

# EXHIBITOR PROSPECTUS



CNS

2022 ANNUAL MEETING

SAN FRANCISCO, CALIFORNIA | OCTOBER 8-12, 2022



NEUROSURGERY  
CONNECTED



**Dear Industry Partner,**

On behalf of the Congress of Neurological Surgeons, I would like to extend an invitation for you to exhibit at the 2022 CNS Annual Meeting, taking place October 8-12, 2022 at the Moscone Center West in San Francisco, California.

The CNS exists to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange. The 2022 CNS Annual Meeting theme is “Neurosurgery Connected”. We are looking forward to connecting with colleagues, members, and friends, making new connections, and discovering what connects us! With highlights including cutting-edge studies and technology, 100+ educational opportunities, substantial CME, and engaging speakers who are experts at evaluating scientific content, it is our goal to inspire and inform.



As a CNS Annual Meeting exhibitor, we are looking to improve our connection with you and provide you with valuable opportunities to network with key decision makers from institutions and practices across the US looking for information about your technology, 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.

While you renew relationships with existing contacts and meet new ones, we will present you with many occasions to interact and connect with CNS Annual Meeting medical 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 industry sponsor opportunities that increase brand awareness and position your company as a supporter of neurosurgical education.

Exhibit at the 2022 CNS Annual Meeting and take advantage of this well-respected and highly engaging meeting as an opportunity to educate thousands of neurosurgeons and allied health professionals about your most significant products and services. Reserve your booth today and do not forget to take advantage of our Support Opportunities that involve sponsorship and promotional activity and allow you to extend your presence outside the Exhibit Hall. Please join us and help continue the success of this meeting. We look forward to seeing you in San Francisco!

Sincerely,



Brian V. Nahed, MD, MSc  
*Development Committee Co-Chair*  
Congress of Neurological Surgeons



Clemens M. Schirmer, MD, PhD  
*Development Committee Co-Chair*  
Congress of Neurological Surgeons

Khoi D. Than, MD  
*Development Committee Vice Chair*  
Congress of Neurological Surgeons

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## Important Dates

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**Thursday, March 31**

- Early Bird discount deadline and last day to cancel for a 50% refund

**Wednesday, June 1**

- Exhibitor Registration & Housing opens

**Thursday, June 17**

- Payments due in full
- Last day to cancel for a 25% refund. Starting June 18, CNS keeps 100%.

**Monday, July 11**

- Exhibitor Service Kit available

**Wednesday, September 7**

- Registration & Housing Advance Deadline

**Friday, October 7**

- Exhibit Move-In for 1,600+ square-foot booths

**Saturday, October 8**

- Exhibit installation for all booths

**Monday, October 10**

- Exhibit Hall Opens

**Wednesday, October 12**

- Exhibit Move-Out (*once the Exhibit Hall hours conclude*)

## CNS Mission

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We exist to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange.

## CNS Vision

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We aspire to be the essential partner organization for neurosurgeons, trainees, & industry innovators in neurosurgical disease.

## Our Work

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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)

### Virtual Courses

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

### Publications

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

### Guidelines

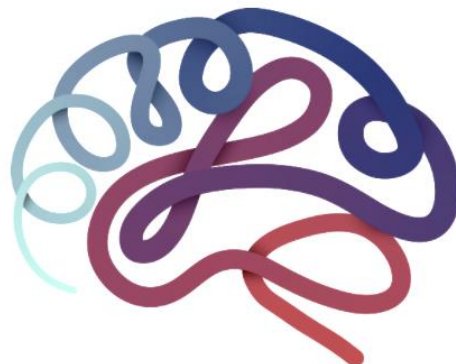
In-house infrastructure that leads, promotes, and supports the creation and methodological processes to produce evidence-based guidelines.

### Advocacy

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

### Annual Meeting

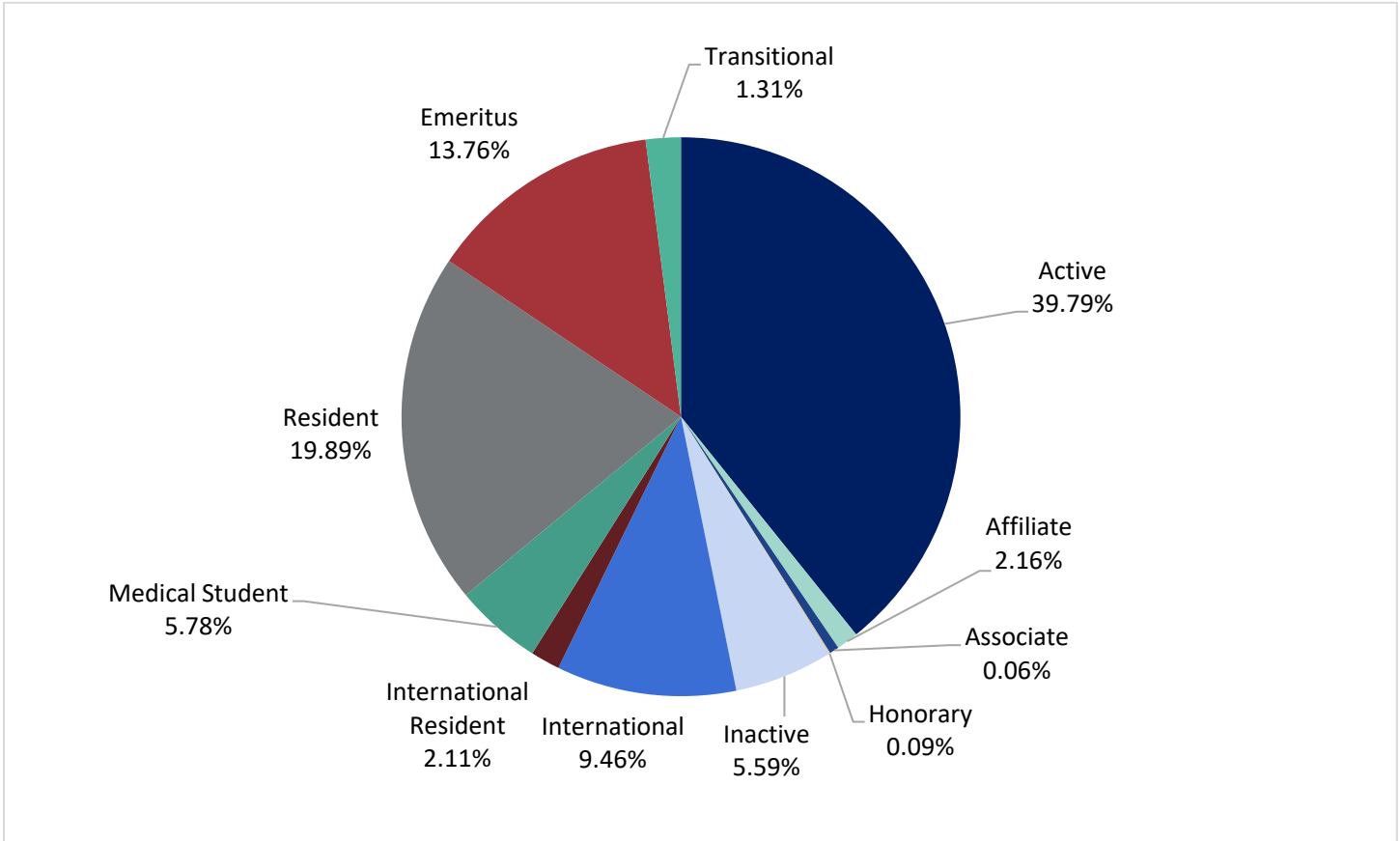
Opportunity for all members to gather, further their education, earn CME, and network with peers and industry alike.



# Member Data

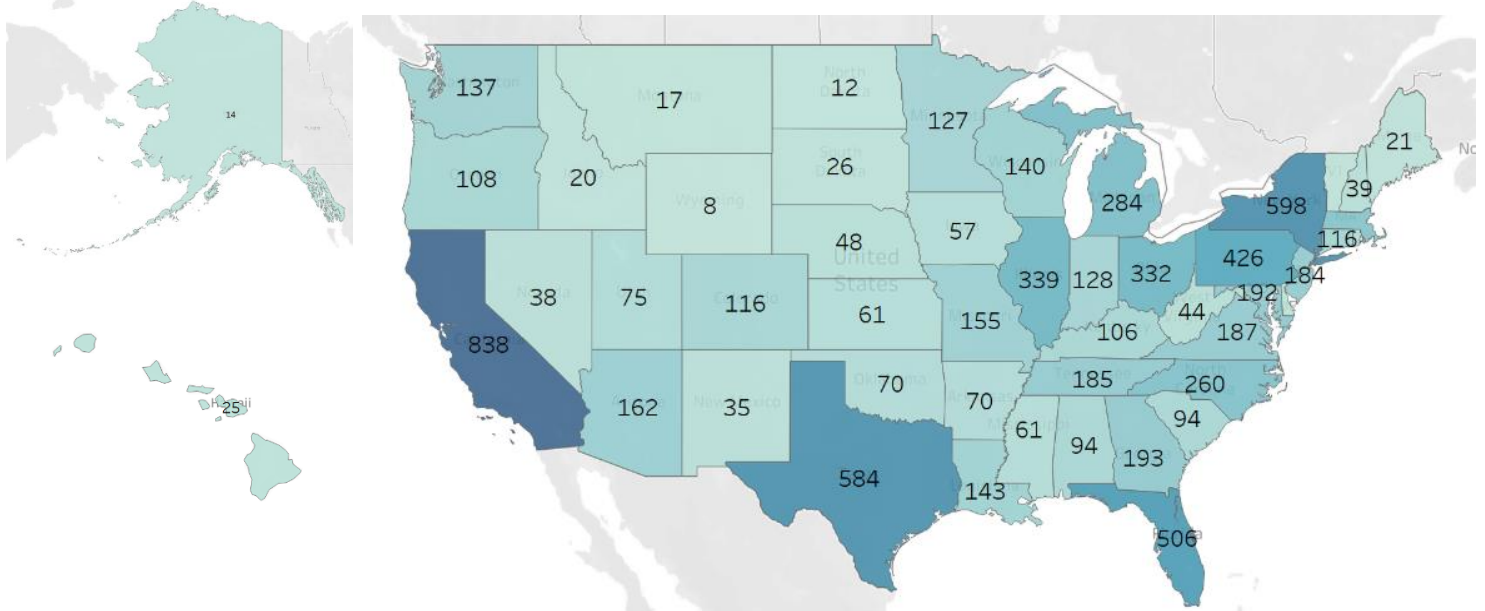
Stats below are from October of 2021.

## CNS Membership by Member Type



## Membership Distribution

Map showing distribution of the CNS Membership in the United States.



We also have International Members in the following countries:

- |                    |             |                           |                      |
|--------------------|-------------|---------------------------|----------------------|
| Afghanistan        | Ecuador     | Kenya                     | Serbia               |
| Argentina          | Egypt       | Lebanon                   | Singapore            |
| Armenia            | El Salvador | Libya                     | Slovak Republic      |
| Aruba              | England     | Macedonia                 | South Africa         |
| Australia          | Finland     | Malaysia                  | South Korea          |
| Austria            | France      | Mexico                    | Spain                |
| Bahamas            | Georgia     | Morocco                   | Sri Lanka            |
| Bangladesh         | Germany     | Nepal                     | Sudan                |
| Barbados           | Ghana       | Netherlands               | Suriname             |
| Belgium            | Greece      | New Zealand               | Sweden               |
| Bolivia            | Grenada     | Nigeria                   | Switzerland          |
| Bosnia-Herzegovina | Guatemala   | Norway                    | Taiwan (ROC)         |
| Brazil             | Guyana      | Oman                      | Thailand             |
| Bulgaria           | Honduras    | Pakistan                  | Trinidad Tobago      |
| Canada             | Hong Kong   | Panama                    | Turkey               |
| Cayman Islands     | Hungary     | Peoples Republic of China | Ukraine              |
| Chile              | India       | Peru                      | United Arab Emirates |
| Colombia           | Indonesia   | Philippines               | United Kingdom       |
| Congo              | Iran        | Poland                    | Uruguay              |
| Costa Rica         | Iraq        | Portugal                  | Venezuela            |
| Croatia            | Ireland     | Puerto Rico               | Vietnam              |
| Cuba               | Israel      | Qatar                     | West Bank and Gaza   |
| Cyprus             | Italy       | Romania                   | Yemen                |
| Czech Republic     | Jamaica     | Russia                    | Yugoslavia           |
| Denmark            | Japan       | Saudi Arabia              | Zimbabwe             |
| Dominican Republic | Jordan      | Scotland                  |                      |

# Meet the 2022 CNS Executive Committee

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



President	Member-at-Large	Ex-Officio
Nicholas C. Bambakidis	Laura A. Snyder	Edjah K. Nduom

President Elect	Member-at-Large	Ex-Officio
Elad I. Levy	Khoi D. Than	Jeffery P. Mullin

Vice-President	Member-at-Large	Ex-Officio
Alex A. Khalessi	Anand Verravagu	Nader Pouratian

Secretary	Ex-Officio	Ex-Officio
Martina Stippler	Ashok R. Asthagiri	Clemens M. Schirmer

Treasurer	Ex-Officio	Ex-Officio
Daniel J. Hoh	Garni Barkhoudarian	Jennifer A. Sweet

Past President	Ex-Officio	Ex-Officio
Brian L. Hoh	Mohamed Bydon	Theresa Williamson

Member-at-Large	Ex-Officio	CEO
Ellen L. Air	Lola B. Chambless	Regina Shupak

Member-at-Large	Ex-Officio
Ellen L. Air	Brian V. Nahed

Member-at-Large	Ex-Officio
Akash J. Patel	Peter Nakaji



# 2022 CNS Annual Meeting Overview

## Meeting Theme: *Neurosurgery Connected*

This year our theme is “Neurosurgery Connected.” In San Francisco, connect with your colleagues, make new connections, and discover what connects us all! With highlights including cutting-edge studies and technology, 100+ educational opportunities, substantial CME, and engaging speakers who are experts at evaluating scientific content, it is our goal to inspire and inform the attendees.

## 2022 CNS Annual Meeting Committee

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

	<b>Nicholas C. Bambakidis</b> <i>CNS President</i>		<b>Ashok R. Asthagiri</b> <i>CNS Annual Meeting Chair</i>
<b>Lola B. Chambless</b> <i>Scientific Program Chair</i>		<b>Garni Barkhoudarian</b> <i>Vice-Scientific Program Chair</i>	

## Speakers (*first round*)

	
<b>Robert F. Spetzler</b> 2022 Honored Guest	<b>William Shatner</b> 2022 Honored Guest

## Exhibit Hall \*source: survey of 2021 medical attendees

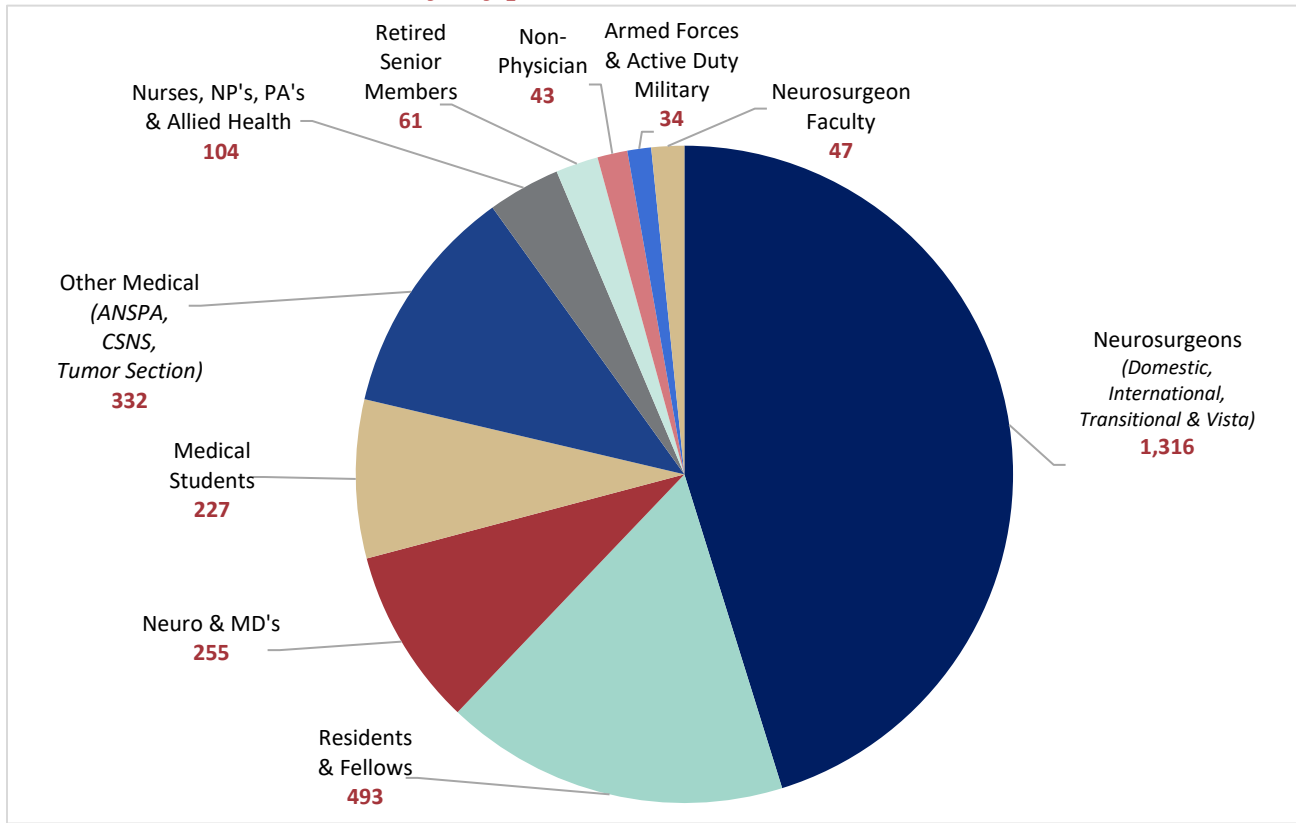
- ▶ **96.4%** of attendees visited the Exhibit Hall
- ▶ **74.2%** of attendees have buying power

## Medical Attendance

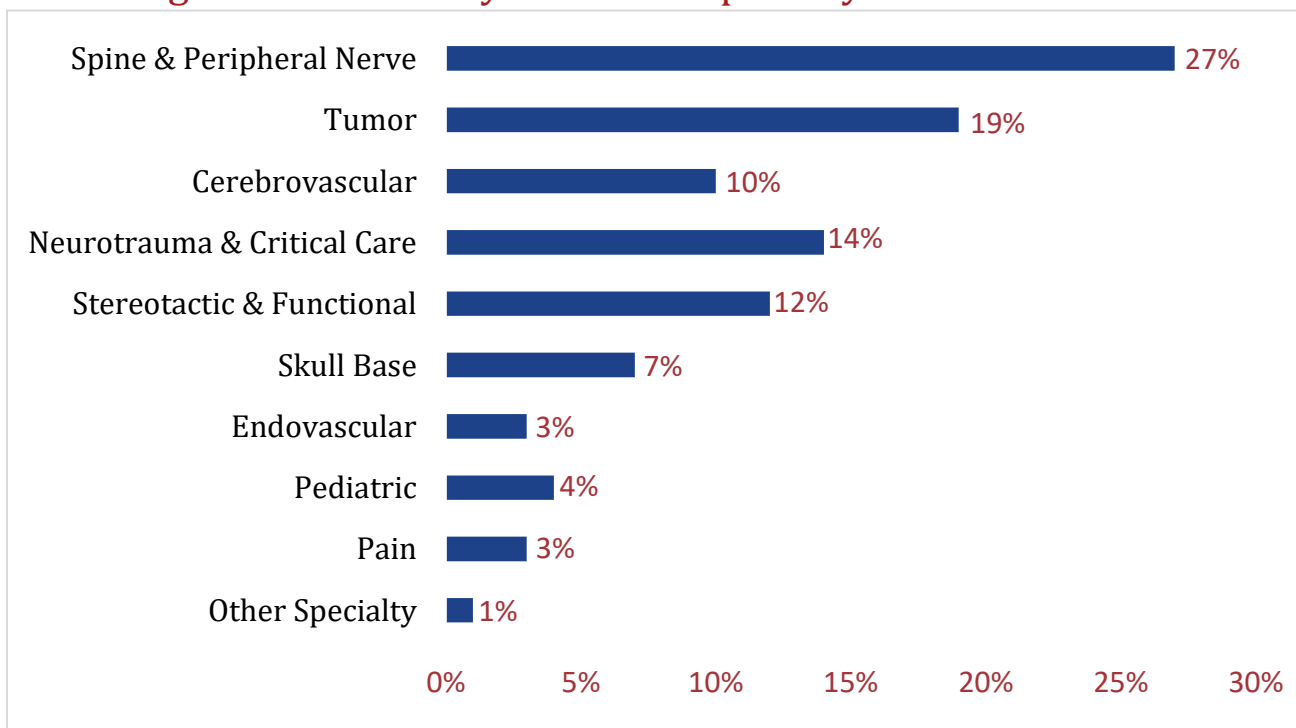
2021	2019	2018	2017	2016
2,912 (Austin)	2,858 (San Francisco)	2,303 (Houston)	2,543 (Boston)	2,767 (San Diego)

# 2021 Attendee Breakdown

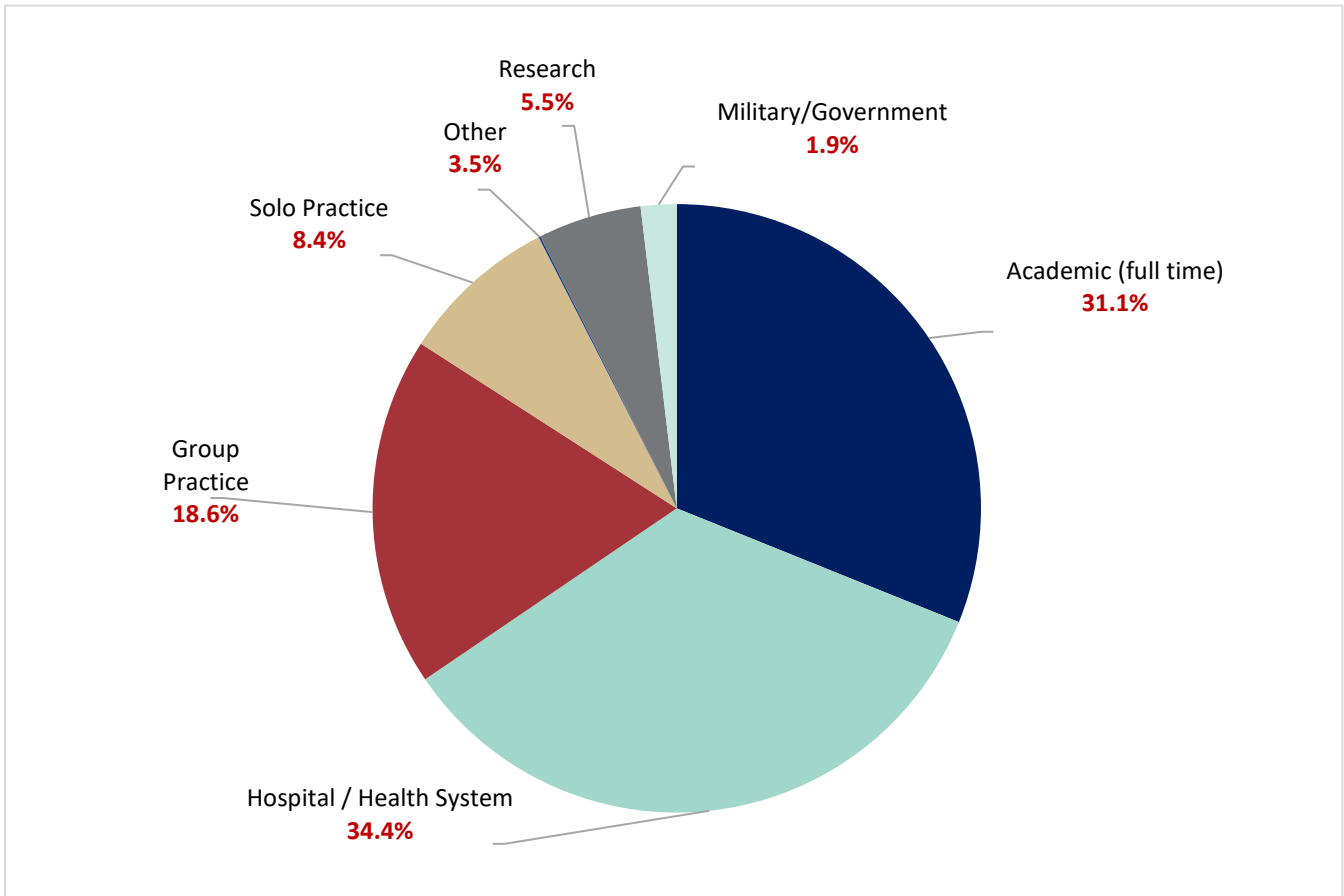
## Number of Attendees by Type



## Percentage of Attendees by Identified Specialty



### Percentage of Attendees by Practice Type/Work Settings



## Program at a Glance *(subject-to-change)*

- This program is subject to change. The Preliminary Scientific Program will be available in May.
- Please check [cns.org/2022](https://cns.org/2022) at that time for a more detailed scientific program
- Exhibitor specific information is **red**
- Unopposed Exhibit Hours are **blue**

### Saturday October 8

7:00 am - 5:30 pm: Registration Open  
**8:00 am - 4:30 pm: Exhibit Hall Move In**  
 8:00 am - 4:15 pm: Half Day and Full Day Symposia Courses  
 5:00 pm – 6:30 pm: International Reception  
 6:30 pm - 8:30 pm: Dinner Seminar

### Sunday October 9

7:00 am - 7:00 pm: Registration Open  
**8:00 am - 4:30 pm: Exhibit Hall Move In**  
 8:00 am - 4:15 pm: Half Day and Full Day Symposia Courses  
 1:00 pm - 3:00 pm: SANS Challenge Preliminary Rounds  
 4:30 pm - 6:30 pm: General Scientific Session I  
 6:30 pm - 8:30 pm: Opening Reception at the Marriott Marquis San Francisco

### Monday October 10

6:30 am - 6:30 pm: Registration Open  
 7:00 am - 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions  
 8:40 am - 12:10 pm: General Scientific Session II  
**9:30 am - 4:00 pm: Exhibit Hall open**  
**9:40 am - 10:40 am: Beverage Break in the Exhibit Hall**  
**10:00 am - 10:30 am: Live Surgery in the Exhibit Hall**  
 12:15 pm - 1:45 pm: Luncheon Seminars and **Industry Sponsored Lunch Symposia (non-CME)**  
**1:45 pm - 2:45 pm: Beverage Break in the Exhibit Hall**  
 2:45 pm - 4:15 pm: Section Sessions and Oral Presentations  
 4:15 pm - 5:45 pm: Operative Techniques and Case-based Sessions  
 5:45 pm - 7:15 pm: Medical Student Town Hall and Reception  
 7:30 pm - 9:30 pm: Dinner Seminar

### Tuesday October 11

6:30 am - 6:30 pm: Registration Open  
 7:00 am - 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions  
 8:40 am - 12:10 pm: General Scientific Session III  
**9:30 am - 3:00 pm: Exhibit Hall open**  
**9:40 am - 10:40 am: Beverage Break in the Exhibit Hall**  
**10:00 am - 10:30 am: Live Surgery in the Exhibit Hall**  
**12:15 pm - 1:45 pm: Luncheon Seminars and Industry Sponsored Lunch Symposia (non-CME)**  
**1:45 pm - 2:45 pm: Beverage Break in the Exhibit Hall**  
 2:45 pm - 4:15 pm: Section Sessions and Oral Presentations  
 4:15 pm - 5:45 pm: Operative Techniques and Case-based Sessions  
 5:45 pm - 7:15 pm: Interactive Multimedia Research Presentation Session

### Wednesday October 12

6:30 am - 3:15 pm: Registration Open  
 7:00 am - 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions  
 8:40 am - 12:10 pm: General Scientific Session IV  
**9:30 am - 11:00 am: Exhibit Hall open**  
**9:40 am - 10:40 am: Beverage Break in the Exhibit Hall**  
**10:00 am - 10:30 am: Live Surgery in the Exhibit Hall**  
 12:15 pm - 1:45 pm: Luncheon Seminars  
 1:45 pm - 4:45 pm: Afternoon Special Seminars  
**2:00 pm - 8:00 pm: Exhibit Hall Dismantlement**

# Exhibitor Specifics

## Plan now to participate in the CNS Annual Meeting

We look forward to seeing you in San Francisco!

### MEETING DATES

October 8-12, 2022

### EXHIBIT DATES

October 10-12, 2022

### LOCATION

Moscone Center West  
747 Howard Street  
San Francisco, California 94103

### EXHIBIT HALL HOURS\*

Monday, October 10	9:30 am-4:00 pm
Tuesday, October 11	9:30 am-3:00 pm
Wednesday, October 12	9:30 am-11:00 am

\*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 Preliminary Scientific Program is complete. The CNS Staff will make every effort to inform you of any changes.

### MOVE-IN

DATE	TIMES	WHO
Friday, October 7	8:00 am–4:30 pm	1,600 square feet and larger
Saturday, October 8	8:00 am–4:30 pm	All booth sizes
Sunday, October 9	8:00 am–4:30 pm	All booth sizes

\*Please note that Freeman will leave at 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 re-enter.

### MOVE-OUT

DATE	TIMES	WHO
Wednesday, October 12	11:00 am–8:00 pm	All booth sizes
Thursday, October 13	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: [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org)

### EXHIBIT MANAGER CONTACT

Dan Corcoran  
Email: [cns@corcexpo.com](mailto:cns@corcexpo.com)  
Phone: 312-265-9635  
*Checks payable to:*  
**Congress of Neurological Surgeons**  
PO Box 485  
LaGrange, IL 60525-04856

# Exhibitor Specifics *(continued)*

## Rules & Regulations

Please visit page 18 for all of the details. These were created for the best interest of the exhibitors, attendees, and the CNS 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.

## 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 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	\$33.00 per square foot	\$34.00 per square foot
Corner Booths	\$35.00 per square foot	\$36.00 per square foot
Island Booths (20' x 20' and larger)	\$37.00 per square foot	\$38.00 per square foot

\*Applications received on or before **June 17, 2022** 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 17, 2022**, must be accompanied by a full payment. Payments over \$20,000 must be submitted by check only.

## Exhibit Package

- **Five complimentary** exhibitor badge registrations for each 10'x10' exhibit booth space contracted
- Exhibitor badges with **access** to the Exhibit Hall and General Scientific Sessions
- **\*Two complimentary** tickets to the Opening Reception for each 10'x10 exhibit booth space (*maximum of 24 tickets*)
- Exhibitor Listing in the Online Floor Plan
- Exhibitor Listing in the CNS Annual Meeting Mobile App (*there will not be a printed Program Book*)
- Complimentary pre-meeting **medical attendee registration list**
- Opportunity to purchase post-meeting medical attendee registration list
- Opportunity to purchase **discounted housing** within the CNS Housing Block
- Opportunity to purchase access to educational sessions that require registration

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

## Exhibitor Service Kit

The Exhibitor Service Kit will be available online starting on July 11, 2022. This document will contain information pertaining to exhibiting at the CNS 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' exhibit booth space purchased; your on-site representative is included in this count. All registrations over the complimentary allotment made by Wednesday, September 14, 2022, are \$150 each. Additional badges over the complimentary allotment made after Wednesday, September 14, 2022, are \$200 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:** Wednesday, September 14, 2022

## Housing

A special exhibitor housing block has been reserved in various hotels around San Francisco. As a CNS Annual Meeting exhibitor, you are eligible for discounted housing when booking through our block. Housing will open on Monday, May 16, 2022.

## Exhibit Location

All technical exhibits will be located at the Moscone Center West in the Exhibit Hall on Level 1.

## 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 12, 2022, 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.

## General Scientific Session Access

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

## CNS Annual Meeting Mobile App

There will not be a printed Program Book at the 2022 meeting. The CNS Annual Meeting Mobile App will contain all of the program and activity details. The instructions on how to download the mobile app will be provided at registration.

## 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 they will not receive CME credit or an attendance certificate.

## Opening Reception

The Opening Reception will be on Sunday, October 9 from 6:30 – 8:30 pm. Exhibitors who book housing through the official CNS Annual Meeting's Housing Block will receive two (2) complimentary tickets per 10' x 10' exhibit booth space contracted with a maximum of 24 complimentary tickets. Additional tickets may be purchased on-site for \$100 each.

## Contact Us

For Sponsorship, Advertising, and Educational Grant Information as well as any questions about the 2022 Scientific Program



**Alex Waszok**

*Industry Relations & Sales Representative*  
Congress of Neurological Surgeons  
Phone: 847-805-4454  
Email: [awaszok@cns.org](mailto:awaszok@cns.org)



**Colleen Dunphy**

*Industry Relations & Sales Representative*  
Congress of Neurological Surgeons  
Phone: 847-805-4482  
Email: [cdunphy@cns.org](mailto:cdunphy@cns.org)



**Sydney Manola**

*Director of Development*  
Congress of Neurological Surgeons  
Phone: 847-805-4480  
Email: [smanola@cns.org](mailto:smanola@cns.org)

## For Exhibit Sales Information



**Dan Corcoran**

*Exhibit Manager*  
Corcoran Expositions  
Phone: 312-265-9635  
Email: [dan@corcexpo.com](mailto:dan@corcexpo.com)



**Matt McLaughlin**

*Exhibit Sales*  
Corcoran Expositions  
Phone: 312-265-9655  
Email: [matt@corcexpo.com](mailto:matt@corcexpo.com)





# EXHIBIT SPACE APPLICATION

2022 Congress of Neurological Surgeons Annual Meeting  
 Moscone West Convention Center • San Francisco, CA  
 October 10 – 12, 2022

**INSTRUCTIONS:** Enter your company's information in the fields below and sign. Return the completed application to [cns@corcexpo.com](mailto:cns@corcexpo.com). Applications submitted on or before June 16, 2022 must include a 50% deposit, payable in U.S. funds and drawn on a U.S. bank. Applications submitted after June 16, 2022 must include full payment.

COMPANY NAME – AS IT SHOULD APPEAR IN THE SCIENTIFIC PROGRAM

The **CONTACT PERSON** listed below will receive **ALL** exhibitor communications:

CONTACT PERSON

CONTACT PHONE NUMBER

CONTACT EMAIL ADDRESS

**COMPANY CONTACT INFORMATION to appear in meeting publications:**

STREET

CITY/STATE/ZIP

PHONE NUMBER (IF DIFFERENT THAN ABOVE)

WEBSITE

## EXHIBIT SPACE RENTAL

Price per square foot:

	Advance Rate* Expires March 31	Regular Rate After March 31
Inline Booths	\$33	\$34
Corner Booths	\$35	\$36
Island Booths (20' x 20' and larger)	\$37	\$38

\*The Advance Rate is available for companies that reserve their booth and pay a 50% deposit before March 31, 2022. Applicants that have not paid their 50% deposit by the end of business on March 31, 2022 will no longer be eligible for the reduced rate and will be subject to the Regular Rate.

\_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_  
 SQUARE FEET                      RATE                      TOTAL AMOUNT DUE

### QUESTIONS:

**CNS Exhibit Office**  
 Corcoran Expositions, Inc.  
 Contact: Dan Corcoran

Phone: 312-265-9635  
 Fax: 312-541-0573  
 Email: [CNS@CorcExpo.com](mailto:CNS@CorcExpo.com)

### CANCELLATION POLICY

Requests for cancellations or reductions in exhibit space must be sent in writing to the CNS Exhibit Office. If written notice is received:

- on or before March 31, 2022, CNS will retain 50% of the value of space being vacated.
- between April 1 and June 17, 2022, CNS will retain 75% of the value of the space being vacated.
- on or after June 18, 2022, CNS will retain 100% of the value of the space being vacated.

Please refer to section two on the following page entitled, "CANCELLATION AND REFUNDS" for full details.

**LOCATION PREFERENCES:** Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_ 4th Choice \_\_\_\_\_

We prefer NOT to be next to or across the aisle from:

### METHOD OF PAYMENT:

CNS Federal Tax ID # 52-1660107

**Check:** The enclosed check is in the amount of \$ \_\_\_\_\_

Remit To: Congress of Neurological Surgeons  
 PO Box 485  
 LaGrange, IL 60525-0485

**Credit Card:** Pay online using this link:

<http://www.corcexpo.com/cns-payment>

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION & WE ACKNOWLEDGE & ACCEPT ALL INDEMNITY, WAIVER & RELEASE PROVISIONS AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

PRINT NAME

AUTHORIZED SIGNATURE

DATE

### FOR OFFICE USE ONLY

**Booth Number:**

**Size:**

## 2022 CNS Annual Meeting • October 10 – 12, 2022 • Moscone West Convention Center • San Francisco, California • General Rules and Regulations

The Congress of Neurological Surgeons (CNS), its authorized representatives, and Corcoran Expositions, Inc. are hereinafter referred to as "Show Management." The exhibiting company who has caused this application to be signed and executed on the reverse side hereof is hereinafter referred to as "Exhibitor." All other capitalized terms not otherwise defined in these General Rules and Regulations shall have the meaning given on the reverse side hereof.

**1. PAYMENT OF SPACE.** Applications received before June 17, 2022 must include a deposit in the amount of 50% (payable in U.S. funds and drawn on a U.S. bank) of the total space rental charges (minimum deposit is \$600). Applications received on or after June 17, 2022 must include full payment. Exhibitors that fail to pay their deposit by March 31, 2022 forfeit the discounted Advance Rate and are subject to the Standard Rate. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on June 17, 2022.

**2. CANCELLATION AND REFUNDS.** 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. 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 both 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.) Exhibitor's cancellation of both space will result in the release of all exhibitor badges and may result in the release of hotel guest rooms. No refund will be allowed for exhibit space left unoccupied during the Annual Meeting.

- \*If written notice is received on or before March 31, 2022, CNS will retain 50% of the value of space being vacated.
- \*If written notice is received between April 1 and June 17, 2022, CNS will retain 75% of the value of space being vacated.
- \*If written notice is received on or after June 18, 2022, CNS will retain 100% of the value of space being vacated.

It is expressly agreed by Exhibitor that in the event they fail to pay the space rental at the times specified or fail to comply with any other provisions contained in these rules and regulations concerning their use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by Exhibitor, as set forth in the previous sentence, Exhibitor shall forfeit as liquidated damages, the amount paid by them for their space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

If the exposition is not held for any reason whatsoever, Exhibitor's maximum claim for damage and/or compensation shall be a reimbursement of an Exhibitor's existing payments for space pro rata to the total amounts paid by exhibitors for space at this specific event.

**4. USE OF SPACE, SUBLETTING OF SPACE.** No Exhibitor shall assign, sublet or share the space allotted with another business or firm unless prior written approval has been obtained by Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the designated exhibit areas.

**5. EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each Exhibitor must name one representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the Exhibitor shall be responsible. Exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of eighteen (18) are not permitted inside the exhibit hall.

**6. INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Any space not claimed and occupied by three hours prior to the published show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exposition.

Exhibits must be staffed during all show hours and may not, to any extent, be dismantled before the show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

**7. ARRANGEMENT OF EXHIBITS.** Each Exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Exhibits not conforming may be dismantled or modified, at cost to Exhibitor, at the sole judgment and discretion of Show Management.

**Exhibitor Plan Review.** Booth construction plans and layout arrangements for first-time exhibitors, exhibits in island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

**8. EXHIBITS AND PUBLIC POLICY.** Exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of Exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by Exhibitor.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should Exhibitor have any questions as to the application of such laws, ordinances and regulations to Exhibitor's exhibit or display, Show Management will endeavor to answer them.

Exhibitor must comply with City and State fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

**9. STORAGE OF PACKING CRATES AND BOXES.** Unattended freight in any display space as of one hour prior to show opening will be removed and stored at Exhibitor's sole risk and expense.

**10. SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the 2022 CNS Annual Meeting, must be pre-approved by CNS. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exposition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by CNS and/or Show Management. Distribution of Exhibitor materials is not permitted to attendee sleeping room doors, CNS meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

**11. OPERATION OF EXHIBITS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the purchased exhibit booth space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

**"Off Label" Drugs/Medical Devices.** CNS acknowledges that some drugs or medical devices demonstrated at the Annual Meeting have not been cleared by the Food and Drug Administration (FDA) or have been cleared by the FDA for specific purposes only. The FDA has stated that it is the responsibility of the physician to determine the FDA clearance status of each drug or medical device he or she wishes to use in clinical practice. CNS policy provides that "off label" uses of a drug or medical device may be described at the Annual Meeting so long as the "off label" use of the drug or medical device is also specifically disclosed. Any drug or medical device is "off label" if the described use is not set forth on the product's approval label. A listing of these disclosures is available in the final program.

**FDA Compliance** All medical devices exhibited must have fulfilled all applicable 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 pre-market 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."

**Food & Beverage.** Nonalcoholic beverages and food products are permitted in the exhibit hall if ordered through the Convention Center. Food and beverages distributed must not conflict with items served at a CNS-sponsored event or an event associated with a corporate support opportunity.

**Direct Sales.** 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 Exhibitor complies with all state and local tax regulations. No signage or advertising of product pricing will be allowed. The CNS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

**Contests, Drawings, Raffles, Lotteries and the Like.** All promotional activities with prizes or awards exceeding \$100 value must be approved in writing by Show Management. Requests must be submitted seventy-five (75) days prior to the opening of the exhibition and notice of approval or rejection will be given no later than sixty (60) days prior to the opening of the exhibition.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of Exhibitor's booth. Distribution of circulars may be made only within the space assigned to Exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by Exhibitor in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Copyright Licensing.** Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless CNS, Show Management, and facility against cost, expense, or liability, including attorneys' fees, which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, cause the aisles to be blocked, nor exceed 80 decibels at a distance of 10' away from the booth. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

**Live Animals.** Live animals are prohibited.

**Booth Representatives.** Both representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Spouses are invited to visit the exhibit hall only with appropriate credentials.

**Booth Giveaways.** Distribution of all giveaways, with the exception of Exhibitor's own products and literature, must be approved in writing by CNS prior to the meeting. Distribution of literature or giveaway items outside Exhibitor's own space is prohibited. The American Medical Association (AMA) has adopted guidelines governing gifts to physicians from the industry. These guidelines have been adopted by CNS and other medical organizations. Exhibitors are also encouraged to adhere to the guidelines of the Pharmaceutical Manufacturers Association and the Advanced Medical Technology Association. Gifts should be of minimal value, primarily designed for the education of patients or healthcare professionals. CNS, in its sole discretion shall have the right to prohibit the distribution of any samples it deems objectionable or otherwise inappropriate. No giveaway item will be approved if it competes with an exclusive advertising or corporate support opportunity.

**Photography.** Only the official photographer may take photographs in the exhibit hall. Details about the official photographer will be included in the Exhibitor Service Kit. Exhibitor may photograph, or have their own booth photographed. Cameras, camera phones or other advanced technology devices used to photograph or film anything other than your own exhibit booth are strictly prohibited.

**Promotional Materials.** Exhibitor grants CNS a fully-paid, perpetual non-exclusive license to use, display, and reproduce Exhibitor's name, trade names, and product names in any directory (print, electronic, or other media) that references the Exhibitor participating at the event and to use such names in CNS's promotional materials. CNS is not liable for any errors or omissions in any show guide listings or descriptions. Show Management shall also have the right to take photographs of Exhibitor's booth space, exhibit, and personnel during, before or after the open hours of the event and use such photographs for any legal purpose.

**CNS Materials.** Any materials that are distributed to Exhibitor related to the planning or execution of the event are owned exclusively by CNS and/or Show Management. CNS and/or Show Management grants Exhibitor a nontransferable, non-exclusive license to use such materials solely in connection with Exhibitor's participation in the Event. If Exhibitor ceases to be an exhibitor at the event, including at the conclusion thereof, Exhibitor shall promptly destroy or return to all such materials to CNS. Exhibitor may not reproduce the events or the CNS logo, name, marks, or other insignia on items, documents or advertising materials, without prior written consent from the CNS. Exhibitor acknowledges the event may be recorded and reproduced in any form (including but not limited to digital formats) and hereby authorizes CNS and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the event. Applicant hereby releases CNS and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

**12. LIABILITY AND INSURANCE.** All of Exhibitor's property remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes, and Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of Exhibitor and in any way related to its participation in the exhibition. Exhibitor should obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury, 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 Exhibitor under section 13 below and should cover the Show Management as an additionally named insured. Any policy providing such property insurance must contain an express waiver by Exhibitor's insurance company of any right of subrogation as to any claims against the Show Management, its officers, directors, agents, members or employees.

**13. INDEMNIFICATION.** Exhibitor shall be fully responsible for all claims, liabilities, losses, damages, fees 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. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses, reasonable attorneys' fees, and judgments recovered from or awarded against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

**Property Damage.** Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exposition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless CNS, Show Management, and the City of San Francisco and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**14. WAIVER, ASSUMPTION OF RISK & RELEASE.** Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

Show Management cannot prevent you from becoming exposed to, contracting, or spreading COVID-19 or any other communicable disease while attending the exposition. It is not possible to prevent against the presence of the disease. Therefore, if you choose to exhibit at and attend the exposition you may be exposing yourself to and/or increasing your risk of contracting or spreading COVID-19 or another communicable disease. Exhibitor has read and understood the above warning concerning COVID-19 and communicable disease. Exhibitor hereby chooses to accept the risk of contracting COVID-19 for itself and/or its agents and employees in order to exhibit at and attend the exposition. These services are of such value to Exhibitor that it accepts the risk of being exposed to, contracting, and/or spreading COVID-19 or any other communicable disease in order to exhibit at and attend the exposition. Exhibitor hereby forever releases and waives its right to bring suit against Show Management and its owners, officers, directors, managers, officials, trustees, agents, employees, or other representatives in connection with exposure, infection, and/or spread of COVID-19 or other communicable disease related to attendance at the exhibition. I, the signatory hereof, understand that this waiver means Exhibitor gives up its, and its agents and employees, right to bring any claims including for personal injuries, death, disease or property losses, or any other loss, including but not limited to claims of negligence and gives up any claim it, or its agents and employees, may have to seek damages, whether known or unknown, foreseen or unforeseen.

**15. ATTORNEYS' FEES.** Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**16. AMERICANS WITH DISABILITIES ACT.** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless CNS, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**17. EVENT SECURITY.** While Show Management may provide perimeter security for the event area during the event, it is not under no obligation to do so, and any security provided by Show Management or otherwise may be discontinued at any time. Whether or not such security is provided, Exhibitor shall be solely responsible for the protection of its property and its confidential and proprietary information, and for obtaining insurance (see Section 12) with respect thereto. Show Management shall, in any event, have no obligation to provide security services and makes no representation or warranty whatsoever and disclaims all liability with respect to security of the premises or Exhibitor's goods or equipment. Exhibitor hereby releases and shall hold Show Management harmless with respect to the same.

**18. OTHER REGULATIONS.** Show Management makes no representations or warranties, express or implied, regarding the number, quality or character of persons who will attend the event or regarding any other matters. Any, and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, WHICH THE SAME ARE HEREBY INCORPORATED IN AND HAVE THE SAME EFFECT AS IF SET FORTH HEREIN; PROVIDED, EXHIBITORS RECEIVE NOTICE OF THE SAME WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**