DRIVING INNOVATION THROUGH

SCIENCE & EVIDENCE

JANUARY 23–26, 2020 | CAESARS PALACE | LAS VEGAS, NV

EXHIBITOR PROSPECTUS
BE A PART OF THE PREMIER EVENT IN NEUROMODULATION

The North American Neuromodulation Society (NANS) Annual Meeting provides an invaluable forum for professionals involved in the discovery and development of targeted electrical, chemical, and biological technologies to the nervous system to improve patient function and quality of life.

We are pleased to invite you to join us as an exhibiting partner at the NANS 23rd Annual Meeting, taking place January 23–26, 2020, at Caesars Palace in Las Vegas, NV. The meeting offers opportunities for networking with colleagues, hearing state-of-the-art lectures, and discovering the news and up-and-coming advances in devices in our exhibit hall.

Position your company at the forefront of the field of neuromodulation. Take advantage of the opportunity to showcase your solutions and services to 2,600+ clinicians, researchers, academics, and healthcare professionals all with a common goal to foster innovation that will lead to the development of safe and effective medical products and therapies for patients.

Reserve your booth space today—and don’t forget to take advantage of our corporate support opportunities to extend your presence outside the exhibit hall.

ATTENDEES BY MEDICAL SPECIALTY

- Anesthesiology: 42%
- Physical Medicine and Rehab: 13%
- Neurosurgery: 11%
- Neurology: 5%
- Industry: 6%
- Basic Science/Research: 3%
- Engineering (Bio, Electrical, and Mechanical): 5%
- Other: 15%
The exhibit hall sells out every year, so don’t delay in reserving your space. Booth assignment requires completed contract and deposit. Initial space draw is based on NANS Priority Point System (see page 9). After the initial space draw, booths are assigned on a first-come, first-served basis.
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.

By design, all education rooms are close to the exhibit hall, making sponsors and exhibitors easily accessible and highly visible throughout the meeting. Included in the nearly 16 hours of exhibit time are multiple events that bring attendees into your space. The opening reception and coffee breaks are held in the exhibit hall to guarantee you daily face time with neuromodulation’s best.

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

<table>
<thead>
<tr>
<th>Exhibit</th>
<th>Rate</th>
<th>Complimentary All-Access Badges</th>
<th>Priority Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$3,700</td>
<td>4</td>
<td>4</td>
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<tr>
<td>10x20</td>
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<td>$16,000</td>
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<tr>
<td>20x40</td>
<td>$32,000</td>
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<tr>
<td>40x40</td>
<td>$57,600</td>
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<td>14</td>
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</table>

<table>
<thead>
<tr>
<th>Upgrades</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner</td>
<td>$400 (per corner)</td>
</tr>
<tr>
<td>Island Booth</td>
<td>$1,500</td>
</tr>
<tr>
<td>Two-Story Booth</td>
<td>$20 per sq ft</td>
</tr>
<tr>
<td>Exhibit Hall–Only Badges</td>
<td>$200</td>
</tr>
<tr>
<td>Additional All-Access Badges</td>
<td>$400</td>
</tr>
</tbody>
</table>

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. A 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 permission.
ANCILLARY EVENTS

To secure meeting space for company sales meetings or another Society-approved activities, you must complete the Ancillary Event Request Form (PDF) and fax it to 888.374.7259 by September 20, 2019. Space will be assigned on a first-come, first-served basis upon submission of the form. The reservation fee to be paid to NANS is $1,000.

No entertainment functions, meetings, satellite symposiums, or social functions may conflict with NANS Annual Meeting program hours. Ancillary function blackout times are

- Thursday, January 23 . . . . . . . . . . . . . . . . 7 am–8:30 pm
- Friday, January 24 . . . . . . . . . . . . . . . . . . . . . 7 am–7 pm
- Saturday, January 25 . . . . . . . . . . . . . . . . . . . . 7 am–5:30 pm
- Sunday, January 26 . . . . . . . . . . . . . . . . . . . . . 7 am–Noon

Note: An Ancillary Event Request Form is required for events with five or more attendees.

EXHIBITOR MOVE-IN

**Wednesday, January 22**
10 am–5 pm
(20’ x 20’ or larger booths)

**Thursday, January 23**
9 am–5 pm (all exhibitors)

All exhibitors must complete move-in and booth set-up no later than 5 pm on Thursday, January 23.

EXHIBITOR MOVE-OUT

**Saturday, January 25**
4–11 pm

**Sunday, January 26**
9 am–Noon

All freight must be removed from exhibit hall by 11:59 am.

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<table>
<thead>
<tr>
<th></th>
<th>Thursday, January 23</th>
<th>Friday, January 24</th>
<th>Saturday, January 25</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibitor Registration</strong></td>
<td>8 am–8 pm</td>
<td>9 am–5 pm</td>
<td>9 am–1 pm</td>
</tr>
<tr>
<td><strong>Exhibit Hall Open</strong></td>
<td>7–8:30 pm</td>
<td>10 am–5 pm</td>
<td>10 am–4 pm</td>
</tr>
</tbody>
</table>

*Exhibit hall hours are subject to change. Exhibitors will be permitted to enter the exhibit hall 2 hours prior to the time the exhibit hall opens and are permitted to stay in the exhibit hall 2 hours after it closes. Please note exhibitors do not have 24/7 access to the exhibit hall.*
IMPORTANT DEADLINES

AUGUST
30  Deadline to Submit Exhibit Application to Be Included in Initial Space Draw

SEPTEMBER
20  Ancillary Requests Due

OCTOBER
1   Program Book Deadline
4   Full Payment Due
     No Refunds After this Date
11  Exhibitor Hotel Room Block (10+) Reservations Due
18  Company Description Due
28  Badge Portal Opens

NOVEMBER
15  Exhibitor Services Manual Available

DECEMBER
1   Program Book Art Deadline
9   Advance Warehouse Open
20  GES Discount Deadline

JANUARY
10  Badge Portal Deadline
15  Last Day for Freight to Arrive at the Advanced Warehouse
Exhibits 20’ x 20’ or larger must submit detailed plans to Chris Schroll (cschroll@neuromodulation.org) for review and approval.

All services to exhibitors within the NANS exhibit hall and other NANS meeting space, other than supervision, must be provided by the NANS official service contractors listed below.

Service Contractors
Official General Service Contractor Global Experience Specialists (GES)
7000 Lindell Road
Las Vegas, NV 89118
Tiarra Robinson
Phone: 800.475.2098
Fax: 866.329.1437
www.GES.com/chat

Official Audiovisual Contractor
Encore Event Technologies
8850 W. Sunset Road, Third Floor
Las Vegas, Nevada 89148
Becky Unger, Senior Account Executive
EncoreProductions@CaesarsPalace.com

Official Audiovisual Contractor
LIVE! Technologies
3445 Millennium Court
Columbus, OH 43219
Tracey Adams, Account Executive
tadams@reallivepros.com

Official Food and Beverage Contractor
Caesars Palace
3570 S. Las Vegas Boulevard
Las Vegas, NV 89109
Janell Favaloro, Executive Director of Catering/Convention Services
jfavaloro@caesars.com

NANS Contacts
North American Neuromodulation Society
8735 W. Higgins Road, Suite 300
Chicago, IL 60631
info@neuromodulation.org

Exhibit Space, Commercial Support, Exhibit Operations
Chris Schroll, CEM
Senior Sales Manager
Phone: 847.375.3661
Fax: 888.374.7259
cschroll@neuromodulation.org

Exhibit Badges, Marketing Materials Submission, and Logistics
prd@neuromodulation.org
GENERAL INFORMATION

Housing
NANS has secured a limited number of rooms at a special rate for those registered for the NANS Annual Meeting.

Caesars Palace
3570 S Las Vegas Boulevard
Las Vegas, NV 89109

January 22–23: $239 single/double*
January 24–25: $259 single/double*
January 26: $230 single/double*
Daily resort fee: $29

*Applicable taxes and fees will apply. Please note that nightly room rates listed are based on availability.

Book Before December 5 for Discounted Rate!

The Group Sub-Block Request Form (PDF) is required for 10+ 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.

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. For a complete list of guidelines, please refer to the NANS website at neuromodulation.org

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 cschroll@neuromodulation.org for all inquiries.
PRIORITY POINT SYSTEM

Use of Priority Points
The Priority Points System provides the opportunity to earn advance access to premiere exhibit hall space and to determine priority for other participation opportunities. For example, an exhibitor’s priority points total will determine priority status for exhibit booth and other sponsorship selections. In the case of multiple companies requesting the same opportunity, supporters will use their accrued points to bid on opportunities they covet. Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an exhibitor. Priority points do not reflect or represent a monetary value.

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 2020 points are based on points earned throughout 2017, 2018, and 2019).

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, representatives from each involved organization will be requested to participate in an immediate mediation meeting, including two industry representatives, a representative from the Industry Relations Council, and the executive director of NANS. Findings will be presented to designated members of the Annual Meeting Committee for adjudication and assignment of penalties.

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 Annual Meeting Committee without following the above sequence.

Accounting and Governance
The Priority Points System is formulated and implemented by the Society through the Annual Meeting and Executive committees. Priority points will be updated and accounts approved by the NANS Board at each formal board meeting. Supporters, 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.
EXCLUSIVE EXHIBIT PACKAGES FOR OUR BEST SPONSORS

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 benefits for these sponsors includes exhibit space and exclusive opportunities.

<table>
<thead>
<tr>
<th></th>
<th>BRONZE  $20,000</th>
<th>SILVER $35,000</th>
<th>GOLD  $64,000</th>
<th>PLATINUM $83,000</th>
<th>DIAMOND $150,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition at meeting (entrance unit and resting slides in session rooms)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in meeting brochure</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in the program book</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Guaranteed minimum exhibit booth size in prime location</td>
<td>10 ft x 10 ft</td>
<td>10 ft x 20 ft</td>
<td>10 ft x 20 ft</td>
<td>20 ft x 20 ft</td>
<td></td>
</tr>
<tr>
<td>Supporter recognition in the meeting app</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Supporter recognition with your exhibitor listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Supporter ribbon for your company representatives</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Registration list of meeting attendees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition of meeting support on the NANS website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary all-access meeting badges</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Invitations to President’s Reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>30-minute session with NANS board members</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Preconference eblast sent by NANS on your behalf</td>
<td></td>
<td></td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Full-page recognition ad in the program book</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Half-page recognition ad in the program book</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

# = Number of Priority Points
SPONSORSHIP OPPORTUNITIES TO INCREASE YOUR COMPANY’S PRESENCE

We have so many ways to increase your visibility that we can craft a sponsorship perfect for meeting your goals. Whether you want attendees to visit your website, watch a demonstration of your product, or remember your company’s name, there’s a sponsorship that will help you achieve your goals!

Educational Support Opportunities: Premeeting Workshops—Thursday, January 23, 2020

Caesars Palace Convention Center

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Description</th>
<th>Fee</th>
<th>Priority Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Practice Provider Course (PAs, NPs, Nurses): A to Z in Neuromodulation</td>
<td>This course will provide advanced practice providers (APPs) an overview of topics in neuromodulation through lectures, case studies, and panel discussions. The material will be presented by physician and APP faculty and will be relevant for anyone with an interest in neuromodulation or working in pain management, neurosurgery, neurology, orthopedic, or physical medicine and rehabilitation practice. Lunch: Noon–1:30 pm This sponsored lunch opportunity will be provided at the Caesars Palace Convention Center for attendees participating in the Advanced Practice Provider Course.</td>
<td>$20,000</td>
<td>30</td>
</tr>
<tr>
<td>Engineering Principles of Spinal Cord Stimulation and Deep Brain Stimulation for Clinicians</td>
<td>This exciting workshop will present engineering principles relevant to spinal cord stimulation (SCS) and deep brain stimulation (DBS). The target audience is clinicians who currently utilize or are interested in incorporating SCS and/or DBS technologies into their clinical practice. The field of neuromodulation is rapidly evolving and several technologies are now clinically available. These systems have diverse lead and stimulator designs. It is not always clear how different designs or waveform parameters affect the neural response and corresponding efficacy of the stimulation. Therefore, the goal of this course is to provide clinicians with an overview of the engineering principles and biophysics relevant to SCS and DBS. This course will also present the current understanding of the physiological effects and mechanisms of action of standard and emerging forms of SCS and DBS. Furthermore, this course will describe the safety and regulatory issues that are critical to electrode design and stimulation parameters. At the end of the course, attendees will have a better understanding of the physiological and technical factors that determine the neural response to SCS and DBS. The ultimate goal of this course is to provide attendees with knowledge that will aid in their clinical implementation of SCS and DBS technologies. Lunch: Noon–1:30 pm This sponsored lunch opportunity will be provided at the Caesars Palace Convention Center for attendees participating in this workshop.</td>
<td>$20,000</td>
<td>30</td>
</tr>
<tr>
<td>Tabletop Display</td>
<td>Display your company’s services or products on one 8-ft table with two chairs and two exhibitor badges. To secure a tabletop display, please complete the Commercial Support Form on page 15 and fax it to Chris Schroll at 888.374.7259.</td>
<td>$700</td>
<td>5</td>
</tr>
<tr>
<td>Professional Development Workshop</td>
<td>This course is meant for residents, fellows, and new attending physicians in both academics and private practice to fill the void often left by medical training in leadership skills and management. We have a number of nationally renowned speakers to serve as faculty and functional neurosurgeons. At the end of the course, you will be more comfortable advocating for yourself and your team and have a game plan for the year moving forward. Lunch: Noon–1:30 pm This sponsored lunch opportunity will be provided at the Caesars Palace Convention Center for attendees participating in this workshop.</td>
<td>$20,000</td>
<td>30</td>
</tr>
</tbody>
</table>

# = Number of Priority Points
Controversies in Intrathecal Therapy
IT therapy is a mature therapy that is currently indicated for chronic pain and severe spasticity. Despite its long history, there are several provocative topics that revolve around this treatment approach. This course will enlighten attendees on these concerns.

Lunch: Noon–1:30 pm
This sponsored lunch opportunity will be provided at the Caesars Palace Convention Center for attendees participating in this workshop. $20,000 30

Two New ½ Day Courses at Caesars Palace

Introduction to Intraoperative Neuromonitoring for Spinal Cord Stimulation
This timely and first of its kind workshop will present the principles needed to implement and use intraoperative neuromonitoring for SCS patients. It will review the basics of set up, interpretation of data, implementation in practice, and the future uses. The target audience is any clinicians that currently use SCS in their practice. This will be valuable and needed for those placing SCS in sedated patients, but also those who may be interested in implanting this rapidly growing change in care. The goal of this course is to provide clinicians with a framework to understand and implement intraoperative neuromonitoring in their practice.

Spinal Cord Stimulation Programming: Basics, Science, Coding
This crucial and exciting workshop will present the principles needed to program your spinal cord stimulation patients (SCS), understand the science behind electricity to neural tissue, explore waveforms and new technology, and understand the coding of programming in your practice. The target audience is clinicians that currently utilize or are interested in incorporating SCS programming into your clinical practice. The goal of this course is to provide clinicians with a framework to understand and implement programming in their practice.

Lunch: Noon–1:30 pm
This sponsored lunch opportunity is provided at the Caesars Palace Convention Center for attendees participating in this workshop. $20,000 30

Oquendo Center

Residents and Fellows Workshop: 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.

Tabletop Display
Display your company’s services or products on one 8-ft table with two chairs and two exhibitor badges. $700 5

Transportation
Sponsor the 20-minute shuttle rides to and from the Oquendo Center. Sponsors may consider wrapping the buses or having a video play on the shuttle. This sponsorship will be recognized in all printed meeting materials. The sponsorship fee is for the recognition; the sponsoring company be responsible for the production costs of the branding they choose. $7,000 14

Support a NANS Event

Residents and Fellows Reception
This event, on Thursday, January 23, 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 or logo on cocktail napkins and a 5-minute speaking opportunity during the event. $17,000 25

Women in Neuromodulation (WIN®) Reception—Multiple Sponsorships Available
Taking place Friday, January 24, this reception is a great networking opportunity and includes a presentation by Dr. Erika Petersen, who directs the Section of Functional and Restorative Neurosurgery at UAMS Medical Center and is an associate professor in the Department of Neurosurgery at UAMS. The presentation will be followed by a cocktail hour. The reception allows an open environment for female leaders to share their experiences and exiting stories to provide guidance and advice to other women in this field. $5,000 each 5

Residents and Fellows Job Fair
This face-to-face event on Friday, January 24, enables Residents-Fellows Breakout Session attendees to meet employers from the medical field. Sponsorship includes one 8-ft tabletop display with two chairs. To reserve space, please indicate on Commercial Support Form on page 15. If you have questions about this event, please email cschroll@neuromodulation.org $700 5

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 either by hosting several hundred at a lunch symposium or a more intimate invite-only meeting.

### Lunch Symposiums

This unique opportunity provides a forum for exhibitors to promote new products or services, present new research findings, or conduct product demonstrations outside of their booths in an educational environment. Take advantage of this occasion to provide increased learning possibilities for attendees and gain additional face-to-face contact with potential buyers. The lunch symposiums will take place in a meeting room. Please see the NANS Lunch Symposium Request Form (PDF) for details. Symposium requests are due September 13, 2019.

<table>
<thead>
<tr>
<th>Noon—1:30 pm</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Friday, January 24, 2020—Four Available</td>
<td>$31,000</td>
</tr>
<tr>
<td>• Saturday, January 25, 2020—Four Available</td>
<td></td>
</tr>
</tbody>
</table>

### Invitation-Only Lunch

- **Board Room** (10–25 attendees; confirm attendees) | $10,000 | 20 |
- **Private Dining Room Roundtables** (up to 20 attendees, custom menu with reporting of guideline adherence) | $20,000 | 20 |
- **Advisory Board** (up to 25 attendees, before or after meeting dates, two board members) | $50,000 | 20 |

### Beverage Break and Water Stations

**Beverage Break—Five Sponsorships Available**
Promote your company by supporting a beverage break in the NANS exhibit hall on Friday or Saturday morning or on Friday or Saturday afternoon. Sponsorship includes acknowledgment on all agendas and the NANS meeting app.

- $4,000 each | 10 |

**Branded Water Stations—Two Sponsorships Available**
Branded water stations throughout the meeting provide all-day visibility for your company. The stations will be in the meeting area hallways and exhibit hall. All artwork must be provided by the sponsor to be approved by NANS by December 6, 2019.

- $5,000 each | 10 |

# = Number of Priority Points
EYE-CATCHING MARKETING OPPORTUNITIES

Mirror Clings

Illuminated Ad Wall

You Are Here Floor Maps

Charging Station

Hanging Banners

Pub Hub
Increase your visibility during the NANS 23rd Annual Meeting by sponsoring one or more of the following opportunities. Complete and return this form to request sponsorship. Exclusive opportunities that receive multiple requests will be assigned based on Priority Points.

### Annual Meeting Commercial Support Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Level</td>
<td>$150,000</td>
<td>100</td>
</tr>
<tr>
<td>Platinum Level</td>
<td>$83,000</td>
<td>70</td>
</tr>
<tr>
<td>Gold Level</td>
<td>$64,000</td>
<td>50</td>
</tr>
<tr>
<td>Silver Level</td>
<td>$35,000</td>
<td>40</td>
</tr>
<tr>
<td>Bronze Level</td>
<td>$20,000</td>
<td>30</td>
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### Commercial Support Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tote Bags (Exclusive Sponsor)</td>
<td>$20,000</td>
<td>25</td>
</tr>
<tr>
<td>Bag Insert</td>
<td>$2,800</td>
<td>2</td>
</tr>
<tr>
<td>Meeting App</td>
<td>$10,000</td>
<td>20</td>
</tr>
<tr>
<td>Beverage Break</td>
<td>$4,000</td>
<td>10</td>
</tr>
<tr>
<td>Branded Water Stations</td>
<td>$5,000</td>
<td>10</td>
</tr>
<tr>
<td>Digital Signage (Exclusive Sponsor)</td>
<td>$15,000</td>
<td>10</td>
</tr>
<tr>
<td>E-Blast</td>
<td>$3,800</td>
<td>2</td>
</tr>
<tr>
<td>Hanging Banner</td>
<td>$8,000</td>
<td>5</td>
</tr>
<tr>
<td>Escalator Runner Cling (price per each)</td>
<td>$7,000</td>
<td>5</td>
</tr>
<tr>
<td>Escalator Wrap</td>
<td>$20,000</td>
<td>10</td>
</tr>
<tr>
<td>Host of Pub Hub</td>
<td>$20,000</td>
<td>20</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$12,000</td>
<td>5</td>
</tr>
<tr>
<td>Hotel Room Drop</td>
<td>$7,000</td>
<td>5</td>
</tr>
<tr>
<td>Illuminated Ad Wall (single)</td>
<td>$2,500</td>
<td>2</td>
</tr>
<tr>
<td>Illuminated Ad Wall (double)</td>
<td>$4,000</td>
<td>5</td>
</tr>
<tr>
<td>Invitation-Only Lunch: Advisory Board</td>
<td>$50,000</td>
<td>20</td>
</tr>
<tr>
<td>Invitation-Only Lunch: Board room</td>
<td>$10,000</td>
<td>20</td>
</tr>
<tr>
<td>Invitation-Only Lunch: Private Dining Roundtable</td>
<td>$20,000</td>
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</tr>
<tr>
<td>Lanyards (Exclusive Sponsor)</td>
<td>$13,000</td>
<td>24</td>
</tr>
<tr>
<td>Lunch Symposium</td>
<td>$31,000</td>
<td>30</td>
</tr>
<tr>
<td>Meeting Program Book</td>
<td>$10,000</td>
<td>20</td>
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<tr>
<td>Full Page</td>
<td>$3,800</td>
<td>3</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,300</td>
<td>1</td>
</tr>
<tr>
<td>Message Carpet</td>
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<td>5</td>
</tr>
<tr>
<td>Mobile Device Charging Lounge</td>
<td>$7,000</td>
<td>5</td>
</tr>
<tr>
<td>Advanced Practice Provider Course Lunch</td>
<td>$20,000</td>
<td>10</td>
</tr>
<tr>
<td>Engineering Principles of Spinal Cord Stimulation and Deep Brain Lunch</td>
<td>$20,000</td>
<td>30</td>
</tr>
<tr>
<td>Engineering Principles of Spinal Cord Stimulation and Deep Brain Tabletop</td>
<td>$700</td>
<td>5</td>
</tr>
<tr>
<td>Professional Development Workshop Lunch</td>
<td>$20,000</td>
<td>30</td>
</tr>
<tr>
<td>Controversies in Intrathecal Therapy Lunch</td>
<td>$20,000</td>
<td>30</td>
</tr>
<tr>
<td>Residents and Fellows Reception</td>
<td>$17,000</td>
<td>25</td>
</tr>
<tr>
<td>Residents and Fellows Tabletop Display</td>
<td>$700</td>
<td>5</td>
</tr>
<tr>
<td>Residents and Fellows Transportation</td>
<td>$7,000</td>
<td>14</td>
</tr>
<tr>
<td>Wireless Internet (Exclusive Sponsor)</td>
<td>$25,000</td>
<td>50</td>
</tr>
<tr>
<td>Mirror Clings</td>
<td>$6,000</td>
<td>5</td>
</tr>
<tr>
<td>Women in Neuromodulation Reception (Open to multiple sponsors)</td>
<td>$5,000</td>
<td>5</td>
</tr>
<tr>
<td>You Are Here Floor Map</td>
<td>$7,000</td>
<td>5</td>
</tr>
</tbody>
</table>

Contact ___________________________________________ Company Name ____________________________________________
Address _________________________________________________________________________________________________________
City, State, ZIP _________________________________________________________________________________________________________
Phone ___________________________ Fax _______________________ E-Mail ______________________________________________

Submit this form to reserve your sponsorship opportunity. Full payment must be received within 30 days of request. If payment is not received within 30 days, the sponsorship opportunity will be released and made available again.

Return to: e-mail: cschroll@neuromodulation.org • fax: 888.374.7259
Application for Exhibit Space
Exhibit dates: January 23–26, 2020
We understand that space will be rented by the following rates:
10' x 10' (100 sq ft) $3,700
10' x 20' (200 sq ft) $7,500
10' x 30' (300 sq ft) $11,500
20' x 20' (400 sq ft) $16,000
20' x 40' (800 sq ft) $32,000
40' x 40' (1,600 sq ft) $57,600
Exhibitor Meeting Suite/Lounge
10' x 10' (100 sq ft) $4,000
10' x 20' (200 sq ft) $8,000
20' x 20' (400 sq ft) $16,000
20' x 40' (800 sq ft) $32,000
40' x 40' (1,600 sq ft) $57,600

Additional Fees: Please add $400 for a corner booth, $1,500 for an island booth, and $20/sq ft for a two-story booth.

Note: Exhibit space is completely carpeted.
Selection(s): _________________________ Total: _________________________

We understand that all space must be paid for in full by October 4, 2019. 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.

After referring to the floor plan on page 3, indicate preferred booth number.
1st choice ______________________ 2nd choice ______________________
3rd choice ______________________ 4th choice ______________________

List companies that you would prefer not to be near.
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

List the products that will be exhibited.
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Please submit electronically, in 50 words or fewer, a description of your products or services to be exhibited, exactly as you want the information to appear in the conference meeting app. Submit to cschroll@neuromodulation.org along with this form.

Please print or type.
Firm name ______________________ (exactly as you wish it to appear in printed program and on exhibit sign)
Street Address ______________________
City, State, ZIP ______________________
Phone (___) ______________________
Fax* (___) ______________________
E-Mail ______________________
Web Address ______________________

Signature ______________________
Name ____________________________ (first) ____________________________ (last)
Title ____________________________
Firm Name ______________________
Address ____________________________ (if different from above)
City, State, ZIP ______________________
Mobile (___) ______________________ Fax (___) ______________________
Onsite Contact ______________________ Mobile (___) ______________________
E-Mail ______________________

To guarantee your exhibit space:
1. Fax this completed form to 888.374.7259.
2. Make a copy for your records.
3. Return the original with the appropriate fee per booth to:

NANS Meeting Exhibits • PO Box 3781 • Oak Brook, IL 60522

Make checks payable to North American Neuromodulation Society (NANS) or charge the following account:

[ ] Visa [ ] MasterCard [ ] American Express [ ] Discover

Card Number ______________________ Exp. Date ______________________
Signature (required) ______________________
Note: A 3% credit card processing fee will be charged to all orders over $5,000.

Questions may be directed to cschroll@neuromodulation.org.

FOR NANS USE ONLY
Booth number(s) assigned ______________________ cc# ______________________
Total Cost $ ______________________ Check # ______________________ Exp. __________ Date __________ $ __________
Amount Paid $ ______________________ Check # ______________________ Date __________ $ __________
Accepted: NANS, by ______________________
1. Application, 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 exhibit space is designated for the display and demonstration of products and services relating to the advance and advancement of the art and science of neurorehabilitation 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, product, or service that is not compatible with the purposes of the Society, with the educational character and objectives of the exhibit. 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 as follows: $3,700 for each 10’ x 10’ booth; $5,750 for each 10’ x 20’ booth; $10,000 for each 20’ x 20’ booth; $17,500 for each 20’ x 40’ booth; $25,000 for each 40’ x 40’ booth; $37,500 for each 60’ x 60’ booth; $50,000 for each 80’ x 80’ booth; $62,500 for each 100’ x 100’ booth; $75,000 for each 120’ x 120’ booth; $87,500 for each 140’ x 140’ booth; $100,000 for each 160’ x 160’ booth; $112,500 for each 180’ x 180’ booth; $125,000 for each 200’ x 200’ booth. The final determination of the space available shall be made by the Society.

3. Payment Deadlines. Payment is due in full by September 1, 2019. Exhibitors who register after that date will be assessed a $100 fee per day for each day past the deadline. Partial payments will not be accepted unless by prior agreement with the Society. Booth space rental fees or deposits will not be returned.

4. Cancellation of Booth Space. In the event that the exhibitor notifies the Society of the exhibitor’s intent to repudiate the contract, the Society shall have the right to resell the assigned booth; and an additional $20/sq ft for a two-story booth. These prices include discounted rates on advertising in the program, an identification sign in the conference program book, and exhibit badges for 4 preregistered company representatives per paid 10’ x 10’ booth, 6 preregistered company representatives per paid 10’ x 20’ booth, 10 preregistered company representatives per paid 20’ x 20’ booth, 12 preregistered company representatives per paid 20’ x 40’ booth, and 14 preregistered company representatives per paid 40’ x 40’ booth, which admit them to the exposition area at no charge. Badges for spouses are charged against each company’s badges-per-booth allotment.

5. Assignment of Booth Space. The initial space draw will begin on September 4, 2019. All completed applications with payment received prior to that deadline will be included. 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 goals will be the determining factors in the Society’s assignment of space.

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 walls that are 33 in high, carpeted exhibit hall, and identification sign that is 11 in. x 17 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. Exhibit displays must not obscure the sight of passersby in the near vicinity. As a general rule, no smell or sound should be produced by 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 in connection with the termination of the exhibitor’s space.

7. Consent of Exhibitor. The Society reserves the right to assign space other than the choice requested, if necessary, and the right to re-arrange and/or re-locate any space. The Society reserves the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Society.

8. Installation/Dismantling. Installation. All exhibits must be set up and aisles cleared by 5 p.m. on Thursday, January 23, 2020, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 6 p.m., an inspection will be made, and exhibits that are obviously 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 of the floor plan and/or relocate any exhibit.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter “Official Contractor”). An exhibitor’s service kit will be mailed to all exhibitors approximately 60 days in advance of the show. The Official Contractor will provide all services, including, but not limited to, 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 traffic frequency area. The Official Contractor will have complete control of all staging and coordination of labor for moving, setting up, moving, managing, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. An outside contractor is used, the following steps must be taken:

   A. The Society and the contractor will enter into an agreement, and a contract that is not less than $1,000,000 combined property insurance coverage at no less than $1,000,000 property insurance coverage 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 approval of the 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. Auxiliary event room must be completed formal request must be completed requesting a hospitality or tech-nology event to be hosted at the Society’s expense. Such events are approved in accordance with the Society’s program activities, 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, provided that registrations are received by the Society before December 14, 2019. After that date, an extra $25 service fee will be charged for the following:

   A. Each name change, and

   B. Each lost badge or name substitution.