

Essentials for a Rewarding Neurosurgical Career

JANUARY 20-21, 2024 | FAIRMONT DALLAS | DALLAS, TX

Course
Directors:



Ashok R. Asthagiri



Mark N. Hadley



Course Overview

This 2-day course is intended for the chief resident, post-graduate fellow, or recent residency graduate embarking on their neurosurgical career. The course will address business, organization, and navigation strategies for early and enduring individual success. The format promotes interaction with faculty and peers through focused lectures, question and answer sessions, small group discussions, and a networking cocktail hour and dinner. The concepts and strategies that are provided will be applicable to those starting in community practice, academic practice, military practice, and those in other government neurosurgical positions.

Course Highlights

- Personal Finance
- Social Media, Marketing & Your Practice
- Managing Relationships with Industry
- On the Value of Mentorship and Maintaining a Peer Network
- After Residency: What Happens Now? (Post, MOC, CC)
- Balancing Your Passions: Mindfulness, Physical Health & Family Life

Course Planners and Faculty

Ashok R. Asthagiri
Mark N. Hadley
Brian Asmussen
J. Nicole Bentley
Javier Garcia-Bengochea
Steven Kalkanis
Kimberly Kicielinski
Nader Pouratian
Christopher Winfree

Learning Objectives

Upon completion of this course, participants will be able to:

- Implement systematic processes to establish effective physician-patient relationships that translate to an improvement in patient outcomes, patient safety, and patient satisfaction while reducing medical errors and their legal implications.
- Describe indications (and the lack thereof) for surgery for various neurosurgical disorders commonly encountered in clinical practice.
- Identify techniques and methods to become more productive, an effective contributor in your new work environment/partnership/practice.
- Identify strategies to help establish a career focus in conjunction with your clinical work while maintaining balance with your health (mental and physical), other important responsibilities and passions.

The CNS designates this live activity for a maximum of 13.00 AMA PRA Category 1 Credits™.

SPONSORSHIP LEVELS

GOLD

\$25,000

- Complete access for **four (4) representatives** to attend.
- Attend as fully registered attendees, participate in dynamic discussions, and attend the networking event.
- Recognition of your company's support on onsite signage, agenda, email communication, and the **course website**.

SILVER

\$15,000

- Complete access for **two (2) representatives** to attend.
- Attend as fully registered attendees, participate in dynamic discussions, and attend the networking event.
- Recognition of your company's support on onsite signage, agenda, email communication, and the **course website**.

BRONZE

\$7,500

- Complete access for **one (1) representative** to attend.
- Attend as fully registered attendee, participate in dynamic discussions, and attend the networking event.
- Recognition of your company's support on onsite signage, agenda, email communication, and the **course website**.

SPONSORSHIPS



NON-CME SPONSORED SYMPOSIUM

\$20,000

Opportunity to sponsor a 45 minute presentation on Saturday, January 20. This opportunity includes the use of a private room, a standard A/V set (projector, screen, podium, microphone) and recognition of your symposium via onsite signage and the agenda. Topic and presenter to be coordinated with course directors and aligned with the overall course agenda. Three (3) Sponsored Symposia are available.

BEVERAGE BREAK

\$5,000

Provide attendees with a pleasant break in their day. Corporate supporter may provide logo cups and napkins at their own expense. Support of this event includes recognition via on-site signage and in course materials. Two (2) breaks are available.

ADVERTISING



REGISTRATION BAG

\$5,000

Put your company logo and product information in the hands of every course attendee. Your company selects and produces the bag of your choice, and can insert up to one promotional/product literature piece per bag given to all attendees as they register on-site. All items subject to CNS approval. Options available for CNS to handle production at additional cost.

REGISTRATION INSERT

\$3,000

Provided to all attendees at registration, this is the perfect opportunity for them to receive a glimpse of your technology and absorb the latest details of your innovations. Maximum size of piece is 8.5"x11", double-sided.

E-BLAST

\$3,000

Send your message to all course attendees. This is an opportunity to discuss a specific product/technique or invite them to meet with you at the course. Provide a final HTML file, and CNS will send on your behalf to course attendees. This opportunity is limited to a total of two (2) messages, one (1) message per company.

METER BOARD

\$2,500

Opportunity for a custom sign to be placed in the foyer. Cost includes production, labor to install and dismantle. Limited opportunities available.



EDUCATIONAL GRANTS

General Course Grant - \$15,000

The course directors go to great lengths to provide the most relevant and up-to-date content for this meeting. Help show your commitment to providing quality education with a course grant. **If your budget cannot accommodate this requested amount, the CNS can work with you and accept an amount that's feasible for you this year.**



2024 INDUSTRY ALLIES COUNCIL

Participation in **any of the above** opportunities will go towards your company's year-round support of the Congress of Neurological Surgeons and will contribute to your overall CNS Industry Allies Council Level, which provides additional recognition and benefits at the 2024 CNS Annual Meeting and throughout the year.



CONTACT US



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If you are unsure of who your representative is, please contact corporatedevelopment@cns.org for assistance.