

2024

20<sup>TH</sup> ANNIVERSARY



# NEI CONGRESS

November 7-10 • Colorado Springs, CO & **ONLINE**

## Exhibitor & Sponsorship

2024

# PROSPECTUS



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



**20** Industry Sessions



**50+** Exhibit Booths Available



**5** Medical Affairs Opportunities

## THE NEI STEERING COMMITTEE



Neuroscience Education Institute

#NEICongress



# Not just a meeting, NEI Congress is walking into a textbook



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, and originally based on the best-selling textbook, “The Essentials of Psychopharmacology”, 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.

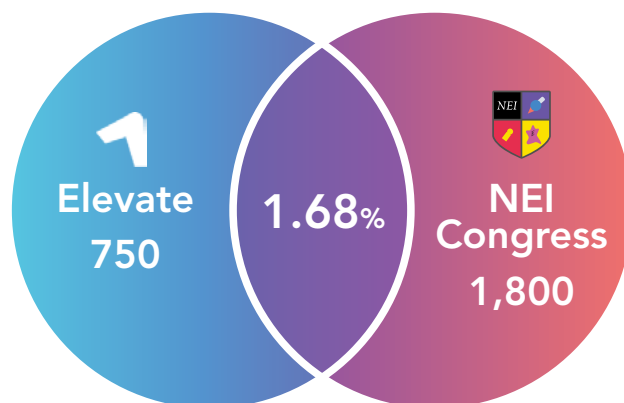
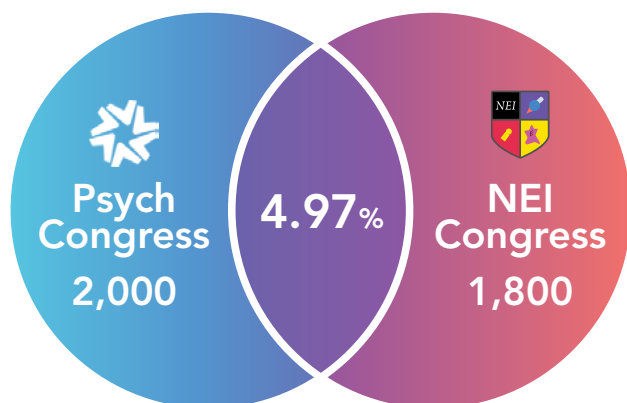
NEI’s core fundamentals result in better education than provided by any other CNS meeting. Our expertise includes:

- **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 onstage allowing real interactivity at a pace that allows the faculty to instantly read the audience and repeat a topic if the audience needs more information.
- **Video 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.



## UNMATCHED AUDIENCE



# The Premier Psychopharmacology Congress



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 5th 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. Furthermore, virtual registrants are provided access to CME lectures for 30 days after the live meeting ends.**

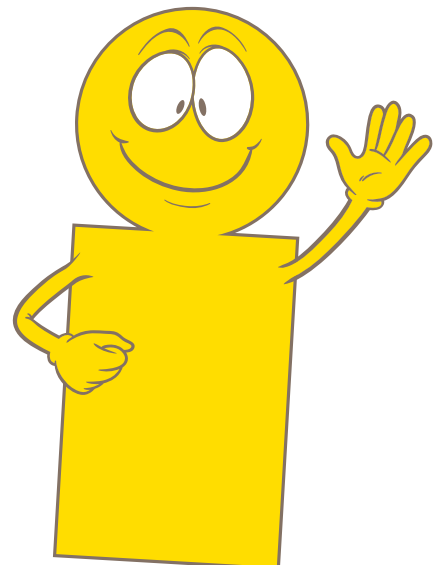
Join us as we empower 2,500+ U.S.-based prescribers, both in person and virtually with the education needed to improve their patients' lives for years to come.

We appreciate your support and look forward to seeing you in person and online at the 2024 NEI Congress.

Sincerely,

Sheri Mills  
President, General Manager  
817.223.4256  
[smills@neiglobal.com](mailto:smills@neiglobal.com)

Gabriela Chevalier  
Manager, National Accounts  
760.203.4720  
[gchevalier@neiglobal.com](mailto:gchevalier@neiglobal.com)



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# General Information



## Location

The Broadmoor  
1 Lake Avenue  
Colorado Springs, CO 80906

## Conference Dates

November 7-10, 2024  
Thursday-Sunday

## Exhibit Hall Dates

November 7-9, 2024  
Thursday-Saturday

## Property Map



- Broadmoor Hall**  
CME/CE Sessions
- Bartolin Hall**  
Exhibitor and Attendee Check-in  
Exhibit Hall  
Industry Capsule (non-CME)
- International Center**  
Industry Sessions (non-CME)
- Colorado Hall**  
Industry Sessions (non-CME)

## Accommodations

Due to high demand at the Broadmoor and Cheyenne Mountain Resort, we limit the number of rooms available for our supporters at both hotels to ensure that our attendees have a chance to reserve.

Groups of 5 or more guest rooms will require a sub-block contract to secure their commitment.

The Broadmoor	Cheyenne Mountain Resort	DoubleTree Colorado Springs
<b>Rate:</b> From \$221/night + tax 3-night minimum stay / 50% non-refundable deposit  <b>Cutoff Date:</b> October 1, 2024	<b>Rate:</b> Details coming soon 3-night minimum stay / 50% non-refundable deposit  <b>Cutoff Date:</b> October 1, 2024	Details coming soon.



## SAVE THE DATE!

**2024 NEI Synapse**  
April 19-21, 2024  
Red Rock Resort, Las Vegas, NV

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

# Exhibitor Housing Information & Policies



Confirmed exhibitors and industry session sponsors have access to the industry room blocks at our host hotels. Each reservation will need to be guaranteed with a credit card. The mandatory non-refundable deposit for each room will be charged at the time of booking.

Individuals or companies wishing to secure five or more guest rooms will require a sub-block contract. Read the hotel room policies when completing the [Hotel Room Block Request Form](#).



## The Broadmoor Hotel Room Allocations

Due to high demand, room allocation limits will be placed for industry supporter sub-blocks at The Broadmoor. Sub-block allocations are available for total sponsorships starting at \$50,000.

Total Sponsorship Spend	Room Allocation	Total Sponsorship Spend	Room Allocation
\$50,000	1 Room	\$380,000	12 Rooms
\$80,000	2 Rooms	\$410,000	13 Rooms
\$110,000	3 Rooms	\$440,000	14 Rooms
\$140,000	4 Rooms	\$470,000	15 Rooms
\$170,000	5 Rooms	\$500,000	16 Rooms
\$200,000	6 Rooms	\$530,000	17 Rooms
\$230,000	7 Rooms	\$560,000	18 Rooms
\$260,000	8 Rooms	\$590,000	19 Rooms
\$290,000	9 Rooms	\$620,000	20 Rooms
\$320,000	10 Rooms	\$650,000	21 Rooms
\$350,000	11 Rooms	\$680,000	22 Rooms

## The Broadmoor Reservation Deadlines and Guidelines:

- At least three nights are required for exhibitor and industry personnel reservations at The Broadmoor.
- There is a 50% non-refundable deposit at time of booking. Rooms will not be held without a non-refundable deposit.
- Email Kim McLaughlin at [kmclaughlin@hmpglobal.com](mailto:kmclaughlin@hmpglobal.com) for questions or concerns.



# Exhibitor Housing Information & Policies



## Cheyenne Mountain Resort Hotel Room Allocations

Due to high demand, room allocation limits will be placed for industry supporter sub-blocks at Cheyenne Mountain Resort. Sub-block allocations are determined according to booth size and are available in addition to sub-blocks at The Broadmoor. Shuttles to and from The Broadmoor Convention Center are provided during conference days.

10' x 10' Booth	2 Rooms	30' x 40' Booth	14 Rooms
10' x 20' Booth	4 Rooms	30' x 50' Booth	14 Rooms
10' x 30' Booth	6 Rooms	40' x 40' Booth	15 Rooms
20' x 20' Booth	8 Rooms	40' x 50' Booth	15 Rooms
20' x 30' Booth	10 Rooms	50' x 50' Booth	15 Rooms
20' x 40' Booth	12 Rooms	50' x 60' Booth	15 Rooms
30' x 30' Booth	14 Rooms	60' x 60' Booth	16 Rooms

## Cheyenne Mountain Resort Reservation Deadlines and Guidelines:

- At least three nights are required for exhibitor and industry personnel reservations at Cheyenne Mountain Resort.
- There is a 50% non-refundable deposit required at the time of booking. Rooms will not be held without a non-refundable deposit.
- Email Kim McLaughlin at [kmclaughlin@hmpglobal.com](mailto:kmclaughlin@hmpglobal.com) for questions or concerns.

Additional Accommodations are available at the Double Tree Colorado Springs. Shuttles to and from The Broadmoor Convention Center are provided during conference days. Check with Gabby Chevalier at [gchevalier@neiglobal.com](mailto:gchevalier@neiglobal.com) for updates on other accommodation options.

## Housing Deadlines for Exhibitors

**March 1, 2024** - Exhibitor Housing open.

**September 23, 2024** - Complete rooming lists with names and arrival and departure dates are due by 5:00 PM EST

*Cancellations made within 45 days of the start of the conference will forfeit 100% of all room and tax fees.*

## Contact Us

### Pharmaceutical Companies & Medical Affairs

Sheri Mills  
President, General Manager  
(817) 223-4256  
[smills@neiglobal.com](mailto:smills@neiglobal.com)

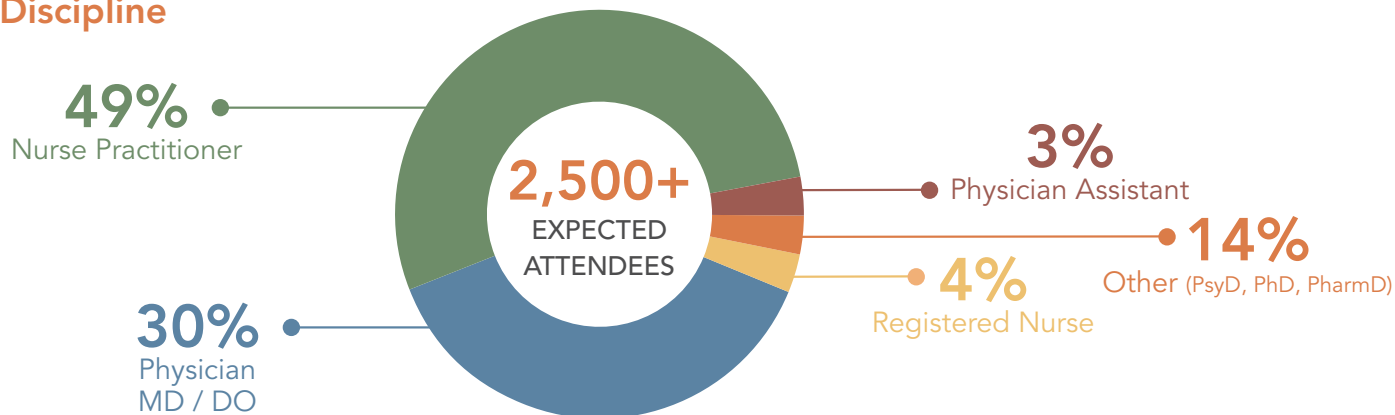
### All Other Companies

Gabriela Chevalier  
Manager, National Accounts  
(760) 203-4720 ext. 100  
[gchevalier@neiglobal.com](mailto:gchevalier@neiglobal.com)

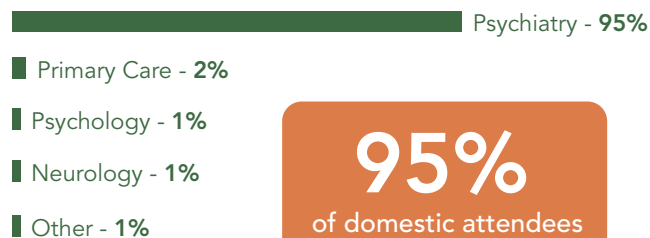
# About NEI Congress Attendees



## Discipline

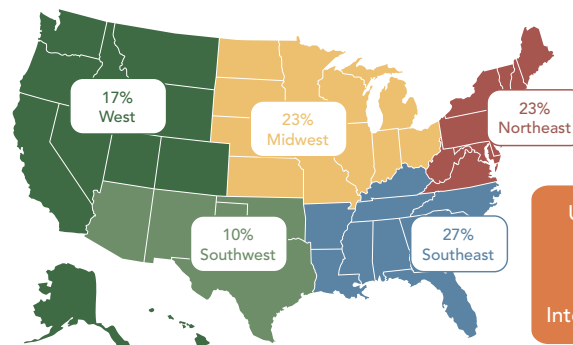


## Specialty



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

## Geography



Up to an additional  
**750+**  
International Attendees

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



**98%**  
treat patients  
with **Depression**



**93%**  
treat patients with  
**Bipolar Depression**



**91%**  
treat patients  
with **ADHD**



**85%**  
treat patients with  
**Substance Use Disorder**



**82%**  
treat patients  
with **Schizophrenia**



**95%**  
treat patients with  
**Sleep-Wake Disorders**



**81%**  
treat patients with  
**Anxiety Disorders**



**72%**  
treat patients  
with **Dementia**



**61%**  
treat patients with  
**Tardive Dyskinesia**



**54%**  
treat patients with  
**Postpartum Depression**



# Exhibit Opportunities



## 50+ booth spaces! Reserve your booth today!

### [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 16-20 to reserve your booth.

### [Exhibit Promo-Kit Packages](#)

Maximize your exposure and receive a 15% discount on all your advertisement needs! Details on page 20.

### Booth Fees:

10' x 10'	\$3750	2 Badges
10' x 20'	\$7500	4 Badges
10' x 30'	\$11,250	6 Badges
20' x 20'	\$20,000	8 Badges
20' x 30'	\$27,500	10 Badges
20' x 40'	\$35,000	12 Badges
30' x 30'	\$38,750	14 Badges
30' x 40'	\$50,000	16 Badges

30' x 50'	\$61,250	18 Badges
40' x 40'	\$65,000	20 Badges
40' x 50'	\$80,000	22 Badges
40' x 70'	\$110,000	25 Badges
50' x 50'	\$98,750	24 Badges
50' x 60'	\$117,500	26 Badges
60' x 60'	\$140,000	28 Badges

### **New This Year** - prices for booths 20x20 or bigger **INCLUDE** a virtual exhibit hall booth.

Exhibitors may opt out of the virtual booth and use the credit towards a digital tote bag insert in the simulcast platform. There is an option for smaller booths to add a virtual booth for an additional fee.

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

### 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 and Cheyenne Mountain Resort. (see page 6-7)

*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 7, 2024.** Exhibiting company overviews are included in the conference program guide and mobile app, provided to all conference attendees.

**Register your booth personnel online by September 30, 2024.** 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](https://nei.global/congress). Additional exhibitor badges are \$300 per badge.

# Exhibit Hall Schedule



## 5.5 Dedicated Exhibiting Hours 7.5 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.

### Wednesday, November 6

8:00 am – 10:00 pm	Exhibit Hall Setup & Booth Move-In
2:00 pm – 6:00 pm	Exhibitor Early Check-In / Registration

### Thursday, November 7

6:00 am – 2:00 pm	Exhibit Hall Setup & All Booth Move-In
7:00 am – 5:00 pm	Exhibitor Check-In / Registration
3:15 pm – 5:00 pm	Exhibit Hall Open
5:00 pm	Exhibit Hall Closed

### Friday, November 8

7:00 am – 4:45 pm	Exhibitor Check-In / Registration
10:00 am – 11:15 am	Exhibit Hall Open
11:15 am – 3:00 pm	Exhibit Hall Closed
3:00 pm – 5:00 pm	Exhibit Hall Open
5:00 pm	Exhibit Hall Closed

### Saturday, November 9

7:00 am – 4:30 pm	Exhibitor Check-In / Registration
9:45 am – 11:15 am	Exhibit Hall Open
11:15 am – 3:15 pm	Exhibit Hall Closed
3:15 pm – 4:45 pm	Exhibit Hall Open
4:45 pm	Exhibit Hall Closed / Exhibit Hall Breakdown‡

### 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

‡ Each exhibitor is responsible for making sure all materials are removed from the exhibit area by 10:00 pm on Saturday, November 9. Displays should not be dismantled before 4:30 pm.

# Advertisement Opportunities



★ Exclusive Opportunity

## Special 20th Anniversary Sponsorships

### ★ Custom Drone Light Show - \$85,000

This buzz-worthy event will bring all the NEI Congress attendees together around Broadmoor Lake for a special 20th anniversary celebration on Thursday or Friday night. The 10–12-minute drone display will be a customized show design that will be approved by NEI and the sponsor. The sponsorship will include an event highlight video of at least 60 seconds in duration. [Click here](#) to preview an example of the drone light show.

### ★ NEI20 3D Mega Letters - \$25,000

Take advantage of this unique 20th anniversary special installment of 3D mega letters that spell NEI20. One side will be a solid color and the other side may contain your company's message or branding. There will also be additional signage that will have your company logo as the sponsor of the 20th anniversary installment. This will be placed outside the front of the International Center and will be visible to everyone driving into The Broadmoor, and everyone walking towards the Convention Center. Sponsor will provide the electronic file for their artwork. NEI will manage on-site logistics.

## 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	Price
★ Centerfold (Two-Page Spread)	\$10,000
★ Inside Front Cover (Full-Page)	\$5,000
★ Inside Back Cover (Full-Page)	\$5,000
Run-of-Book (Two-Page)	\$7,250
Run-of-Book (Full-Page)	\$3,750
Run-of-Book (Half-Page)	\$1,875
Belly Band Wrap	\$15,000
PI Page	\$2,500 per

### 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.

### ★ Hotel Room Door Drop Bags - \$17,000

The hotel door drop bags will have the sponsor's logo or company message and will contain the room door drops to NEI Congress attendees staying at The Broadmoor. This is an exclusive opportunity.

### 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 - \$20,000

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.

### 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.

### Know-Before-You-Go Email Blast - \$15,000

Place a digital leaderboard advertisement on the "Know-Before-You-Go" eBlast sent to pre-registered attendees a few days before the meeting. The "Know Before You Go" eBlast includes important information pertaining to the conference. The digital leaderboard ad must be created and provided by the sponsor. NEI will manage email distributions on your behalf.



### Conference Email Outcomes

Average open rate: 44.75%

Click through rate: 6.20%

### 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.

### 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 according to the sponsor's preferences.

**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 21.

# Advertisement Opportunities



★ Exclusive Opportunity

## 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 according to the sponsor's preferences.

## ★ Mobile App Banner - \$15,000

Increase your exposure with an exclusive mobile app advertisement on the conference mobile app home page. The static banner will include an image, a title and text that can be linked to an external URL. The image will be posted for the duration of the conference. Sponsor is responsible for producing the image and text. NEI will manage the logistics.

## 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.

## 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. Sponsor is responsible for postage fees and additional packaging preferences agreed upon with NEI's fulfillment house.

## Take-One Literature Display - \$1,000

The Take One! Literature Distribution display is strategically located in a high-traffic area of NEI Congress (such as the check-in area or The Broadmoor Hall lobby) for easy access by attendees. Informational fliers and brochures will be allocated and stocked by NEI Congress throughout the event until the supply is exhausted. The suggested quantity is no more than 500 copies of each item. Unused materials will not be returned. Materials must be created and shipped by the sponsor.

## ★ 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.

[Click Here](#) to view our sponsorship opportunity slide deck, with images and examples of each exclusive sponsorship item.

## ★ 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.

## ★ Broadmoor Door Hangers - \$15,000

Customize the "Do Not Disturb" door hangers for the rooms at The Broadmoor with our company logo or message. The entire door hanger and the functional message will be included in the sponsor's artwork. NEI will manage on-site 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.

## TV Wall Unit - \$24,000

Draw attention throughout the convention center by branding the 8'H x 20' W television wall unit. The sponsorship includes your custom message (static) on the back-panel wall and digital advertisements on two screens. Your videos will be looped continuously on two screens (excludes audio). Electronic file must be submitted by the sponsor. NEI will manage on-site logistics.

# Advertisement Opportunities



★ Exclusive Opportunity

## ★ 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 Entrance 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.

## ★ Conference Photo Booth - \$45,000

Expand your reach through an interactive photo booth to help attendees commemorate their time at NEI Congress. This sponsorship is a full package that includes your company logo on the camera stand, the 20th anniversary backdrop, photo copy overlay, and a custom branded email to send the attendees their digital photos. The email may include a link to your website or information on where to find your booth.

## Immersive Bright Wall - \$25,000

Grab the attention of people walking around the exhibit hall with a captivating brightly lit 30' x 10' wall with your message on either one side or both sides. LED backlit fabric panels give an ultra premium saturated image that stand out and provides an added immersive feel.

## ★ Schedule-at-a-Glance Bright Wall - \$18,000

Include your company logo on a lighted Schedule-at-a-Glance wall unit. Electronic logo must be submitted by the sponsor. NEI will manage production and on-site logistics.

## Interactive Walkaround Billboard - \$15,000

Have a static image displayed on a tall, impressive, multi-sided billboard that attendees can walk around and view content on all sides. This billboard is 12' W x 8' H.

## ★ 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. Limited availability.

## ★ Exhibit Hall Tabletop Decals - \$20,000

Place your company message on a decal that will wrap the top of high boy tables spread throughout the exhibit hall. This sponsorship will have the sponsor's graphic on 20 tables. This is an exclusive sponsorship. Electronic file must be submitted by the sponsor. NEI will manage on-site 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



★ Exclusive Opportunity

## ★ 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.

## ★ Broadmoor Lake Walking Path Sidewalk Wraps - \$50,000

Expand your brand presence in other well-traveled areas of The Broadmoor Resort. Place your company's message on 20 sidewalk panels on the walkway around Broadmoor Lake. NEI will be hosting a fundraising walk that will utilize this walkway for all NEI Congress attendees\* Sponsor will provide the electronic file for the artwork. NEI will manage on-site logistics.

## ★ Bartolin Hall Wall Graphics - \$20,000

There are multiple locations to promote your company's message or brand with a vivid image facing the exhibit hall floor. Sponsor will provide the electronic file. NEI will manage production and on-site logistics.

## ★ Registration Area Wall Panels & Column - \$35,000

Promote your brand or company message on 3' tall panels that line the registration area, a welcome panel (approximately 3' x 6') and 1 column wrap to highlight your presence at the check-in area. Sponsor will provide the graphics for the sponsorship. NEI will manage logistics.

## ★ 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.

## ★ Exhibit Hall Walkway Floor Decal - \$20,000

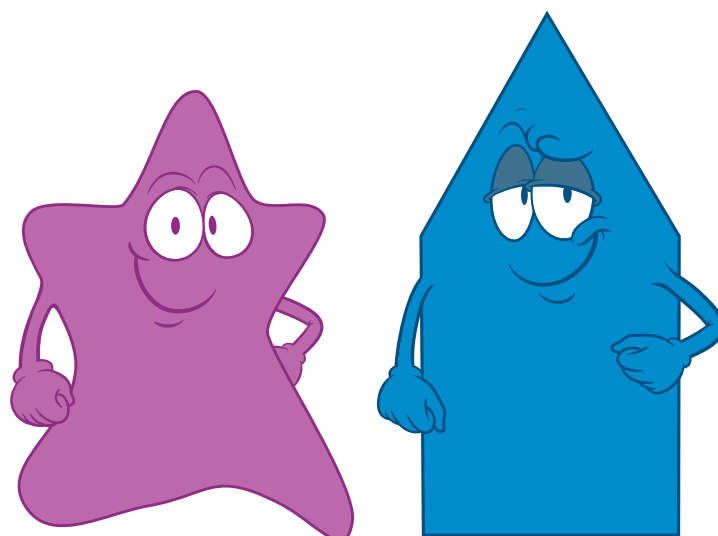
Make a statement on a large floor decal (up to 10' x 40') at the walkway connecting the CME sessions room and the exhibit hall. Completed electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

## ★ Bartolin Hall Atrium Exit Wall Graphic - \$30,000

Make a statement with an impactful graphic installed on the atrium exit wall in Bartolin Hall. This sponsorship will reach all attendees as they leave the registration area after picking up their badges and everytime they leave the exhibit hall. Sponsor will provide the electronic file. NEI will manage on-site logistics.

## Transportation Sponsorship - \$20,000

Wrap one (1) Gray Line motor coach bus with your company's message to NEI Congress attendees. The bus will transport attendees between The Broadmoor, Cheyenne Mountain Resort and other hotel partners for NEI Congress. Multiple bus sponsorships are available at limited quantities. Sponsor will provide the electronic file for the artwork. NEI will manage on-site logistics.



# 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 session, disease state, or medical affairs event.

**To secure your preferred slot (see page 19 for available options),** complete and submit pages 17–21. 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 21.

## 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.

Archive your industry session into the DSP portal on [neiglobal.com](https://neiglobal.com). See page 21 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 27. 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 7, 2024.**  
**Industry personnel must be registered [online](#) by September 30, 2024. See pages 25–27 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 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 Inspire Solutions.

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

- **Private Scientific Poster Receptions**

<input type="checkbox"/> November 6, Wednesday Night at the Estate House for 150	\$85,000
<input type="checkbox"/> November 7, Thursday Night at the Estate House for 150	\$85,000

- **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](mailto:smills@neiglobal.com).



## Locations:

Find the various locations on [The Broadmoor Map](#).

# 2024 NEI Congress Prospectus Order Form & Agreement



This legally binding agreement is made between the Company listed below ("Company") and the Neuroscience Education Institute ("NEI").

## COMPANY INFORMATION:

COMPANY NAME \_\_\_\_\_

PARENT COMPANY \_\_\_\_\_

COMPANY MAILING ADDRESS \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## 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 2024 NEI Congress Prospectus Rules and Regulations published on pages 22–28 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 pages 22–23, which state that payments are due in full by July 15, 2024.
- ☐ **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 pages 22–23, which state that payments are due in full by July 15, 2024. 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](mailto: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 2024 NEI Congress Prospectus Rules and Regulations published on pages 22–28 of this prospectus.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

NAME & TITLE \_\_\_\_\_

Please complete and return the remaining order form on pages 17-21 and payment information on page 21.

# 2024 NEI Congress Prospectus Order Form & Agreement



## EXHIBIT BOOTH FEES

Size†	Fee*	Size†	Fee*
<input type="checkbox"/> 10' x 10' Booth	\$3,750	<input type="checkbox"/> 30' x 40' Booth	\$50,000**
<input type="checkbox"/> 10' x 20' Booth	\$7,500	<input type="checkbox"/> 30' x 50' Booth	\$61,250**
<input type="checkbox"/> 10' x 30' Booth	\$11,250	<input type="checkbox"/> 40' x 40' Booth	\$65,000**
<input type="checkbox"/> 20' x 20' Booth	\$20,000**	<input type="checkbox"/> 40' x 50' Booth	\$80,000**
<input type="checkbox"/> 20' x 30' Booth	\$27,500**	<input type="checkbox"/> 50' x 50' Booth	\$98,750**
<input type="checkbox"/> 20' x 40' Booth	\$35,000**	<input type="checkbox"/> 40' x 70' Booth	\$110,000**
<input type="checkbox"/> 30' x 30' Booth	\$38,750**	<input type="checkbox"/> 50' x 60' Booth	\$117,500**
		<input type="checkbox"/> 60' x 60' Booth	\$140,000**

Booth Preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Competitors: \_\_\_\_\_

☐ Virtual Booth add-on for booths 100 to 300 sq.ft: \$3,000  
All booths 20' x 20' and larger include a virtual booth.

☐ Additional Exhibitor Badge(s) (# of badges: \_\_\_\_\_) \$300 per badge

\*The standard booth cost is \$37.50 per square foot.

\*\*An additional \$5,000 is included in the fee for booths that are 400 sq.ft and larger for the virtual booth component.

† Sizes can be customized.

## MEDICAL AFFAIRS AD BOARDS AND ANCILLARY EVENT FEES

Event and Location	Date	Timeslot	Target Audience	Fee	Availability
<input type="checkbox"/> Tuesday Afternoon Ad Board, Broadmoor West	11/5	1:00 PM – 6:00 PM	<input type="checkbox"/> Less than 10 <input type="checkbox"/> More than 10	<input type="checkbox"/> \$7,000 <input type="checkbox"/> \$12,000	AVAILABLE
<input type="checkbox"/> Wednesday Morning Ad Board, Bartolin Hall or Broadmoor West	11/6	8:00 AM – 1:00 PM	<input type="checkbox"/> Less than 10 <input type="checkbox"/> More than 10	<input type="checkbox"/> \$7,000 <input type="checkbox"/> \$12,000	AVAILABLE
<input type="checkbox"/> Wednesday Afternoon Ad Board, Bartolin Hall or Broadmoor West	11/6	1:00 PM – 6:00 PM	<input type="checkbox"/> Less than 10 <input type="checkbox"/> More than 10	<input type="checkbox"/> \$7,000 <input type="checkbox"/> \$12,000	AVAILABLE
<input checked="" type="checkbox"/> Wednesday Poster Reception, Estate House	11/6	6:00 PM – 8:00 PM	150	\$80,000	SOLD
<input checked="" type="checkbox"/> Thursday Evening Reception, Estate House	11/7	6:00 PM – 8:00 PM	150	\$80,000	SOLD
<input type="checkbox"/> Thursday Morning Ad Board, Bartolin Hall	11/7	8:00 AM – 12:30 PM	<input type="checkbox"/> Less than 10 <input type="checkbox"/> More than 10	<input type="checkbox"/> \$7,000 <input type="checkbox"/> \$12,000	AVAILABLE
<input checked="" type="checkbox"/> Friday Evening Reception, Estate House	11/8	7:00 PM – 9:00 PM	150	\$80,000	SOLD
<input type="checkbox"/> Custom Ancillary Event	TBD	7:00–9:00 PM	_____	\$_____	AVAILABLE

# 2024 NEI Congress Prospectus Order Form & Agreement



All sessions include a live simulcast and an Audience Response System for both in-person and virtual audiences.

## INDUSTRY SESSION FEES

Date	Location	Timeslot	In-person Audience Goal*	Virtual Audience Goal*	Room Set For	Total Sponsorship**	Availability
<input checked="" type="checkbox"/> Wednesday, November 6	International Center	Lunch	150	100	200	\$120,000	SOLD
<input checked="" type="checkbox"/> Thursday, November 7	International Center	Breakfast	300	200	400	\$250,000	SOLD
<input checked="" type="checkbox"/> Thursday, November 7	International Center	Lunch	450	300	600	\$355,000	SOLD
<input checked="" type="checkbox"/> Thursday, November 7	Colorado Hall	Lunch	450	300	600	\$335,000	SOLD
<input checked="" type="checkbox"/> Thursday, November 7	International Center	Dinner	350	225	450	\$270,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	International Center	Breakfast	300	200	400	\$250,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	Industry Capsule	Morning	120	100	200	\$120,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	International Center	Lunch	450	300	600	\$355,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	Colorado Hall	Lunch	450	300	600	\$335,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	Industry Capsule	Afternoon	120	100	200	\$120,000	SOLD
<input checked="" type="checkbox"/> Friday, November 8	International Center	Dinner	350	225	450	\$270,000	SOLD
<input checked="" type="checkbox"/> Saturday, November 9	International Center	Breakfast	300	200	400	\$250,000	SOLD
<input checked="" type="checkbox"/> Saturday, November 9	Industry Capsule	Morning	120	100	200	\$120,000	SOLD
<input checked="" type="checkbox"/> Saturday, November 9	International Center	Lunch	450	300	600	\$355,000	SOLD
<input type="checkbox"/> Saturday, November 9	Colorado Hall	Lunch	450	300	600	\$335,000	ON HOLD
<input checked="" type="checkbox"/> Saturday, November 9	Industry Capsule	Afternoon	120	100	200	\$120,000	SOLD
<input checked="" type="checkbox"/> Saturday, November 9	International Center	Dinner	350	225	450	\$270,000	SOLD
<input checked="" type="checkbox"/> Sunday, November 10	International Center	Breakfast	250	100	250	\$180,000	SOLD
<input type="checkbox"/> Sunday, November 10	International Center	Lunch	150	80	150	\$140,000	AVAILABLE

\* Audience size is not guaranteed. 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.

# 2024 NEI Congress Prospectus Order Form & Agreement



## ADVERTISEMENT FEES

Item	Fee
<i>Conference Program Guide</i>	
<input type="checkbox"/> Centerfold (Two-Page Spread) ★	\$10,000
<input checked="" type="checkbox"/> Inside Front Cover (Full-Page) ★	\$5,000 <b>SOLD</b>
<input type="checkbox"/> Inside Back Cover (Full-Page) ★	\$5,000
<input type="checkbox"/> Run-of-Book (Two-Page)	\$7,250
<input type="checkbox"/> Run-of-Book (Full-Page)	\$3,750
<input type="checkbox"/> Run-of-Book (Half-Page)	\$1,875
<input type="checkbox"/> Belly Band Wrap	\$15,000
<input type="checkbox"/> PI Page (# of pages: _____ )	\$2,500 per page
<i>Print Literature</i>	
<input type="checkbox"/> Tote Bag Insert	\$7,500
<input type="checkbox"/> Conference Direct Mailer	\$3,750
<input type="checkbox"/> Hotel Room Door Drop	\$15,000
<input type="checkbox"/> Take-One Literature Display	\$1,000
<i>Digital Communications</i>	
<input type="checkbox"/> Conference Email Blast	\$20,000
<input type="checkbox"/> Daily Emails Advertisement	\$10,000
<input type="checkbox"/> Know-Before-You-Go Email Blast	\$15,000
<input type="checkbox"/> Mobile App Announcement	\$2,000
<input type="checkbox"/> Mobile App Push Notification	\$2,500
<input type="checkbox"/> Mobile App Banner ★	\$15,000
<input type="checkbox"/> Templated Social Media Kit	\$1,200
<i>Virtual Platform (Simulcast)</i>	
<input type="checkbox"/> Virtual Lobby Advertisement ★	\$20,000
<input type="checkbox"/> Virtual Exhibit Hall Banner Advertisement ★	\$15,000
<input type="checkbox"/> Desktop Push Notification	\$2,250
<i>Conference Features</i>	
<input type="checkbox"/> Private Meeting Room	\$6,250
<input checked="" type="checkbox"/> Conference Tote Bags ★	\$30,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Conference Badge Lanyards ★	\$25,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Conference Wi-Fi Sponsor ★	\$25,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Hotel Room Key Cards ★	\$30,000 <b>SOLD</b>
<input type="checkbox"/> Exhibit Hall Charging Lounge ★	\$25,000

★ Exclusive Opportunity

Item	Fee
<i>Conference Features</i>	
<input checked="" type="checkbox"/> Exhibit Hall Coffee Stations ★	\$30,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Exhibit Hall Benches ★	\$25,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Cube Tower (1)	\$25,000 <b>SOLD</b>
<input type="checkbox"/> Lighted Advertisement Tower ★	\$30,000 <b>ON HOLD</b>
<input checked="" type="checkbox"/> Sidewalk Directional Signs ★	\$18,500 <b>SOLD</b>
<input checked="" type="checkbox"/> Broadmoor Shuttle Bus Wraps	\$37,500 <b>SOLD</b>
<input checked="" type="checkbox"/> Exhibit Hall Aisle Floor Decals ★	\$25,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Broadmoor Hall Entrance Graphic ★	\$42,000 <b>SOLD</b>
<input checked="" type="checkbox"/> International Center Entrance Graphic ★	\$45,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Bartolin Hall Entrance Corner Graphic ★	\$25,000 <b>SOLD</b>
<input type="checkbox"/> Bartolin Hall Overlook Wall Graphic ★	\$37,500
<input type="checkbox"/> Exhibit Hall Atrium Entrance Graphic ★	\$30,000
<input checked="" type="checkbox"/> Exhibit Hall Column Graphics ★	\$30,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Exhibit Hall Walkway Video Walls ★	\$40,000 <b>SOLD</b>
<input checked="" type="checkbox"/> Exhibit Hall Walkway Graphic Panels ★	\$20,000 <b>SOLD</b>
<input type="checkbox"/> Exhibit Hall Walkway Floor Decal ★	\$20,000
<input type="checkbox"/> Patio Umbrella and Tabletop Graphic ★	\$20,000
<input type="checkbox"/> Hotel Room Door Drop Bags ★	\$17,000
<input type="checkbox"/> Broadmoor Door Hangers ★	\$15,000
<input type="checkbox"/> TV Wall Unit	\$24,000
<input type="checkbox"/> Conference Photo Booth ★	\$45,000
<input type="checkbox"/> Immersive Bright Wall	\$25,000
<input type="checkbox"/> Schedule-at-a-Glance ★	\$18,000
<input type="checkbox"/> Interactive Walkaround Billboard	\$15,000
<input type="checkbox"/> Exhibit Hall Tabletop Decals ★	\$20,000
<input checked="" type="checkbox"/> Broadmoor Lake Walking Path Sidewalk Wraps ★	\$50,000
<input type="checkbox"/> Bartolin Hall Wall Graphics	\$20,000
<input type="checkbox"/> Bartolin Hall Atrium Exit Wall ★	\$30,000
<input type="checkbox"/> Registration Area Wall Panels & Column ★	\$35,000
<input type="checkbox"/> NEI20 3D Mega Letters ★	\$25,000
<input type="checkbox"/> Transportation Sponsorship	\$20,000
<input type="checkbox"/> Custom Drone Light Show ★	\$85,000

# 2024 NEI Congress Prospectus Order Form & Agreement



## EXHIBIT BOOTH PROMO-KIT<sup>†</sup>

Save 15% when you bundle your exhibit booth advertisement needs into one—includes 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:

<input type="checkbox"/> Exhibit Booth Promo-Kit	\$11,265
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Upgrade your exhibit booth promo kit with a premier program guide advertisement for an additional discounted fee, listed below:

Program Guide Advertisement	Additional Fee
<input type="checkbox"/> Centerfold (Two-Page Spread)	\$4,500
<input type="checkbox"/> Inside Front Cover (Full-Page)	\$1,000
<input type="checkbox"/> Inside Back Cover (Full-Page)	\$1,000
<input type="checkbox"/> Run-of-Book (Two-Page)	\$2,750
<input type="checkbox"/> Additional PI Pages (# _____)	\$1,750 per page

## INDUSTRY SESSION PROMO-KIT<sup>†</sup>

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

<input type="checkbox"/> Industry Session Promo-Kit	\$31,875
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## INDUSTRY SESSION ADD-ONS<sup>‡</sup>

<input type="checkbox"/> Rehearsal Room Access	\$4,000
<input type="checkbox"/> Record & Archive session on NEIglobal.com for 12 months	\$12,000
<input type="checkbox"/> PI Stand (# of stands: _____)	\$350 per stand

<sup>†</sup>Requires purchase of an Exhibit Booth

<sup>‡</sup>Requires purchase of an Industry Session

## PAYMENT INFORMATION:

Total Amount: \$ \_\_\_\_\_ ☐ Invoice required ☐ Formal LOA required

Payment Method: ☐ Credit Card (subject to a 3.5% transaction fee) ☐ Check (payable to Neuroscience Education Institute)

CREDIT CARD NUMBER

CARDHOLDER PRINTED NAME

EXPIRATION DATE

CVV

CARDHOLDER SIGNATURE

DATE

BILLING ADDRESS

CITY:

STATE:

ZIP:

## SUBMIT THIS ORDER FORM & AGREEMENT TO:

Email: Sheri Mills ([smills@neiglobal.com](mailto:smills@neiglobal.com))

Fax: (760) 931-8713, Attn: Sheri Mills

Mail: NEI  
70 E Swedesford R  
Suite 100  
Malvern, PA 19355

# 2024 NEI Congress Rules & Regulations



The following 2024 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: "2024 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:

NEI  
70 E Swedesford R  
Suite 100  
Malvern, PA 19355

**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 17–21) 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, 2024, 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, 2024, nor will they be issued to no-shows.

**Industry Session:** The final balance for all Industry Session sponsorships is due by July 15, 2024. NEI has a zero-tolerance cancellation and no refunds policy for Industry Session. The



# 2024 NEI Congress Rules & Regulations



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](mailto: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](mailto: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**

### **BOOTH 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.

# 2024 NEI Congress Rules & Regulations



## 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](mailto: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 7, 2024. It will be each Exhibitor's responsibility to see that all materials are removed from the exhibit area by 10:00 pm on November 9, 2024. Displays should not be dismantled before 4:45 pm on November 9, 2024.

## 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.

# 2024 NEI Congress Rules & Regulations



## 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 a volume level that does 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](mailto: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 15 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.

### 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.
- **Simulcast session** to all registered simulcast attendees on the virtual event platform.
- **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.

# 2024 NEI Congress Rules & Regulations



- **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:

- **Content development** of a 45 to 60-minute presentation (agencies or 3rd party providers can assist the company).
- **Final session topic, title, and presenter information** due to NEI by August 10, 2024.
- **Door monitors/staff** to scan attendee badges.
- **Script for moderator**, if any, to introduce presenter.
- **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 26.

## 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](mailto:smills@neiglobal.com)) for more information.

# 2024 NEI Congress Rules & Regulations



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 October 4, 2024. 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 11–13. 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](mailto: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](mailto:smills@neiglobal.com) for more details.

## PRESENTERS:

Industry Session presenters are not considered "faculty" at NEI Congress unless they are also speaking on the CME stage at NEI Congress. NEI Congress faculty members may speak in industry sessions given that they cannot speak on the same therapeutic area or disease state on the CME stage in the same day. Industry presenters are limited to speaking in up to two industry sessions only for the duration of NEI Congress.

# 2024 NEI Congress Rules & Regulations



The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, conference registration, etc.).

- ☐ By checking this box, the Company acknowledges and agrees that Industry Session speakers are prohibited from talking about topics for which they have presented in the same disease state for CE on the same day.
- ☐ By checking this box, the Company acknowledges and agrees that Industry Session speakers are limited to two promotional, or disease state topics for the entire duration of the meeting.

Please review the [policy and guidelines](#) for Expanded Interactions between NEI Faculty and Commercial Interests.

## ONSITE SIGNAGE:

NEI recommends and allows up to six (6) professionally printed signs (maximum size is 30" x 40"). Signs can be placed in Bartolin Hall, and the Broadmoor foyer 24 hours prior to the start of the session and must be removed at the end of the session. Signage near the International Center is prohibited. NEI advises against placing signs for different sessions that have the same presenter within 50 feet of each other to prevent confusion for attendees. Industry personnel and exhibitors are prohibited from removing and relocating signs that are not their own. Tampering with other signs is a violation of NEI Congress's exhibitor conduct. NEI reserved the right to remove or relocate signs that do not follow the above guidelines and have not been approved prior to the event by NEI Congress Management.

## 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 11–14 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  
2024 NEI Congress, Nov. 6-10  
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 [\[https://local.fedex.com/co/colorado-springs/office-5639/\]](https://local.fedex.com/co/colorado-springs/office-5639/)

