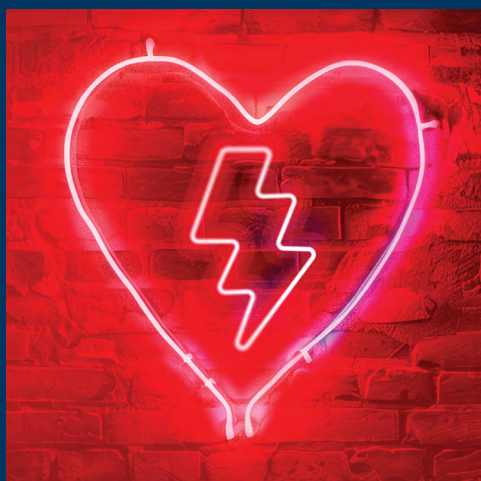




Exhibitor and Sponsorship Prospectus



Project ADAM[®] **National Conference**

September 10-12, 2025
Milwaukee, Wis.

childrenswi.org/2025projectadam

From the Conference Chairs

On behalf of the Herma Heart Institute at Children's Wisconsin, we are excited to invite you to participate in the 2025 Project ADAM National Conference. This conference is scheduled to take place from Sept. 10-12, 2025, in Milwaukee, Wis. Each year, the Project ADAM National Conference brings together medical providers from our 49 hospital-sponsored affiliates, as well as advocates and partners from across the country to discuss ideas, share successes and develop future goals.

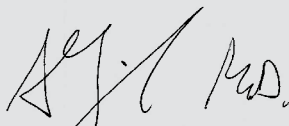
We are excited to offer your organization a number of different promotional opportunities – including exhibit space and sponsorship – to help showcase your commitment to advancing increased awareness of AED implementation, CPR training and cardiac emergency preparedness.

By becoming a sponsor, you will gain substantial exposure to a highly targeted audience of health care professionals and advocates of sudden cardiac death prevention. This conference presents a unique opportunity to get valuable one-on-one time, share product demonstrations and learn from experts in the field. As a sponsor, you will enjoy benefits such as prominent logo placement, exhibit space and the opportunity to share promotional items with attendees.

Please find enclosed our sponsorship prospectus, which provides detailed information about the various sponsorship options and associated benefits.

We believe that your support will significantly contribute to the success of the 2025 Project ADAM National Conference and provide your organization with an exceptional opportunity to connect with key professionals in the cardiology community.

To confirm your participation as a sponsor or to discuss sponsorship details further, please feel free to contact us at mdconnect@childrenswi.org. Thank you for considering our invitation, and we look forward to the possibility of partnering with your organization.



Anoop K. Singh, MD, BCH
Medical Director, Herma Heart Institute
Medical Co-Director,
Project ADAM led by Herma Heart Institute
Associate Professor, Pediatrics,
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Alli Thompson, MBA
National Administrator, Project ADAM
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About Project ADAM

Dedicated to the Health and Well-Being of Children

Project ADAM began in 1999 after the death of Adam Lemel, a 17-year-old Whitefish Bay, Wis., high school student who collapsed and died while playing basketball. Adam suffered a Sudden Cardiac Arrest (SCA), in which ventricular fibrillation occurred, a condition in which the ventricles cannot pump blood into the body. Defibrillation, or an AED, could have saved his life. Adam's parents, Patty Lemel and Joe Lemel, collaborated with Children's Wisconsin to create this program in Adam's memory.

Project ADAM was launched to get systems into place in communities across the country to offer the best chance of survival to people who suffer Sudden Cardiac Arrest. Through Project ADAM, schools, sporting programs and community sites can become Heart Safe, with the equipment and training needed to be prepared and respond during those first critical minutes. Currently, Project ADAM has 49 hospital-sponsored affiliate programs across 33 states and has saved more than 250 lives.

About Herma Heart Institute

Compassionate, Comprehensive and Cutting-Edge Pediatric Cardiac Care

The Herma Heart Institute at Children's Wisconsin is the largest pediatric cardiac care center in the state of Wisconsin. We care for patients with congenital heart disease from before birth through adulthood, and we consistently report some of the best surgical outcomes for even the most complex types of heart disease.

We are known as innovators in the field as we continue to challenge the standard of care through new treatments, technologies and follow-up programs that are often adopted by other pediatric hospitals.

We treat more than 12,000 patients, perform over 22,000 diagnostic cardiac tests and conduct more than 450 heart surgeries each year. Learn more about our history of innovation in pediatric cardiac care and congenital heart disease at **childrenswi.org/heart**.

The Westin Milwaukee

A Premier Space to Come Together in Milwaukee

Set in the East Town neighborhood and connected via skywalk to the U.S. Bank Center, this hotel is just steps from Lake Michigan and its many parks and walking paths, as well as the Historic Third Ward, which is known for its shopping, dining and nightlife.

Amenities include an Italian steakhouse restaurant that serves breakfast, lunch and dinner, a bar/lounge that serves craft cocktails, a fitness studio, a juicery featuring fresh-made juices and smoothies and a business center.

Information on hotel accommodations can be found at childrenswi.org/2025projectadam.



©Visit Milwaukee

Sponsorship and Exhibitor Opportunities

Project ADAM[®] National Conference

Sponsorship Opportunity	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
Exclusive sponsor of the social event Wednesday, Sept. 10 <ul style="list-style-type: none"> • Logo on entry signage • Opportunity for two-minute remarks • Opportunity to provide one promotional item and one marketing material at social event* 	✓			
Sponsorship of awards	✓			
Opportunity to insert one promotional item and one marketing material into conference bag at registration*	✓	✓		
Logo on signage in exhibit area for duration of the conference	✓	✓		
Logo on signage near registration	✓	✓	✓	
Logo on the website (listed as sponsor)	✓	✓	✓	✓
Logo on printed program (deadline dependent)	✓	✓	✓	✓
Logo on t-shirt (listed as sponsor, deadline dependent)	✓	✓	✓	✓
Recognition in post-event communications	✓	✓	✓	✓
Access to attendee list at the conclusion of the conference (for attendees who have opted in to marketing)	✓	✓	✓	✓
Exhibitor space that includes: one 6' table with two side chairs for the duration	✓	✓	✓	✓
Complimentary registrations	3	2	2	1

Non-profit organizations	\$500
One 6' table with two side chairs for the duration	✓
Recognition as exhibitor in conference materials	✓
Wireless Internet access	✓

**All promotional materials are subject to review and approval by the Organizing Committee.*

*All opportunities listed in this prospectus are promotional in nature. If you are interested in providing a donation or educational grant, please contact the conference planners at **mdconnect@childrenswi.org**.*

I'm Interested!

Sponsorship Reservation Form

Complete the information below to indicate the appropriate person to serve as the contact for this program. If you plan to have an exhibit booth, please include the name of the individual who will be on-site at the activity. Email this completed sponsorship reservation form to **samstadt@childrenswi.org**.

Company name	
Contact person	
Address (Street Address, City, State, Postal Code, Country)	
Telephone	
Email Address	
Invoice Address, if different than above (Street Address, City, State, Postal Code, Country)	
Sponsorship level	Platinum Gold Silver Bronze Non-profit
Please include a high-res image of your logo with this agreement. A vector logo (.ai or .eps) is preferred, but a .jpeg and .png will also be accepted.	

We accept all terms and conditions as mentioned in the following pages in the “General Terms and Conditions.”

Date: _____ **Signature:** _____

*To be returned duly completed and signed to the conference planners at **samstadt@childrenswi.org**. After receipt of the completed and duly signed sponsorship reservation form, Children's Wisconsin will send you a written confirmation of your sponsorship and corresponding invoice via email. **Payment must be received on or before Thursday, July 31, 2025, for acknowledgment in conference print materials and on conference t-shirts.***

General Terms and Conditions

These General Terms and Conditions have been established by Children's Wisconsin for the 2025 National Project ADAM Conference (the "Conference") for organizations purchasing sponsor and/or exhibitor privileges (an "Organization").

Reservation Conditions

The product, service or information being discussed or distributed from exhibition space must match what was originally submitted by the Organization as part of the Sponsorship Reservation Form. Submitting misleading information on the Sponsorship Reservation Form is strictly prohibited. Promoting or exhibiting a product, service or information that does not match the application description may result in immediate termination without refund. Children's Wisconsin reserves the right to determine the eligibility of any sponsor or exhibitor at the Conference.

Payment

For all confirmed sponsor or exhibitor opportunities, Children's Wisconsin will issue an invoice to the Organization shortly after booking confirmation. In all cases, the payment is due within 30 days of receipt of invoice to the address specified on the invoice. Notwithstanding the foregoing, payment must be received on or before Thursday, July 31, 2025, for acknowledgment in Conference print materials and on Conference t-shirts.

Cancellation Policy

A written notice of request for sponsorship/exhibitor cancellation must be transmitted by Organization to: **mdconnect@childrenswi.org**. The following cancellation penalties will apply: Written cancellations received on or before June 30, 2025, will receive a refund of 75%. No refunds will be issued for cancellations received on or after July 1, 2025.

Location & Opportunity Assignments

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

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

Children's Wisconsin, however, reserves the right to make all final determinations of location/promotion opportunity assignments in the best interests of the Conference.

Prohibition on Assignment of Space

No Organization may assign, sublet or share the space allotted nor exhibit therein any goods other than those manufactured or dealt in by them in the regular course of business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the Conference.

Installation and Removal

Children's Wisconsin reserves the right to fix the time for the exhibitor set up prior to the Conference and for its removal after the conclusion of the Conference. Installation of all exhibits must be fully completed by 7 a.m. on Wednesday, Sept. 10, 2025. Removal of exhibits must occur between 4-5 p.m. on Thursday, Sept. 11, 2025.

Organization Personnel

If in attendance, each company representative from an Organization will be required to wear a name badge identifying themselves and their company throughout move-in, Conference hours and move-out.

Should an Organization representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Organization personnel may not initiate sales or marketing activities while in the room where a Conference session is taking place. An Organization will not have any role in the selection of Conference content, topics, or speakers and cannot attend any planning activities for the Conference.

Custom Opportunities

Fulfillment (design/production, etc.) of the items is the responsibility of the purchaser. Children's Wisconsin must review and approve final proofs prior to production. If product has already been produced (e.g. pen), Children's Wisconsin must still approve the product. Directions regarding logistics (vendor, size, delivery, etc.) will be provided to confirmed purchasing Organization as necessary.

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. Children's Wisconsin reserves the right to exclude or to remove any objectionable equipment or exhibitor.

Rules Governing Exhibitors

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.
- b. Each exhibitor shall install and put their exhibit into place before the Conference and dismantle and remove their exhibit immediately after the close of the Conference. In addition, property shipped to or from the hall by the exhibitor for installation or display at the Conference 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. Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's booth space. Canvassing or marketing of any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by Children's Wisconsin and must be approved prior to the Conference.
- g. 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.
- h. The exhibitor is responsible to obtain any licenses, permits and/or registrations required by the venue, city, municipality and/or state. The exhibitor is responsible for compliance with all applicable laws and regulations, including but not limited to tax laws.
- i. Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

Liability and Insurance

Organization agrees to make no claim for any reason whatsoever against: Children's Wisconsin or its officers, directors, employees, agents and authorized representatives or the Conference facility/hotel for any of the following: loss, theft, damage to goods, or injury to itself, its employees, or attendees while in the exhibition area, nor any consequential damage to its business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. Organization assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to Organization's use of the exhibition premises or part thereof. In addition, Organization acknowledges that Children's Wisconsin does not maintain insurance covering Organization's property and that it is the sole responsibility of the Organization to insure itself at its own expense against property loss or damage and against liability for personnel injury.

Force Majeure

In the event the Conference fails to take place as scheduled or is interrupted and/or discontinued, or access to the hotel or the exhibitor premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency or any other reason, this contract may be terminated by Children's Wisconsin. In the event of such termination, the sponsor or exhibitor waives any and all damages and claims for damages and agrees that the sole liability of Children's Wisconsin shall be to return to the sponsor or exhibitor payments made to date, less the pro rata share of all costs and expenses incurred and committed by Children's Wisconsin.

Please contact our events team at mdconnect@childrenswi.org with further questions.



PO Box 1997
Milwaukee, WI 53201-1997

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