



Invitation to Join our Industry Collective



NICU Parent Network
1888 Main St Ste C-144
Madison, MS 39110
Phone: (601) 345-1772
www.nicuparentnetwork.org

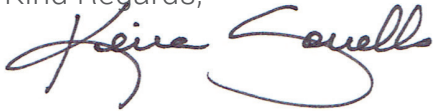
Dear Colleagues,

Founded in 2012 by six NICU Parent Leaders, NPN began as an effort to forge connections. Connections among grassroots NICU Parent Support Organizations, connections between these organizations and Maternal Infant Health providers, and connections with key industry stakeholders. Since that time our membership has grown to over 30 organization members and professional affiliates in throughout the US and three countries. Parents with NICU experience are leading each member organization making us the ONLY professional association for NICU Parent Leaders in the United States.

As an Industry Collective participant you will engage in a year-long relationship with NICU Parent Leaders who are entirely devoted to improving support, education, and resources for families with an infant in the NICU. Provider associations, hospital administrations, and advocacy groups embrace our perspective and influence because of our first-hand knowledge regarding the unique needs and challenges faced by NICU parents.

We believe collaboration is the key to unlocking innovative solutions to some of the world's most complex social and medical issues. Everyone in Maternal Infant Health has an equal and welcome seat at the table because we are all approaching the same ultimate goal by way of our own unique strategies. It is ineffective, inefficient and frankly, impossible to tackle the myriad of issues facing NICU families and their babies in silos. By working together we can ensure that every NICU family is equipped and empowered to face the long lasting effects of a NICU stay during and after their time in the hospital. Won't you join us as we seek to improve the lives of countless families?

Kind Regards,



Keira Sorrells
Founder & Executive Director



CONNECT

Connect with Professional NICU Parent Leaders who believe collaborative efforts make a meaningful impact on Maternal Infant Health.



COLLABORATE

Discover innovative ways of working alongside NPN and individual support organizations across the country and around the world.



PARTICIPATE

Your input is valuable! We invite you to actively engage with our membership.

JOIN US

Top Three Reasons to Participate

- 1** NPN is the **ONLY** way to reach influential Professional NICU Parent Leaders as a group, with members across the US and 3 countries.
- 2** Gain insight into what NICU parents and their infants want and need to thrive. Our members know better than anyone else, they have lived through the NICU.
- 3** Our network is personal by design. We believe our Industry Collective Participants are integral to the health and wellbeing of NICU families.

NPN's Purpose



REPRESENT Best Interests of Families

The NPN represents the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.



EDUCATE Emerging and Established NICU Parent Leaders

Educate emerging and established parent leaders about the urgent needs, concerns, and policies affecting parents with a critically ill baby in the Neonatal Intensive Care Unit.



ELEVATE Our Collective Voice

The NPN provides a platform to bring the collective voice of NICU families to the forefront

JOIN US

Who are the members of NPN

As the ONLY professional association for NICU Parent Leaders in the US, the NPN provides a platform for NICU Parent Leaders to come together as a collective voice representing the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education & family support. Our members are NICU Parent Leaders working in highly influential positions in local, regional, national, and international capacities. Their work focuses on improving access to and the quality of education, resources, and support for families along the continuum of care from high risk pregnancy to life after the NICU. They all have one crucial characteristic in common; they have all been personally impacted by a NICU stay or infant loss.



Exclusive Opportunities for Industry Collective Participants

YEAR-ROUND OPPORTUNITIES



ONE Available

Have a new product, educational materials, ad campaign, or study protocol and need feedback from graduate NICU parents?
Host a 1.5 hour focus group at the annual Premie Parent Summit in September.



NPN will host virtual listening sessions with members of the Industry Collective and key NPN members to provide information about what the most pressing issues are facing the NICU parent population today.



An opportunity to join a call with NPN's Leadership Team to update our leaders directly on your company's goals and initiatives.

OPPORTUNITIES AT THE SUMMIT



VIP Dinner at the Summit

Invitation to enjoy a VIP dinner with the PPA Board of Directors at the annual NICU Parent Network Summit.



Exposure at the Summit

Recognition as sponsor and Industry Collective participants as well as various marketing perks and opportunities.



Complimentary Tickets

Complimentary tickets for the welcome reception, summit registration passes, and prominent booth space in our exhibit area.

CUSTOM OPPORTUNITIES !!

Explore creative opportunities to work together. Perhaps you need co-developers for educational materials or you'd like to host a webinar for our members. Are you interested in creating video or audio-based learning? Do you need assistance developing a parent advisory council or creating a caregiver feedback survey? We will work with you based on your goals and initiatives to create innovative, mutually beneficial opportunities.

* Custom benefits are agreed upon by your company and NPN. They will change in number and/or value with increasing Partner level. All benefits (with few exceptions) will be delivered within one calendar year from agreement. Participation in NPN's Industry Collective may begin at any time of the year.

Face-to-Face Networking Benefits

Benefit Description	Empower \$30,000	Encourage \$20,000	Connect \$10,000
Host a Focus Group	✓		
Facilitated Listening Session	2	1	
Complimentary NPN/NPA Collaborative Webinar Series archives on demand & join live webinars for free	4 / year	4 / year	4 / year
VIP Dinner with NPN leadership at the annual Summit	up to 3 company reps	2 company reps	1 company rep
Participate on Summit Industry Hour panel	✓	✓	
Address Summit attendees at welcome reception	15 mins	10 mins	5 mins
Complimentary tickets to Summit Welcome Reception / Registration	3 / 3	2 / 2	1 / 1
Complimentary exhibit booth at annual Summit	✓	✓	✓
Custom Benefit to be decided & agreed upon with NPN	✓		

Exposure for your Company

Benefit Description	Empower \$30,000	Encourage \$20,000	Connect \$10,000
Company logo, link & message on NPN website	✓	✓	✓
Company updates in NPN newsletter	3/year	2/year	1/year
Inclusion of logo, mission, and representative in Annual Summit program book	✓	✓	✓
Color advertisement in Annual Summit program book	1 full page	1/2 page	1/2 page
Company exposure during Summit promo period	3	2	1
Include educational materials in Summit attendee packets	up to 3 pieces	2 piece	1 piece
Acknowledgement in monthly NPN newsletter	✓	✓	
Custom benefit to be decided & agreed upon w/NPN	✓		
Logo & acknowledgement on Front Cover and inside Summit program book and all Summit signage	✓		
Lunch sponsor for both days of summit	✓		
Morning break sponsor for Day 1 of summit		✓	
Morning break sponsor for Day 2 of summit			✓

Join Us

What Our Members Say

“ Having access to so many leaders in the NICU community in one place is a boon for any industry leaders. Many contacts, many stories, many ideas brew within this community. We can help generate new ideas, new therapies, and new ways of helping tiny babies not just survive, but thrive.



Deb Discenza

Founder/CEO/Publisher, PreemieWorld LLC & Founding Member of NPN

“ Networking opportunities and the ability to work together to affect change in this sphere start with the members of NPN. Being able to strengthen relationships that can influence Maternal Infant Health ensures that we are all continually providing the best services to families facing difficulties before, during and/or after a NICU admission. Networking opportunities and the ability to work together to affect change in this sphere start at the NPN Summit and continue long after we all return to our own areas of the country.



Lisa Grubbs

Founder & President of NICU Helping Hands & PPA Leadership Team Member

“ No where else will industry partners be able to truly understand what parents go through, what their greatest needs are, and how to connect with a parent who is going through this unexpected medical crisis. Building relationships with our members not only provides insight for industry partners, but also partnerships with NPN-affiliated businesses and non-profits who are working with NICU families on the front lines daily. We can discover innovative methods to work together to support our aligned missions.



Jen Driscoll

Founder, Lily's Hope Foundation

Are You Ready to take the next
step in improving the lives of
NICU families everywhere?

Join **NPN's Industry Collective** today!
Your participation can start immediately.

Contact us by email or phone to set up a call
with our Founder & Executive Director, Keira Sorrells

email: keira@nicuparentnetwork.org
website: www.nicuparentnetwork.org
1888 Main St. C-144
Madison, MS 39110
phone: 601-345-1772

Industry Collective