NEI Congress

November 9-12 • Colorado Springs, CO & ONLINE

Exhibitor & Sponsorship 2023

PROSPECTUS

Reach 2500+ U.S.-based Mental Health Care Professionals!

50+ Exhibit Booths Available

20 Industry Sessions

5 Medical Affairs Opportunities

THE NEI STEERING COMMITTEE

#NEICongress
Why NEI?

NEI Congress stands out from any other meeting that provides continuing medical education to prescribers of psychotropic medications. The difference begins at the top. Founded by Dr. Stephen M. Stahl, NEI places primary emphasis on innovative educational design. NEI knows best that the principles of medical education are participant-focused, going beyond simply providing the most relevant content, but also organizing and presenting the content in a way that is easiest for the learner to retain and apply. The design of NEI Congress is not just to learn. We aim to develop physician confidence that drives behavioral change in order to advance patient care.

NEI’s core fundamentals result in better education than provided by any other CNS meeting. Our expertise includes:

- **Use of Visuals:** We improve knowledge retention using creative animations and effective visuals. Over time, NEI has invented a visual vocabulary for receptors, drugs, and neurotransmitters in the brain that allows the story to be told without words.

- **Use of Audience Response and Polling:** NEI actively engages the audience, both in person and virtually, to allow real-time interactive participation using the most intuitive technology. Whether in Colorado Springs or participating from their home office, attendees can ask questions and answer polls while the presenter is on stage.

- **Focusers:** The whimsical educational videos may please the crowd, but the core function of these videos is to provide the learner with information and education that is memorable and helps our audience to increase their understanding of the content.

Dr. Roger McIntyre put it best when he said, “NEI is tectonic,” because NEI is a tectonic plate shift in how psychopharmacologic education is delivered to clinicians. NEI Congress produces a shift in the ground underneath the clinician’s knowledge base by providing novel and unconventional education that equips and inspires those who practice in mental health with the information needed to best treat their patients.
NEI Congress, held annually at The Broadmoor Convention Center in Colorado Springs and online via live simulcast, is your opportunity to engage with psychopharmacologists from across the country as they enhance their knowledge, develop their clinical skills, and network with fellow clinicians. Attendees are frequently engaged in person and online in the conference Exhibit Hall, Industry Sessions, and other promotional opportunities in order to learn more about products and services that can further improve their abilities as mental health professionals.

NEI Congress is the best hybrid event in mental health, and we are now in our 4th year of providing a video simulcast in addition to our in-person live event. We have invested heavily in virtual meeting software to ensure viewers who elect to watch from the comfort of their home or office have an excellent educational and networking experience. Historically, NEI Congress has averaged 1,500 simulcast registrants in addition to those that join us at The Broadmoor. Furthermore, virtual registrants are provided access to CME lectures for 30 days after the live meeting ends.

Join us as we empower 2,500+ U.S.-based prescribers, both in person and virtually, and 750+ international physicians with the education needed to improve their patients’ lives for years to come.

We appreciate your support and look forward to seeing you in person and online at the 2023 NEI Congress.

Sincerely,

Sheri Mills
President
817.223.4256
smills@neiglobal.com

Gabriela Chevalier
Associate Account Manager
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General Information

Location
The Broadmoor
1 Lake Avenue
Colorado Springs, CO 80906

Conference Dates
November 9-12, 2023
Thursday-Sunday

Exhibit Hall Dates
November 9-11, 2023
Thursday-Saturday

Accommodations
Room reservations are done on a first come, first served basis and require a payment method at the time of reservations

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate: From $215/night + tax &amp; resort fees</th>
<th>Cutoff Date: October 1, 2023</th>
<th>For more information: <a href="https://nei.global/congress">https://nei.global/congress</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Broadmoor - SOLD OUT</td>
<td>4-night minimum stay / 2 nights non-refundable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheyenne Mountain Resort - SOLD OUT</td>
<td>3-night minimum stay / 2 nights non-refundable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DoubleTree Colorado Springs</td>
<td>Rate: From $129/night + tax &amp; resort fees</td>
<td>Cutoff Date: October 10, 2023</td>
<td>For more information: <a href="https://nei.global/congress">https://nei.global/congress</a></td>
</tr>
</tbody>
</table>

Due to high demand, we will initially be limiting the number of rooms available for our sponsors at the Broadmoor to ensure that our attendees have a chance to reserve them as well. This allocation is based strictly on booth size. Please plan on reserving some rooms at the other hotels in the area.

Contact Us

Pharmaceutical Companies & Medical Affairs
Sheri Mills
President
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All Other Companies
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SAVE THE DATE!

2024 NEI Congress
November 6-10, 2024
The Broadmoor, Colorado Springs, CO

2025 NEI Congress
November 5-9, 2025
The Broadmoor, Colorado Springs, CO
About NEI Congress Attendees

**Discipline**

- **Nurse Practitioner**: 40%
- **Physician MD / DO**: 39%
- **Physician Assistant**: 3%
- **Other (PsyD, PhD, PharmD)**: 14%
- **Registered Nurse**: 4%

**Geography**

- **Southwest**: 17%
- **West**: 23%
- **Midwest**: 23%
- **Northeast**: 27%
- **Southeast**: 10%

**Specialty**

- **Psychiatry**: 95%
- **Primary Care**: 2%
- **Psychology**: 1%
- **Neurology**: 1%
- **Other**: 1%

95% of domestic attendees have U.S. prescribing privileges.

**Attendees Treat the Full Spectrum of Mental Health Illnesses Every Week:**

- **Depression**: 98%
- **Bipolar Depression**: 93%
- **ADHD**: 91%
- **Substance Use Disorder**: 85%
- **Schizophrenia**: 82%
- **Sleep-Wake Disorders**: 95%
- **Anxiety Disorders**: 81%
- **Dementia**: 72%
- **Tardive Dyskinesia**: 61%
- **Postpartum Depression**: 54%
Exhibit Opportunities

50+ booth spaces available for more than 2500+ in-person and virtual attendees. **Reserve your booth today!**

**Booth Fees:**

<table>
<thead>
<tr>
<th>Size (ft)</th>
<th>Fee</th>
<th>Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$3,750</td>
<td>2</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$7,500</td>
<td>4</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$11,250</td>
<td>6</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$15,000</td>
<td>8</td>
</tr>
<tr>
<td>20’ x 30’</td>
<td>$22,500</td>
<td>10</td>
</tr>
<tr>
<td>20’ x 40’</td>
<td>$30,000</td>
<td>12</td>
</tr>
<tr>
<td>30’ x 30’</td>
<td>$33,750</td>
<td>14</td>
</tr>
</tbody>
</table>

**Virtual Booth Fees:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium:</strong> Placement in the first row of the virtual exhibit hall. Only four spots available. Results in 100% increase in leads relative to the standard.</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Priority:</strong> Placement in the second row of the virtual exhibit hall. Only four spots available. Results in 50% increase in leads relative to the standard.</td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Standard</strong></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**30% discount for Military/Government (for 10’ x 10’ booths only)**

[View Exhibit Hall Floorplan](#)

Booth space will be assigned on a first-come, first-served basis. View the floorplan for current availability and submit pages 15-19 to reserve your booth.

[Exhibit Promo-Kit Packages](#)

Maximize your exposure and receive a 15% discount on all your advertisement needs! Details on page 19.
Exhibit Opportunities

**Exhibiting Benefits**

- Company overview in the conference program guide and mobile app
- Exhibitor badges
- Exhibitor lounge access with complimentary refreshments
- Complimentary Wi-Fi provided by NEI
- Overnight security
- Back and side wall draping for non-island booths
- One draped table (6’ x 30”) and two chairs for 10’ x 10’ booths
- Room block allocation at The Broadmoor (see above)

*Note: Bartolin Hall is not a carpeted exhibit hall. Exhibitors are required to purchase carpet for their booth. Please plan to order carpet through Freeman once the exhibitor kit is released.*

**Submit your company overview online by August 10, 2023.** Exhibiting company overviews are included in the conference program guide and mobile app, provided to all conference attendees.

**Register your booth personnel online by October 2, 2023.** Exhibitor badges are for the exhibit hall only. To attend CME/ CE sessions or industry sessions, a full conference registration is required—register at nei.global/congress. Additional exhibitor badges are $300 per badge.

**The Broadmoor Hotel Room Allocations***

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>1 Room</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>2 Rooms</td>
</tr>
<tr>
<td>10’ x 30’ Booth</td>
<td>3 Rooms</td>
</tr>
<tr>
<td>20’ x 20’ Booth</td>
<td>4 Rooms</td>
</tr>
<tr>
<td>20’ x 30’ Booth</td>
<td>5 Rooms</td>
</tr>
<tr>
<td>20’ x 40’ Booth</td>
<td>6 Rooms</td>
</tr>
<tr>
<td>30’ x 30’ Booth</td>
<td>7 Rooms</td>
</tr>
</tbody>
</table>

*The Broadmoor has a non-refundable four-night minimum room reservation requirement for any exhibitors or industry personnel. Those who don’t meet the four-night minimum should plan on staying at the Cheyenne Mountain Resort.*
**Exhibit Hall Schedule**

### 5.75 Dedicated Exhibiting Hours
### 8.25 Total Exhibiting Hours

Exhibitor hours begin 15 minutes prior to scheduled attendee breaks and end 15 minutes after scheduled attendee breaks to accommodate any adjustments to the general session scheduling. Please staff your booth according to the hours listed below, subject to change.

<table>
<thead>
<tr>
<th>Wednesday, November 8</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 10:00 pm</td>
<td>Exhibit Hall Setup &amp; Booth Move-In</td>
</tr>
<tr>
<td>2:00 pm – 6:00 pm</td>
<td>Exhibitor Early Check-In / Registration</td>
</tr>
</tbody>
</table>

**Thursday, November 9**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 am – 2:00 pm</td>
<td>Exhibit Hall Setup &amp; All Booth Move-In</td>
</tr>
<tr>
<td>7:00 am – 5:00 pm</td>
<td>Exhibitor Check-In / Registration</td>
</tr>
<tr>
<td>3:15 pm – 5:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Exhibit Hall Closed</td>
</tr>
</tbody>
</table>

**Friday, November 10**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 4:45 pm</td>
<td>Exhibitor Check-In / Registration</td>
</tr>
<tr>
<td>10:00 am – 11:15 am</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>11:15 am – 3:00 pm</td>
<td>Exhibit Hall Closed</td>
</tr>
<tr>
<td>3:00 pm – 5:00 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>5:00 pm</td>
<td>Exhibit Hall Closed</td>
</tr>
</tbody>
</table>

**Saturday, November 11**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am – 4:45 pm</td>
<td>Exhibitor Check-In / Registration</td>
</tr>
<tr>
<td>9:45 am – 11:15 am</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>11:15 am – 3:15 pm</td>
<td>Exhibit Hall Closed</td>
</tr>
<tr>
<td>3:15 pm – 4:45 pm</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>4:45 pm</td>
<td>Exhibit Hall Closed / Exhibit Hall Breakdown‡</td>
</tr>
</tbody>
</table>

‡ Each exhibitor is responsible for making sure all materials are removed from the exhibit area by 10:00 pm on Saturday, November 11. Displays should not be dismantled before 4:45 pm.

**RUSH TIMES**

**Thursday:**
3:30 pm – 4:45 pm

**Friday:**
10:15 am – 11:00 am
3:15 pm – 4:45 pm

**Saturday:**
10:00 am – 11:00 am
3:30 pm – 4:30 pm
Conference Program Guide
Place your advertisement in the conference program guide, a full color 8.5” x 11” print piece, provided to all NEI Congress attendees in their conference bag. Electronic artwork must be submitted by the sponsor.

Advertisements

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centerfold (Two-Page Spread)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Inside Front Cover (Full-Page)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Back Cover (Full-Page)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Run-of-Book (Two-Page)</td>
<td>$7,250</td>
</tr>
<tr>
<td>Run-of-Book (Full-Page)</td>
<td>$3,750</td>
</tr>
<tr>
<td>Run-of-Book (Half-Page)</td>
<td>$1,875</td>
</tr>
<tr>
<td>Belly Band Wrap</td>
<td>$15,000</td>
</tr>
<tr>
<td>PI Page</td>
<td>$2,500 per</td>
</tr>
</tbody>
</table>

Hotel Room Door Drop - $15,000
Hotel room door drops allow you to deliver your company literature right to attendees’ hotel rooms at The Broadmoor. Materials must be created and shipped to the hotel by the sponsor. NEI will manage onsite logistics.

Tote Bag Insert - $7,500
Place a custom insert into the NEI Congress tote bags that are distributed to registered attendees as they check in. Materials can be up to 8.5” x 11” in size and double-sided. Materials must be created and shipped to NEI’s fulfillment house by the sponsor.

Conference Email Blast - $18,000
Send a custom email blast to all registered NEI Congress attendees. Email must be provided by the sponsor. NEI will manage distribution on the sponsor’s behalf. Limited availability.

Conference Direct Mailer - $3,750
Send a custom print mailing to all registered NEI Congress attendees. Materials must be created and shipped to NEI’s fulfillment house by the sponsor. The sponsor must use NEI’s fulfillment house for mailed distribution.

Daily Email Advertisement - $10,000
Bring more attendees to your exhibit booth or industry session with a graphic advertisement included in the daily emails that NEI sends to all attendees. Sponsors must provide artwork as an electronic file.

Exhibit Promo-Kit packages include a program guide advertisement, tote bag insert, and mobile app announcement at a 15% discount!
Select your package on page 19.

Mobile App Announcement - $2,000
Drive attendees to your booth or industry session with a graphic announcement. Each message includes a custom title (40-character maximum) and a customized image graphic. Title and image must be created and provided by the sponsor. NEI will schedule and deploy announcements. Announcements are appropriately timed to maximize traffic.

Mobile App Push Notification - $2,500
Send a customized notification to attendees who have downloaded the conference mobile app. The message (140-character maximum) must be created and provided by the sponsor. NEI will schedule and deploy announcements. Announcements are appropriately timed to maximize traffic.

Mobile App Exclusive Advertisement - $15,000
Increase your exposure with an exclusive mobile app advertisement on the conference mobile app home page. The advertisement may be a graphic or video or multiple graphics, or multiple video links. Videos must be hosted on YouTube, Wistia or Vimeo. The sponsor must provide artwork as an electronic file, and up to 5 different images can rotate for the banner.

Private Meeting Room - $6,250
Book a private suite from Thursday-Saturday for your company to have one-off meetings, staff training or advisory board meetings. Rooms are located in Bartolin Hall, steps away from the NEI Congress Exhibit Hall.

Exhibit Hall Charging Lounge - $35,000
Provide a 15’ x 15’ charging station lounge in the Exhibit Hall to allow NEI Congress attendees to recharge their cellular phones and other personal electronic devices. Attendees will relax in comfortable seating as they plug in and recharge. Table-top and other artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Conference Tote Bags - $30,000
Place your company or product logo on our conference bags distributed to attendees as they check in. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.
Advertisement Opportunities

- **Conference Badge Lanyards - $25,000**
  Place your logo on the NEI Congress lanyard that attendees wear with their required name badge. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Hotel Room Key Cards - $30,000**
  Personalize the hotel room keycards at The Broadmoor with your logo or advertisement. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Conference Wi-Fi Sponsor - $25,000**
  Increase your exposure throughout the conference venue by sponsoring free Wi-Fi access to all attendees with speeds up to 5 Mbps. The Wi-Fi sponsorship includes two branded Wi-Fi information display signs, a custom landing page, and customized Wi-Fi network name and password. Sponsorship recognition will additionally appear in the NEI Congress program guide and mobile app. The sponsor must provide artwork as an electronic file. NEI will manage production and onsite logistics.

- **Cube Tower - $25,000**
  Promote your message on stackable cubes that are sure to catch the eyes of attendees as they pass by. Each stackable tower includes three cubes, and each cube has four sides. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics. Only two towers are available! Two towers can be purchased for $45,000.

- **Lighted Advertisement Tower - $30,000**
  Enlighten attendees with your message with a lighted display tower located near the entrance to the Exhibit Hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics. Only two towers are available.

- **Broadmoor Hall Entrance Graphic - $42,000**
  Draw attendee interest in your company message, industry session, or exhibit booth by advertising in the entrance to Broadmoor Hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **International Center Entrance Graphic - $45,000**
  Share your company’s message with a graphic on the large window entrance to the International Center. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Exhibit Hall Atrium Graphic - $30,000**
  Draw attention to your company’s message with graphics placed throughout the atrium entrance to Bartolin Hall, the NEI Congress Exhibit Hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and on-site logistics.

- **Exhibit Hall Column Graphics - $30,000**
  Place your message on four individual columns in the NEI Congress Exhibit Hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Exhibit Hall Walkway Video Walls - $40,000**
  Display your video message on the three high-definition screens lining the walls of the hallway between Bartolin Hall and Broadmoor Hall. The sponsor’s video will be looped continuously on all available screens for attendees to view as they enter and exit the NEI Congress Exhibit Hall. Electronic file must be submitted by the sponsor. NEI will manage onsite logistics.

- **Exhibit Hall Aisle Floor Decals - $25,000**
  Increase awareness by promoting your logo or advertisement on eight floor decals placed along the aisles in the exhibit hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Exhibit Hall Coffee Stations - $30,000**
  Perk up conference attendees by sponsoring the morning coffee breaks in the exhibit hall on Friday and Saturday. The coffee station will include your company name/logo on disposable coffee cups and napkins. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Exhibit Hall Walkway Graphic Panels - $20,000**
  Place your company message on two graphic panels in the walkway between Bartolin Hall and Broadmoor Hall. Draw attendees to your booth, industry session, or share your company message as attendees move through the conference. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Exhibit Hall Benches - $25,000**
  Place your company message on up to eight benches throughout the NEI Congress Exhibit Hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Sidewalk Directional Signs - $18,500**
  Sponsor exterior sidewalk clings to help drive attendees to either your exhibit hall booth or industry session. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.
Advertisement Opportunities

- **Virtual Lobby Advertisement - $20,000**
  Promote your message with an exclusive buyout of the landing page of our virtual platform. Electronic artwork must be submitted by the sponsor.

- **Desktop Push Notification - $2,250**
  Send a message to the entire virtual audience. Your custom image or text will be pushed on our virtual platform and be able to link to your industry session, virtual booth, or webpage. Electronic artwork must be submitted by the sponsor.

- **Virtual Exhibit Hall Banner Advertisement - $15,000**
  Promote your company’s messaging or brand with an exclusive buyout of the virtual exhibit hall advertising space. Electronic artwork must be submitted by the sponsor. NEI will manage logistics and placement.

- **Broadmoor Shuttle Bus Wraps - $37,500**
  Place your company’s message on three shuttle buses that will transport attendees around the Broadmoor Hotel property. Each bus will have side banner advertisements and a rear panel advertisement of the sponsor’s design. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Patio Umbrella & Tabletop Graphic - $20,000**
  Place your company’s message on three shuttle buses that will transport attendees around the Broadmoor Hotel property. Each bus will have side banner advertisements and a rear panel advertisement of the sponsor’s design. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Bartolin Hall Entrance Corner Graphic - $25,000**
  Promote your message to attendees entering from both major thoroughfares into the exhibit hall. These two walls are placed at the entrance to the exhibit hall walkway and directly next to the exhibit hall registration desk. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Bartolin Hall Overlook Wall Graphic - $37,500**
  Place your company message on the wall that overlooks the entire exhibit hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **NEI Attendee Box - $145,000**
  Promote your message to our virtual audience with an exclusive design on the NEI Attendee box. Electronic artwork must be submitted by the sponsor. NEI will manage production and logistics.

- **Exhibit Hall Walkway Floor Decal - $20,000**
  Make a statement on a large floor decal (up to 10’ x 40’) at the walkway connecting the CME sessions room and the exhibit hall. Completed electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

- **Templated Social Media Kit - $1,200**
  Save time with pre-made, cobranded NEI Congress social media templates designed for Facebook, Twitter, LinkedIn, and Instagram that you can use on your own social channels.
Industry Sessions

Discuss issues on patient education, specific products, services, or new clinical science to a dedicated audience of opt-in clinicians who have chosen to attend your industry sessions, disease state, or medical affairs event.

To secure your preferred slot (see page 17 for available options), complete and submit pages 15–19. Slots are assigned on a first-come, first-served basis. NEI reserves the right to approve agreements and limit competing topics/products. Industry Sessions are not for CME credit. A booth reservation is required to host an industry session, disease state or medical affairs event, or other customized activity that involves conference attendees.

Industry Session Promo-Kit packages include a hotel room door drop, conference email blast, tote bag insert, and mobile app announcement at a 25% discount! Don’t miss out on the promo kit package on page 19.

Industry Session Benefits:

- **Meals are provided** by NEI through attendee registration fees—no “Sunshine Act” reporting required
- **Private ballroom** is assigned for your session, disease state, or medical affairs event to comply with ACCME guidelines. NEI does not guarantee an audience size.
- **Simulcast session** to all registered simulcast attendees on the virtual event platform.
- **Complimentary session scanning units.** NEI will provide six (6) session scanning units on-site for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so please plan accordingly. Attendance reports will be available 7 days after the conference.
  - Staff to scan will NOT be provided, so please plan accordingly. NEI's recommended DMC vendor is Capitol Services, Inc. (CSI). [View CSI's services and contact information.](#)
- **Professional moderator** to welcome attendees and introduce faculty. One (1) professional moderator will be onsite to provide your team with any logistical assistance.
- **Audio-visual equipment and show technician.** NEI will provide lavalier mics for up to two (2) presenters, one (1) mic with stand for Q&A session, two (2) screens, one (1) projector, one (1) show computer with Windows 10 and PowerPoint (16:9 PowerPoint recommended), one (1) wireless cue/remote slide advancer, one (1) large speaker timer, and two (2) confidence monitors. Additional A/V equipment can be purchased.
- **Stage with podium and microphone.** An acrylic podium with microphone will be provided.
- **Six (6) complimentary badges** will be provided for industry session staffing purposes.
- **Complimentary listing** on conference mobile app, online agenda, and onsite signage will be provided.

Includes a simulcast option to reach our virtual audience—see page 17 for details

The sponsor is responsible for: content development of the presentation (agencies or 3rd party providers can assist the company), door monitors/staff to welcome and scan attendee badges, all speaker-related costs (flights, honorarium, accommodations, conference registration, etc.), and the design, development, and production of any promotional material (subject to NEI’s approval)—all material must include disclaimer statement on page 25. As NEI is an accredited provider, NEI will not help develop, create, or present content, nor can a faculty who represents a CME lecture of NEI present for an industry session.

Session title, overview (optional), and presenter information must be submitted online to NEI by August 10, 2023. Industry personnel must be registered online by October 2, 2023. See pages 23–26 for additional guidelines.
Medical Affairs Opportunities

Medical Affairs teams at pharmaceutical companies lead in gathering accurate scientific data and communicating that information between practicing clinicians and pharmaceutical companies.

NEI recognizes the importance of Medical Affairs and the significance of disease state education that is not product specific. NEI does not create content for Medical Affairs departments but rather works to facilitate meeting space and share invitations for NEI members and attendees. These ancillary events must be scheduled outside of NEI Congress events. An industry session is required in order to host an ad board or poster reception.

During NEI Congress, the following opportunities are available for Medical Affairs teams only:

- **Ad Boards**
  Reserve a meeting room for the day before or after NEI Congress. A/V needs and food and beverage orders will be managed by the Medical Affairs team and paid directly to The Broadmoor or JSAV. You will have exclusive access to the meeting room for the duration of the conference.

  | Small Ad Board (10 attendees or less) | $7,000 |
  | Large Ad Board (more than 10 attendees) | $12,000 |

- **Private Scientific Poster Receptions**
  Reserve a meeting room for the day before or after NEI Congress. A/V needs and food and beverage orders will be managed by the Medical Affairs team and paid directly to The Broadmoor or JSAV. You will have exclusive access to the meeting room for the duration of the conference.

  | November 8, Wednesday Night at the Estate House for 150 | $80,000 |
  | November 9, Thursday Night at the Estate House for 150 | $80,000 |

- **MSL Panel**
  Have 1 MSL represent your company in NEI Congress’s MSL Lunch Session Discussion on Saturday, November 11 in Colorado Hall. Reach up to 400 clinicians to emphasize the value of the relationship between clinicians and MSL’s in improving patient care. Limited to 4 spots only. Every company can only purchase one spot.

- **Custom Event**
  Build your custom event with the creative minds at NEI and the unique spaces at The Broadmoor. Contact Sheri Mills at smills@neiglobal.com.

Locations:
Find the various locations on The Broadmoor Map.
This legally binding agreement is made between the Company listed below ("Company") and the Neuroscience Education Institute ("NEI").

**COMPANY INFORMATION:**

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARENT COMPANY</td>
</tr>
<tr>
<td>COMPANY MAILING ADDRESS</td>
</tr>
<tr>
<td>CITY:</td>
</tr>
</tbody>
</table>

**INDUSTRY SESSION INFORMATION:**

(if applicable)

| SESSION TYPE (INDUSTRY SESSION / DISEASE STATE / MEDICAL AFFAIRS) |
| SESSION TITLE / TOPIC |
| PROPOSED SPEAKER |

**PRIMARY CONTACT:**

| CONTACT NAME |
| CONTACT TITLE |
| CONTACT PHONE |
| CONTACT EMAIL |

**SECONDARY CONTACT:**

(if applicable)

| CONTACT NAME |
| CONTACT TITLE |
| CONTACT PHONE |
| CONTACT EMAIL |

By submitting this signed agreement, you (an authorized representative of the Company) hereby:

☐ **EXHIBITOR, ADVERTISER, AND SPONSOR AGREEMENT:** Acknowledge that you fully understand and agree to abide by all the 2023 NEI Congress Prospectus Rules and Regulations published on pages 20–26 of this prospectus. 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. Agree to the payment terms, listed on page 20, which state that payments are due in full by July 15, 2023.

☐ **INDUSTRY SESSION AND MEDICAL AFFAIRS EVENT AGREEMENT:** Acknowledge that this is a legally binding agreement once signed and submitted to NEI. Agree to the payment terms, listed on page 20, which state that payments are due in full by July 15, 2023. If full payment is not received by the above deadline, NEI has the right to forfeit the agreement, and give the opportunity to the next applicant (in priority order). Agree to NEI’s zero-tolerance cancellation and no refund policy. Written notification of cancellation must be received by Sheri Mills (smills@neiglobal.com). The company shall remain liable to NEI for the total sponsorship fee for the cancellation. The company additionally acknowledges that attendance projections are an estimate and not a guarantee. You fully understand and agree with all the 2023 NEI Congress Prospectus Rules and Regulations published on pages 20–26 of this prospectus.

**SIGNATURE**

**DATE**

**NAME & TITLE**

Please complete and return the remaining order form on pages 15-19 and payment information on page 19.
### EXHIBIT BOOTH FEES

<table>
<thead>
<tr>
<th>Size</th>
<th>Fee</th>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$3,750</td>
<td>30’ x 40’ Booth</td>
<td>$45,000</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>$7,500</td>
<td>30’ x 50’ Booth</td>
<td>$56,250</td>
</tr>
<tr>
<td>10’ x 30’ Booth</td>
<td>$11,250</td>
<td>40’ x 40’ Booth</td>
<td>$60,000</td>
</tr>
<tr>
<td>20’ x 20’ Booth</td>
<td>$15,000</td>
<td>40’ x 50’ Booth</td>
<td>$75,000</td>
</tr>
<tr>
<td>20’ x 30’ Booth</td>
<td>$22,500</td>
<td>50’ x 50’ Booth</td>
<td>$93,750</td>
</tr>
<tr>
<td>20’ x 40’ Booth</td>
<td>$30,000</td>
<td>50’ x 60’ Booth</td>
<td>$112,500</td>
</tr>
<tr>
<td>30’ x 30’ Booth</td>
<td>$33,750</td>
<td>60’ x 60’ Booth</td>
<td>$135,000</td>
</tr>
</tbody>
</table>

Booth Preference: 1st ______________________________ 2nd ______________________________ 3rd ______________________________

Competitors: __________________________________________________________________________________________________________

- Additional Exhibitor Badge(s) (# of badges: ________ ) $300 per badge
- Virtual Booth
- Premium – $10,000
- Priority – $7,500
- Standard – $5,000

### MEDICAL AFFAIRS AD BOARDS AND ANCILLARY EVENT FEES

<table>
<thead>
<tr>
<th>Event and Location</th>
<th>Date</th>
<th>Timeslot</th>
<th>Target Audience</th>
<th>Fee</th>
<th>Availability</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday Dinner Ad Board, Bartolin Hall</td>
<td>11/7</td>
<td>5:00–9:00 PM</td>
<td>□ Less than 10</td>
<td>□ $7,000</td>
<td></td>
<td><a href="mailto:sheri.mills@neiglobal.com">sheri.mills@neiglobal.com</a></td>
</tr>
<tr>
<td>Wednesday Breakfast Ad Board, Bartolin Hall</td>
<td>11/8</td>
<td>8:00–12:00 PM</td>
<td>□ Less than 10</td>
<td>□ $7,000</td>
<td></td>
<td><a href="mailto:sheri.mills@neiglobal.com">sheri.mills@neiglobal.com</a></td>
</tr>
<tr>
<td>Wednesday Poster Reception, Estate House</td>
<td>11/8</td>
<td>6:00–8:00 PM</td>
<td>150</td>
<td>$80,000</td>
<td>SOLD</td>
<td></td>
</tr>
<tr>
<td>Thursday Poster Reception, Estate House</td>
<td>11/9</td>
<td>8:00–10:00 PM</td>
<td>150</td>
<td>$80,000</td>
<td>SOLD</td>
<td></td>
</tr>
<tr>
<td>MSL Panel Spot</td>
<td>11/11</td>
<td>12:15–1:15 PM</td>
<td>400</td>
<td>$35,000</td>
<td>LIMITED</td>
<td><a href="mailto:sheri.mills@neiglobal.com">sheri.mills@neiglobal.com</a></td>
</tr>
<tr>
<td>Custom Ancillary Event</td>
<td>11/8</td>
<td>7:00–9:00 PM</td>
<td>____</td>
<td>$______</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Sheri Mills at sheri.mills@neiglobal.com
### INDUSTRY SESSION FEES

<table>
<thead>
<tr>
<th>Date</th>
<th>Timeslot</th>
<th>Minimum Target Audience*</th>
<th>Room Set For</th>
<th>Total Sponsorship**</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, November 8</td>
<td>Lunch</td>
<td>150</td>
<td>200</td>
<td>$120,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Thursday, November 9</td>
<td>Breakfast</td>
<td>300</td>
<td>400</td>
<td>$250,000</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Thursday, November 9</td>
<td>Lunch</td>
<td>450</td>
<td>600</td>
<td>$355,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Thursday, November 9</td>
<td>Lunch</td>
<td>450</td>
<td>600</td>
<td>$335,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Thursday, November 9</td>
<td>Dinner</td>
<td>350</td>
<td>450</td>
<td>$270,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Breakfast</td>
<td>300</td>
<td>400</td>
<td>$161,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Morning</td>
<td>120</td>
<td>200</td>
<td>$120,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Lunch</td>
<td>450</td>
<td>600</td>
<td>$355,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Lunch</td>
<td>450</td>
<td>600</td>
<td>$335,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Afternoon</td>
<td>120</td>
<td>200</td>
<td>$120,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Friday, November 10</td>
<td>Dinner</td>
<td>350</td>
<td>450</td>
<td>$270,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Saturday, November 11</td>
<td>Breakfast</td>
<td>300</td>
<td>400</td>
<td>$250,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Saturday, November 11</td>
<td>Morning</td>
<td>120</td>
<td>200</td>
<td>$120,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Saturday, November 11</td>
<td>Lunch</td>
<td>450</td>
<td>600</td>
<td>$355,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Saturday, November 11</td>
<td>Afternoon</td>
<td>120</td>
<td>200</td>
<td>$120,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Saturday, November 11</td>
<td>Dinner</td>
<td>350</td>
<td>450</td>
<td>$270,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Sunday, November 12</td>
<td>Breakfast</td>
<td>250</td>
<td>250</td>
<td>$180,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>Sunday, November 12</td>
<td>Lunch</td>
<td>150</td>
<td>150</td>
<td>$140,000</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

*Audience size is not guaranteed and could be comprised of a live audience and a simulcast audience. A booth rental is required to host an industry event. Meals are provided by NEI through attendee registration fees.

**Includes a live simulcast and audience response system for both the live audience and a simulcast audience. It is permissible to have an industry session that excludes our virtual audience, but NEI does not allow discounted rates to eliminate the simulcast.
### ADVERTISEMENT FEES

<table>
<thead>
<tr>
<th>Item</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Program Guide</td>
<td></td>
</tr>
<tr>
<td>- Centerfold (Two-Page Spread) ►</td>
<td>$10,000</td>
</tr>
<tr>
<td>- Inside Front Cover (Full-Page) ►</td>
<td>$5,000</td>
</tr>
<tr>
<td>- Inside Back Cover (Full-Page) ►</td>
<td>$5,000</td>
</tr>
<tr>
<td>- Run-of-Book (Two-Page)</td>
<td>$7,250</td>
</tr>
<tr>
<td>- Run-of-Book (Full-Page)</td>
<td>$3,750</td>
</tr>
<tr>
<td>- Run-of-Book (Half-Page)</td>
<td>$1,875</td>
</tr>
<tr>
<td>- Belly Band Wrap</td>
<td>$15,000</td>
</tr>
<tr>
<td>- PI Page (# of pages: __________)</td>
<td>$2,500 per page</td>
</tr>
<tr>
<td>Print Literature</td>
<td></td>
</tr>
<tr>
<td>- Tote Bag Insert</td>
<td>$7,500</td>
</tr>
<tr>
<td>- Conference Direct Mailer</td>
<td>$3,750</td>
</tr>
<tr>
<td>- Hotel Room Door Drop</td>
<td>$15,000</td>
</tr>
<tr>
<td>Digital Communications</td>
<td></td>
</tr>
<tr>
<td>- Conference Email Blast</td>
<td>$18,000</td>
</tr>
<tr>
<td>- Daily Emails Advertisement</td>
<td>$10,000</td>
</tr>
<tr>
<td>- Mobile App Announcement</td>
<td>$2,000</td>
</tr>
<tr>
<td>- Mobile App Push Notification</td>
<td>$2,500</td>
</tr>
<tr>
<td>- Mobile App Exclusive Advertisement</td>
<td>$15,000</td>
</tr>
<tr>
<td>- Templated Social Media Kit</td>
<td>$1,200</td>
</tr>
<tr>
<td>Virtual Platform (Simulcast)</td>
<td></td>
</tr>
<tr>
<td>- Virtual Lobby Advertisement</td>
<td>$20,000</td>
</tr>
<tr>
<td>- Virtual Exhibit Hall Banner Advertisement</td>
<td>$15,000</td>
</tr>
<tr>
<td>- Desktop Push Notification</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

### Conference Features

<table>
<thead>
<tr>
<th>Item</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Meeting Room</td>
<td>$6,250</td>
</tr>
<tr>
<td>Conference Tote Bags</td>
<td>$30,000</td>
</tr>
<tr>
<td>Conference Badge Lanyards</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference Wi-Fi Sponsor</td>
<td>$25,000</td>
</tr>
<tr>
<td>Hotel Room Key Cards</td>
<td>$30,000</td>
</tr>
<tr>
<td>NEI Attendee Box</td>
<td>$145,000</td>
</tr>
<tr>
<td>Exhibit Hall Charging Lounge</td>
<td>$35,000</td>
</tr>
<tr>
<td>Exhibit Hall Coffee Stations</td>
<td>$30,000</td>
</tr>
<tr>
<td>Exhibit Hall Benches</td>
<td>$25,000</td>
</tr>
<tr>
<td>Cube Tower (1)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Cube Towers (2)</td>
<td>$45,000</td>
</tr>
<tr>
<td>Lighted Advertisement Tower</td>
<td>$30,000</td>
</tr>
<tr>
<td>Sidewalk Directional Signs</td>
<td>$18,500</td>
</tr>
<tr>
<td>Broadmoor Shuttle Bus Wraps</td>
<td>$37,500</td>
</tr>
<tr>
<td>Exhibit Hall Aisle Floor Decals</td>
<td>$25,000</td>
</tr>
<tr>
<td>Broadmoor Hall Entrance Graphic</td>
<td>$42,000</td>
</tr>
<tr>
<td>International Center Entrance Graphic</td>
<td>$45,000</td>
</tr>
<tr>
<td>Bartolin Hall Entrance Corner Graphic</td>
<td>$25,000</td>
</tr>
<tr>
<td>Bartolin Hall Overlook Wall Graphic</td>
<td>$37,500</td>
</tr>
<tr>
<td>Exhibit Hall Atrium Graphic</td>
<td>$30,000</td>
</tr>
<tr>
<td>Exhibit Hall Column Graphics</td>
<td>$30,000</td>
</tr>
<tr>
<td>Exhibit Hall Walkway Video Walls</td>
<td>$40,000</td>
</tr>
<tr>
<td>Exhibit Hall Walkway Graphic Panels</td>
<td>$20,000</td>
</tr>
<tr>
<td>Exhibit Hall Walkway Floor Decals</td>
<td>$20,000</td>
</tr>
<tr>
<td>Patio Umbrella and Tabletop Graphic</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

For the most up to date inventory and availability, please visit [NEI’s MapYourShow Portal via our website](https://www.neiglobal.com/mapyourshow). Please contact Gabriela Chevalier (gchevalier@neiglobal.com) with any questions you may have.
EXHIBIT BOOTH PROMO-KIT†
Save 15% when you bundle your exhibit booth advertisement needs into one—including a conference program guide advertisement (full-page run-of-book), tote bag insert, and mobile app push notification. Select the exhibit booth promo kit package below:

- Exhibit Booth Promo-Kit $11,265

Upgrade your exhibit booth promo kit with a premier program guide advertisement for an additional discounted fee, listed below:

<table>
<thead>
<tr>
<th>Program Guide Advertisement</th>
<th>Additional Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centerfold (Two-Page Spread)</td>
<td>$4,500 <strong>SOLD</strong></td>
</tr>
<tr>
<td>Inside Front Cover (Full-Page)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inside Back Cover (Full-Page)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Run-of-Book (Two-Page)</td>
<td>$2,750</td>
</tr>
<tr>
<td>Additional PI Pages (# _____)</td>
<td>$1,750 per page</td>
</tr>
</tbody>
</table>

INDUSTRY SESSION PROMO-KIT‡
Save 25% on everything you need to promote your industry session to conference attendees—including a hotel room door drop, Conference email blast, tote bag insert, and mobile app push notification. Select the industry session promo kit package below:

- Industry Session Promo-Kit $31,875

INDUSTRY SESSION ADD-ONS‡
Rehearsal Room Access $4,000
Record & Archive session on NEIglobal.com for 12 months $12,000
PI Stand (# of stands: _____ ) $350 per stand

PAYMENT INFORMATION:
Total Amount: $___________ □ Invoice required □ Formal LOA required
Payment Method: □ Credit Card (payments up to $10,000) □ Check (payable to Neuroscience Education Institute)

CREDIT CARD NUMBER

EXPIRATION DATE CVV

BILLING ADDRESS
CITY: STATE: ZIP:

SUBMIT THIS ORDER FORM & AGREEMENT TO:

Email: Sheri Mills (s mills@neiglobal.com)
Fax: (760) 931-8713, Attn: Sheri Mills
Mail: Neuroscience Education Institute
Attn: Congress Accounting / Brian Budniewski
2720 Neilson Way FL 1 #5355
Santa Monica, CA 90409
2023 NEI Congress Rules & Regulations

The following 2023 NEI Congress Prospectus Rules and Regulations are fully incorporated as part of the agreement between the exhibiting, sponsoring, and/or advertisement company (“Company”) and the Neuroscience Education Institute (NEI).

NEI CONGRESS NAME AND LOGO USAGE:
The NEI Congress name, logo, or other identifying branding may not be used in signs, advertising, or other promotional material without prior written consent from NEI. To receive NEI approval, all advertisement materials must refer to the conference by the correct name: “2023 NEI Congress”. Unless the Company is also supporting CME content for NEI Congress, Company cannot use the phrase “supports NEI Congress.” NEI reserves the right to remove any unapproved signage, advertising, or promotional materials that do not align with the NEI Congress name and logo usage rule.

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 Broadmoor, as well as all these entities’ owners, agents, and employees (hereinafter collectively called Indemnities) 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 any accident or bodily injury or other occurrence to any person or persons, including 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 except to the extent such losses, costs (including attorney’s fees), damage, liability, or expenses are caused by the negligence or willful misconduct of the Indemnities.

FORCE MAJEURE:
NEI may cancel all or any part of the event or reduce the amount of space allocated to the event for any reason at its sole discretion for acts beyond its reasonable control, which may include, but is not limited to fire, strike, damage, construction or renovation, pandemic, government regulation, public catastrophe, or natural disaster. NEI shall use funding under this agreement to implement, in its sole discretion, the most reasonable solution for the supporter/sponsor to achieve the goals originally set forth in the agreement.

PAYMENT & CANCELLATION POLICY:
Payments can be made by credit card (American Express, VISA, or MasterCard) or by checks made payable to “Neuroscience Education Institute” (Tax ID #33-0954691). Credit card payments accepted up to $10,000. All credit card company charges and bank charges will be the Company’s responsibility.

Payments can be mailed to:
Neuroscience Education Institute
Attn: Congress Accounting / Brian Budniewski
2720 Neilson Way FL 1 #5355
Santa Monica, CA 90409

Exhibit space, advertisement and/or sponsorship: All exhibit space, advertisement, and/or sponsorship order forms require payment in full to fully secure these opportunities. If payment and fully executed agreement (pages 15–19) are not received with your submission, NEI has the right to forfeit the agreement and give the opportunity to the next applicant (in priority order). Cancellations received by July 15, 2023, will result in a 50% penalty of the fees. No refunds will be issued for exhibit space, advertisement, and/or sponsorship cancellations received after July 15, 2023, nor will they be issued to no-shows.

Industry Session: The final balance for all Industry Session sponsorships is due by July 15, 2023. NEI has a zero-tolerance cancellation and no refunds policy for Industry Session.
company shall remain liable to NEI for the total sponsorship, and remaining payments will be due within 30 days of cancellation request.

All cancellations must be made in writing to Sheri Mills at smills@neiglobal.com.

RIGHT OF FIRST REFUSAL:
To allow other companies to participate in our sponsorship, exhibit, advertisement, and/or Industry Session opportunities, NEI will not give companies right of first refusal for future conferences. The only way to hold a future slot is with a signed application page from the prospectus.

UNSANCTIONED EVENTS:
Companies are not allowed to sponsor any unsanctioned event (including small dinners, medical affairs events, thought exchanges, or similar) which directly conflict before, during, or after conference events. 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. NEI is happy for you to host these events with full disclosure and proper planning. If you wish to host a small off-site or onsite event, please contact Sheri Mills (smills@neiglobal.com) for pricing and additional details.

USE OF LIST POLICY:
It is the fiduciary responsibility of all Companies, supporters, and their agencies to protect the privacy of NEI Congress 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 other than affiliates, alliance companies, and agents or representatives. 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 Congress list information to pass into the hands of another person, association, organization, or company, other than affiliates, alliance companies, and agents or representatives.

Any prohibited use by the Company shall constitute a material breach of this contract.

BADGE SCANNING:
Attendees agree to provide their information when they allow their badges to be scanned on an individual basis. NEI provides food and beverages to any and all attendees, hence meals are not reportable under the Sunshine Act. Attendees cannot be turned away from a meal if they decline to provide their information or decline to have their badge scanned.

ATTENDEE LIST:
NEI does not release pre- or post-conference 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.

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

BOOST ASSIGNMENT:
Booths will be assigned on a first-come, first-served basis. NEI reserves the right to reconfigure the exhibit hall floor plan, with the provision that all exhibitors shall be advised of any such changes. It is the exhibiting company’s responsibility to confirm their placement on the floor plan.
EXHIBIT RESIZING:
Refunds shall not be made for partial cancellations or reductions in the size or scope of the event. Any exhibitor who cancels or reduces the size of their booth or sponsorship shall not be entitled to any refunds.

ELIGIBILITY FOR EXHIBITING:
All products and services exhibited must be relevant to the sciences field. NEI reserves the right to refuse acceptance of the contract and/or entrance/setup 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, the 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 (smills@neiglobal.com) with any questions about eligibility to exhibit.

EXHIBIT HALL LOCATION:
The exhibit area will be in Bartolin Hall. All CME sessions will be held in Broadmoor Hall. All breaks will be served in Bartolin Hall to generate traffic towards exhibitors.

EXHIBIT HOURS:
Exhibit setup must be complete by 2:00 pm on November 9, 2023. It will be each Exhibitor’s responsibility to see that all materials are removed from the exhibit area by 10:00 pm on November 11, 2023. Displays should not be dismantled before 4:45 pm on November 11, 2023.

EXHIBITOR CONDUCT:
Exhibitor personnel are expected to always behave in a professional manner during NEI Congress. NEI reserves the right to make onsite judgments regarding conduct that detracts from the environment.

EXHIBIT RIGGING:
The ceiling in Bartolin Hall is equipped with rigging points that will support truss, cabling, speakers, projection, lighting and signage. However, some areas have weight restrictions depending on the rigging capacity required by the booth design. Any heavy rigging must be reviewed by NEI Congress management.

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 BOOTH SPACE:
Exhibitors are prohibited to sublet, assign, or share any part of the allocated space without prior written consent from NEI.

BOOTH STAFFING:
Booths must be staffed at all times during open exhibit hall hours. Exhibitors that violate this policy may lose their eligibility to exhibit at any future NEI conference.

OBSTRUCTION OF BOOTHS OR AISLES:
Booths cannot obstruct attendees’ views of adjacent booths from any angle. Booth 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. Furthermore, exhibitors are not allowed to scan attendees in the aisles or impede normal traffic flow through the exhibit hall.

AUDIO USE:
Audio and/or video devices apart from 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.

FLOOR SALES:
The sale of any product on the exhibit hall floor is prohibited without the written discretion of NEI. Exhibitors in violation of this rule will be removed from the exhibit hall and disbarred from exhibiting at any future NEI conference.
GIVEAWAYS AND RAFFLES:
Giveaways and raffles are permitted on the exhibit floor when used as a promotion to attract higher attendance at your booth. However, public address announcements of winners on the exhibit floor are not permitted.

IN-BOOTH PRESENTATIONS:
In-booth presentations are allowed in booths sizes 40’ x 40’ or larger. These presentations are only limited to the exhibit hall hours and should not conflict with any NEI Congress events. Audio and visual equipment should be fully contained within the booth and cannot encroach into the aisles. Audio systems must be kept at volume levels that do not infringe on the audio of neighboring booths. NEI reserves the right to request the exhibitor to lower the volume or prohibit the use of amplifying devices that it considers objectionable. Please let Gabriela Chevalier by emailing gchevalier@neiglobal.com if you wish to schedule in-booth presentations.

DATA CAPTURING & LEAD RETRIEVAL:
The lead retrieval vendor will provide reports within 7 days after the conference. Reports will include the following information of each attendee who chooses to be scanned: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number. Exhibitors should only scan the badges of attendees that have given their permission. Exhibitors should have a touchless process plan for badge scanning.

EXHIBIT HALL FOOD & BEVERAGE:
All NEI Congress breaks will be occurring in the exhibit area to maximize networking opportunities with exhibitors. To promote higher attendance at booths, NEI will permit booth refreshments and snacks. These refreshments are limited to coffee, specialty coffees, soft drinks, fruit juice, and water. Cookies, pastries, and individually wrapped ice cream bars are also permitted. Due to the potential of long lines, the distribution of these refreshments is limited to booths 200 square feet or larger. Lines may not block aisles or other exhibitors’ booths, and control of lines is the responsibility of the distributing company. Refreshments must be provided in conjunction with the hotel’s catering department. NEI must be notified and approve all distribution of refreshments.

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.

CHILDREN:
For safety purposes, children under 16 years of age are prohibited from exhibiting areas during the hours of installation and dismantling.

INDUSTRY SESSION TIMESLOT ASSIGNMENT:
Industry Session applications will be assigned on a first-come, first-served basis. The timeslots noted on page # have been approved by NEI and may not be modified by the sponsor. Times are subject to change, and the sponsors will be notified. NEI reserves the right to approve all agreements and may restrict inappropriate products/services.

NON-COMPETE WITH CME SESSIONS:
Industry Sessions will be conducted during times that do not conflict with NEI’s CME sessions. All space and timeslots will be scheduled by NEI.

INCLUDED WITH EACH INDUSTRY SESSION SPONSORSHIP:
- Meals are provided by NEI through attendee registration fees—no “Sunshine Act” reporting required. F&B orders are at the discretion of NEI.
- Private ballroom is assigned for your industry session, Disease State or Medical Affairs event to comply with ACCME guidelines. NEI does not guarantee an audience size.
• Complimentary session scanning units. NEI will provide six (6) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so plan accordingly. Attendance reports will be available 7 days after the conference.

• Professional moderator to welcome attendees and introduce faculty. One (1) professional moderator will be onsite to provide your team with any logistical assistance.

• Audio-visual equipment and show technician. NEI will provide lavalier mics for up to two (2) presenters, one (1) mic with stand for Q&A session, two (2) screens, one (1) projector, one (1) show computer with Windows 10 and PowerPoint (16:9 PowerPoint recommended), one (1) wireless cue/remote slide advancer, one (1) large speaker timer, one (1) confidence monitor, and one (1) acrylic podium with microphone. Additional A/V equipment can be purchased.

• Stage with podium and microphone. An acrylic podium with microphone will be provided.

• Six (6) complimentary badges for Industry Session staffing purposes.

• Complimentary listing on conference mobile app, online agenda, and onsite signage.

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

• All presenter-related costs (flights, honorarium, accommodations, conference registration, etc.).

• The design, development, and production of any promotional material (subject to NEI’s approval)—all material must include disclaimer statement on page #.

LOCATION AND SETUP:

All Industry Sessions will be held in the International Center, Bartolin Hall, or Colorado Hall. Unless otherwise noted, the room will be set for the expected number of clinicians as specified in the agreement.

ATTENDEE REGISTRATION:

NEI will not facilitate pre-registration for attendees. Industry sessions are open to all NEI Congress attendees and are available on a first come, first-seated basis. By attending a non-CME event and scanning their badge, the attendee opts in to receive follow-up information from the commercial sponsor. By opening an industry event screen, a virtual attendee opts in to receive follow-up information from the commercial sponsor.

SESSION SCANNING UNITS:

NEI will provide up to six (6) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so plan accordingly. Reports will be available 7 days after the conference and will include the following attendee information of each attendee who chooses to be scanned: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number. Industry personnel should only scan attendees that have given their permission to give you their information.

FOOD AND BEVERAGE:

Unless otherwise noted in the agreement, conference meals are provided by NEI through attendee registration fees and are exempt from reporting under the Open Payments (Sunshine Act) program. Meals will be placed near the industry session room to encourage attendance. Meal additions can
be coordinated for an additional cost. Contact Sheri Mills (smills@neiglobal.com) for more information.

One of the following statements must appear prominently on all handout materials or any printed materials distributed for an Industry Session:

**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]”

**DISCLAIMER FOR NON-CME SESSIONS:**
Industry sessions 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 Sessions.

The following disclaimer statement must appear in Arial font size 11 and immediately following information about date, time, and location on all materials intended to promote your Industry session, including but not limited to: the title and ending slides displayed at the beginning and end of the session, websites, broadcast emails, promotional brochures, invitations, signage:

“The content of this [Industry Session, Disease State or Medical Affairs event] and the views expressed therein are those of the presenting entity and not of NEI. This session is not part of the scientific program and does not provide CME credit.”

All promotional material must be approved by NEI before 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 session from inside their contracted booth space only. The NEI logo and/or NEI Congress graphics may not be used on Industry Session materials. You should submit your materials for review no later than September 4, 2023. Please allow 3 business days for review.

**SESSION ATTENDANCE:**
NEI is proud to partner with you and help with audience generation. NEI makes every attempt to project accurate attendance numbers; however, attendance at Non-CME Industry Session is not guaranteed. NEI is not responsible for audience generation to these activities. Marketing and promotional opportunities are available on pages 10–12. The number reflected is the F&B order that NEI projects will be placed. NEI reserves the right to adjust the F&B order.

**ROOM ACCESS:**
Sponsors may have access to the room 2 hours prior to their industry session’s start time for setup for lunch and dinner events, and 1.5 hours prior to their industry session start time for breakfast events. If you require additional setup time, please contact Sheri Mills at smills@neiglobal.com. Note: Breakfast sessions cannot be accessed prior to 5:30am MT. No exceptions.

**REHEARSAL ROOM:**
Access to the designated Industry Session rehearsal room can be purchased for $4,000. This room will be equipped with a basic A/V kit designed for slide review. A drinks station will be provided upon request. Please contact Sheri Mills at smills@neiglobal.com for more details.

**PRESENTERS:**
NEI Congress faculty are NOT permitted to participate in Industry Sessions or any off-site meetings, sanctioned or otherwise. Industry Session presenters are not considered “faculty” at NEI Congress and thus will not be provided the same badge as NEI Faculty. The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, conference registration, etc.).
ONSITE SIGNAGE:
NEI recommends and allows up to six (6) professionally printed signs (maximum size is 30” x 40”). Signs can be placed outside or near the meeting room 24 hours prior to the start of the session and must be removed at the end of the session.

MARKETING EFFORTS BY NEI:
All industry sessions will be listed on the online conference agenda web page, the NEI Congress mobile app, onsite signage, and potential print material. Additionally, NEI will, in our sole discretion, send dedicated emails and app announcements to encourage participants to attend these events. We encourage you to take additional measures to promote your session (see pages 10–12 for additional promotional opportunities).

SHIPPING INSTRUCTIONS:
The Broadmoor Hotel guests, and non-guests, can ship their industry session materials directly to the hotel. Any packages being shipped to the Broadmoor must be prepaid and any onsite handling fees will be the shipper’s responsibility. Address all packages as follows:

The Broadmoor Hotel
2023 NEI Congress, Nov. 9-12
Hold for guest: (Guest Name and Cell #)
(Guest Company Name) (Meeting Room) (Booth Number, if applicable)
15 Lake Circle
Colorado Springs, CO 80906
(1 of # boxes)

Please call the FedEx Office at the Broadmoor (located inside Broadmoor Main) to confirm that your packages have arrived, and to schedule delivery to the industry session room, the International Center.

Schedule your delivery in advance!
The FedEx Office at The Broadmoor needs time to find your packages, check them out, and deliver them to your location.

FedEx at the Broadmoor Hours [https://local.fedex.com/co/colorado-springs/office-5639/]

2023 NEI Congress Rules & Regulations