

2024 JOINT PEDIATRIC SECTION ANNUAL MEETING

# BETTER TOGETHER: THE POWER OF PARTNERSHIP

New York, NY

DECEMBER 12-15, 2024

Sheraton New York Times Square Hotel



The 2024 Joint Pediatric Section Annual Meeting is provided by the Congress of Neurological Surgeons and the Joint Section on Pediatric Neurological Surgery



Congress of  
Neurological  
Surgeons



AANS

American  
Association of  
Neurological  
Surgeons

Dear Industry Partner,

On behalf of the AANS/CNS Section on Pediatric Neurological Surgery, we would like to extend an invitation for you to participate in the 2024 Joint Pediatric Section Annual Meeting, taking place December 12 – 15, 2024 at the Sheraton New York Times Square Hotel. As one of our objectives for this meeting, we are looking to improve our connection with you. The Section on Pediatric Neurological Surgery serves to advance pediatric neurosurgery and related disciplines. The 2024 Joint Pediatric Section Annual Meeting is expected to attract more than 400 surgeons and allied medical professionals seeking information on the latest advancements in Pediatric Neurological surgery.

As a 2024 Joint Pediatric Section Annual Meeting exhibitor, you will receive valuable opportunities to network with key decision makers from institutions and practices across the US and around the world who are looking for information about your products and services. As numerous residents attend this meeting, you also have the chance to build associations 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 attendees, from multiple daily beverages breaks to the Opening Reception. To further enhance your ability to get in front of attendees, the Pediatric Section on Neurological Surgery offers a wide array of corporate support opportunities that will increase brand awareness and position your company as a supporter of neurosurgical education as detailed in this Exhibitor Prospectus.

Exhibit at the 2024 Joint Pediatric Section Annual Meeting and take advantage of this well-respected and highly attended conference to meet and educate hundreds of Pediatric Neurosurgeons and allied health professionals about your most significant products and services.

Reserve your booth space today—and be sure to apply early, as exhibit space does sell out. Do not forget to take advantage of our corporate support opportunities, which allow you to extend your presence outside the Exhibit Hall. Please join us and help continue the success of this meeting.

I look forward to seeing you in New York!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael McDowell". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Michael McDowell M.D. Co-Chair  
Industrial Relations Committee  
AANS/CNS Joint Section of Pediatric Neurosurgery

Brian Hanak M.D. Co-Chair  
Industrial Relations Committee  
AANS/CNS Joint Section of Pediatric Neurosurgery

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# Overview

Reach more than 400 U.S. and international pediatric neurosurgeons as an exhibitor at 2024 Joint Pediatric Section Annual Meeting. Meet face-to-face with your target audience in New York and showcase your company to the top pediatric neurosurgeons in the world.

## Reach Decision Makers at the 2024 Joint Pediatric Section Annual Meeting!

Exhibiting at the 2024 Joint Pediatric Section Annual Meeting is an excellent way to:

- Maintain business relationships with your valued customers
- Develop new relationships with leaders in the field of pediatric neurosurgery and learn more about the products and services they want
- Increase your company’s visibility with key decision makers looking for the latest information on your products and services
- Educate your company’s target audience about products and services
- Gain recognition and many benefits for your supporter level

## Traffic Generator for Exhibitors

Exhibits are an important part of the educational experience for the attendees. To encourage participation, the Exhibit Hall is conveniently located adjacent the Scientific Sessions and other meeting rooms. We also offer the following services and amenities to encourage traffic flow and help maximize exposure in the Exhibit Hall.

- Daily beverage breaks
- Lunch in the Exhibit Hall on Friday and Saturday
- ‘What’s New’ Sessions
- Wine and Cheese Reception

*Take advantage of the opportunities to further increase your visibility and engagement with attendees. For more details, please see the Corporate Support options beginning on page 13*



# Exhibitor Specifics

## Cost of Exhibit Space

Each exhibit space is 8' deep x 10' wide with a maximum of three (3) booths purchased.

The cost of each 8' x 10' exhibit space is:

- Linear: \$3,500
- Corner: \$3,700

Signed Exhibitor Applications and payment for the full amount must be provided to:

Congress of Neurological Surgeons  
Attn: Corporate Development  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294

## Exhibit Application Deadline

Friday, November 1, 2024 (while supply lasts)

## Equipment

Each exhibit space will be equipped with an 8' back drape, 3' side rails, and an identification sign. Electricity, audiovisual, telephone, internet access, etc. will be at the expense of the exhibitor. This exhibit facility is carpeted.

## Exhibit Location

All technical exhibits will be located in Metropolitan East at the Sheraton New York Times Square Hotel.

## Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor during the formal Exhibit Hall hours, in addition to the extended hours for installation and dismantle. All booth personnel meetings must be conducted within the Exhibit Hall hours and within the confines of your booth. Admittance other than at the above specified times is not permitted.

## Scientific Session Access

Exhibitors may attend the daily Scientific Sessions free of charge once all medical attendees have been seated. Exhibitors may NOT register for special courses.

## Exhibitor Service Kit

The Exhibitor Service Kit, including shipping instructions and various service order forms, will be emailed to exhibiting companies on Thursday, September 12th.

### Meeting Dates

December 12-15, 2024

### Exhibit Dates and Hours

Friday – December 13  
9:30 am–7:00 pm

Saturday – December 14  
8:30 am–3:45 pm

### Location

Sheraton New York Times Square Hotel  
New York, NY

### Registration

Thursday, 7:00 am–6:30 pm  
Friday, 7:00 am–5:30 pm  
Saturday, 7:00 am–5:00 pm  
Sunday, 7:00–11:30 am

### Installation

December 11: 1:00 pm  
December 12: 7:00 am

### Note

Lunch served in the Exhibit Hall from 12:40–1:40 pm Friday, Dec 13, and 12:25–1:25 pm Saturday, Dec 14. Lunch provided to any exhibitors with meeting badges.

### Dismantling

Saturday, December 14  
3:45pm –11:59 pm

### Pediatric Meeting Office

Congress of Neurological Surgeons  
10 N. Martingale Road,  
Suite 190 Schaumburg, IL 60173  
Tel: 847-240-2500  
Fax: 847-240-0804

### Email

[corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org)

### Remit all Payments to

Congress of Neurological Surgeons  
Attn: Corporate Development  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294

## Exhibitor Registration

Only confirmed exhibitors may register for the meeting. The non-member, non-physician category is open to scientists and researchers involved in neurosurgical research and/or product development. Corporate representative badges are available to purchase for non-exhibiting medical device manufacturers and distributors, pharmaceutical companies, or other organizations providing goods and services to the neurosurgical population.

Badges will be distributed to booth personnel at the Exhibitor Registration desk. Exhibitors may register two (2) exhibit booth personnel per contracted 8' X 10' exhibit booth, free of charge. All advance registrations above the free allotment will be charged \$150 each. All registrations after the deadline and all on-site registrations will be \$200. No exceptions will be made. Representatives without a badge or with badges not prepared by the 2024 Joint Pediatric Section Annual Meeting will not be admitted into the Exhibit Hall.

Badges are personal and non-transferable and must be always worn in the exhibit area. Attaching unapproved cards, ribbons, or other items to badges is not permitted. Replacements for lost or stolen badges may be purchased for \$50 each on site.

### You are One Click Away!

For up-to-date information on the annual meeting, scientific program, and much more, visit  
[cns.org/pediatric](https://cns.org/pediatric)

## Neurosurgical Attendance

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

## Opening Reception

The event takes place on Thursday, December 12th from 6:00–7:30 pm at the Sheraton New York Times Square Hotel. Exhibitors who book housing through the official Joint Pediatric Section Meeting housing block will receive two (2) complimentary tickets per 8' x 10' booth contracted. Additional tickets may be purchased on-site for \$100 each.

## Housing Information

A designated exhibitor housing block has been reserved at the Sheraton New York Times Square Hotel. Housing and registration forms will be live on Wednesday, August 14, 2024.



## Preliminary Program At-a-Glance *(subject to change)*

<b>Thursday</b> December 12, 2024	<b>Friday</b> December 13, 2024	<b>Saturday</b> December 14, 2024	<b>Sunday</b> December 15, 2024
<b>Registration</b> 7:00 AM – 6:30 PM	<b>Registration</b> 7:00 AM – 5:30 PM	<b>Registration</b> 7:00 AM – 5:00 PM	<b>Registration</b> 7:00 – 11:00 AM
<b>APP Course</b> 8:00 AM – 4:00 PM	<b>Exhibit Hall</b> 9:30 AM – 7:00 PM	<b>Exhibit Hall</b> 8:30 AM – 4:00 PM	<b>General Scientific Session XII: Artificial Intelligence</b> 8:00 – 8:40 AM
<b>Pre-Course 1: Intracranial Endoscopy: Master Techniques</b> 8:00 AM – 4:00 PM	<b>General Scientific Session I: Spine</b> 8:00 – 9:10 AM	<b>General Scientific Session VII: Epilepsy</b> 8:00 – 9:00 AM	<b>Beverage Break</b> 8:40 – 9:15 AM
<b>Pre-Course 2: Epilepsy Surgery: State of the Art with MIS Techniques</b> 8:00 AM – 12:00 PM	<b>General Scientific Session II: Spinal Dysraphism</b> 9:10 – 10:10 AM	<b>Beverage Break: Exhibit Hall</b> 9:20 – 9:55 AM	<b>General Scientific Session XIII: Chiari/General</b> 9:15 – 9:55 AM
<b>Pre-Course 3: Coding Essentials for the Pediatric Neurosurgeon</b> 12:00 – 4:00 PM	<b>Beverage Break: Exhibit Hall</b> 10:20 – 10:55 AM	<b>General Scientific Session VIII: Global/International Neurosurgery</b> 9:35 – 10:35 AM	<b>General Scientific Session XIV: Basic Science</b> 9:55 – 10:56 AM
<b>Fellows Boot Camp</b> 12:00 – 5:00 PM	<b>Introduction of Chair</b> 11:45 AM – 12:05 PM	<b>General Scientific Session IX: Transition to Adulthood</b> 10:35 – 11:35 AM	<b>Award Presentations</b> 10:35 – 10:55 AM
<b>Opening Reception</b> 6:00 – 7:30 PM	<b>General Scientific Session III: Craniofacial</b> 10:45 – 11:45 AM	<b>Luncheon Seminar 2-Shark</b> <b>Tank: New Technologies</b> 11:35 AM – 12:35 PM	<b>Closing Remarks</b> 10:55 – 11:10 AM
	<b>Luncheon Seminar 1-NIH Grant Opportunities</b> 12:05 – 1:05 PM	<b>Lunch in Exhibit Hall</b> 12:25 – 1:25 PM	
	<b>Lunch in Exhibit Hall</b> 12:40 – 1:40 PM	<b>Raimondi Lecturer</b> 12:35 – 1:15 PM	
	<b>General Scientific Session IV: Hydrocephalus</b> 1:05 – 2:00 PM	<b>General Scientific Session X: Spasticity/Functional</b> 1:15 – 2:15 PM	
	<b>General Scientific Session V: Tumor</b> 2:00 – 3:00 PM	<b>General Scientific Session XI: Fetal Neurosurgery</b> 2:15 – 3:15 PM	
	<b>Beverage Break: Exhibit Hall</b> 3:00 – 3:35 PM	<b>Beverage Break: Exhibit Hall</b> 3:25 – 4:00 PM	
	<b>General Scientific Session VI: Vascular</b> 3:45 – 4:45 PM	<b>SONS Scientific Session</b> 3:50 – 5:04 PM	
	<b>Ingraham Wine &amp; Cheese Reception in the Exhibit Hall</b> 5:45 – 7:15 PM	<b>Pediatric Section Annual Business Meeting</b> 5:04 – 5:34 PM	



## Industry Support Benefits

Industry Support consists of an exhibiting company acquiring a **Sponsorship, Advertising,** or approving an **Educational Grant** opportunity at the 2024 Joint Pediatric Section Annual Meeting. For an exhibiting company to qualify for a level and receive the below benefits, the Industry Support must include the following: an Exhibit Booth and a Sponsorship or an Educational Grant. Advertising will contribute to the total of a company's support, but it will not count towards a level without a Sponsorship and/or Educational Grant contribution.

Benefits	DIAMOND \$25,000+	PLATINUM \$15,000-\$24,999	EMERALD \$10,000-\$14,999	SAPPHIRE \$5,000-\$9,999
<b>Signage &amp; Acknowledgement</b>				
Acknowledgement in general supporter signage at the 2024 Pediatric Section Meeting (Meeting Space / Exhibit Hall)	X	X	X	X
Badge ribbons at the 2024 Pediatric Section Meeting with recognized level	X	X	X	X
Inclusion in general Industry Support Slide during scientific session slideshow	X	X	X	X
Podium recognition during the 2024 Opening Reception	X	X	X	X
Podium recognition during the Scientific Session	X	X		
Individual acknowledgement signage at the 2024 Pediatric Section Meeting ( <i>determined as space permits</i> )	X			
<b>Advertising</b>				
Logo acknowledgement in the 2024 Scientific Program Mobile App	X	X	X	X
Complimentary pre-meeting attendee registration list	X	X	X	
Complimentary post-meeting attendee registration list	X	X	X	
Discount on purchased advertising opportunities (excluding meeting suites)	20%	15%	10%	5%
<b>Electronic Communications</b>				
Logo acknowledgement on the Pediatric Section page on CNS website	X	X	X	X
Recognition in the 2024 Scientific Program Mobile App	X	X	X	X
Recognition on (1) email communication	X	X	X	
<b>Networking</b>				
Additional complimentary tickets to the Opening Reception held during the 2024 Pediatric Section Meeting	8 tickets	4 tickets	2 tickets	

## Sponsorship Opportunities

Choose from these great Industry Support opportunities and create your own customized Industry Support package to meet your company's sales goals.

### Opening Reception Sponsor

**\$15,000**

This Welcome reception kicks off the meeting and is a very well attending opportunity to network with attendees. Benefits of this sponsorship include recognition in meeting program book, meeting mobile app, onsite signage and an E-blast communication about meeting events. Sponsorship also includes and additional (4) tickets to the Opening Reception.

### Ingraham Wine & Cheese Reception

**\$10,000**

Dr. Jeffrey H. Wisoff will be the recipient of the Ingraham Award for Distinguished Service & Achievement. Show your support of the Pediatric Section by sponsoring the Ingraham Wine and Cheese Reception on Friday night. Recognition in meeting program, meeting mobile app, pre-meeting E-blast, and onsite signage. Food and Beverage provided by the Section. This is an **Exclusive Sponsorship**.

### Satellite Symposium (Non-CME)

**\$5,000 - \$20,000 (depends on attendee numbers)**

We are gathering more than 400 leading Pediatric Neurosurgeons in New York for the year's most anticipated Pediatric meeting. Take advantage of this chance to educate your customers and prospects about your latest technology or to host a focus group discussion on a date and time approved by the CNS. If you plan your Satellite Symposium at the HQ hotel, it will include a private lecture room with A/V equipment (podium, microphone, projector, and screen) and recognition of your support if desired.



### Beverage Breaks

**\$5,000 per break**

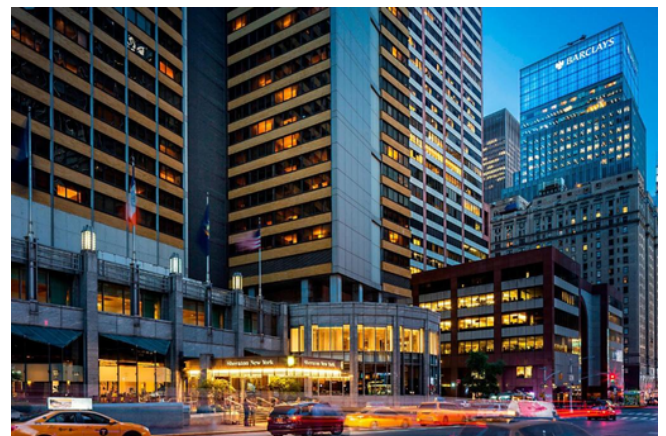
Provide attendees with a pleasant break in their day. You may provide logo cups and napkins at their own expense. Support of this event includes recognition via on-site signage and the meeting's mobile app. Five (5) breaks are available.



### Continental Breakfast—Co-support Opportunity with the Section

**\$10,000 per break**

Make an impression first thing in the morning by supporting this great attendee service. Corporate supporter may provide logo napkins at their own expense. Support of this event includes recognition via on-site signage and meeting's mobile app.



## 'What's New' Sessions

**\$5,000 for one (1) 10-minute session**

*(Concurrent and/or multiple sessions may be purchased)*

These special 10-minute sessions take place in the Exhibit Hall's NeuroZone during the daily beverage breaks and offer attendees a glimpse at the latest research, procedures, products, and services. Company sponsor is responsible for inviting a physician to present during an individual session (topic must be approved by the Section). The Scientific Program Committee will have final approval of companies participating in 'What's New' Sessions. This opportunity includes the use of presentation space, A/V equipment, and recognition of your support via onsite signage and in the meeting's mobile app. The name of the presenter and topic must be provided for approval by Thursday, October 17.

**Eight (8) total slots are available:**

- Two (2) slots during the Friday morning beverage break
- Two (2) slots during the Friday afternoon beverage break
- Two (2) slots during the Saturday morning beverage break
- Two (2) slots during the Saturday afternoon beverage break



## Charging Lounge

**\$20,000**

Gain prominent advertising space and help attendees stay in touch with the home and office by supporting rapid charging stations in the lounge in the Exhibit Hall. This opportunity includes prominent display of your company logo and product information with fully customizable wraps for attendees to view all while charging their devices. This opportunity covers the cost of the charging lounge furniture or charging tower (based on availability).



# Advertising Opportunities

## Hotel Key Card & Sleeves

**\$10,000**

Put your name and logo in the hand of every attendee at the resort. Corporate supporter designs the keycard sleeve artwork with Section approval. You are responsible for the production of the sponsored item as well as the associated production costs.

## Badge Lanyards

**\$10,000**

Place your brand front and center with every attendee. Production is not included.



## Registration Bags

**\$10,000**

Put your company logo and product information in the hands of every Pediatric Meeting 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.



## Registration Insert

**\$3,000**

Provided to all attendees as they pick up their badges, this is the perfect opportunity to preview your product launches, in-booth demonstrations, and other activities attendees will not want to miss. Maximum size of piece is 8.5"x11", double-sided.

## Pre-Meeting or Post-Meeting E-blast

**\$3,500**

Send your message to all Pediatric Section members. This is an opportunity to discuss a specific product/technique or invite them to attend a special event you are participating in at the Annual Meeting. This opportunity is limited to one (1) message per company. There will be a maximum of three (3) pre-meeting and three (3) post-meeting e-blasts scheduled.

## Banner Ad on Mobile App

**\$5,000**

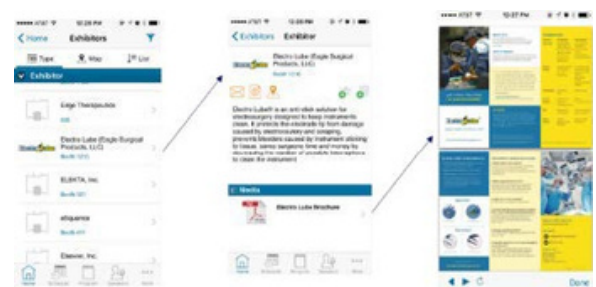
Display your company logo and booth number at the top of the screen on the mobile app. Banner ads have the capability to link to any website you wish. Limited opportunities available.



## Mobile App Enhanced Listing

**\$1,000**

If you're not ready for banner advertising, an enhanced listing is an easy, cost-effective way to gain additional exposure at the Pediatric Meeting. This will include a display of your logo as well as links to your product information and literature in your exhibitor listing.



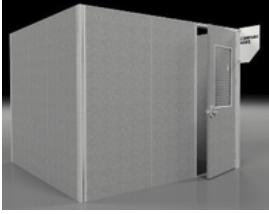
## Mobile App Push Message

**\$1,500 per message**

Limited to two (2) messages from Industry supporters per day, the CNS will send your message containing product and booth info to an opt-in list of attendees during the 2024 AANS/CNS Section on Pediatric Neurological Surgery.

## Meeting Suites in the Exhibit Hall

### Contact CNS for Pricing



If you are looking for a more private place to conduct your business outside of your exhibit booth, then a meeting suite is just what you need.

Room sizes can be created in the back of the Exhibit Hall, so both you and your customers can take care of business without having to travel far. Cost includes carpeted suite, listing on the exhibit hall map, and signage with company logo outside of the suite. (Furniture and electric needs to be order through Freeman at the expense of the company.)

## Attendee Registration List

### \$500 (pre-meeting) or \$750 (post-meeting)

Send each attendee a special invitation to visit your booth, utilize the list to plan appropriate staff coverage and attendance, or a post-meeting thank you. An attendee registration list is to be used for one time mailing and is available for purchase exclusively to the AANS/CNS Section on Pediatric Neurological Surgery. Physical mailing addresses only, no emails.

### Pre-meeting attendee rental list (\$500)

- List will be available starting on November 12, 2024

### Post-meeting attendee rental list (\$750)

- List will be available starting on December 27, 2024

## Branding at the Pediatric Section Meeting Headquarter Hotel

### Prices vary

Highlight your company's presence by branding at the Sheraton New York Times Square Hotel which will be the Pediatric Meeting headquarter hotel and venue for the Exhibit Hall and Scientific Sessions. Please contact your CNS corporate development representative for more information on the latest opportunities and pricing: Alex Waszok – [awaszok@cns.org](mailto:awaszok@cns.org), Colleen Dunphy-[cdunphy@cns.org](mailto:cdunphy@cns.org) or Stephanie Garrow – [sgarrow@cns.org](mailto:sgarrow@cns.org).

# Educational Grant Opportunities

## Exclusive Educational Grant Packages

Associate your company with some of the meeting's most valued educational programs and networking opportunities. These specially designed corporate support packages allow your company to partner with the Section to deliver outstanding programs and services, while helping you reach your desired audience.

## Opening Reception Partner - \$50,000

Place your company front and center as attendees develop relationships lasting a lifetime. This package associates your company with the meeting's Opening Reception.

### Package includes the following opportunities:

- Opening Reception—co-supported in conjunction with the AANS/CNS Section on Pediatric Neurological Surgery

### Benefits:

- Individual acknowledgement signage at hotel, as space permits
- Acknowledgement placard at Opening Reception
- Logo napkins at Reception (provided by corporate supporter)
- Acknowledgement in meeting program and mobile app
- Individual acknowledgment slides in Scientific Session slideshow
- Ten (10) opening reception invitations
- Acknowledgement on Section website and in all general corporate support recognition materials

## Resident and Fellow Education Partner - \$35,000

Make an impression with the neurosurgical leaders of tomorrow. This package places your company front and center with resident and fellow members.

### Package includes the following opportunities:

- 10 Resident Registration Fees
- 10 Fellow Registration Fees

### Benefits:

- Individual acknowledgement at headquarter hotel, as space permits.
- Acknowledgement in the meeting program and mobile app
- Individual acknowledgment slides in Scientific Session slideshow
- Acknowledgement on Section website and in all general corporate support recognition materials

## General Meeting Educational Grant - \$5,000+

The Scientific Program Committee goes to great lengths to provide the most relevant and up-to-date educational content for this meeting. Help put on such an incredible event with a general meeting education grant.

## Lunch Seminar Grant - \$10,000

Gain increased exposure with a select group of attendees. 4 Lunch Seminars available to choose from.

## Speaker Grant - \$5,000

Help the Section attract quality speakers from outside the neurosurgical specialty. The Joint Pediatric Section reserves the right to select speakers based upon need.

## Travel Grant - \$10,000

Help Pediatric Neurosurgeons from countries outside of the United States attend the 2024 Joint Pediatric Section Annual Meeting.

# Exhibitor Rules and Regulations

## Rules and Regulations

The rules and regulations were created for the best interest of the exhibitors, attendees, and the AANS/CNS Section on Pediatric Neurological Surgery. It is important that each exhibitor abide by these regulations. Failure to comply with any rule set forth may result in the denial of future participation.

## Interpretation of Rules

The following rules and regulations are part of the contract between the exhibitor and the AANS/CNS Section on Pediatric Neurological Surgery (the Association). The Association shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. All matters not covered in these rules and regulations shall be referred to the Association for adjudication and the decision of the Association shall be final. These rules and regulations may be amended at any time by the Association and all the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 2024 AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting and may be given to any authorized agent or representative of the exhibitor.

## Purpose of Exhibit

The purpose of the exhibits, an integral part of the 2024 Pediatric Summit educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by Pediatric Neurological surgeons. The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting. The Association reserves the right to determine the eligibility of all exhibit space applicants.

## Product Sales/Solicitation of Orders

The sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with AANS/CNS Section on Pediatric Neurological Surgery, and the

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

## Market Research

Market research can only be conducted by firms hired by a 2024 Section on Pediatric Neurological Surgery exhibitor. With its application for exhibit space, the research company must submit a letter of authorization from its sponsoring company and a list of all premiums proposed for distribution. Market research booths must remain open and staffed throughout the Pediatric Summit. All interviews must be conducted within the confines of the booth space—soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

## Exhibit Application

To be included in the initial assignment of space, potential exhibitors must complete the application/contract and return it with full payment on or prior to Friday, September 6. Applications received without payment will not be processed and no space assigned. If paying by credit card, you may fax or email your application.

## Exhibit Booth Assignment

Payment in full (\$3,500 or \$3,700 per 8' x 10' booth) is due within 30 days from signed Exhibit Application, or before the meeting start date (whichever comes first). Submission of an application does not guarantee booth assignment. Booths will be allocated on the following basis: 1. Priority points earned for previous five (5) Annual Meetings, 2. Number of booths requested, 3. Date of receipt of application, 4. Space availability, and 5. Proximity of competitor companies on the exhibit floor. Exhibitors earn one priority point for each 8' x 10' booth occupied in the last five years. If exhibitor fails to participate in the meeting in any given year, priority points will be forfeited. Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from either company, but not the combined history of both companies. The Association should be notified in writing the acquisition or merger between companies has been completed and indicate date of completion. If two or more companies request adjacent booth space, or if two or more companies' co-market a product at one booth, exhibit space assignment will be

made by averaging the co-marketing companies' points.

## Space Relocation

The Association reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the Association's control. The Association reserves the right to relocate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits. The Association reserves the right to determine at what point sound or odor interferes with others and must be discontinued. The Association reserves the right to relocate an exhibitor at any time, with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the 2024 Section on Pediatric Neurological Surgery annual meeting, the payment for exhibit space will be fully refunded, proportionate to the exhibitors' level of participation.

## Booth Space Reductions or Cancellations

Request for booth space reductions and/or cancellations must be made in writing. Written requests received on or before September 6, will receive a full refund of the cost of the space being reduced or cancelled, less a \$500 administrative fee. The Association will retain the total cost of space being reduced or cancelled after September 6. An exhibitor's cancellation of booth space will result in the release of all assigned hotel guest rooms and Exhibitor badges. No refund will be allowed for exhibit space left unoccupied during the Annual Meeting. Refunds of cancellations or reductions will not be reimbursed until after the Annual Meeting.

## Subletting of Space

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

## Linear Booths

All linear booths will be equipped with an 8' high back drape, 3' high side rails, and a 7" x 44" identification sign displaying the exhibitor's name and booth number.

Linear booths must not exceed 8' in height unless located at the hall perimeter—such booths may be 12' in height. Any construction that exceeds the 3' high side rail dividers shall not extend more than half the distance from the back wall of the exhibit, nor will any display be allowed to limit or otherwise interfere with other exhibits.

## Exhibit Booth Construction and Arrangement

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

## Hanging Signs and Banners

No signs, parts of exhibits, or any other exhibit material are to be suspended from or attached to the ceiling or walls of the Exhibit Hall in any manner. All booth identification must be part of the physical structure of the booth itself.

## Fire Regulations

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

## Music Licensing

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

## Exhibit Booth Conduct

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting, or if it

exceeds the bounds of good taste as interpreted by the Association. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application for approval. Inspection of the Exhibit Hall will be made during installation hours. An effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by the Association at their own expense or risk removal from the Exhibit Hall without notice and without obligation on the part of the AANS/CNS Section on Pediatric Neurological Surgery for any refund whatsoever. The Association reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting booth personnel is strictly prohibited and may be cause for expulsion. Exhibitors may not sell any food or beverage on the exhibit floor without prior permission from the Section on Pediatric Neurological Surgery Annual Meeting office. Distribution of any literature outside of an exhibitor's own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor. Exhibitors may not leave their booth unattended for an extended period.

Exhibitors are not permitted to dismantle prior to 3:45 pm on Saturday, December 14, 2024.

Dismantle prior to this time will result in the loss of current year priority points.

## Non-contracted Exhibit Space

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

## Demonstration and Liability

Exhibitions or demonstrations by the exhibitor must be confined within the bounds of the exhibitor's assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such amount as shall be deemed necessary for restoration to the previous condition. This Agreement is

made and to be performed in New York, and shall be construed in accordance with New York law, but not against any party by reason of that party having drafted it. No representative of Sheraton New York Times Square Hotel has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement or to enforce any provision of this Agreement, the prevailing party shall be awarded its attorney's fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing and signed by both parties hereto. Any legal action in connection with this Agreement shall be brought in New York.

## Security

The Association will provide uniformed security guard service in the Exhibit Hall beginning with the delivery of exhibits to the hall through 10:00 pm, Thursday, December 12. Neither the Association nor Sheraton New York Times Square Hotel will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

## Smoking

Smoking is prohibited inside the facility.

## Children

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

## Food and Beverage

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

## Photography and Video

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



AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting Office.

## Restrictions

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

## FDA Compliance

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

## Handouts and Giveaways

Distribution of samples of products and souvenirs is permitted. Approval of samples and souvenirs must be obtained by the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting office prior to the meeting. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits.

Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to: AANS/CNS 10 N. Martingale Road, Suite 190 Schaumburg, IL 60173-2294 by Tuesday, October 15, 2024. (Samples will not be returned.)

## Contests, Raffles, and Drawings

Approved contests, drawings, or raffles must comply with all local, state, and federal laws governing such contest, raffles, or drawings, and have prior approval of the exhibits department. The rules must be posted at the booth and include Eligibility, date, and time of the drawing, the words "No purchase necessary to enter," odds of winning, how winners are notified, how participants can find out who won, etc. The exhibitor must agree to indemnify the Association, its Board of Directors, employees, and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests, drawings, or raffles that it deems inappropriate or unprofessional. Requests for contests, raffles, and drawings must be submitted to the Corporate Development department (corporatedevelopment@cns.org) for approval by Tuesday, October 15, 2024.

## Promotional Materials/ Use of Logo

Any promotional materials advertising your participation in the 2024 Section on Pediatric Neurological Surgery Annual Meeting or directing attendees to your booth or industry-supported events must be submitted to the Association for approval prior to distribution. The use of the name, insignia, logo, or other identifying marks of the AANS/CNS Section on Pediatric Neurological Surgery may not be used in signs, advertising, or promotions in any media or on descriptive product literature without express written permission. The only exception is that exhibitors may reference the 2024 Section on Pediatric Neurological Surgery (with overall dates and location) on their materials associated with the Annual Meeting. To prevent any misunderstanding, promotional copy for exhibitor meetings or functions may not be phrased "In conjunction with the AANS/CNS Section on Pediatric Neurological Surgery" or use similar language. By allowing the exhibitor to participate in the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting, the Association does not endorse, either expressly or by implication, the exhibitor or its goods or services.

## Awarding of CME

The Congress of Neurological Surgeons, as CME provider for the 2024 AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting, is the only organization authorized to grant CME credit for educational activities conducted during the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting if delivered by an ACCME accredited organization. Companies wishing to provide CME for Satellite Symposia must notify the Association of this intent. No CME credit may be given from any source for activities on the exhibit floor.

## Insurance

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

Exhibitors should maintain public liability insurance against claims of personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the 2024 AANS/CNS Section on Pediatric Neurological Surgery, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence.

Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover AANS/CNS Section on Pediatric Neurological Surgery as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems

appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the AANS/CNS Section on Pediatric Neurological Surgery, its officers, directors, agents, members, or employees. The exhibitor further waives any claim against the AANS/CNS Section on Pediatric Neurological Surgery and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting by anyone not an employee of the AANS/CNS Section on Pediatric Neurological Surgery concerning the exhibitor or their exhibit.

If any part of the Exhibit Hall is destroyed or damaged, preventing the AANS/CNS Section on Pediatric Neurological Surgery from permitting an exhibitor to occupy assigned space during part or all of the 2024 Section on Pediatric Neurological Surgery Annual Meeting, or in the event occupation of assigned space during part or all of the 2024 Section on Pediatric Neurological Surgery is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the AANS/CNS Section on Pediatric Neurological Surgery, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against the AANS/CNS Section on Pediatric Neurological Surgery, its directors, officers, agents, members, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the AANS/CNS Section on Pediatric Neurological Surgery being a refund of exhibit fees for the period it was prevented from using the space.

## Industry Corporate Support Events

Except to hold satellite symposia or social functions, exhibitors must confine their activities with medical attendees to their allotted exhibit space. No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The Association should be notified in writing of any special activities (whether entertainment, educational, or promotional in nature) planned by an exhibiting company for the period beginning Saturday, December 7, 2024 through Saturday, December 14, 2024. Announcements and invitations addressed to members of the medical profession concerning such corporate supported events should clearly indicate the name(s) of the corporate support and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, the Association. Function space held by the Association will be released only to companies exhibiting at the AANS/CNS Section on Pediatric Neurological Surgery Annual Meeting.

## Satellite Symposia

Any educational activity designed by or on behalf of industry for attendance by the 2024 Pediatric Meeting attendees is considered a Satellite Symposium, whether CME credit is offered. All such activities are bound by the AANS/CNS Section on Pediatric Neurological Surgery Guidelines for Satellite Symposia (available online) and subject to Satellite Symposia fees.

## Americans with Disabilities Act

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

## Violations

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

- **First violation:** Loss of current year priority points
  - **Second violation:** Loss of one-half accrued points
  - **Third violation:** Loss of remainder of points
  - **Fourth violation:** One-year suspension of exhibit privileges
- Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of the Association, without following the above sequence. The Association reserves the right to restrict and/or dismiss at any time any exhibit it deems undesirable. In the event of eviction, the Association will not be liable for any refunds on rental or other exhibit expenses.

# EXHIBITOR APPLICATION

Payment in full must accompany this application within 30 days from signed application, or before the meeting start date (whichever comes first).

## Price per 8' x 10' exhibit booth:

Linear: \$3,500  Corner: \$3,700

Total Number of Exhibit Booths Requested: \_\_\_\_\_ Total Price: \_\_\_\_\_

\*A maximum of four (4) exhibit booths can be purchased.

## Exhibit Booth Preferences

### Exhibit Booth Number Choices

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Competitors we do not wish to be near

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Companies we would like to be near

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The assignment of exhibit booth space is at the sole discretion of the Joint Section on Pediatric Neurological Surgery. If your booth choices are not available, please indicate which is most important to your company:

- Corner location  
 Proximity to one of your booth choices  
 Proximity to another exhibitor

## Exhibit Package

In exchange for the above exhibit price, each Exhibitor will receive the following:

- 7' x 44" booth ID sign, 8' back drape and 3' side drape
- Complimentary exhibitor badges for two (2) company representatives per 8'x10' exhibit booth
- Exhibitor listing in the Scientific Program & Mobile App
- One (1) Scientific Program per 8'x10' exhibit booth when applicable
- Reduced rate on Housing
- Breakfast and Lunch in the Exhibit Hall
- Two (2) complimentary tickets to the Opening Reception for exhibitors who book housing through the Pediatric Section Meeting's housing block

## Company Details

Company Name \_\_\_\_\_

(List company name exactly as it should appear in the Scientific Program)

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Website \_\_\_\_\_

## Contact Details

Main Contact Name \_\_\_\_\_

Main Contact Phone # \_\_\_\_\_

Main Contact E-mail Address \_\_\_\_\_

Signature (required) \_\_\_\_\_

Date \_\_\_\_\_



## Billing Information\*

INVOICE Me  Check Enclosed  Charge the following credit card

A check in the amount of \$ \_\_\_\_\_ is enclosed.

Please charge the following credit card for \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVV: \_\_\_\_\_

## Signature\*

\_\_\_\_\_

\*Required if paying by credit card.

## Checks must be made payable to:

Congress of Neurological Surgeons

Attn: Billing Dept

10 N. Martingale Road, Suite 190

Schaumburg, IL 60173-2294

## Terms of Participation

All provisions of the Rules and Regulations and general information, as hereby published, shall be a part of this contract. The application deadline is Friday, September 6. We hereby apply, subject to the terms of the Joint Section on Pediatric Neurological Surgery's Rules and Regulations, for exhibit space.

The purpose of the exhibits is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by pediatric surgeons. Monies provided for Exhibit Hall booth purchases are not considered commercial support, nor shall support of this year's exhibit program be inferred as a commitment for any future programs. All exhibit fees will be used solely for expenses directly related to the 2024 Joint Section on Pediatric Neurological Surgery (Association) Annual Meeting. The Association and the exhibitor acknowledge and agree that the funding shall not obligate the Association nor its affiliates to purchase, use, recommend, or arrange for the use of any products of the exhibitor or its affiliates. The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor. The Association acknowledges that some drugs or medical devices demonstrated at the Annual Meeting have not been cleared by the FDA or have been cleared by the FDA for specific purposes only. The FDA has stated it is the responsibility of the physician to determine the FDA clearance status of each drug or medical devices he or she wishes to use in clinical practice.

## Reductions & Cancellations

All booth reductions and cancellations must be made in writing. Requests received in writing by Friday, September 6 will receive a full refund, less \$500 administrative fee. The Association will retain total cost of space being reduced or canceled after Friday, September 6. Refunds of cancellations or reductions will not be reimbursed until after the meeting date.