REACH UP TO 300 U.S. BASED PRIMARY AND MENTAL HEALTH PROFESSIONALS

PROMOTE AWARENESS FOR YOUR BRAND OR SERVICE

FRIDAY, MAY 5 – SUNDAY, MAY 7
MANDARIN ORIENTAL, WASHINGTON D.C.
JOIN US AT NEI SYNAPSE!

REACH A NEW AUDIENCE!

Our 2nd annual conference is a great opportunity to reach up to 300 U.S. based primary and mental health professionals. Showcase your company’s products or services at the NEI Synapse Exhibit Hall and/or deliver your company’s important message by sponsoring an Industry Symposium. Increase your visibility with our many advertisement opportunities and/or exclusive sponsorships!

LOCATION:
Mandarin Oriental
1330 Maryland Avenue, SW
Washington, DC 20024, USA
202.554.8588
mandarinoriental.com/washington

CONTACTS:
Exhibits, Sponsorship & Industry Sessions
Sheri Mills
VP, Program Development
Email: smills@neiglobal.com
Phone: 817.223.4256

Booths & Advertising
Zamanda Garcia
Project Manager
Email: zgarcia@neiglobal.com
Phone: 760.203.4717

For clinicians on the front line of mental health care
Our expert faculty will guide attendees on how to implement the latest recommendations for mental health care in order to improve current clinical practice. NEI Synapse attendees, including both primary and mental health care professionals, will learn how to accurately diagnose and effectively treat their patients with mental health issues while recognizing the intricate connection between brain and whole body wellness.
PRELIMINARY AGENDA*

FRIDAY, MAY 5
10:30 AM - 12:45 PM  Check-In
11:30 AM - 12:30 PM  Lunch Industry Symposium†
12:45 PM - 5:45 PM   Opening Remarks / Sessions

SATURDAY, MAY 6
7:45 AM - 9:00 AM     Check-In
7:45 AM - 8:45 AM     Breakfast (provided by NEI) Industry Symposium†
9:00 AM - 12:30 PM    Sessions
12:30 PM - 2:00 PM    Break
12:45 PM - 1:45 PM    Lunch (provided by NEI) Industry Symposium†
2:00 PM - 5:30 PM     Sessions

SUNDAY, MAY 7
7:45 AM - 9:00 AM     Check-In
7:45 AM - 8:45 AM     Breakfast (provided by NEI) Industry Symposium†
9:00 AM - 12:30 PM    Sessions
12:30 PM              Closing Remarks / Adjourn

*Agenda is subject to change.
†The content of Industry Symposia and the views expressed therein are those of the presenting entity and not of NEI. Industry Symposia are not part of the scientific program and do not provide CME credit.
EXHIBIT OPPORTUNITIES

Refreshment breaks will be served in the exhibit hall to draw foot traffic and encourage attendees to engage with exhibitors.

Reserve today to guarantee your space at the 2017 NEI Synapse!

Tabletop booth rental includes:
- 6’ long table with 2 chairs and table cloth
- Company description (due 4/1/17) in mobile app
- Two (2) exhibit-only badges (includes lunch & coffee during breaks)
- One wastebasket

Additional items and services not included in the standard tabletop rental may be obtained through the Mandarin Oriental hotel. Details will be sent to confirmed exhibitors.

EXHIBIT HALL HOURS
FRIDAY, MAY 5
9:00 am – 10:30 am
11:00 am – 4:00 pm
Exhibitor Set-up / Badge Pick-up
Exhibit Hall Open

SATURDAY, MAY 6
10:00 am – 4:30 pm
4:30 pm – 5:30 pm
Exhibit Hall Open
Exhibitor Teardown

ORDER FORM

PREMIUM BOOTH
- EARLY BIRD (ENDS 10/31/16) - $3,000
- STANDARD (STARTS 11/1/16) - $3,200

STANDARD BOOTH
- EARLY BIRD (ENDS 10/31/16) - $2,000
- STANDARD (STARTS 11/1/16) - $2,200

LOCATION PREFERENCES
1st choice: ______________________
2nd choice: ______________________
3rd choice: ______________________

LIST COMPETITORS:

COMPLETE PAYMENT DETAILS ON PAGE 13

Note: All exhibitors must adhere to NEI’s exhibitor rules and regulations as noted on page 15
EXHIBIT HALL FLOORPLAN

GRAND BALLROOM
GENERAL SESSIONS

ORIENTAL BALLROOM
INDUSTRY SYMPOSIA

REGISTRATION

Designates Premium Booth

Designates Standard Booth

Designates SOLD Booth

1. Neuroscience Education Institute
2. Sunovion Pharmaceuticals, Inc.
3. Neurocrine Biosciences, Inc.
4. Allergan
5. JayMac Pharmaceuticals
6.
7.
8.

9.
10.
11.
12.
13.
14. Cambridge University Press
15. Genomind
16. Avanir Pharmaceuticals, Inc.
ADVERTISING OPPORTUNITIES

Advertise to attendees before and during the conference—
increase traffic to your exhibit or Industry Symposium!

PRE-CONFERENCE MAILER
Fees include: A one (1) time mailing to all pre-registrants, mailed through NEI’s fulfillment house. NEI does not provide registrant/attendee lists to exhibitors or Industry Symposia sponsors. Indicate number of mailings on order form on the next page; cost is per mailing.

Deliver to fulfillment house by March 27, 2017 to ensure timely delivery.

TOTE INSERT
Fees include: Your company’s brochure (max size 8.5x11) placed inside each tote bag, along with the conference syllabus and other materials. Inserts received late will not be inserted, but instead will be placed on a display table onsite. Indicate number of inserts on order form on the next page.

Deliver to fulfillment house by March 27, 2017.

HOTEL DOOR DROPS
Fees Include: Your promotional material delivered to each conference attendee staying at the Mandarin Oriental on the date of your choice.

Deliver to hotel by May 2, 2017.

ORDER FORM

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITIES</th>
<th>EARLY BIRD 10/31/16</th>
<th>STANDARD 11/1/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-conference Mailer - Number of Mailings</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Tote Insert - Number of Inserts</td>
<td>$500</td>
<td>$550</td>
</tr>
<tr>
<td>Hotel Door Drops</td>
<td>$5.50/drop</td>
<td>$5.50/drop</td>
</tr>
</tbody>
</table>

COMPLETE PAYMENT DETAILS ON PAGE 13
ADVERTISING OPPORTUNITIES

Reach NEI Synapse attendees during the conference through our mobile app!

Attendees will be able to view information on Speakers, Exhibitors, CME Sessions and Industry Symposia. They can also network with colleagues or exhibitors through the apps messaging feature. All pre-registered exhibitors will have access to the mobile app, if email is provided.

ROTATING BANNER ADVERTISEMENT

$1,000 for 3-days

Promote your company with a 10-second rotating banner ad displayed on the mobile app’s dashboard, and direct users to your landing page promoting your product or service.

TEXT MESSAGE ALERTS

$300 per alert, limit to 1 company per day

Need to direct traffic to your booth or Industry session? Send a mobile alert to all users during a specific time and date. Character limit: 200

APP AD PACKAGE

$1300

Package includes the rotating banner and 1 message alert.

Available on: iPhone, iPad, Android, and Mobile Websites

ORDER FORM

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITIES</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Rotating Banner Advertisement</td>
<td>$1,000 for 3 days</td>
</tr>
<tr>
<td>☐ Text Message Alerts</td>
<td>$300 per alert, limit to (1) company per day</td>
</tr>
<tr>
<td>☐ App Ad Package</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

COMPLETE PAYMENT DETAILS ON PAGE 13
SPONSORSHIP OPPORTUNITIES

Expand awareness for your product, service or brand by sponsoring one (or all) of these exclusive opportunities.

WI-FI SPONSOR
Sponsorship includes: One custom splash/pass-through page with your company branding or logo (sponsor is responsible for page design).

Artwork due: April 17, 2017

ATTENDEE TOTE BAG
Sponsorship includes: Your company logo/name printed on the front of the tote, which is given to each attendee!

Artwork due: March 1, 2017

ATTENDEE BADGE HOLDER/LANYARD
Sponsorship includes: Your company logo/name printed on the front of the badge holder. Each attendee receives a name badge, which is worn throughout the entire conference!

Artwork due: March 1, 2017

HOTEL ROOM KEY CARDS
Sponsorship includes: Branded key cards with your custom message for each conference attendee staying at the Mandarin Oriental hotel.

Artwork due: March 27, 2017

ORDER FORM

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITIES</th>
<th>EARLY BIRD (ends 10/31/16)</th>
<th>STANDARD (starts 11/1/16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐  Wi-Fi Sponsor</td>
<td>$12,000</td>
<td>$13,200</td>
</tr>
<tr>
<td>☐  Attendee Tote Bag</td>
<td>$7,000</td>
<td>$7,700</td>
</tr>
<tr>
<td>☐  Attendee Badge Holder/Lanyard</td>
<td>$5,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>☐  Hotel Room Key Cards</td>
<td>$2,500</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

COMPLETE PAYMENT DETAILS ON PAGE 13
Industry Symposium presentations are designed to complement the meeting by further enhancing knowledge and confidence through product specific or disease state presentations. Breakfast, lunch or dinner options are available during NEI Synapse.

HIGHLIGHTS:

- Symposia do not compete with the general sessions or other Industry Symposia.
- Both breakfasts and lunches are paid for by registration fees, eliminating any “Sunshine Act” meal reporting.
- Industry Symposia are held in a private ballroom to comply with ACCME guidelines.

INDUSTRY SYMPOSIA INCLUDE:

- Dedicated meeting room. Audience size may vary – NEI does not guarantee an audience size.
- 60-minute time slot
- Audio-visual equipment: microphone for Q&A, lavaliere for two (2) speaker(s), screens, projector, and show technician.
- Two (2) lead retrieval systems. Assistance with badge scanning is the responsibility of the symposium sponsor. Reports will be available 7 days after the conference.
- Up to 4 badges: for onsite staff and presenters.
- One (1) professional moderator.
- Listing of session in mobile app.

Continued on next page
SPONSOR RESPONSIBILITIES:

- Content development of a 60-minute presentation. Agencies or 3rd party provider are allowed to assist the company. Submit your presentation slide deck April 17, 2017 to Zamanda Garcia at zgarcia@neiglobal.com.
- Session topic, title, and presenter information must be submitted to NEI by April 1, 2017.
- Staff/temps to welcome and scan attendees
- Script for moderator, if any, to introduce presenter
- All speaker-related costs (flights, honorarium, accommodations, etc).
- Design, development, and production of any promotional material. All promotional material must include the disclaimer statement listed on page 17. All material is subject to NEI approval.

Take advantage of our advertisement opportunities to promote your symposium! See page 7

ORDER FORM

<table>
<thead>
<tr>
<th>DATES</th>
<th>TIMES*</th>
<th>SPONSOR FEE</th>
<th>EST. # OF ATTENDEES</th>
<th>MEAL PROVIDED BY NEI</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY</td>
<td>□ 11:30am - 12:30pm</td>
<td>$35,000</td>
<td>125</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>□ 6:00pm - 7:00pm</td>
<td>$40,000</td>
<td>175</td>
<td>No</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>□ 7:45am - 8:45am</td>
<td>$45,000</td>
<td>200</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>□ 12:45pm - 1:45pm</td>
<td>$55,000</td>
<td>250</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>□ 5:45pm - 6:45pm</td>
<td>$40,000</td>
<td>175</td>
<td>No</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>□ 7:45am - 8:45am</td>
<td>$35,000</td>
<td>125</td>
<td>Yes</td>
</tr>
<tr>
<td>OTHER</td>
<td>□ ARS Keypads for all attendees</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>□ Rehearsal with A/V Technician (# of hours _____)</td>
<td>$150/HOUR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COMPLETE PAYMENT DETAILS ON PAGE 13

*Times are subject to change

Note: A $10,000 non-refundable deposit is required before Industry Symposia date is held
INDUSTRY SYMPOSIA LOCATION

ORIENTAL BALLROOM
This agreement (Agreement) is by and between Neuroscience Education Institute (NEI) and the company (the “company”) listed below to contract for exhibit space, advertising, and/or sponsorship at the 2017 NEI Synapse, May 5-7, 2017 in Washington D.C. Company agrees to all the rules and regulations (found on pages 14-18) of this agreement, and acknowledges that, when signed, this agreement becomes a legally binding contract.

COMPANY DETAILS:
The information below will be listed on all conference materials.

Company:
Address:  
City:        State:  Zip:
Telephone:  URL:  

CONTACTS:
Name & Title (I am with:   Company    Agency)  Email
Name & Title (I am with:   Company    Agency)  Email
Name & Title (I am with:   Company    Agency)  Email

METHOD OF PAYMENT:
Total Amount Due: $__________________ ( □ Invoice me)
☐ Check (payable to Neuroscience Education Institute, Tax ID# 33-0954691)
  ☐ VISA  ☐ MasterCard  ☐ American Express
Card Number:  Exp. Date:  Security Code:
Name on Card:  Signature:  Date:

Credit card transactions are limited to $10,000 or less. See page 14 for payment, cancellation, and refund policies.

AGREEMENT:
The undersigned (“Company”), by duly authorized representative, enters into this agreement with NEI, and agrees to abide by the foregoing Rules and Regulations made by NEI. Any Company who violates or fails to abide by all such Rules & Regulations will result in a breach of the agreement by the company and gives NEI the right to evict any company that violates this policy. NEI reserves the right to approve all agreements and may restrict inappropriate products/services.

Authorized Representative

Company Name

Name and Title

Signature

Date

Agreed and Accepted by NEI

Sheri Mills, Vice President of Business Development

Signature

Date
EXHIBITOR & SPONSOR RULES AND REGULATIONS
The following rules and regulations are fully incorporated as part of the agreement between the Company and the NEI.

INSURANCE AND LIABILITY: Insurance and liability are the full and sole responsibility of the Company. This contract shall not constitute or be considered a partnership, joint venture, or agency between NEI and the Company.

INDEMNIFICATION: The Company agrees to protect, save and hold the Neuroscience Education Institute (NEI), and the Mandarin Oriental, Washington D.C., as well as all of these entities' owners, agents and employees (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, the Company shall, at all times, protect, indemnify, save and hold harmless Indemnities against and from any and all losses, costs (including attorney’s fees), damage, liability or expenses arising from or out of, or by reason of, any accident or bodily injury or other occurrence to any person or persons, including the its agents, employees and business invitees, which arise from or out of, or by reason of said Company’s occupancy and use of the exhibition/meeting room premise or a part thereof.

PAYMENT: Payments can be made by credit card (American Express, VISA, and MasterCard) or by checks made payable to “Neuroscience Education Institute” (Tax ID #33-0954691). All credit card company charges and bank charges will be the sponsoring company’s responsibility.

A 50% deposit is required within 30 days of application submission or invoice date to reserve an exhibit space, advertisement, or sponsorship. Industry Symposium sponsorships require a $10,000 non-refundable deposit. The final balance is due by March 31, 2017 for exhibit space and all sponsorships. Agreements submitted after March 31, 2017 will require payment in full.

Payments can be mailed to:
Neuroscience Education Institute
Attn: Sheri Mills
1930 Palomar Point Way, Suite 101
Carlsbad, CA 92008

CANCELLATIONS/REFUND POLICY: All cancellations must be made in writing to Sheri Mills (smills@neiglobal.com). Exhibit space and/or advertisement sponsorship cancellations received after March 1, 2017 will result in a 50% penalty of the fees. No refunds will be issued for exhibit space cancellations received after March 31, 2017 nor will they be issued to no-shows. Refunds for Industry Symposia will be considered but not guaranteed and depend on NEI’s ability to fill the canceled slot at full price.

REGISTRATION: All exhibit/industry symposia personnel must register by April 21, 2017 to ensure a badge upon arrival and to avoid delays. Badges must be worn during the entire conference. Badges will show the representative’s full name and company.

Badge Pick-Up: Badges can be picked-up at the on-site registration area starting on May 5, 2017 at 9:00 am.

UNSANCTIONED EVENTS: Companies are not allowed to sponsor any unsanctioned event which directly conflicts with conference events, before, during or after. Failure to abide by this requirement will result in a breach of the agreement by the company and gives NEI the right to revoke all exhibitor/sponsor badges and evict any exhibit that violates this policy. If you wish to host a small off-site or on-site event, please contact Sheri Mills (smills@neiglobal.com) for pricing and additional details.

DATA CAPTURING & LEAD RETRIEVAL: The lead retrieval vendor will provide reports within 7 days after the conference. Reports will include the following information for each attendee who chooses to be scanned: First, middle, and last name, credentials, phone, specialty, email, mailing address, and National Provider Identifier number.
USE OF LIST POLICY: It is the fiduciary responsibility of all Companies, supporters and their agencies to protect the privacy of NEI Synapse attendees. All attendees have the right to refuse being scanned and per that refusal the companies, supporters and their agencies do not have the right to reach out to them. Furthermore, it is a violation to share these lists with 3rd parties.

Companies may use their captured attendee leads lists one time only. The information on the list or any portion thereof may not be copied or extracted in any form. Companies will not at any time permit any NEI Synapse list information to pass into the hands of another person, association, organization or company. Any prohibited use by the Company shall constitute a material breach of this contract.

ATTENDEE LIST: NEI does not release pre or post attendee lists to exhibitors and/or sponsors or 3rd party vendors.

ADVERTISEMENTS: It is prohibited to advertise material or signage of companies other than those that have paid for exhibit space. Canvassing and solicitation of business or other conferences is strictly prohibited. NEI appreciates being informed of any infraction of this rule. All signs, flyers, distribution of literature and souvenirs, entertainment or any other activities must take place directly adjacent to the contracted table only.

NEI SYNAPSE NAME AND LOGO USAGE: NEI Synapse’s name, logo or other identifying marks may not be used in signs, advertising or other promotional material without prior permission from NEI.

AMENDMENTS: All matters and questions not covered in any of the rules and regulations are subject to the discretion of NEI. The rules and regulations may be amended at any time by NEI, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to the rules and regulations, written notice will be given by NEI to such parties.

EXHIBITORS

SPACE ASSIGNMENT: Space will be assigned on a first-come, first-served basis. Exhibit space is limited, thus companies are limited to one tabletop space. Requests for additional tabletop spaces will be reviewed on an individual basis. NEI reserves the right to reconfigure the exhibit hall floor plan, with the provision that all exhibitors will be advised of any such changes. It is the exhibiting company’s responsibility to confirm their placement on the floor plan.

ELIGIBILITY FOR EXHIBITING: All products and services exhibited must be relevant to the sciences field. NEI reserves the right to refuse acceptance of contract and/or entrance/set-up to exhibitors not meeting required standards or in competition to NEI, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. NEI will not make any refunds or otherwise be responsible for expenses associated with such refusal, restriction or eviction. Please email smills@neiglobal.com with any questions about eligibility to exhibit.

EXHIBIT LOCATION: The exhibit area will be located in the pre-function space of the Grand and Oriental Ballrooms. All CME sessions will be held in the Grand Ballroom. All breaks will be served within the pre-function area to generate traffic to exhibitors.

EXHIBIT HOURS: Exhibit set up must be complete by 10:30 am on May 5, 2017. Tables must be staffed the entire time the exhibits are open. It will be each Exhibitor’s responsibility to see that all materials are removed from the exhibit area by 4:30 pm on May 6, 2017. Displays should not be dismantled before 4:30 pm.

EXHIBITOR CONDUCT: Exhibitor personnel are expected to behave in a professional manner at all times during NEI Synapse. NEI reserves the right to make on-site judgments regarding conduct that detracts from the environment.
UNOCCUPIED SPACE: Space not occupied at the opening of the exhibition may be reassigned by NEI to another exhibitor, without refund of the paid rental.

SUB-LEASING OR SHARING TABLE SPACE: Exhibitors are prohibited to sublet, assign or share any part of the allocated space without prior written consent from NEI.

TABLE STAFFING: Tables must be staffed at all times during open hours. Exhibitors that violate this policy may lose their eligibility to exhibit at future NEI Synapse conferences.

OBSTRUCTION OF TABLES AND SIZE LIMITATIONS: Tables cannot obstruct attendees’ views of adjacent tables from any angle. Activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. Nothing is allowed to be attached to pillars, walls, ceiling, windows, etc.

AUDIO USE: Audio and/or video devices which are part of the exhibit must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. NEI reserves the right to prohibit the use of amplifying devices that it considers objectionable.

GIVEAWAYS AND RAFFLES: Giveaways and raffles are permitted on the exhibit floor, when used as a promotion to attract attendance to your table. Public address announcements of winners on the exhibit floor are not permitted.

SECURITY: NEI will provide perimeter/roving security personnel. Although security will be provided during installation, show days and dismantling, it is always the exhibitor’s responsibility to ensure the security of his/her exhibit and its contents.

SHIPPING: Any package being shipped to the Mandarin Oriental must be prepaid and addressed as follows:

   2017 NEI Synapse
   “On Site Receiver’s Name”
   C/O TBD
   1330 Maryland Avenue, Southwest
   Washington D.C. 20024

INDUSTRY SYMPOSIA
LOCATION AND SET-UP: Industry Symposia will be held in the Oriental Ballroom. All CME sessions will be held in the Grand Ballroom. Unless otherwise noted in the agreement the Industry Symposia room will be set for 250 attendees in rounds of 10.

TIME SLOT ASSIGNMENT: Industry Symposia applications will be assigned on a first-come, first-served basis. The timeslots noted on page 6 have been approved by NEI and may not be modified.

SCHEDULE: Industry Symposia will be conducted during times that do not conflict with NEI’s CME sessions. All space and time slots will be scheduled by NEI. Each Industry Symposium is 60-minutes in length.

FOOD AND BEVERAGE: NEI provides all conference attendees with a light-breakfast and box lunch option as part of their registration fees, which we will provide during the breakfast and lunch symposia hours to encourage attendance. Meal stations will be placed in the pre-function space of the Industry Symposia room. Meal enhancements can be coordinated for an additional cost through the hotel. For more information and menu pricing, please contact Sheri Mills (smills@neiglobal.com).

ROOM ACCESS: Sponsors may have access to the room 3-hours prior their symposiums start time for set-up. If you require additional set-up time, please contact Sheri Mills (smills@neiglobal.com).
REHEARSAL: To schedule a rehearsal, please email Zamanda Garcia (zgarcia@neiglobal.com) with your preferred rehearsal date and time. Additional fees will apply if you will be requiring a technician present during your rehearsal. An AV technician will be provided (at no additional cost) during all Industry Symposia to operate equipment and to ensure that sessions run smoothly.

SPEAKERS: Industry Symposium speakers are not considered “faculty” at NEI’s Synapse and thus will not be provided the same badge as NEI Faculty. The sponsoring organization is responsible for all speaker related costs (flights, honorarium, accommodations, etc). NEI Synapse faculty are NOT permitted to participate in Industry Symposia or any off-site meetings, sanctioned or otherwise.

ONSITE SIGNAGE: Each sponsor is allowed up to four (4) professionally printed signs (maximum size is 30” x 40”). Signs can be placed outside or near the meeting room 24-hours prior to start of the session and must be removed at the end of the session.

AUDIENCE RECRUITMENT EFFORTS BY NEI: All Industry Symposia will be listed in the online conference agenda web page. The information will also be added to all NEI Synapse print materials (CME syllabus, program guide, and onsite signage). Additionally, NEI will, in our sole discretion, send dedicated emails to encourage participants to attend these events.

ATTENDEE REGISTRATION INSTRUCTIONS: NEI will not facilitate pre-registration for attendees. Seating for Industry Symposia will be on a first-come, first-seated basis.

ADDITIONAL MARKETING OPPORTUNITIES: We encourage you take additional measures to promote your Industry Symposium (see pages 8-10 for additional promotional opportunities).

LEAD-RETRIEVAL SYSTEM PICK-UP: Scanners will be placed in the Industry Symposia room on May 5, 2017. The Industry Symposia moderator will demonstrate how to use them. See page x for attendee report information.

REQUIREMENTS FOR INDUSTRY SYMPOSIA: Industry Symposia are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for Industry Symposia.

The following statement must appear prominently on all handout materials or any printed materials distributed at the symposium and on the title and ending slides displayed at the beginning and end of the Industry Symposium.

“The content of this Industry Symposium and the views expressed therein are those of the presenting entity and not of NEI. This Industry Symposium is not part of the scientific program and does not provide CME credit.”

PROMOTION OF INDUSTRY SYMPOSIA: All materials intended to promote your Industry Symposium, including websites, broadcast e-mail messages, promotional brochures, invitations, signage, and other materials, must be pre-approved by NEI prior to release and distribution. Because changes may be required, it is strongly recommended that review and approval by NEI occur before printing or production of the materials.

Organizations may distribute print material to promote their Industry Symposium from inside their contracted table space only.

All approved promotional, marketing, and other materials used in conjunction with the Industry Symposium must contain the following statement in a prominent type size and location on the materials:

“This promotional activity is provided by (sponsor) and is not certified for continuing education credit. The content of this Industry Symposium and opinions expressed by presenters are those of the sponsor or presenters and not of the Neuroscience Education Institute.”
No other phrase or reference to NEI or NEI Synapse is permitted on Industry Insights Symposium materials.

The NEI logo and/or NEI Synapse graphics may not be used on Industry Insights Symposium materials.

• The sponsor is responsible for the following:
  • Content development for a 60-minute presentation. Agencies or 3rd party provider are allowed to assist the company. Submit your presentation slide deck April 17, 2017 to Zamanda Garcia at zgarcia@neiglobal.com.
  • Session topic, title, and presenter information must be submitted to NEI by April 1, 2017 for online and print materials.
  • Staff/temp to welcome and scan attendees
  • Script for moderator, if any, to introduce presenter
  • All speaker related costs (flights, honorarium, accommodations, etc).
  • Design, development, and production of any promotional material. All promotional material must include the disclaimer statement listed above. All material is subject to NEI approval.

AUDIOVISUAL EQUIPMENT PROVIDED INCLUDES:
• Computer (NEI will preload your presentation)
• Dell Latitude E6400
• Windows 7 Pro
• PowerPoint 2007
• 10K Lumens Projector
• Two 12 x 16 screens (4:3 Standard Definition)
• One wireless cue light/remote slide advancer
• Speaker timer and one 60” confidence monitor
• Two lavaliere, for presenter & moderator
• Two handheld microphones for questions

If you have additional A/V needs, please contact Sheri Mills, smills@neiglobal.com.

SHIPPING: Any package being shipped to the Mandarin Oriental must be prepaid. Follow the shipping instructions on the Mandarin Oriental Exhibitor / Vendor Form: 

ARTWORK GUIDELINES

TOTE INSERT & PRE-CONFERENCE MAILER

TOTE INSERT:

• Submit your insert for NEI’s review no later than 3/15/17. Allow 2-3 business days for our review process.

• Deliver 300 printed copies of each piece to our fulfillment vendor, Dynamark, by 3/27/17. Inserts received after this date will be displayed in the designated literature booth.

• Ship your insert to:
  Dynamark / Rob Kohls
  NEI Synapse 2017 – “Company Name” Tote Insert
  486 Cave Road Nashville, TN 37210
  Email: rkohls@dggink.com | Phone: (615) 921-9399

• Design Guidelines: Maximum size is 8.5 x 11

PRE-CONFERENCE MAILER:

• Submit your mailer for NEI’s review no later than 3/15/17. Allow 2-3 business days for our review process.

• Deliver printed copies of each piece to our fulfillment vendor, Dynamark, by 3/27/17. Each organization is responsible for supplying a print ready mailer to Dynamark, all postage fees, and ensuring the mailer gets distributed on time. Mailers received after 3/27/17 at Dynamark are not guaranteed to arrive on time to pre-registrants.

• Ship your mailer to:
  Dynamark / Rob Kohls
  NEI Synapse 2017 – “Company Name” Mailer
  486 Cave Road Nashville, TN 37210
  Email: rkohls@dggink.com | Phone: (615) 921-9399

• Design Guidelines: Maximum size is 8.5 x 11
ARTWORK GUIDELINES

WI-FI PAGE, TOTE BAG, LANYARD & KEY CARDS

WI-FI SPLASH PAGE:

- Design Guidelines:
  - The only acceptable file format is HTML. Submit your file by 4/17/17, along with:
    - Network name (limit of 6 characters)
    - Password (limit of 5 characters)
  - All images must be linked to a URL. Files with embedded images will not be accepted, and will be returned for proper formatting.
  - Use best practice guidelines to design your web page and keep in mind that the end user can view your web page in different platforms. For example, don’t use lots of columns, keep the message formatting simple and allow wrapping, and use bigger graphics with decent touch space in addition to following other best practices for web page creation.

TOTE BAG:

- The sponsoring company must submit their files by 3/1/17
- Design Guidelines:
  - Resolution: 300 DPI
  - Imprint color: White
  - File Format: EPS, AI
- Imprint Size/Dimensions:
  - 6”(w) x 7.5”(h)
ARTWORK GUIDELINES

WI-FI PAGE, TOTE BAG, LANYARD & KEY CARDS

LANYARD / BADGE HOLDER:

• The sponsoring company must submit their files by 3/1/17

• Design Guidelines:
  • Resolution: **300 DPI**
  • Imprint color: **White**
  • File Format: **EPS, AI**

• Imprint Size/Dimensions:
  • *3.25”*(w) x *1.25”*(h)

HOTEL KEY CARDS:

• The sponsoring company must submit their files by 3/27/17

• Design Guidelines:
  • Resolution: **300 DPI**
  • Imprint color: **CMYK**
  • File Format: **EPS, AI**

• Imprint Size/Dimensions:
  • *2.25”*(w) x *3.5”*(h)
IMPORTANT DEADLINES

EXHIBITORS:
10/31/16  Early-bird rates end
3/31/17   Service manual is released to confirmed exhibitors
4/1/17    Company description due from exhibiting companies
4/21/17   Submit badge request form for onsite personnel
5/5/17    Exhibit Installation / Exhibit Hall open
5/6/17    Exhibit Hall Dismantling

ADVERTISERS:
3/15/17   Submit pre-conference mailer artwork for NEI review
3/15/17   Submit tote insert artwork for NEI review
3/27/17   Pre-conference mailer due at fulfillment house
3/27/17   Tote insert due at fulfillment house
5/2/17    Hotel door drops must be delivered to hotel by this date

INDUSTRY SYMPOSIA:
4/1/17    Submit session topic, title, and presenter information
4/17/17   Presentation slide decks with ARS due for programming. Submit to Zamanda Garcia, zgarcia@neiglobal.com.
4/21/17   Submit badge request form for onsite personnel

SPONSORS:
3/1/17    Submit company logo for tote bag
3/1/17    Submit company logo for badge holder/lanyard
3/27/17   Submit keycard artwork
4/17/17   Submit wi-fi splash page