



**CONNECTING MINDS,
ADVANCING NEUROMODULATION**

30TH ANNIVERSARY

NANS 2024

#PATIENTSFIRST

Exhibitor Prospectus

January 18-21, 2024 | Las Vegas, NV
Caesars Palace

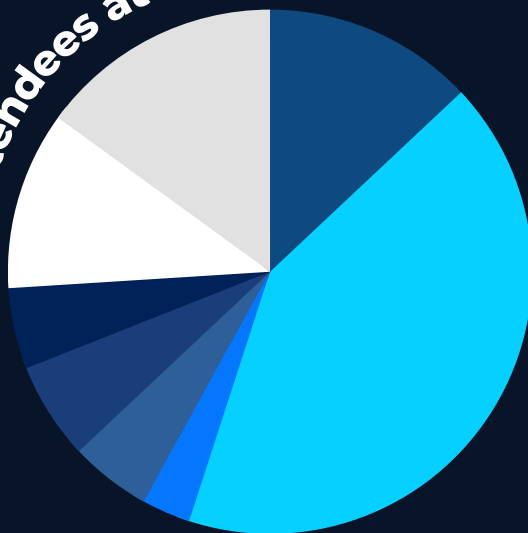
Join us at the

Largest Interdisciplinary Society Dedicated to **Neuromodulation!**

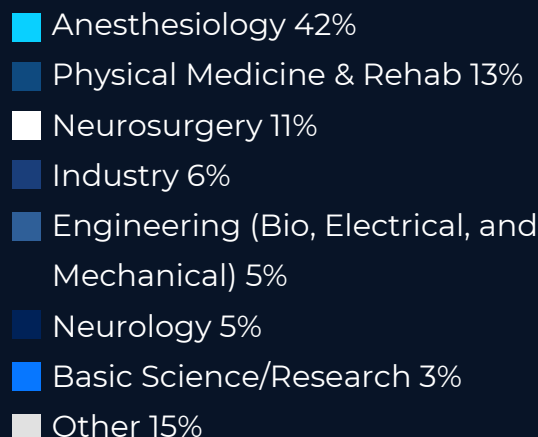
Join us for the most exciting event in neuromodulation innovation at the North American Neuromodulation Society's (NANS) Annual Meeting, happening on January 18-21, 2024, at Caesars Palace in Las Vegas, Nevada. Next year's conference is set to be our biggest and best yet, providing an invaluable forum for professionals involved in the discovery and development of targeted electrical, chemical, and biological technologies for the nervous system, all aimed at improving patient function and quality of life.

As an exhibiting partner, you'll have access to an exclusive audience of approximately 3,000 clinicians, researchers, academics, and healthcare professionals, all united by a common goal of advancing the field of neuromodulation. Showcase your solutions and services to those who matter most and position your company at the forefront of the industry.

Attendees at a glance

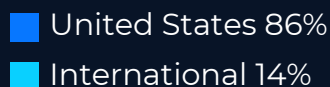


By Medical Specialty

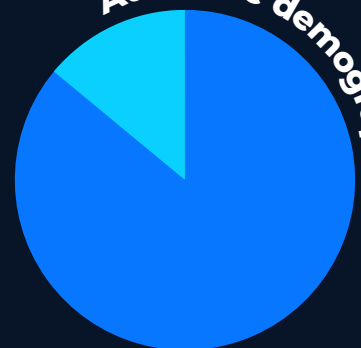


**Reserve your
booth space
today!**

By Location



Attendee demographics



Everything you need to become a NANS 2024 Exhibitor

► Exhibit Hall Floor Plan

The demand for exhibit space is very high and we sell out every year, so don't wait to reserve your space. Booth assignment requires a completed contract and deposit. The initial space draw is based on NANS Priority Point System (see page 11). After the initial space draw, booths are assigned on a first-come, first-served basis. View the live floor plan [here](#).

► Exhibitor Rates

Your new technology, products, and services are critical to the continued advancement of neuromodulation. That's why we make our exhibit hall and industry partners a priority. Included in the nearly 15 hours of exhibit time are multiple events that bring attendees into your space.

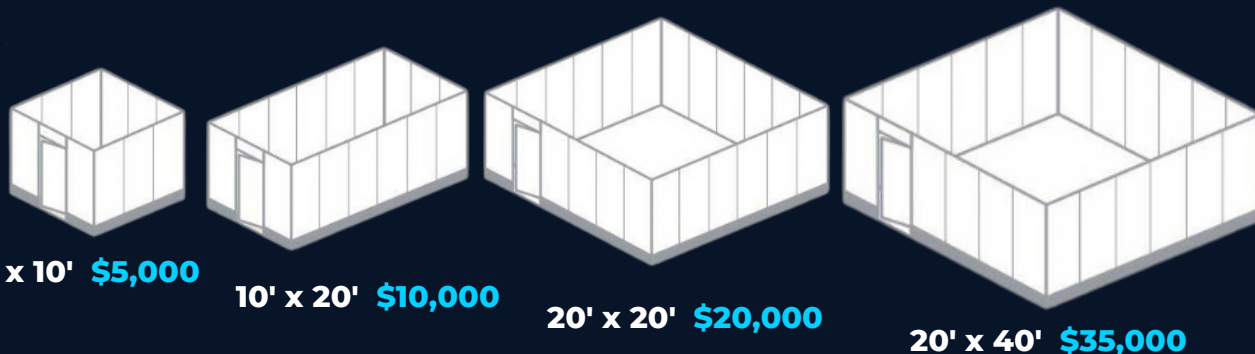
We know that one size doesn't fit all, so you can choose from a variety of space sizes based on your needs.

BOOTH TYPE	RATE	COMPLIMENTARY EXHIBIT HALL-ONLY BADGES	UPGRADES	FEE
10' X 10' (100 SQ FT)	\$4,000	3	 CORNER	\$250 PER CORNER
10' X 20' (200 SQ FT)	\$8,000	6		
10' X 30' (300 SQ FT)	\$12,000	8	ISLAND BOOTH	\$1,750
20' X 20' (400 SQ FT)	\$16,000	10	TWO-STORY BOOTH	\$20 PER SQ FT
20' X 40' (800 SQ FT)	\$32,000	12		
30' X 30' (900 SQ FT)	\$36,000	14	ADDITIONAL EXHIBIT HALL-ONLY BADGES*	\$200 EARLY BIRD & \$400 FINAL
40' X 40' (1,6000 SQ FT)	\$64,000	16		

*Exhibitors are only allowed to purchase double their complimentary Exhibit Hall badge allotment.

► Exhibitor Business Suites

Located on the exhibit floor and conveniently near your space, exhibitor business suites provide a private space where attendees can meet with you to discuss new ideas and products. Limited number of suites are available. Attendees will have access to suites during exhibit hall hours only. If you plan to invite guests after hours, you must contact NANS exhibit staff for approval.



Important Dates for NANS 2024

► Exhibitor Move-In

Wednesday, January 17

10 am-5 pm
(20' x 20' or larger booths)

Thursday, January 18

9 am-5 pm *(all exhibitors)*
All exhibitors must complete move-in and booth set-up no later than 5 pm on Thursday, January 18.

► Exhibitor Move-Out

Saturday, January 20

4 pm-11 pm

Exhibit Hall Hours

	THURSDAY, JANUARY 18	FRIDAY, JANUARY 19	SATURDAY, JANUARY 20
EXHIBITOR REGISTRATION	8 AM-8 PM	9 AM-5 PM	9 AM-1 PM
EXHIBIT HALL OPEN	7 PM-8:30 PM	10 AM-5 PM	10 AM-4 PM

Exhibit hall hours are subject to change. Exhibitors will be permitted to enter the exhibit hall 1 hour prior to the time the exhibit hall opens and are permitted to stay in the exhibit hall 1 hour after it closes. Please note exhibitors do not have 24/7 access to the exhibit hall.

► Important Deadlines

July

- 14** Deadline to Submit Exhibit Application to Be Included in Initial Space Draw (form on page 8)

October

- 1** Final Payment Due for Exhibit Booths
- 6** C-1 Exhibitor Service Manual Available
- 18** Company Description Due

C-1 Trade Show Services Contact

Jen Rutolo
jenr@c1tradeshowservices.com
(941) 371-4523

November

- 15** Online Ordering Begins 60 Days Out

December

- 13** Advance Warehouse Open
- 22** C-1 Online Ordering Early Bird Deadline

January

- 10** Last Day for Freight to Arrive at the Advanced Warehouse
Any freight arriving after January 10th will incur a 25% Late Fee.

EXCLUSIVE SPONSOR PACKAGES

When you join one of these sponsor levels, you send neuromodulation leaders a message that you support and value their work. Increase your visibility and earn exclusive benefits by becoming a distinguished sponsor. The comprehensive package of visibility benefits for these sponsors includes exhibit space and exclusive opportunities.

	30 BRONZE \$20,000	40 SILVER \$35,000	50 GOLD \$65,000	70 PLATINUM \$90,000	100 DIAMOND \$150,000
Recognition at meeting (logo on the Exhibit Hall entrance unit and company name on walk-in slides in session rooms)	✓	✓	✓	✓	✓
Sponsor recognition in the meeting app	✓	✓	✓	✓	✓
Sponsor recognition with your exhibitor listing in the program	✓	✓	✓	✓	✓
Pre/post-registration attendee mailing list	✓	✓	✓	✓	✓
Sponsor recognition on the NANS website	✓	✓	✓	✓	✓
Guaranteed exhibit booth size	10' X 10'	10' X 10'	10' X 20'	20' X 20'	30' X 30'
Complimentary all-access meeting badges	4	6	10	15	30
Invitations to President's Reception				✓	✓
Opportunity to present at NANS Board Meeting (10 minutes) and have dinner with Board				✓	✓
Complimentary Board Room*					✓
Pre-show Eblast (<i>subject to approval</i>)					✓

*Diamond sponsors have use of a complimentary board room from 8 am Thursday through 5 pm Saturday for private meetings. The rooms are hard-walled and cannot be combined. An ancillary reservation form is required for assignment of space.

= NUMBERS OF PRIORITY POINTS

Share Your Message

Sponsorship Opportunities

Choose from one or a combination of the opportunities below to network, generate sales leads and increase brand awareness.

Caesars Palace

COMING SOON: Education Sessions, APP Support Opportunities, Pre-Conference Courses, and Concurrent Courses

These sessions will be finalized by late June. Once these sessions are finalized, the Conventus Media Sales Team will send an eBlast to share these opportunities and outline associated costs.

Viticus Center

COMING SOON: Cadaver Course Workshops

More than 125 pain fellows, neurosurgery residents, and neurology fellows will gather for didactic lectures, hands-on training, and presentations from leading experts in neuromodulation therapies, such as spinal cord stimulations, intrathecal drug delivery for spasticity and pain management, and deep brain stimulation. The Conventus Media Sales Team will send an eBlast to share these opportunities and outline associated costs.

Additional NANS Events

Residents and Fellows Reception: Young Neuromodulators

This event, on Thursday, January 18th, is a prime opportunity to speak with residents and fellows in depth about your solutions and services. Sponsorship includes your company branding on event signage and a 3-minute speaking opportunity during the event.

\$18,500

Women in Neuromodulation (WIN®) Reception – Multiple Sponsorships Available

This popular NANS event hosted on Friday, January 19th offers another prime opportunity to speak with residents and fellows in depth about your solutions and services. Sponsorship includes your company branding on event signage and a 3-minute speaking opportunity during the event.

**\$5,000
EACH**

Diversity & Inclusion Reception

The Diversity and Outreach Committee (DOC) works to ensure NANS is a diverse organization, representative of the patients we serve, and understands the barriers faced by traditionally underserved communities to accessing neuromodulation therapies. The DOC oversees the Pipeline Awards, which offers early career neuromodulators mentoring and support to attend the NANS Annual Meeting, organizes community events, and engages with other medical organizations on DEI initiatives. The Pipeline Awards are presented at the DOC Reception on Thursday, January 18th and all are welcome to attend. Sponsorship includes your company branding on event signage and a 3-minute speaking opportunity.

\$18,500

Note: All sponsorships are for logistical coordination of the activity. All food and beverage costs will be paid directly to the venue.

Host a Private Event

Get exclusive face-to-face time with attendees by either hosting several hundred at a Lunch Symposium or at a more intimate invite-only meeting.

Non-CEU Lunch Symposiums

This unique opportunity provides a forum for exhibitors to promote new products or services, present research findings, or conduct product demonstrations outside of their booths in an educational environment. Take advantage of this occasion to provide increased learning possibilities and gain additional face-to-face contact with attendees. The Lunch Symposiums will take place in a meeting room. Please contact Kathleen Noonan (knoonan@conventusmedia.com) for more information.

\$41,000

Increase Your Visibility At Caesars Palace

Showcase your message with signage throughout Caesars Palace and the exhibit hall to gain exposure and brand awareness.

** Locations vary through the meeting space. Consult your sales person about these opportunities.*

Promenade Levels

Add your signage to this high-traffic area leading to Plenary & Education Sessions. Includes rigging and production.

**\$15,000 -
\$20,000**

Rotating Light Towers

Attendees won't miss your message on the Rotating Light Towers leading to the EXPO Hall and Plenary Sessions.

**\$12,500
EACH**

"You are here" Floor Map

Help attendees find your booth by adding your company to the "you are here" floor map.

\$7,000

Footprint Decals

Attendees will follow the aisle footprints straight to your exhibit! 10 sets of 2' x 2' footprint decals featuring your brand and message are positioned in the exhibit hall to lead attendees to your booth.

\$12,500

Beverage Break & Water Stations

Beverage Break

Promote your company by sponsoring a beverage break in the NANS exhibit hall. Availabilities: Friday or Saturday morning and Friday or Saturday afternoon. Sponsorship includes acknowledgment on all agendas and signage, as well as the NANS meeting app. Sponsor may provide branded napkins and coffee cup sleeves.

**\$20,000
EACH**

Branded Water Stations

Branded water stations are placed throughout the exhibit hall and meeting area hallways to provide all-day visibility for your company.

**\$5,000
EACH**



NANS 2024 | CAESARS PALACE, LAS VEGAS, NV

Branding and Advertising

<input type="checkbox"/> Wi-Fi Sponsor (Exclusive Sponsor)	\$30,000	<input type="checkbox"/> "You are Here" Floor Map	\$7,000
<input type="checkbox"/> Pub Hub Host	\$40,000	<input type="checkbox"/> Hanging Banner (Includes Rigging)	\$11,000-\$20,000
<input type="checkbox"/> Tote Bags (Exclusive Sponsor)	\$20,000	<input type="checkbox"/> Footprint Decals	\$12,500
<input type="checkbox"/> Bag Inserts	\$4,000	<input type="checkbox"/> Light Boxes (Single/Double-Sided)	\$3,000-\$6,000
<input type="checkbox"/> Hotel Key Cards	\$16,000	<input type="checkbox"/> Rotating Light Towers	\$12,500 each
<input type="checkbox"/> Lanyards (Exclusive Sponsor)	\$15,000	<input type="checkbox"/> Mirror Clings	\$6,000
<input type="checkbox"/> Water Station	\$5,000	<input type="checkbox"/> E-blast	\$5,000
<input type="checkbox"/> Beverage Breaks	\$20,000 each	<input type="checkbox"/> Passport Program	\$4,000
<input type="checkbox"/> Cups, Pens, and Other Sponsored Materials		<input type="checkbox"/> Mobile App Banner Ad	\$3,500
Available Upon Request	\$3,000-\$5,000	<input type="checkbox"/> Other \$_____	

Sponsor Packages

- ☐ Diamond Level - \$150,000 (100 Points)
- ☐ Platinum Level - \$90,000 (70 Points)
- ☐ Gold Level - \$65,000 (50 Points)
- ☐ Silver Level - \$35,000 (40 Points)
- ☐ Bronze Level - \$20,000 (30 Points)

Contact _____

Company Name _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Signature _____ Date _____

Additional Opportunities

- ☐ WIN Reception Support - \$5,000-\$20,000 (5 Points)
- ☐ APP Reception Support - \$18,500 (25 Points)
- ☐ Diversity & Inclusion Reception - \$18,500 (25 Points)
- ☐ Residents & Fellows Reception - \$18,500 (25 Points)
- ☐ Non-CE Lunch Symposia
(6 Available) - \$41,000 each (30 Points)
- ☐ Other: _____ (prices vary depending on opportunity) \$_____

This contract is binding once it is signed. Full Payment must be received within 30 days of request.



Application for Exhibit Space

Exhibit Dates: January 18-21, 2024

All booth spaces are based on 10' x 10' increments:

10' x 10'	\$4,000
10' x 20'	\$8,000
10' x 30'	\$12,000
20' x 20'	\$16,000
20' x 40'	\$32,000
30' x 30'	\$36,000
40' x 40'	\$64,000

Exhibitor Business Suites

10' x 10'	\$5,000
10' x 20'	\$10,000
20' x 20'	\$20,000
20' x 40'	\$35,000

Additional Fees

Corner Booth	\$250 (per corner)
Island Booth	\$1,750
Two-Story Booth	\$20 (per sq ft)

Total Fees

Selection(s) _____ Total _____

**50% deposit is due within 15 days of booth confirmation.*

To guarantee your exhibit space and ensure your preferred booth is reserved, please submit this form to nans@conventusmedia.com.

After referring to the floor plan ([here](#)), indicate preferred booth number.

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

List companies that you would prefer not to be near.

Cancellation or Reduction of Space

Should Exhibitor cancel its space for any reason, Exhibitor shall notify NANS in writing and pay NANS the applicable cancellation fee listed below. Note: In addition to full booth payment, if cancellation occurs after October 1, 2023, a \$500.00 penalty will be assessed for each 10 x 10 booth.

On or Before October 1, 2023	After October 1, 2023
50% of Booth Fee	100% of Booth Fee

Upon assignment of exhibit space a 50% deposit will be required. An invoice for the deposit will be sent for payment, which will be due within 15 days of booth confirmation. We understand that all space must be paid for in full by October 1, 2023. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the discretion of the North American Neuromodulation Society. We agree to abide by the terms and conditions printed on the next page, which are made part of this contract.

Please print or type.

Company Name _____
(exactly as you wish it to appear in printed program and on exhibit sign)

Street Address _____

City _____

State _____ ZIP _____

Mobile () _____

E-Mail _____

Website _____

Name _____
(First) (Last)

Title _____

Signature _____

Date _____

The signer of the application for exhibit space shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be addressed to the signer.

1. Application and Eligibility. Application for exhibit space must be made on the printed form by NANS (hereinafter "the Society"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of neuromodulation and the professional education of those individuals attending the Society's Meeting. The Society shall determine the eligibility of any company, product, or service. The Society may reject the application of any company whose display of goods or services is not compatible, in sole opinion of the Society, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned.

2. Exhibit Booth Price. The prices for each booth are based on 10x10 increments: \$4,000 for each 10' x 10' booth; \$8,000 for each 10' x 20' booth; \$16,000 for each 20' x 20' booth; etc. There will be an additional \$250 fee for corner booths. These prices include discounted rates on advertising in the meeting program book; an attendee list (Name and State ONLY); a uniformly styled draped booth; an identification sign; a listing in the conference program book; and exhibitor badges (please see page 2).

3. Payment Dates. No booths will be guaranteed until the Society receives full payment of the total booth fee, along with a signed contract. If full payment is not received by October 1, 2023, the Society will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Society by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Society will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Society.

4. Cancellation of Booth Space. In the event that the exhibitor notifies the Society of the exhibitor's intent to cancel the contract after acceptance but prior to October 1, 2023, a refund of 50% of the monies received will be issued per booth. No refunds will be made or cancellations accepted after October 1, 2023. If for any cause beyond the control of the Society—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—the Society is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Society to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors. If NANS decides to proceed as a virtual event, exhibitors can choose to allocate their funds to equitable exposure within the chosen virtual platform and receive double exhibitor points or choose to have monies refunded minus administrative fees. If after committing to exhibit you need to cancel due to company restrictions on travel, please provide documentation in writing to receive refund minus administrative fees.

5. Assignment of Booth Space. The initial space draw will begin on July 14, 2023. The exhibitor's priority points total, availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Society's aims and purposes will be considered. Consideration will also be given to companies based on (a) the number of NANS shows in which the exhibitor has participated and (b) the amount of space the exhibitor has used in previous shows. The Society reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit. The Society will allocate booth space in compliance with social distance restrictions as mandated by the facility based upon World Health Organization guidelines and state and local regulations.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft high, side rails that are 3 ft high, carpeted exhibit hall, and identification sign that is 7 in. x 44 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft of all booths, display material or equipment can be placed to a height not exceeding 8 ft, without the consent of the Society. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height. Solid walls must feature a 6 ft (1.83 m) break every 30 ft (9.14m) to allow for clean lines of sight to nearby booths.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Society. Helium balloons are not allowed on the exhibit floor. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. The character of the exhibits is subject to the approval of the Society. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

8. Installation/Dismantling. Installation. All exhibits must be set up and aisles cleared by 5 pm on Thursday, January 18, 2024, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. Beginning at 5 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. **Dismantling.** The following hours have been scheduled for dismantling exhibits: Saturday, January 20, 2024, from 4 pm to 11:00 pm. Dismantling exhibits before the close at 4 pm on Saturday, January 20, 2024, is strictly prohibited. Dismantling, or "preparing to dismantle," prior to the show closing will result in a \$1,000 fine, loss of 10 priority points, and a ban to exhibit at future meetings. The exhibit hall needs to be completely cleared by 11:00 pm on Saturday, January 20, 2024.

9. Exhibitor Services. All On-site services are available to exhibitors at normal charges through the official meeting contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be provided to all exhibitors approximately 60 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

A. The Society and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.

B. Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.

C. All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. Hospitality and Entertainment. Ancillary event request form must be completed to request meeting space at the hotel; events of any nature must be approved by the Society. No entertainment may be scheduled to conflict with any Society programs, activity hours, or exhibit hours. Firms not exhibiting are not permitted to host any independent functions.

12. Exhibit Staff Registration. Registration of representatives, identified under Exhibit Booth Price, will be complimentary. If changes are made during the meeting, an onsite \$25 service fee will be incurred for the following:

- A. Each name change, and
- B. Each lost badge or name substitution

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the hotel. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area. Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Society or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable. Booth personnel, including demonstrators, hostesses, and models, are required to confine their activities within the exhibitor's booth space. All representatives, including models or demonstrators, must be properly registered, wearing badges, and properly and modestly clothed. Scanty or revealing attire is not permitted.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular registration online. Sponsors will receive an allotted number of full conference registration badges based upon their level of sponsorship.

14. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Society determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Society to criticism or legal liability, are inconsistent with the stated purposes of the Society and the interest and welfare of its members, are inimical to the property rights of the Society, or violate the booth regulations or any other provision of this contract. In the event the Society determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Society may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Society.

15. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is required by the Society that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same. Neither the exhibit facility, the Society, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Society or the Official Contractor.

16. Liability for Damages or Loss of Property. Perimeter security is provided by the Society on a 24-hour basis from move in through move out. Notwithstanding the guard service provided by the Society for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Society, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived there from occurring in or about the exposition premises or entrances thereto or exits there from, including that caused by or resulting from the negligence of the Society. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

17. Use of Space - A/V, Lights, Music, Photography, etc. A. Exhibitor lighting must be limited to the confines of the booth space. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests. No pyrotechnics, strobe light effects or lasers are permitted. Lighting with other specialized effects must be submitted to Show Management for approval.

B. Projectors, computer screens or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle.

C. Loud speakers or operation of equipment that is of excessive sound volume to be annoying to neighboring exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth, or is clearly identifiable more than 80 feet from that booth is considered objectionable.

D. Exhibitors are responsible for maintaining compliance with the appropriate music-licensing organizations for all music played in conjunction with an exhibit.

E. Only the official meeting photographer may take photographs or videotape in the Exhibit Hall. By registering, exhibitors acknowledge the possibility of being photographed or filmed and give the NANS consent to potentially use your image for marketing or promotional purposes.

Exhibitors are prohibited from taking videos or photographs on the show floor, including the use of cell phone cameras. Violators will be removed and the responsible party's company will incur the loss of priority points.

18. Failure to Occupy Space. Any space not occupied at the hotel by 5 pm on Thursday, January 18, 2024, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Society without refund, unless a request for delayed occupancy has received prior approval by the Society.

19. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

20. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by the Society. Such material shall be submitted to the Society for approval 60 days prior to the convention. Except as otherwise provided, the Society will not endorse, support, or be liable for the claims made to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

21. Device/Drug/Equipment Demonstrations. Device/drugs/equipment for demonstrations must not pose a safety hazard. All products exhibited must be presented and marketed in strict compliance with all federal, state, and local laws pertaining to the labeling and marketing of medical devices and drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption) including but not limited to PMA (premarket approval) and 510(k) devices must be identified to NANS as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to NANS upon application submission:

A. Exhibitor notifies and identifies the medical device to NANS

B. Certify to NANS that a 510(k) application has been filed

C. Exhibitor is required to display in plain view in their booth that they have applied for but not yet received FDA approval. Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such so as not to cause confusion or possible misrepresentation.

Failure to meet marketing and labeling standards will result in the removal for the device/drug in question from the exhibit hall or forfeiture of exhibit space.

22. Miscellaneous. The Society shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Society. These terms and conditions may be amended at any time by the Society upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Society from time to time. This contract shall be interpreted under the laws of the United States and of the state of Illinois.



GENERAL INFORMATION

Registration & Housing

Opens in early September and exhibitors will be provided information on how they can register and reserve hotel rooms.

Giveaways, Contests, and Raffle Drawings

Exhibiting companies are permitted to distribute giveaways in accordance with the American Medical Association (AMA) *Code of Medical Ethics*. Contests, drawings, and raffle prizes cannot exceed \$100 in value.

Ancillary Event Promotion

Promotional or directional signage for all events requires written approval from NANS.

Contact: Mary Birnie at mbirnie@conventusmedia.com

Industry Guidelines

NANS reserves the right to reduce priority points and/or remove those unable to maintain compliance with applicable laws, regulations, or government guidance.

Character of Exhibits

The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted that interfere with the use of other exhibits, impede access to other exhibits, or impede the free use of the aisle. Booth personnel, including demonstrators, hosts, and models, are required to confine their activities to within the exhibitor's booth space. All representatives, including models or demonstrators, must be properly registered, wearing badges, and properly and modestly clothed. Scanty or revealing attire is not permitted.

Use of the NANS Name, Insignia, Logo, and Acronym

The NANS name, insignia, logo, and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature inside or outside of the exhibit area before, during, or after the meeting without prior written approval from NANS.

Photography, Videotaping, and Podcasting

The taking of photographs and video during the NANS Annual Meeting, other than by the official photographer, is expressly prohibited without the written consent of NANS. Photos of presentations taken on personal devices are not approved for distribution. Send a written request to Christine O'Connell at coconnell@conventusmedia.com for all inquiries.



THE NANS TEAM IS HERE FOR YOU!

Feel free to contact us if you have question before, during or after the NANS Annual Meeting!

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North American Neuromodulation Society

Chicago, IL
info@neuromodulation.org

Use of Priority Points

Priority Points will be used to determine an order for selecting space for the upcoming year. Sponsors with the most priority points will be allowed to select space first and so on. Reserving sponsorships will be based on a right of first refusal from the previous year. Waitlists may be required for some sponsorships that are extremely popular.

After each officially sanctioned NANS meeting, the priority points earned are added to existing priority points. The following components factor into a NANS exhibitor's priority points:

- You can earn points by becoming a sponsor or exhibitor at pre-meeting workshops.
- You can earn points by becoming a sponsor or exhibitor at the NANS officially sanctioned meeting.
- Points awarded for specific participation opportunities are indicated throughout this exhibitor prospectus.
- Points applicable for the current meeting are based on points earned during the 3 prior calendar years (i.e., applicable 2024 points are based on points earned throughout 2021, 2022, and 2023).

Reporting Violations

Possible violations should be directed to the co-directors of industry relations. If a violation is determined to have taken place, written notification will be provided to all parties.

Defining Minor and Major Violations

A *minor violation* is defined as an isolated incident that may have occurred as an oversight or miscommunication without intent to negatively impact the initiative's success. The action has not impacted the success of said initiative.

A *major violation* is defined as an initiative that directly and negatively impacts the attendee experience and/or the success of the NANS-sanctioned initiative. Violations include but are not limited to multilayered efforts and/or actions to block, redirect, or prohibit NANS attendees from participating in sanctioned events and blocking and/or removing competitors' approved promotional collateral communications that impact participation of attendance to NANS-sanctioned events that are published and open for all NANS members. Multiple minor violations or failure to take corrective action after a warning will be considered a major violation. A direct violation of NANS guidelines, such as hosting unauthorized events that compete with the general sessions, will be categorized as a major violation.

Deduction of Points Due to Policy Violations

Failure to follow the standards and guidelines of the Society will result in the deduction of points. In the event of an alleged violation, NANS will notify the industry representative of the policy violation and the amount of reduction in points. If the industry representative is in disagreement, they may submit notice of this in writing, which NANS will review and decide if further action is required.

For each minor violation, a penalty of up to 5 points will be assessed and a warning will be issued. Major violations subject the exhibitor to the following penalties:

1. First violation: Loss of current year's priority points
2. Second violation: Loss of one-half of accrued priority points
3. Third violation: Loss of remainder of priority points
4. Fourth violation: One-year suspension of exhibit privileges.

A more severe penalty may be levied at the discretion of the Society without following the above sequence.

Accounting & Governance

The Priority Points System is formulated and implemented by the Society through the Annual Meeting and Executive committees. Exhibitors, sponsors, and grant providers will be provided with a copy of the current policy and an accounting of their points in response to written requests to the executive director of the Society. NANS reserves the right to amend the policy at any time.