</i>
	\$1,000	Support of Guest Speaker Travel <b>Leslie Hayes, MD from El Centro Family Health</b> Travel Expenses & Meals ONLY <i>Includes a conference area exhibit table, up to 2 conference registrations and meals</i>
	\$1,000	Support of Guest Speaker <b>Leslie Hayes, MD from El Centro Family Health</b> Speaker Honorarium ONLY <i>Includes a conference area exhibit table, up to 2 conference registrations and meals</i>

# HOW TO REGISTER

Register online: <https://bit.ly/ANC24LOA>

## Things to remember:

1. Online registration (CPL's letter of agreement) is required.
2. Your registration will be confirmed by email. If you don't receive an email within 72 business hours, contact [HSC-CPL@salud.unm.edu](mailto:HSC-CPL@salud.unm.edu).
3. If you register and have to cancel, notify CPL in writing **via email on or before October 24, 2024** or the full fee will be billed to the organization named on the LOA. Exhibit/Sponsor fees cannot be refunded if cancellation is received less than two weeks prior to the conference.

## PAYMENT OPTIONS

1. Credit card
2. Internal UNM PR
3. Check: *Checks should be made payable to Continuous Professional Learning (CPL) and mailed to The University of New Mexico School of Medicine, Office for Continuous Professional Learning at the address below. Tax ID# 85-6000642. Please use the address as indicated on the department-specific Continuous Professional Learning W9 to set up accounts for remittance purposes, as this will ensure payments are properly directed. The 2<sup>nd</sup> page is the official UNM HSC W9, which we are required by UNM Taxation to include.*

## MEALS

Each exhibit table will be provided up to (2) conference meals. Dietary restrictions that are provided in advance will be considered when planning menus. *If you select that you will NOT join us for any of the meals, it will be noted on your badge and will be considered when planning menus.*

## CONFERENCE ACCOMMODATIONS

This conference will be held at the Marriott Albuquerque Hotel, 2101 Louisiana Blvd NE, Albuquerque, NM 87110. A block of rooms has been reserved for participants of the conference for the nights of November 6, and November 7, 2024. Please identify yourself as a participant of the Amazing Newborns Conference, and you will receive the group rate which is \$141.00 (plus tax). Hotel reservations must be received by the hotel on or before October 6, 2024. Please confirm your conference registration before making travel arrangements. To make a hotel reservations please contact the hotel directly at 1-505-881-6800

## SPECIAL ACCOMMODATIONS

Individuals requiring special accommodations should contact CPL as soon as possible. UNM is in compliance with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990.

## QUESTIONS?

### UNM School of Medicine Continuous Professional Learning

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Email: [HSC-CPL@salud.unm.edu](mailto:HSC-CPL@salud.unm.edu)

Website: [hsc.unm.edu/medicine/education/cpl/](https://hsc.unm.edu/medicine/education/cpl/)



**SCHOOL OF  
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CONTINUOUS  
PROFESSIONAL LEARNING

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## THURSDAY, NOVEMBER 7, 2024

7-8 am	<b>Registration, Networking, Exhibits</b>
8-8:15 am	<b>Keynote Session</b> Dawn Novak, MD
8:15-9:05 am	<b>Maternal Management of Substance Disuse Disorders</b> Leslie Hayes, MD
9:10-10 am	<b>Destigmatizing Care of Families with Substance Disuse Disorders</b> Heather Pratt-Chavez, MD
10-10:15 am	<b>BREAK with Exhibits</b>
10:15-11:05 am	<b>Developmental Considerations for Babies Born with NOWS</b> Peggy MacLean, PhD, IMH-III
11:10 am-Noon	<b>Lifeguard Demonstration</b> Jeni Fuller, BSN, RN, RNC-NIC, C-NPT and Katie Rivera, MSN, C-NPT, RNC-NIC
12-1:15 pm	<b>LUNCH</b>
1:30-2:35 pm	<b>Figuring Out Safe Haven Laws and Next Steps</b> Monica Armas Aragon, LCSW, Justin Boyd, Kathryn R. Romero, MSN, CCRN, and Catherine Small
2:35-2:45 pm	<b>BREAK with Exhibits</b>
2:45-3:45 pm	<b>Breakout Sessions I</b> <b>A. Eat, Sleep, Console- An Introduction to ESC</b> Jessie Maxwell, MD, MBA <b>B. Optimizing Breastfeeding</b> Emilie Sebesta, MD <b>C. BATCAVE Simulations from the Pros!</b> Luke Esquibel, EMT-CHSOS
3:45-4 pm	<b>BREAK with Exhibits</b>
4-5 pm	<b>Breakout Sessions II</b> <b>D. ECHO</b> Gavin McCullough <b>E. LMA Placement and PPV Practice</b> Kathryn R. Romero, MSN, CCRN <b>F. Point of Care</b> Hellen Ko, MD, MS

## FRIDAY, NOVEMBER 8, 2024

7-8 am	<b>Registration, Networking, Exhibits</b>
8-8:15 am	<b>Announcements</b>
8:15-9:05 am	<b>The Ductal Dependent Heart</b> Irene Sadr, MD, FACC, MIHM, CHQM
9:10-10 am	<b>Gastroschisis vs. Omphalocele: From the Delivery Room to Surgery</b> Lena Perger, MD
10-10:15 am	<b>BREAK with Exhibits</b>
10:15-11:05 am	<b>HIE Recognition and Initial Considerations</b> Lu-Ann Papile, MD
11:10 am-11:40 pm	<b>Treat NOW! SARNAT Exam</b> Jessica Wilcken, MD
11:40-12:10 pm	<b>Treat NOW! SARNAT Exam</b> Estephanie Rivero, MD
12:10-1:30 pm	<b>LUNCH on their own</b>
1:40-2:35 pm	<b>Blood Sugar Management in the Newborn</b> Michele Hutchinson, MD, PhD
2:35-2:45 pm	<b>BREAK with Exhibits</b>
2:45-3:45 pm	<b>Stress in the Workplace</b> Vanessa Roybal