

# EXHIBITOR PROSPECTUS

*Early Bird Application Deadline: Sunday, March 31, 2019*

## CONGRESS OF NEUROLOGICAL SURGEONS ANNUAL MEETING



OCTOBER 19-23, 2019  
SAN FRANCISCO, CALIFORNIA

Learn more about the CNS  
Annual Meeting at [cns.org/2019](http://cns.org/2019)



CNS



## DEAR CORPORATE PARTNER,

On behalf of the Congress of Neurological Surgeons, I would like to extend an invitation for you to exhibit at the 2019 CNS Annual Meeting, taking place October 19–23, 2019, at the Moscone Center in San Francisco, California.

In what is already a successful meeting, we are looking to improve our connection with you. The CNS exists to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange, and the 2019 Annual Meeting is expected to attract approximately 2,500 surgeons and allied medical professionals seeking information on the latest advancements in neurosurgery.



As an Annual Meeting exhibitor, you will receive valuable opportunities to network with key decision makers from institutions and practices across the US and around the world looking for information on your products and services. As numerous residents also attend this meeting, you have the chance to build relationships with those who will decide trends and technological advances in the future.

And, while you renew relationships with existing contacts and meet new ones, we will present you with many occasions to interact and connect with Annual Meeting attendees, from multiple daily Beverage Breaks to the Opening Reception. To further enhance your ability to get in front of attendees, the CNS offers a wide array of corporate support opportunities that increase brand awareness and position your company as a supporter of neurosurgical education.

Exhibit at the 2019 CNS Annual Meeting and take advantage of this well-respected and highly attended meeting to meet and educate thousands of neurosurgeons and allied health professionals about your most significant products and services. Reserve your booth space today—and don't forget to take advantage of our corporate support opportunities, which allow you to extend your presence outside the Exhibit Hall. Please join us and help continue the success of this meeting. I look forward to seeing you in San Francisco!

Sincerely,

Daniel Hoh, MD  
Development Committee Chair

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# IMPORTANT DATES

<b>SUNDAY</b> <b>MARCH</b> <b>31</b>	<i>Early Bird application deadline and last day to cancel for a 50% refund</i>	<b>WEDNESDAY</b> <b>SEPTEMBER</b> <b>18</b>	<i>Registration and Housing advance deadline</i>
<b>MONDAY</b> <b>MAY</b> <b>13</b>	<i>Registration and housing opens</i>	<b>FRIDAY</b> <b>OCTOBER</b> <b>18</b>	<i>Exhibit installation for 1,600+ square-foot booths</i>
<b>FRIDAY</b> <b>JUNE</b> <b>14</b>	<i>Payments in full and last day to cancel for a 25% refund</i>	<b>SATURDAY</b> <b>OCTOBER</b> <b>19</b>	<i>Exhibit installation for all booths</i>
<b>MONDAY</b> <b>JULY</b> <b>22</b>	<i>Exhibitor Service Kit available</i>	<b>WEDNESDAY</b> <b>OCTOBER</b> <b>23</b>	<i>Exhibit dismantle (once Exhibit Hall hours conclude)</i>

## CNS MISSION

The CNS exists to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange.

## CNS VISION

The CNS aspires to be the premier educational organization in neurological surgery.

## OUR WORK

Our mission drives us to cultivate great neurosurgeons. We advance the practice of neurosurgery globally by inspiring and facilitating scientific discovery and its translation to clinical practice through six basic activities:

### Live Courses

Specialized courses designed to enhance knowledge through interaction with leaders in the field. (Hands-on and/or didactic.)

### Webinars and Online Courses

Online educational courses for CME provided throughout the year. (Available live and archived.)

### Publications

*Neurosurgery, Operative Neurosurgery, Congress Quarterly, Clinical Neurosurgery, and Congress Quarterly.*

### Guidelines

In-house infrastructure that leads, promotes, and supports the creation and methodological processes to produce evidence-based guidelines.

### Advocacy

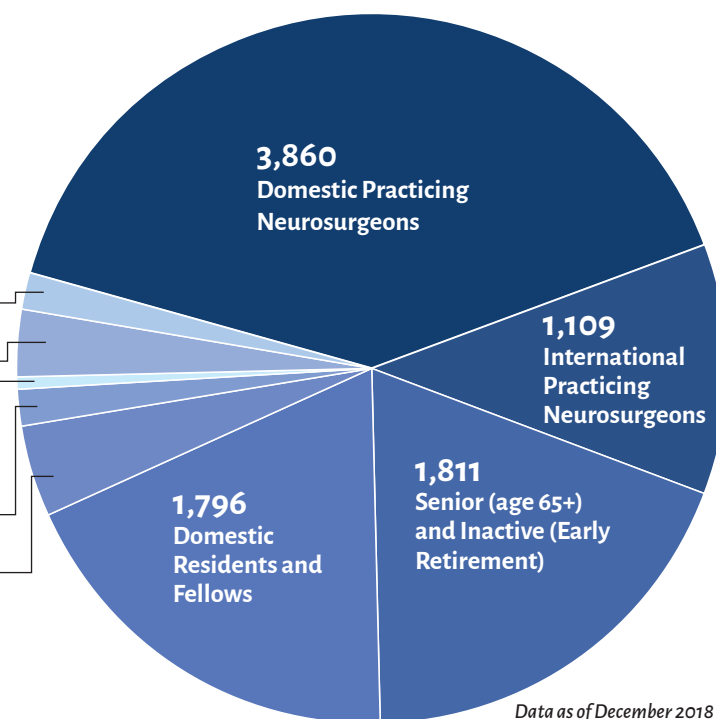
Advocate for our members and keep them informed about legislative affairs affecting their practices.

### Annual Meeting

Opportunity for all members to gather, further their education, earn CME, and network with peers and industry alike.

## MEMBER DATA

Domestic Practicing Neurosurgeons	3,860
International Practicing Neurosurgeons	1,109
Senior (age 65+) and Inactive (early retirement)	1,811
Domestic Residents and Fellows	1,796
International Residents & Fellows	184
Transitional (recently completed residency)	292
Non-neuro MDs, DOs, and PhDs	59
Nurses, NPs, PAs, and Allied Health Professionals	140
Medical Students	426
Total Members	9,677



## MEET THE 2019 CNS EXECUTIVE COMMITTEE



Our officers and executive committee are dedicated to helping the CNS achieve our mission and vision.

**Ganesh Rao**  
PRESIDENT

**Daniel J. Hoh**  
MEMBER-AT-LARGE

**Alexander A. Khalessi**  
EX-OFFICIO

**Steven N. Kalkanis**  
PRESIDENT-ELECT

**Jennifer A. Sweet**  
Member-at-Large

**Brian V. Nahed**  
EX-OFFICIO

**Brian L. Hoh**  
VICE PRESIDENT

**Maya A. Babu**  
MEMBER-AT-LARGE

**Akash J. Patel**  
EX-OFFICIO

**Elad L. Levy**  
SECRETARY

**Garni Barkhoudarian**  
MEMBER-AT-LARGE

**Nader Pouratian**  
EX-OFFICIO

**Praveen V. Mummaneni**  
TREASURER

**Lola B. Chambless**  
MEMBER-AT-LARGE

**Clemens M. Schirmer**  
EX-OFFICIO

**Ashwini D. Sharan**  
PAST PRESIDENT

**Ashok R. Asthagiri**  
EX-OFFICIO

**Martina Stippler**  
EX-OFFICIO

**Mohamad Bydon**  
MEMBER-AT-LARGE

**Nicholas C. Bambakidis**  
EX-OFFICIO

**Regina Shupak**  
CEO



# 2019 ANNUAL MEETING OVERVIEW

## MEETING THEME: THE AGE OF REASON FOR NEUROSURGERY

The 69th CNS Annual Meeting brings together neurosurgeons and related healthcare professionals from around the globe. In a time when medical expertise and evidence are being challenged by hearsay, and public safety and health are being undermined by poor science, The Age of Reason for Neurosurgery will renew an emphasis on rational thought and evidence-based reason as the cornerstones of neurosurgery.

With highlights including cutting-edge studies and special speakers who are experts at evaluating scientific content, it is our hope that this meeting will inspire and inform you. We look forward to welcoming you to San Francisco!

## 2019 ANNUAL MEETING COMMITTEE

This committee develops the Annual Meeting and oversees various components of the scientific and social programs at the Annual Meeting.



Ganesh Rao  
CNS President



Alexander Khalessi  
Annual Meeting Chair



Nader Pouratian  
Scientific Program Chair



Brian Nahed  
Vice Scientific Program Chair

## HONORED GUEST AND FEATURED SPEAKERS



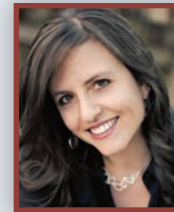
Raymond Sawaya, MD  
Internationally recognized leader in neurosurgery



Bret Stephens  
Pulitzer-Prize winning Journalist



Shankar Vendantam  
Science Desk Correspondent for NPR



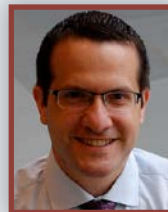
Rebecca Skloot  
Best-selling author



Carl Zimmer  
Award-winning columnist, author



Doris Kearns Goodwin  
American historian and biographer



Aaron Carroll, MD  
Expert on pediatrics and children's health

## 2019 INTERNATIONAL PARTNER SOCIETY



## EXHIBIT HALL

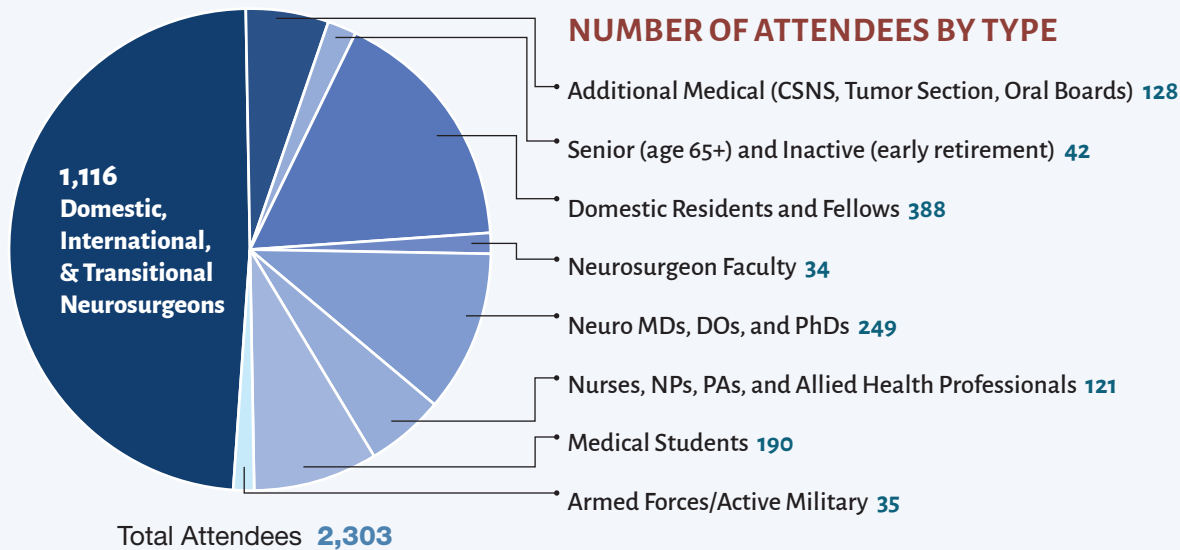
► **91%** of attendees visited the exhibit hall

► **72.9%** of attendees have buying power

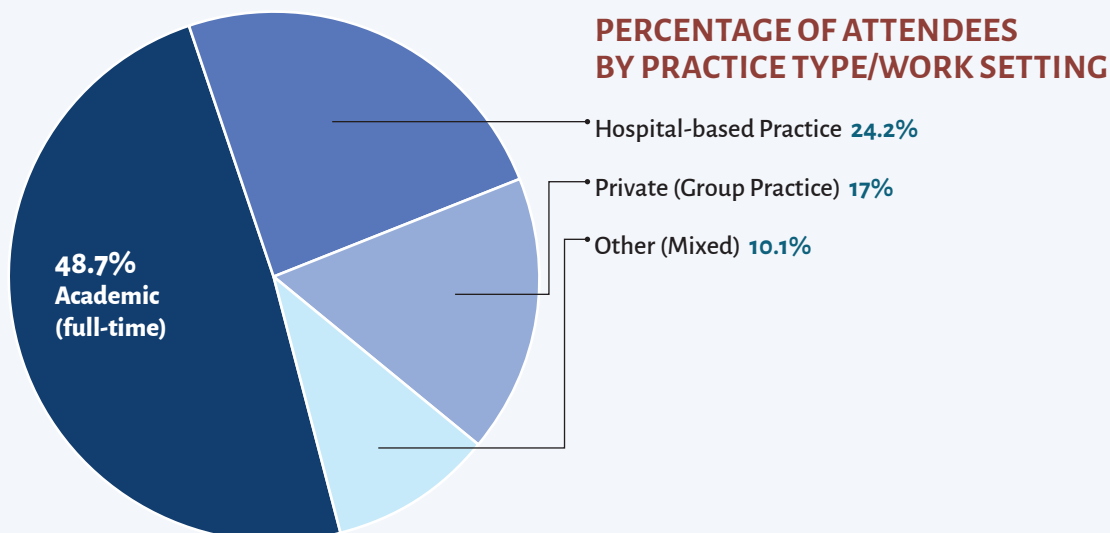
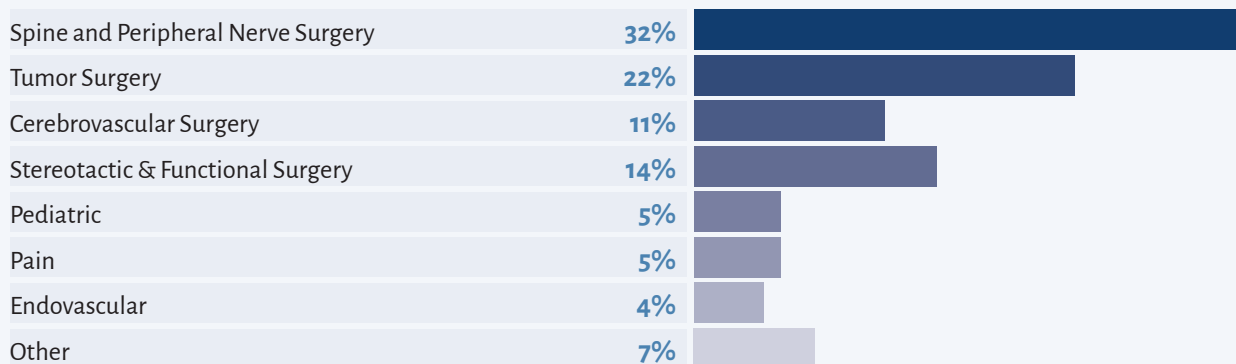
## MEDICAL ATTENDANCE

<b>2018</b> <b>2,303</b> (Houston)	<b>2017</b> <b>2,543</b> (Boston)	<b>2016</b> <b>2,767</b> (San Diego)	<b>2015</b> <b>2,396</b> (New Orleans)	<b>2014</b> <b>2,776</b> (Boston)	<b>2013</b> <b>2,778</b> (San Francisco)
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## 2018 ATTENDEE BREAKDOWN



### PERCENTAGE OF ATTENDEES BY IDENTIFIED SPECIALTY



# PROGRAM AT A GLANCE (TENTATIVE)

- ▶ Program is subject to change. The Preliminary Program will be available in early June.  
Please check [cns.org/2019](http://cns.org/2019) at that time for a more detailed scientific agenda
- ▶ Exhibitor specific information is **red**
- ▶ Unopposed Exhibit Hours are **blue**

**SATURDAY  
OCTOBER  
19**

7:00 am – 5:30 pm: Registration Open  
**8:00 am – 4:30 pm: Exhibit Hall Move In**  
 8:00 am – 4:00 pm: Practical Courses  
 8:00 am – 5:00 pm: Symposium 1  
 5:00 – 6:30 pm: International Reception (not open to exhibitors)  
 6:30 – 8:30 pm: Dinner Seminar(s)

**SUNDAY  
OCTOBER  
20**

7:00 am – 5:30 pm: Registration Open  
**8:00 am – 4:30 pm: Exhibit Hall Move In**  
 8:00 am – 4:00 pm: Practical Courses  
 8:00 am – 4:00 pm: Symposia 2  
 1:00 – 3:00 pm: SANS Challenge Preliminary Round  
 4:30 – 6:30 pm: General Scientific Session I  
 6:30 – 8:30 pm: Opening Reception

**MONDAY  
OCTOBER  
21**

6:30 am – 6:30 pm: Registration Open  
 7:00 – 8:30 am: Morning Sessions  
 8:45 – 9:45 am: General Scientific Session II  
**9:30 am – 4:00 pm: Exhibit Hall Open**  
**9:45 – 10:45 am: Beverage Break in the Exhibit Hall**  
**10:00 – 10:30 am: Live Surgery in the Exhibit Hall**  
 10:45 am – 12:15 pm: General Scientific Session II (continues)  
 12:15 – 1:45 pm: Lunch Seminars (CME) and **Industry Sponsored Lunch Symposia (non-CME)**  
**1:45 – 2:45 pm: Beverage Break in the Exhibit Hall**  
 2:45 – 4:15 pm: Section Sessions  
 4:15 – 6:15 pm: Case-based Discussion Sessions  
 7:00 – 9:30 pm: Dinner Seminar(s)

**TUESDAY  
OCTOBER  
22**

6:30 am – 6:30 pm: Registration Open  
 7:00 – 8:30 am: Morning Sessions  
 8:45 – 9:45 am: General Scientific Session III  
**9:30 am – 3:00 pm: Exhibit Hall Open**  
**9:45 – 10:45 am: Beverage Break in the Exhibit Hall**  
**10:00 – 10:30 am: Live Surgery in the Exhibit Hall**  
 10:45 am – 12:15 pm: General Scientific Session III (continues)  
 12:15 – 1:45 pm: Lunch Seminars (CME) and **Industry Sponsored Lunch Symposia (Non-CME)**  
**1:45 – 2:45 pm: Beverage Break in the Exhibit Hall**  
 1:45 – 3:15 pm: SANS Championship Round  
 2:00 – 2:45 pm: Annual Business Meeting  
 2:45 – 4:15 pm: Section Sessions  
 4:15 – 6:15 pm: Case-based Discussion Sessions  
 6:15 – 7:15 pm: Resident Recruitment Social  
 7:30 – 9:30 pm: Dinner Seminar(s)

**WEDNESDAY  
OCTOBER  
23**

6:30 am – 6:30 pm: Registration Open  
 7:00 – 8:30 am: Morning Sessions: Guidelines and Rapid Exchange Oral Abstracts  
 8:45 – 9:45 am: General Scientific Session IV  
**9:30 am – 2:00 pm: Exhibit Hall Open**  
**9:45 – 10:45 am: Beverage Break in the Exhibit Hall**  
**10:00 – 10:30 am: Live Surgery in the Exhibit Hall**  
 10:45 am – 12:15 pm: General Scientific Session IV (continues)  
 12:15 – 1:45 pm: Lunch Seminars (CME) and **Industry Sponsored Lunch Symposia (Non-CME)**  
 1:45 – 4:25 pm: Symposia  
**2:00 – 8:00 pm: Exhibit Hall Dismantling**  
 4:15 pm: Meeting Concludes





## EXHIBITOR INFORMATION

### Plan now to participate in the CNS Annual Meeting.

You do not want to miss out on the premier neurosurgical meeting of the year!

#### MEETING DATES

**October 19–23, 2019**

#### EXHIBIT DATES

**October 21–23, 2019**

#### LOCATION

**Moscone Center – West Building**  
**747 Howard Street**  
**San Francisco, CA 94103**

#### EXHIBIT HALL HOURS\*

Monday, October 21	9:30 am–4:00 pm
Tuesday, October 22	9:30 am–3:00 pm
Wednesday, October 23	9:30 am–2:00 pm

\*Exhibit Hall hours are subject to change, based on final approval of the Scientific Program. Please be sure to check back in June once the scientific program is complete. The CNS Staff will make every effort to inform you of any changes to hours.

#### INSTALLATION

DATE	TIMES	WHO
Friday, October 18	8:00 am–4:30 pm	1600 square feet and larger
Saturday, October 19	8:00 am–4:30 pm	All booth sizes
Sunday, October 20	8:00 am–4:30 pm	All booth sizes

Please note that Freeman will leave a 4:30 pm each day. Exhibiting companies may stay and work on booth set up for as long as necessary, however once you leave the hall you will not be allowed to reenter.

#### DISMANTLING

DATE	TIMES	WHO
Wednesday, October 23	2:00–8:00 pm	All booth sizes
Thursday, October 24	8:00 am–12:00 pm	All booth sizes

#### ANNUAL MEETING OFFICE

**Congress of Neurological Surgeons**  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294  
Tel: 847-240-2500  
Fax: 847-240-0804  
E-mail: [exhibits@cns.org](mailto:exhibits@cns.org)

#### PAYMENT REMITTANCE

Checks should be made out to the Congress of Neurological Surgeons and sent to:  
**Congress of Neurological Surgeons**  
Attn: Sydney Manola  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294



## EXHIBITOR SPECIFICS

### ELIGIBILITY TO EXHIBIT

The exhibit is designed for the display, demonstration, and sale of products and services relating to the practice and advancement of the art and science of neurological surgery and the professional education and support of the members of the CNS. The CNS reserves the right to refuse space to any company who has failed to meet prior financial commitments to the CNS, or whose products or services, in the opinion of the CNS, do not meet the educational, scientific, or practice needs of the CNS members. The CNS reserves the right to limit the number of exhibitors in a given product or service category.

### NON-CONTRACTED EXHIBIT SPACE

Any person, firm, or organization not having contracted with the CNS for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, services, or solicit orders, or reserve meeting spaces within the convention center or within the CNS block.

### EXHIBIT FEES:

#### **Early Bird Rates!**

Applications submitted with a deposit on or before March 31 will save \$100 per 10' x 10' exhibit space.

Rental of Exhibit Space	On or before March 31*	After March 31
Inline Booths	\$31.00 per square foot	\$32.00 per square foot
Corner Booths	\$33.00 per square foot	\$34.00 per square foot
Island Booths (20' x 20' and larger)	\$35.00 per square foot	\$36.00 per square foot

Applications received on or before June 14, 2019, must include a deposit of 50% of the total amount due. Applications submitted without a deposit will not be processed nor space assigned. Applications received after June 14, 2019, must be accompanied by a full payment. Payments over \$20,000.00 must be submitted by check only.

**\*Note:** In order to receive the advance booth rate, a 50% deposit must be made on or before March 31. Applications received without deposit will be charged the post-deadline booth rate.

### EXHIBIT PACKAGE

- ▶ Five complimentary registrations per 100 square feet of rented exhibit space
- ▶ Badges with full access to the meeting
- ▶ Two complimentary tickets to the Opening Reception per 10' x 10' space\* (Maximum of 24 tickets)
- ▶ Listing in the CNS Scientific Program
- ▶ Listing in the Annual Meeting Guide
- ▶ Listing in the online floor plan
- ▶ Complimentary pre-meeting mailing list
- ▶ Opportunity to purchase post-meeting attendee mailing list
- ▶ One Scientific Program book per 100 square feet of rented exhibit space (with a maximum of five books)
- ▶ Opportunity to purchase discounted housing within the CNS Housing Block

\*Exhibitors must stay in the CNS Housing Block in order to be eligible to receive complimentary tickets.



## EXHIBITOR SPECIFICS (CONT.)

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### EXHIBITOR SERVICES MANUAL

Approximately 90 days prior to the CNS Annual Meeting, the Exhibitor Service Manual will be available online. This document will contain information pertaining to exhibiting at the Annual Meeting and order forms for all exhibitor services. An online password will be e-mailed to each exhibiting company after contracted exhibit space is paid in full. This email communication will be sent to the contact provided on the exhibit space application.

### REGISTRATION

Only confirmed exhibitors may register for the meeting. Badges will be distributed to booth personnel at Exhibitor Registration. Exhibiting companies may register up to five (5) employees complimentary for each 10' x 10' booth space purchased; your on-site representative is included in this count. All registrations over the complimentary allotment made by September 18, 2019, are \$100 each. Additional badges over the complimentary allotment made after September 18, 2019, are \$150 each. No exceptions will be made. Representatives without a badge or with badges not prepared by the CNS will not be admitted into the Exhibit Hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted. On-site badge changes, or replacements for lost or stolen badges may be purchased for \$50 each on site.

► **Advance Registration Deadline: September 18, 2019**

### HOUSING

A special exhibitor housing block has been reserved in various hotels around Houston. As an Annual Meeting exhibitor you are eligible for discounted housing when booking through our block. Housing will open on Monday, May 13, 2019.

### EXHIBIT LOCATION

All technical exhibits will be located at the Moscone Center – West Building.

### EXHIBIT HALL ACCESS

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain thirty minutes after the daily closing of the Exhibit Hall, with the exception of Wednesday, October 23, 2019, when dismantling begins. All booth personnel meetings must be conducted within these hours and within the confines of your booth. Admittance other than at the above specified times are not permitted.

### SCIENTIFIC SESSION ACCESS

Exhibitors may attend the daily Scientific Sessions free of charge once all attending doctors are seated. Exhibitors may also purchase tickets for Practical Courses or Luncheon Symposia via the Annual Meeting Registration website, once their badges have been purchased.

### PROGRAM BOOK DISTRIBUTION

Each exhibitor is entitled to one (1) copy of the Scientific Program book per 10' x 10' booth contracted, up to a maximum of five (5) books. The books must be collected on site at the exhibitor registration desk by a designated company representative.

### NEUROSURGICAL ATTENDANCE

CNS members and other neurosurgeons or allied medical professionals who are not considered full-time employees of the exhibiting company may not register as an exhibitor. Neurosurgeon employees may register as representatives of exhibiting companies, but will not receive CME credit or an attendance certificate.



## EXHIBITOR SPECIFICS (CONT.)

### OPENING RECEPTION TICKETS

The Opening Reception is Sunday, October 20, 6:30–8:30 pm, at the Moscone Center. Exhibitors who book housing through the official Annual Meeting housing block will receive two (2) complimentary tickets per 10' x 10' booth contracted, with a maximum of 24 complimentary tickets. Additional tickets may be purchased on-site for \$100 each.

### CONTACT US

#### FOR TRADE SHOW EXHIBIT SALES INFORMATION

DAN CORCORAN, EXHIBIT MANAGER

PHONE: 312-265-9635

EMAIL: DAN@CORCEXO.COM

#### FOR ANNUAL MEETING INFORMATION, SPONSORSHIP REQUESTS, AND OTHER CNS ACTIVITIES

ALEX WASZOK, INDUSTRY RELATIONS AND SALES REPRESENTATIVE

CONGRESS OF NEUROLOGICAL SURGEONS

PHONE: 847-805-4454

EMAIL: AWASZOK@CNS.ORG

SYDNEY MANOLA, ASSOCIATE DIRECTOR, CORPORATE DEVELOPMENT

CONGRESS OF NEUROLOGICAL SURGEONS

PHONE: 847-805-4480

EMAIL: SMANOLA@CNS.ORG



# RULES AND REGULATIONS

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The rules and regulations were created for the best interest of the exhibitors, attendees, and the Annual Meeting office. It is important that each exhibitor abide by these regulations. Failure to comply with any rule set forth may result in the denial of future participation.

## INTERPRETATION OF RULES

The following rules and regulations are part of the contract between the exhibitor and the Congress of Neurological Surgeons (the Association). The Association shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. All matters not covered in these rules and regulations shall be referred to the Association for adjudication and the decision of the Association shall be final. These rules and regulations may be amended at any time by the Association and all the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 2019 CNS Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

## PURPOSE OF EXHIBIT

The purpose of the exhibits, an integral part of the Annual Meeting educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by neurosurgeons. The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting. The Association reserves the right to determine the eligibility of all exhibit space applicants.

## PRODUCT SALES/ SOLICITATION OF ORDERS

The sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with CNS guidelines, and the exhibitor complies

with all state and local tax regulations. No signage or advertising of product pricing will be allowed. The Association reserves the right to restrict sales activities that it deems inappropriate or unprofessional. No sales or solicitation will be permitted in any CNS Annual Meeting space other than the exhibit hall and your assigned booth

## MARKET RESEARCH

Market research can only be conducted by firms hired by a 2019 Annual Meeting exhibitor. With its application for exhibit space, the research company must submit a letter of authorization from its sponsoring company and a list of all premiums proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting. All interviews must be conducted within the confines of the booth space—soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

## SPACE RELOCATION

The Association reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the Association's control. The Association reserves the right to relocate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits. The Association reserves the right to determine at what point sound or odor interferes with others and must be discontinued. The Association reserves the right to relocate an exhibitor at any time, (with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the Annual Meeting, the payment for exhibit space will be fully refunded, proportionate to the exhibitors' level of participation.)



## **BOOTH SPACE REDUCTIONS OR CANCELLATIONS**

Requests for cancellations or reductions in exhibit space must be sent in writing on company letterhead to the CNS Exhibit Office. Cancellation of all exhibit space will result in loss of all priority points earned to date. The CNS reserves the right to relocate booths that are reduced in size. The effective date of a space cancellation or reduction will be the date the written notice is received by CNS. Reductions in booth space will be treated the same as a cancellation according to the schedule listed below. (Space assignment of the smaller booth will be processed as a new booth purchase.) An exhibitor's cancellation of booth space will result in the release of all assigned hotel guest rooms and exhibitor badges. No refund will be allowed for exhibit space left unoccupied during the Annual Meeting.

- ▶ If written notice is received on or before March 31, 2019, CNS will retain 50%
- ▶ If written notice is received between April 1 and June 14, 2019, CNS will retain 75%
- ▶ If written notice is received on or after June 14, 2019, CNS will retain 100%

## **SUBLETTING OF SPACE**

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.

## **LINEAR BOOTHS**

All linear booths will be equipped with an 8' high back drape, 3' high side rails, and a 7" x 44" identification sign displaying the exhibitor's name and booth number. Linear booths must not exceed 8' in height unless located at the hall perimeter—such booths may be 12' in height. Any construction that exceeds the 3' high side rail dividers shall not extend more than half the distance from the back wall of the exhibit nor will any display be allowed to limit or otherwise interfere with other exhibits. Electricity, audiovisual, telephone, internet access, carpeting, etc., will be at the expense of the exhibitor.

## **BOOTH CONSTRUCTION AND ARRANGEMENT**

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan,

and all equipment, products, or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or the Association object to any exposed portions of a display, the exposed portions will be draped by the Association and billed to the exhibitor. All tables used in an exhibit space must be skirted.

## **BOOTH CONDUCT**

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the CNS or the Annual Meeting, or if it exceeds the bounds of good taste as interpreted by the Association. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application for approval. Inspection of the Exhibit Hall will be made during installation hours. An effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by the Association at their own expense or risk removal from the Exhibit Hall without notice and without obligation on the part of the CNS for any refund whatsoever. The Association reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the CNS Annual Meeting. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting booth personnel is strictly prohibited and may be cause for expulsion. Exhibitors may not sell any food or beverage on the exhibit floor without prior permission from the Annual Meeting office. Distribution of any literature outside of an exhibitor's own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor. Exhibitors may not leave their booth unattended for an extended period of time. Exhibitors are not permitted to dismantle prior to 3:00 pm on Wednesday, October 23, 2019. Dismantle prior to this time will result in the loss of current year priority points.

### **NON-CONTRACTED EXHIBIT SPACE**

Any person, firm, or organization not having contracted with the Association for the occupancy of space in the Exhibit Hall will not be permitted to display or demonstrate any products, processes, services, or solicit orders.

### **DEMONSTRATION AND LIABILITY**

Exhibitions or demonstrations by the exhibitor must be confined within the bounds of the exhibitor's assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such amount as shall be deemed necessary for restoration to the previous condition. This Agreement is made and to be performed in San Francisco, California and shall be construed in accordance with Texas law, but not against any party by reason of that party having drafted it. No representative of the Mascone Convention Center has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement or to enforce any provision of this Agreement, the prevailing party shall be awarded its attorney's fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto. Any legal action in connection with this Agreement shall be brought in San Francisco, California.

### **FIRE REGULATIONS**

All material used in the exhibit must be flame proof and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by the hotel.

### **RESTRICTIONS**

Booth lighting should be directed to the inner confines of the booth space and should not project onto other exhibits or aisles. Rotating lighting and

other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors who use noisy electrical devices, sound-producing movies, or other devices which prove objectionable because of noise, odor, or other disagreeable features, must agree to keep the noise and/or odor of such devices at an absolute minimum. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances. X-ray equipment may be exhibited but not operated. Laser equipment may be operated only if the laser is contained within a safety shield.

### **MUSIC LICENSING**

Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or pre-recorded music at any time during the meeting. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

### **SMOKING**

Smoking is prohibited inside the facility.

### **FOOD AND BEVERAGE**

Nonalcoholic beverages and food products are permitted in the Exhibit Hall if ordered through the facility. Food and beverages distributed must not conflict with items served at an Association sponsored event or an event associated with a corporate support opportunity. Information on catering opportunities can be found in the Exhibitor Service Kit.

### **PHOTOGRAPHY AND VIDEO**

Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Service Kit. Exhibitors may photograph, or have their own booth photographed. Videography is not allowed without the written consent of CNS.

## **FDA COMPLIANCE**

All medical devices exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans, or which are not commercially available in the United States, may be displayed only when accompanied by appropriate signs that indicate the device's FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device. Unapproved devices with pending premarket approval (PMA) applications or pre-market notification (510(k)) submissions must display a sign stating "Pending 510(k)/PMA. This device is not cleared by the FDA for sale in the United States." Unapproved devices without a pending 510(k) or PMA must display a sign stating "This device is not cleared by the FDA for sale in the United States." Products in the development stage must bear a sign stating "Caution: investigational device. Limited to investigational use."

## **CHILDREN**

Children under 18 years of age will not be permitted to enter the Exhibit Hall at any time during the meeting, including the installation and dismantling of exhibits.

## **HANDOUTS AND GIVEAWAYS**

Distribution of samples of products and souvenirs is permitted. Approval of samples and souvenirs must be obtained by the Annual Meeting office prior to the meeting. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to: Congress of Neurological Surgeons, 10 N. Martingale Road, Suite 190, Schaumburg, IL 60173-2294, by Wednesday, August 28, 2019. (Samples will not be returned.)

## **CONTESTS, RAFFLES, AND DRAWINGS**

Approved contests, drawings, or raffles must comply with all local, state, and federal laws governing such contest, raffles, or drawings, and have prior approval of the exhibits department. The rules must be posted at the booth and include: eligibility, date, and time of the drawing, the words "No purchase necessary to

enter," along with the odds of winning, how winners are notified, how participants can find out who won, etc. The exhibitor must agree to indemnify the Association, its Board of Directors, employees, and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests, drawings, or raffles that it deems inappropriate or unprofessional. Requests for contests, raffles, and drawings must be submitted to the Exhibits Department for approval by Wednesday, August 28, 2019.

## **PROMOTIONAL MATERIALS/ USE OF LOGO**

Any promotional materials advertising your participation in the Annual Meeting or directing attendees to your booth or industry-supported events must be submitted to the Association for approval prior to distribution. The use of the name, insignia, logo, or other identifying marks of the CNS may not be used in signs, advertising, or promotions in any media, or on descriptive product literature without express written permission. The only exception is that exhibitors may reference the 2019 Congress of Neurological Surgeons (with overall dates and location) on their materials associated with the Annual Meeting. To prevent any misunderstanding, promotional copy for exhibitor meetings or functions may not be phrased "In conjunction with the Congress of Neurological Surgeons" or use similar language. By allowing the exhibitor to participate in the Annual Meeting, the Association does not endorse, either expressly or by implication, the exhibitor or its goods or services.

## **AWARDING OF CME**

The Congress of Neurological Surgeons, as CME provider for the 2019 Annual Meeting, is the only organization authorized to grant CME credit for educational activities conducted during the Annual Meeting if delivered by an ACCME accredited organization. Companies wishing to provide CME for Satellite Symposia must notify the Association of this intent. No CME credit may be given from any source for activities on the exhibit floor.

## **SECURITY**

The Association will provide uniformed security guard service in the Exhibit Hall beginning with the delivery of exhibits to the hall through the closing of the Exhibit Hall on Wednesday, October 23. Neither the Association nor Moscone Convention Center will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

## **INSURANCE**

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages, or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless, and defend the CNS, its officers, directors, agents, members, and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by, or resulting from, the negligence of the CNS, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the Annual Meeting, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover CNS as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the CNS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the CNS and its agents, employees,

representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the Annual Meeting by anyone not an employee of the CNS concerning the exhibitor or their exhibit.

If any part of the Exhibit Hall is destroyed or damaged, preventing the CNS from permitting an exhibitor to occupy assigned space during part or all of the Annual Meeting, or in the event occupation of assigned space during part or all of the Annual Meeting is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the CNS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against the CNS, its directors, officers, agents, members, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the CNS being a refund of exhibit fees for the period it was prevented from using the space.

## **INDUSTRY CORPORATE SUPPORT EVENTS**

Except to hold satellite symposia or social functions, exhibitors must confine their activities with medical attendees to their allotted exhibit space. No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with CNS Annual Meeting program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The Association should be notified in writing of any special activities (whether entertainment, educational or promotional in nature) planned by an exhibiting company for the period beginning Saturday, October 19, through Wednesday, October 23. Announcements and invitations addressed to members of the medical profession concerning such corporate supported events should clearly indicate the name(s) of the corporate support and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, the Association. Function space held by the Association will be released only to companies exhibiting at the CNS Annual Meeting.



## SATELLITE SYMPOSIA

Any educational activity designed by or on behalf of industry for attendance by the 2019 Annual Meeting attendees is considered a Satellite Symposium, whether or not CME credit is offered. All such activities are bound by the CNS Guidelines for Satellite Symposia (available online) and subject to Satellite Symposia fees.

## AMERICANS WITH DISABILITIES ACT

Exhibitors are responsible for compliance with the Americans with Disabilities Act for their booth space.

## VIOLATIONS

Any violation of the Rules and Regulations shall subject the exhibiting company to the following penalties:

### ► First Violation:

Loss of current year priority points.

### ► Second Violation:

Loss of one-half accrued points.

### ► Third Violation:

Loss of remainder of points.

### ► Fourth Violation:

One-year suspension of exhibit privileges.

Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of the Association, without following the above sequence. The Association reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable. In the event of eviction, the Association will not be liable for any refunds on rental or other exhibit expenses.

