2018 NEI SYNAPSE
April 20-22, 2018 | ARIA, Las Vegas, NV

PROSPECTUS
Exhibit · Sponsor · Advertise

Reach 350 U.S. based mental health care providers
CONFERENCE LOCATION & ACCOMMODATIONS

ARIA, Las Vegas
3730 S. Las Vegas Blvd.
Las Vegas, NV 89158
Phone: (866) 359-7757
Web: https://www.aria.com/en.html

Room block information is available online at nei.global/synapse—reserve your room by March 16, 2018 to get the group rate!

CONFERENCE DATES & HOURS

Friday, April 20 11:00 am – 5:45 pm
Saturday, April 21 7:00 am – 6:45 pm
Sunday, April 22 7:00 am – 1:15 pm

EXHIBIT HALL DATES & HOURS

Friday, April 20 11:00 am – 4:00 pm
Saturday, April 21 9:45 am – 5:00 pm

CONFERENCE ROOMS

General Sessions (CME) Mariposa Ballroom 1,2,4,6,7 (East Level 2)
Industry and Science Symposia (non-CME) Orovada Ballroom 1,2,4,6,7 (East Plaza Level)
Exhibit Hall Mariposa Ballroom 3,5,8 (East Level 2)
Registration Hall Mariposa Registration Desk (East Level 2)

CONTACTS

Booths & Sponsorship:
Pharmaceutical & Medical Companies
Sheri Mills
VP, Program Development
Email: smills@neiglobal.com
Phone: 817.223.4256

Booths & Advertising:
All Other Companies
Zamanda Garcia
Project Manager
Email: zgarcia@neiglobal.com
Phone: 760.203.4717
2017 SYNAPSE ATTENDEE DEMOGRAPHICS

ATTENDEES

262

114
MD / DO

117
Advanced Practice Nurses

31
Other

GEOGRAPHY

17%
WEST

10%
MIDWEST

38%
SOUTH

30%
NORTHEAST

5%
INTERNATIONAL
SPECIALTY

- NURSING - 12%
- NEUROLOGY - 3%
- PSYCHIATRY - 70%
- FP, GP - 10%
- PSYCHOLOGY - 3%
- OTHER / UNKNOWN - 16%

PRACTICE / PRIMARY WORK SETTING

- SINGLE-SPECIALTY GROUP - 9%
- UNIVERSITY CLINIC / ACADEMIC - 3%
- HOSPITAL-BASED - 8%
- COMMUNITY CLINIC / NON-PROFIT - 24%
- GOV’T (COUNTY / STATE) - 7%
- PRIVATE PRACTICE - 27%
- MILITARY / VA - 12%
- CORRECTIONAL - 4%
- OTHER - 7%

PRESCRIBING PRIVILEGES

- 95% of attendees have prescribing privileges
- 49% - Prescribing privileges (with or without oversight/restrictions)
- 46% - MD/DO prescribing privileges (with or without oversight/restrictions)
- 5% - No prescribing privileges
## PRELIMINARY AGENDA*

### Friday, April 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am – 1:00 pm</td>
<td>Check-In</td>
</tr>
<tr>
<td>11:00 am – 4:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>1:00 pm – 5:45 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>6:00 pm – 7:15 pm</td>
<td>Dinner Industry Symposium† (175 expected)</td>
</tr>
</tbody>
</table>

### Saturday, April 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Breakfast Industry Symposium† (200 expected)</td>
</tr>
<tr>
<td>8:15 am – 11:45 am</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:45 am – 5:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch Industry Symposium† (250 expected)</td>
</tr>
<tr>
<td>1:15 pm – 6:30 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>6:15 pm – 8:00 pm</td>
<td>Dinner Industry Symposium† (250 expected)</td>
</tr>
</tbody>
</table>

### Sunday, April 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Breakfast Industry Symposium† (125 expected)</td>
</tr>
<tr>
<td>8:15 am – 1:15 pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>Closing Remarks / Adjourn</td>
</tr>
</tbody>
</table>

*Agenda is subject to change

†The content of Industry and Science Symposia and the views expressed therein are those of the presenting entity and not of NEI. Industry and Science Symposia are not part of the scientific program and do not provide CME credit. *Seating for these non-CME sessions is on a first-come first-served basis and subject to seating capacity.*
Early-bird rates end October 1, 2017—reserve your booth today!

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

STANDARD TABLETOP — 6’ TABLE

• $1,600 early-bird
• $2,200 regular

10X10 BOOTH* — ONLY 2 AVAILABLE

• $3,600

*NEI Synapse will not offer onsite exhibition services. Shipping, set-up and dismantling of 10x10 booths will be the responsibility of the exhibiting company.

Booth rental includes: 6’ long table with 2 chairs and table cloth, company description (due March 15, 2018) in conference mobile app, two (2) exhibit-only badges (includes lunch and coffee during breaks), and one wastebasket.

2017 NEI SYNAPSE EXHIBIT OVERVIEW

7 Exhibiting Companies 26 Industry Representatives 259 Total Leads Collected

MAXIMIZE YOUR EXPOSURE!

View our advertisement and sponsorship opportunities.
EXHIBIT HALL SCHEDULE*

<table>
<thead>
<tr>
<th>Friday, April 20</th>
</tr>
</thead>
</table>
| 9:00 am – 10:30 am | Exhibitor Check-In, Lead Retrieval Pick-Up, and Set-Up  
| 11:00 am – 4:00 pm | Exhibit Hall Open  
|  
| Saturday, April 21 |  
| 9:45 am – 5:00 pm | Exhibit Hall Open  
| 5:00 pm – 6:00 pm | Exhibit Hall Teardown  

*Schedule is subject to change

REGISTRATION & BADGE PICK-UP

All confirmed exhibiting companies must register their booth personnel online by April 2, 2018. Personnel not registered by that date will be charged $150 per badge onsite.

Badges will be available for pick-up at the Mariposa registration counter located on the East Level 2.

Each booth will receive 2 complimentary badges. Exhibitor badges include lunch and coffee during breaks. Additional badges can be purchased for $150 each before April 16, 2018—go to http://nei.global/synbadgeform to download the form.

EXHIBITOR KIT

Additional items and services not included in the standard tabletop rental may be obtained through the ARIA hotel. View more details.
Maximize Your Exposure!

With 350 attendees expected to attend, YOU should be planning how to maximize your exposure and multiply your booth traffic or Industry and Science Symposium attendance!

Here are numerous ways YOU can maximize your company’s profile at NEI Synapse!

**PRE OR POST CONFERENCE EMAIL BLAST**

*Fees Include:* A one (1) time exclusive email blast to all registered attendees, distributed by NEI on your behalf. NEI does not provide registrant/attendee lists to exhibitors or Industry and Science Symposia sponsors. Limited to 4 sponsors. **Finalized file due to NEI by March 19, 2018.**

**PRE OR POST CONFERENCE MAILER**

*Fees Include:* A one (1) time mailing to all registered attendees, mailed through NEI’s fulfillment house. NEI does not provide registrant/attendee lists to exhibitors or Industry and Science Symposia sponsors. **Deliver to fulfillment house by March 19, 2018** 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. **Deliver to fulfillment house by March 16, 2018.**

**HOTEL DOOR DROPS**

*Fees Include:* Your promotional material delivered to each conference attendee staying at the ARIA hotel on the date of your choice. **Deliver to hotel by April 17, 2018.**
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 and Science 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. Artwork due: April 1, 2018.

**ROTATING BANNER ADVERTISEMENT**

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.

**ANNOUNCEMENT (LIMIT 1 PER COMPANY PER DAY)**

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

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

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**2017 NEI SYNAPSE MOBILE APP POST-EVENT ENGAGEMENT REPORT**

<table>
<thead>
<tr>
<th>TOTAL USERS:</th>
<th>TOTAL APP OPENS:</th>
<th>TOTAL PAGE VIEWS:</th>
<th>AVG. PAGE VIEWS PER USER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>190</td>
<td>205</td>
<td>16,447</td>
<td>92</td>
</tr>
</tbody>
</table>

**TOP PAGE OPENS:**

- EVENTS - **2,629**
- DOCUMENTS - **863**
- SPEAKERS - **452**
- ATTENDEES - **345**
- GALLERY - **215**
- EXHIBITORS - **129**

**DEVICE BREAKDOWN:**

- 54% iPhone
- 19% Android
- 16% iPad
- 11% Web
SPONSORSHIP 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 9, 2018

ATTENDEE TOTE BAG
Sponsorship includes: Your company logo/name printed on the front of the tote, which is given to each attendee! Artwork due: February 19, 2018

ATTENDEE BADGE LANYARD
Sponsorship includes: Your company logo/name printed on the lanyard. Each attendee receives a name badge and lanyard, which is worn throughout the entire conference! Artwork due: February 19, 2018.

HOTEL ROOM KEY CARDS
Sponsorship includes: Branded key cards with your custom message for each conference attendee staying at the ARIA hotel. Artwork due: March 1, 2018
INDUSTRY AND SCIENCE SYMPOSIA

Enhance the knowledge of NEI Synapse attendees by presenting an Industry Symposium, Disease State Session or Medical Affairs Session. Discuss your latest product, service or scientific research with attendees.

Breakfast*, lunch* or dinner* options are available during NEI Synapse.

<table>
<thead>
<tr>
<th>Available Dates &amp; Times</th>
<th>Estimated Attendees</th>
<th>Fee</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRIDAY, APRIL 20</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch* (11:30 pm - 12:30 pm)</td>
<td>125</td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td>Dinner* (6:00 pm - 7:15 pm) - SOLD</td>
<td>250</td>
<td>$55,000</td>
<td>Sunovion Pharmaceutical Inc.</td>
</tr>
</tbody>
</table>

| **SATURDAY, APRIL 21** |                     |     |         |
| Breakfast* (7:00 am - 8:00 am) - SOLD | 200   | $25,000 |         |
| Lunch* (12:00 pm - 1:00 pm) - SOLD | 250   | $55,000 | Neurocrine Biosciences Inc. |
| Scientific Poster Session* - SOLD (6:15 pm - 8:00 pm) | 175   | $35,000 | Sunovion Medical Affairs |

| **SUNDAY, APRIL 22** |                     |     |         |
| Breakfast* (7:00 am - 8:00 am) - SOLD | 125   | $17,500 |         |

*Meal provided by NEI

**Note:** Times are subject to change. A signed application and $10,000 non-refundable deposit is required for all Industry and Science Symposia.

**HIGHLIGHTS:**

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

- Dedicated meeting room. Audience size may vary—NEI does not guarantee an audience size.
- 60-minute time slot
- Basic audio-visual equipment: lavaliere for two (2) speakers, screens, projector, and show technician.
- Four (4) lead retrieval systems. Badge scanning assistance is not provided, and is the sponsors responsibility. Reports will be available 7 days after the conference.
- Up to 4 badges: for onsite staff and presenters.
- Listing of session in conference materials.

The sponsor is responsible for content development of a 60-minute presentation (agencies or 3rd party providers are allowed to assist the company), staff to welcome and scan attendee badges, all speaker related costs (flights, honorarium, accommodations, etc), and the design, development, and production of any promotional material (subject to NEI’s approval).

Session topic, title, and presenter information must be submitted to NEI by February 19, 2018.

82% of 2017 participants attended at least 1 symposium, and 44% of those attended more than 1.
# EXHIBIT OPPORTUNITIES (APRIL 20-21, 2018)

<table>
<thead>
<tr>
<th>Item</th>
<th>Early-Bird ends 10/1/17</th>
<th>Regular starts 10/2/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth</td>
<td>$1,600</td>
<td>$2,200</td>
</tr>
<tr>
<td>10 x 10 Booth (only 2 available)</td>
<td>-</td>
<td>$3,600</td>
</tr>
</tbody>
</table>

Booth Preference: Option 1 ________ Option 2 ________ Option 3 ________  
Competitors: ____________________________________________________

# ADVERTISEMENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Early-Bird ends 10/1/17</th>
<th>Regular starts 10/2/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre or Post Conference Email Blast</td>
<td>$2,800</td>
<td>$3,400</td>
</tr>
<tr>
<td>Pre or Post Conference Mailer</td>
<td>$1,100</td>
<td>$1,700</td>
</tr>
<tr>
<td>Tote Insert</td>
<td>-</td>
<td>$600</td>
</tr>
<tr>
<td>Hotel Door Drops (ARIA only)</td>
<td>-</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

**Synapse Mobile App**

<table>
<thead>
<tr>
<th>Item</th>
<th>Early-Bird ends 10/1/17</th>
<th>Regular starts 10/2/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotating Banner (all 3 conference days)</td>
<td>-</td>
<td>$1,000</td>
</tr>
<tr>
<td>Announcement (limit 1 per company per day)</td>
<td>-</td>
<td>$450 per alert</td>
</tr>
</tbody>
</table>

# EXCLUSIVE OPPORTUNITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Early-Bird ends 10/1/17</th>
<th>Regular starts 10/2/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi Sponsor</td>
<td>$10,500</td>
<td>$11,100</td>
</tr>
<tr>
<td>Attendee Tote Bags</td>
<td>$5,500</td>
<td>$6,100</td>
</tr>
<tr>
<td>Attendee Lanyard</td>
<td>$2,800</td>
<td>$3,200</td>
</tr>
<tr>
<td>Hotel Room Key Cards (ARIA only)</td>
<td>-</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

CONTINUED ON NEXT PAGE
INDUSTRY AND SCIENCE SYMPOSIA OPPORTUNITIES (NON-CME)

<table>
<thead>
<tr>
<th>Available Dates</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRIDAY – April 20, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>Lunch Industry Symposium* (11:30 am - 12:30 pm)</td>
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</tr>
<tr>
<td>Dinner Industry Symposium* (6:00 pm - 7:15 pm) - SOLD</td>
<td>$55,000</td>
</tr>
<tr>
<td><strong>SATURDAY – April 21, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>Breakfast Industry Symposium* (7:00 am - 8:00 am) - SOLD</td>
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</tr>
<tr>
<td>Lunch Industry Symposium* (12:00 pm - 1:00 pm) - SOLD</td>
<td>$55,000</td>
</tr>
<tr>
<td>Scientific Poster Reception* (6:15 pm - 8:00 pm) - SOLD</td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>SUNDAY – April 22, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>Breakfast Industry Symposium* (7:00 am - 8:00 am) - SOLD</td>
<td>$17,500</td>
</tr>
</tbody>
</table>

*Meal provided by NEI

COMPANY INFORMATION:

Company: ________________________________
Address: ___________________________________________
City: ______________ State: __________ Zip: __________
Phone: ______________ Web: ________________________

Primary Contact Name & Title: ________________________________
Email: ________________________________ Phone: ________________________________

Secondary Contact Name & Title: ________________________________
Email: ________________________________ Phone: ________________________________
TOTAL DUE: $ _______________________  ( □ INVOICE ME)

PAYMENT INFORMATION:
NEI TAX ID# 33-0954691

□ Visa  □ Master Card  □ American Express  □ Check (payable to Neuroscience Education Institute)

Credit Card#: __________________________ Exp. Date: _____________ CVV: _____________

Name on Card: ________________________________________________________________

Billing Address: ________________________________________________________________

Signature: __________________________ Date: __________________________

□ AGREEMENT: The undersigned hereby enters into an agreement with NEI, and agrees to abide by the foregoing Exhibitor & Sponsor Rules and Regulations (“Rules & Regulations”) made by NEI. Any exhibitor and/or sponsor 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 exhibitor and/or sponsor that violates this policy. NEI reserves the right to approve all agreements and may restrict inappropriate products/services.

Signature: __________________________ Date: __________________________

Submit order form and payment / agreement by:

Email: Shane Brown - sbrown@neiglobal.com

Fax: (760) 931-8713

Mail: Neuroscience Education Institute
      Attn: Synapse Accounting
      5900 La Place Court, Suite 120
      Carlsbad, CA 92008

For specific pharma packages call Sheri Mills at 817.223.4256 or email at smills@neiglobal.com.
The following rules and regulations are fully incorporated as part of the agreement between the Company and 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 ARIA hotel, 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 Company’s responsibility.

Full payment is required within 30 days of application submission or invoice date to secure an exhibit space, advertisement, or sponsorship. Industry and Science Symposium sponsorships require a $10,000 non-refundable deposit. The final balance is due by March 1, 2018 for all Industry and Science Symposium sponsorships. Agreements received after March 1, 2018 will require payment in full.

**Payments can be mailed to:**
Neuroscience Education Institute
Attn: Synapse Accounting
5900 La Place Court, Suite 120
Carlsbad, CA 92008

**CANCELLATION/REFUND POLICY:**
All cancellations must be made in writing to Sheri Mills (smills@neiglobal.com). Exhibit space and/or advertisement sponsorship cancellations received by February 1, 2018 will result in a 50% penalty of the fees. No refunds will be issued for exhibit space cancellations received after February 1, 2018 nor will they be issued to no-shows. Refunds for Industry and Science Symposia will be considered but not guaranteed and depend on NEI’s ability to fill the cancelled slot at full price.
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 extract 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.

ADVERTISEMENT:
It is prohibited to display 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 written consent 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 Sheri Mills at smills@neiglobal.com with any questions about eligibility to exhibit.

EXHIBIT HOURS:
Exhibit set up must be complete by 10:30 am on April 20, 2018. 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 5:30 pm on April 21, 2018. Displays should not be dismantled before 4:15 pm.

EXHIBIT 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.

INDUSTRY AND SCIENCE SYMPOSIUM

LOCATION AND SET-UP:
Symposia will be held in the Oravada Ballroom. All CME sessions will be held in the Mariposa Ballroom. Unless otherwise noted in the agreement the symposia room will be set for 350 attendees in rounds of 10.

TIME SLOT ASSIGNMENT:
Symposia applications will be assigned on a first-come, first-served basis. The timeslots noted on page 12 have been approved by NEI and may not be modified.

SCHEDULE:
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 symposium is 60-minutes in length.

FOOD AND BEVERAGE:
Unless otherwise noted on the sponsorship agreement, conference meals are provided by NEI as part of the registration fees and are exempt from reporting under the Open Payments (Sunshine Act) program. Meals will be placed near the symposium room to encourage attendance. Meal additions can be coordinated for an additional cost. Contact Sheri Mills at smills@neiglobal.com for more information.
One of the following statements must appear prominently on all handout materials or any printed materials distributed at the symposium.

FOR NEI PROVIDED MEALS, PLEASE USE:

[Meal type: Breakfast, Lunch or Dinner] provided by NEI.

Example: “Breakfast provided by NEI”

FOR SPONSOR PROVIDED MEALS, PLEASE USE:

[Meal type: Breakfast, Lunch or Dinner] provided by [company].

Example: “Breakfast provided by Company”

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 Sheri Mills (smills@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 symposia to operate equipment and to ensure that sessions run smoothly.

SPEAKERS:
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 and Science 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 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, mobile app, and onsite signage). Additionally, NEI will, in our sole discretion, send dedicated emails to encourage participants to attend these events.

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

ADDITIONAL MARKETING OPPORTUNITIES:
We encourage you take additional measures to promote your symposium (see pages 9-11 for additional promotional opportunities).
LEAD-RETRIEVAL SYSTEM PICK-UP:
Scanners will be provided onsite to the onsite contact. See page 3 for attendee report information.

DISCLAIMER FOR NON-CME SESSIONS:
Industry and Science 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 and Science Symposium.

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 symposium.

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

PROMOTION OF INDUSTRY AND SCIENCE SYMPOSIUM:
All materials intended to promote your 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 symposium from inside their contracted table space only.

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

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

No other phrase or reference to NEI or NEI Synapse is permitted on Industry and Science Symposium materials.

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

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:
- Content development for a 45-minute presentation + 15 minutes of Q&A. Agencies or 3rd party provider are allowed to assist the company.
- Session topic, title, and presenter information must be submitted to NEI by February 19 2018 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.