



NEI **SPRING** CONGRESS

MAY 21-23, 2027 • KISSIMMEE, FL

Exhibitor & Sponsorship

2027

PROSPECTUS



Reach **650+** U.S.-
based Mental Health Care
Professionals!



8 Industry Sessions



30+ Exhibit Booths Available



1 Exclusive Poster Reception



Neuroscience Education Institute

#NEISpringCongress



V4 June 2026

Strengthen Your Synapses



NEI Spring Congress is more than just an educational experience—it's an unparalleled opportunity to engage with **650+ U.S.-based prescribers** who are committed to advancing mental health care.

Attendees at NEI Spring Congress are deeply engaged with their patients, making this event an ideal platform for **meaningful interactions that drive measurable returns on your sponsorship**. As an NEI supporter, you are not just exhibiting—you are **actively connecting with prescribers who make critical treatment decisions daily**.

Your company will be positioned in front of a highly engaged audience actively seeking **innovative treatments, services, and solutions** to enhance mental health care. This is more than an event—it's an opportunity to **increase visibility, forge new relationships, and expand your influence** among prescribers who share a common goal: **improving patient outcomes**.

Grounded in the core principles of adult learning, **NEI Spring Congress leverages dynamic illustrations and animations** to simplify complex scientific concepts. This immersive approach **brings the theory of mechanism of action to life**, helping prescribers understand precisely how medications work for each patient.

Attendees don't just passively absorb information—they experience it. Rather than simply reading about treatment pathways in a textbook, they **engage in an interactive, distraction-free environment** that enhances retention and **ensures direct clinical application**.

Join us at the **Gaylord Palms Resort and Convention Center on May 21-23, 2027**, and together we will improve the quality of lives for so many people.

Sincerely,

Sheri Mills

President, General Manager

817.223.4256

smills@neiglobal.com

Gabriela Chevalier

Senior Manager, National Accounts

760.203.4725

gchevalier@neiglobal.com

NEI's Advanced Virtual Platform: Way Beyond the Boring Zoom Webcast



NEI has invested heavily in our virtual platform to ensure that our online audience experiences **the same level of engagement** as our in-person attendees. This is not just a webcast—it's a **high-definition simulcast** that allows **US-Based Prescribers** to interact in real-time, making the virtual experience as dynamic and impactful as being onsite. Virtual attendees are equally valuable, providing equal ROI to your sponsorship spend.

- Virtual attendees **ask questions in real-time**, engage with speakers, and take part in pre-test and post-test evaluations, just like in-person attendees.
- **Exhibitor engagement is seamless**, allowing virtual attendees to visit exhibitor booths and scanned with the same information capture that is provided in the in-person exhibit hall.
- **Session tracking technology** provides precise analytics on session attendance—so when a prescriber chooses to engage with your industry session, you receive detailed insights comparable to scanning their badge onsite.
- **Minute-by-minute tracking** ensures you have accurate, real-time data on audience engagement, setting NEI apart from any other psychopharmacology education platform.

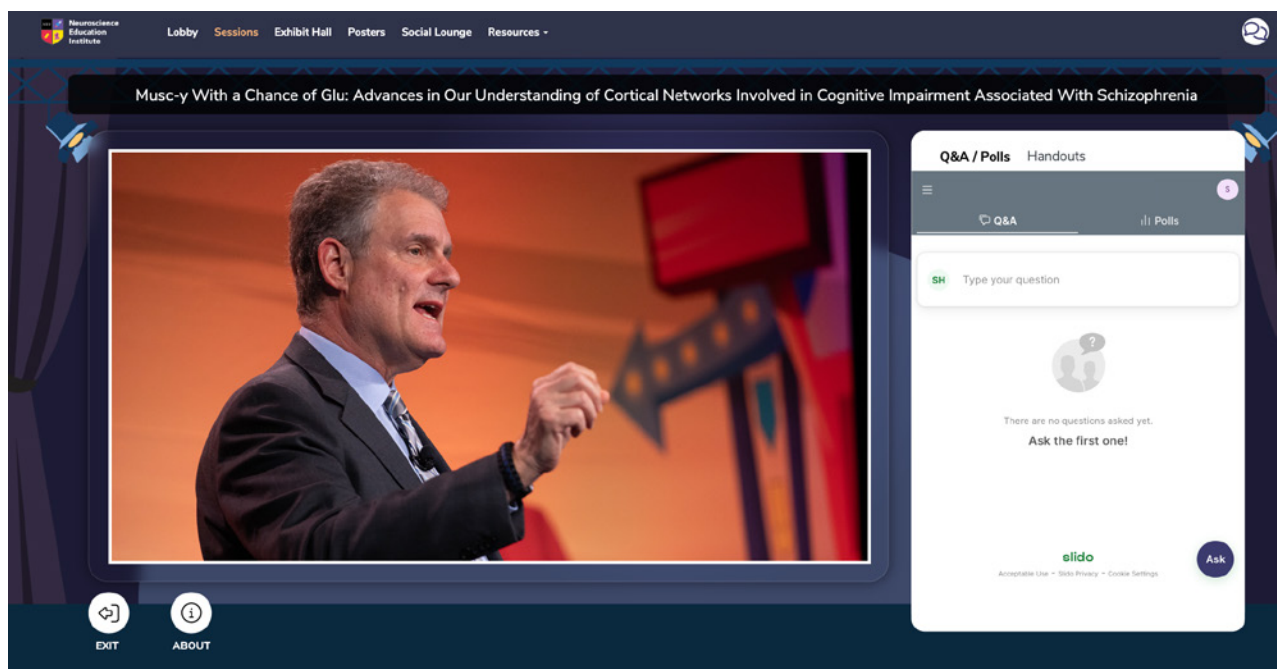


Table of Contents



General Information5

About NEI Spring Congress Attendees.....6

Exhibit Opportunities7

Exhibitor General Information8

Advertisement Opportunities.....10

Industry Sessions15

Medical Affairs Opportunities16

2027 NEI Spring Congress Order Form & Agreement.....17

2027 NEI Spring Congress Rules & Regulations20

General Information



Location

Gaylord Palms Resort & Convention Center
6000 W Osceola Parkway
Kissimmee, FL 34746

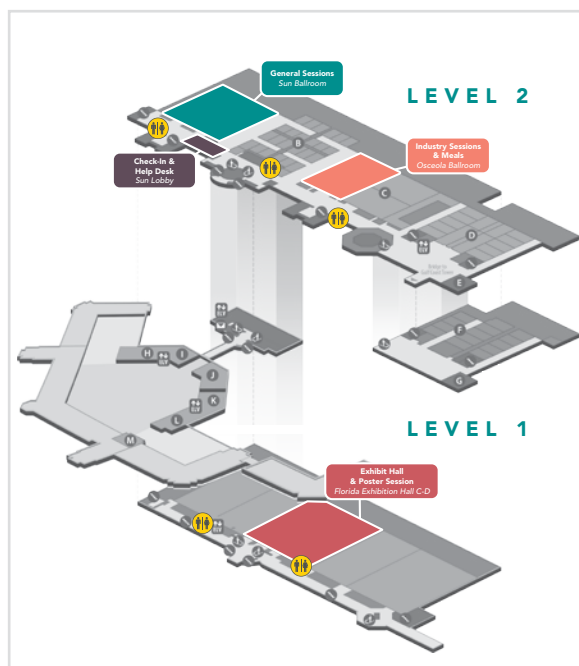
Conference Dates

May 21–23, 2027
Friday - Sunday

Exhibit Hall Dates

May 21-22, 2027
Friday - Saturday

Property Map



- CME/CE Sessions**
Level 2 - Sun Ballroom
- Industry Sessions (Non-CME)**
Level 2 - Osceola AB 1-6
- Exhibit Hall**
Level 1 - Florida Exhibition Hall C-D

Hotel Accommodations

Exhibitors and industry supporters are required to reserve a minimum of one (1) room per exhibit booth and per industry session within the official NEI room block. See Exhibitor Housing Policy on page 8 for full details.

Hotel	Gaylord Palms Resort & Convention Center
Room Block Dates	Thursday, May 20, 2027 – Saturday, May 22, 2027
Room Rate	Rates starting at \$309 (single/double) +taxes and fees per room, per night
Rate Cut-Off Date	April 14, 2027 *Reservations made after Wednesday, April 14, 2027, are not guaranteed and will be made on a space- and rate-available basis.
Reservations Info	Exhibitors and sponsors are required to reserve their rooms through HMP Travel. Please email Jill Birkett at jbirkett@hmpglobal.com for assistance.
Reservation and Cancellation Policy for Exhibitors and Industry Supporters	A two (2)-night minimum stay is required for all room block reservations. The first two (2) nights of the reservation will be charged at the time of booking and are non-refundable.



JOIN US IN THE FALL!

2027 NEI Fall Congress
November 3–7, 2027
The Broadmoor, Colorado Springs, CO
Pre-Conference programs begin November 2

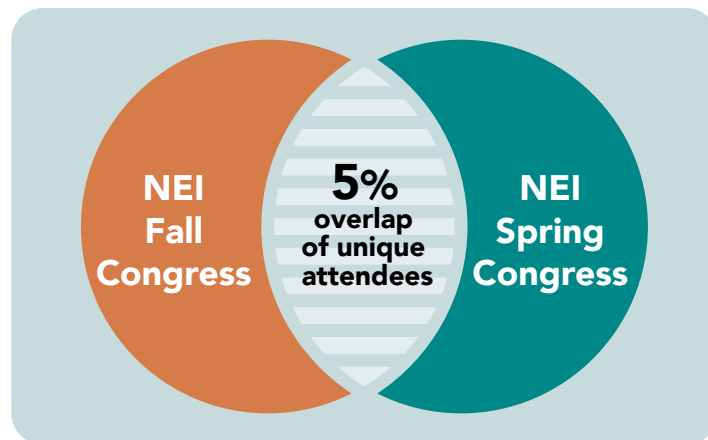
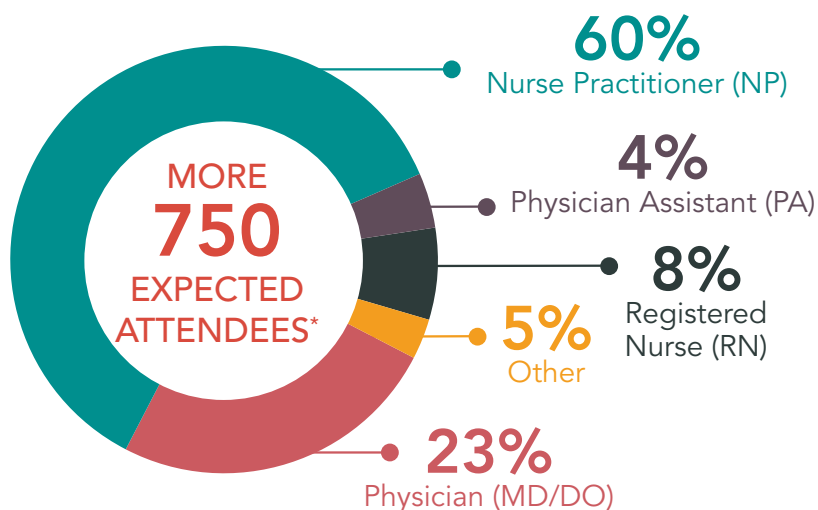
CONTACT US

Gabriela Chevalier
Senior Manager, National Accounts
(760) 203-4720 ext. 100
gchevalier@neiglobal.com

About NEI Spring Congress Attendees

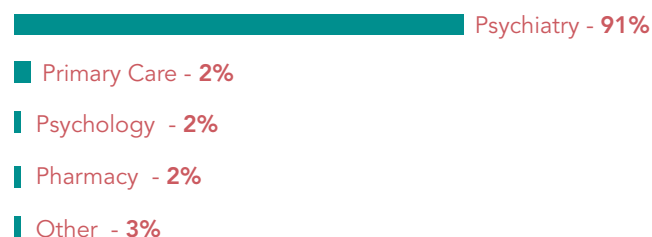


Discipline

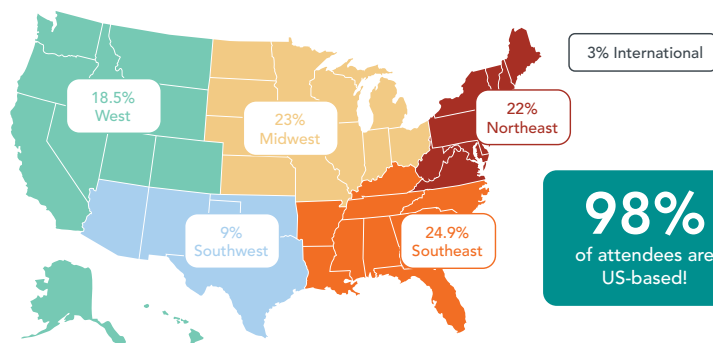


92% of attendees have US prescribing privileges

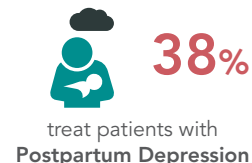
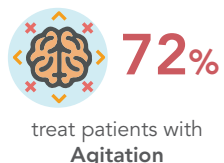
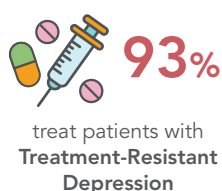
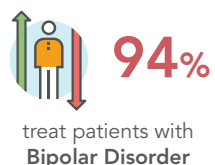
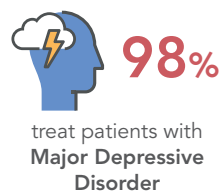
Speciality



Geography



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



*Attendee numbers are a combination of in-person and simulcast attendees.

Exhibit Opportunities



View Exhibit Hall Floor Plan (coming soon)

Booth space will be assigned on a first-come, first-served basis. View the floor plan for current availability and submit pages 17-19 to reserve your spot.

Exhibit Booth Packages

Maximize your exposure and receive one (1) full page ad and a highlighted listing in the NEI Spring Congress program guide in addition to the exhibiting benefits below.

Exhibiting Benefits:

- Interact with prescribers who are engaged learners, eager to improve patient outcomes.
- Five hours of exhibit hall time
- Three hours of unopposed exhibit hall time
- Company overview in the conference program guide and mobile app
- Complimentary exhibitor badges based on booth size
- Complimentary Wi-Fi
- Back and side wall draping (black) for non-island booths
- One draped (black) table (6' x 30") and two chairs for 10' x 10' booths
- Virtual exhibit booths are available online for 30 days

Booth Fees:

Booth Only*		Booth Package	
10' x 10'	\$4,500	10' x 10'	\$6,500
10' x 20'	\$9,000	10' x 20'	\$11,000
10' x 30'	\$13,500	10' x 30'	\$15,500
20' x 20'	\$18,000	20' x 20'	\$20,000
☐ additional virtual booth \$3,000			

Rates are based on \$45.00 per square foot. Booths are required to obtain flooring.

Get 15% off on booth advertising with the Exhibit Promo Kit

Refer to page 18 for more details.

Important Due Dates:

March 12, 2027	Submit your company overview and logo in the Exhibitor Resource Center
April 9, 2027	Submit your virtual booth assets
April 14, 2027	Last day to reserve your hotel rooms within the NEI Spring Congress room block
May 7, 2027	Register your booth personnel in the Exhibitor Resource Center

30% discount for Military, Government and Non-Profit booths (10'x10' booths only). Discount does not apply towards booth packages.

Exhibitor General Information



Five Exhibit Hours Three unopposed hours*

The exhibit booth set up begins on May 20. Booths that are 400 sq. ft. or larger may request early move-in, and requests will be reviewed and granted on a case-by-case basis. The final exhibitor schedule will be shared with all exhibitors 3 months prior to the event. Please visit the online agenda, Exhibitor Resource Center, and the Exhibitor Kit for the schedule.

Housing Policy

To support a cohesive and high-quality meeting experience for all attendees and partners, NEI has secured a room block at the Gaylord Palms Resort & Convention Center, the official host hotel for the Spring Congress.

As part of participation in the Spring Congress, exhibitors and industry session hosts are asked to reserve guest rooms within the official NEI room block. A minimum of one (1) room reservation is required per exhibit booth and per industry session, each with a minimum stay of two (2) nights at the Gaylord Palms. Reservations will be subject to a two-night, non-refundable deposit in accordance with hotel policies.

For example, a company participating with one exhibit booth, and one industry session would reserve a minimum of two (2) rooms within the NEI room block.

Staying within the official room block helps NEI maintain its partnership with the host venue, supports future event planning, and ensures all partners are fully integrated into the on-site experience.

We appreciate your partnership and support in making the Spring Congress a successful and seamless event for all participants.

Lead Retrieval

The official lead retrieval vendor for NEI Congress is ExpoBadge. ExpoBadge's lead retrieval system captures the following available data: First and Last Name, Degree(s), Mailing Address, Country, License State, Phone, Email and National Provider Identifier (NPI). For more information, refer to the Lead Retrieval Order Form in the Exhibitor Kit (available 90 days before the conference start date).

Parking

Parking is available at the Gaylord Palms Convention Center for day-use guests and overnight hotel guests. Parking fees do not include tax, which is additional. In/out privileges are for overnight guests only, Day guests per entry. Electric car charging stations are available.

Check parking fees here .

Exhibitor General Information



Staffing Your Booth

Exhibits must be staffed at all times during exhibit hours. Any exhibitor who arrives late and is not set up on time during all days of the Exhibit Hall, departs prior to the conclusion of exhibit hours any day of the Exhibit Hall, dismantles their booth early on the last day, or does not show up at all will be subject to forfeiture of the booth fee and may no longer be allowed to exhibit at future NEI conferences. During the Exhibit Hall hours, booth staff must remain within the confines of their designated booth and cannot congregate in the aisles or enter the aisles to solicit attendees. Additionally, installation and dismantling staff are not allowed on the Exhibit Hall floor unless they remain within the confines of your booth. Otherwise, I&D staff must remain in the loading docks, or the exhibitor lounge located towards the back of the Exhibit Hall.

Exhibitor Services Information

Freeman is the exclusive provider of freight services. Full-time employees of exhibiting companies may hand-carry their materials into the exhibit facility. Personally operated vehicles being unloaded must be owned or leased and operated by a full-time employee of the exhibiting company. No pallet jacks or motorized forklifts may be operated by anyone other than the official freight service company. Hotel bellmen, porters, taxi drivers, day laborers, etc. Are not allowed in the Exhibit Hall and cannot move materials to and from the exhibitor's booth. Freeman will control access to the loading docks to provide a safe and orderly move-in/move out.

Exhibitor Resource Center

All approved exhibitors for the 2027 NEI Spring Congress will receive access to the Exhibitor Resource Center upon approval of their booth application. The booth space application can be completed through the floor plan or by returning a signed copy of the prospectus to Gabby Chevalier (gchevalier@neiglobal.com). The Exhibitor Resource Center contains all the important documents and information that exhibitors will need to prepare for NEI Spring Congress such as the final exhibit hall schedule, assigning and purchasing exhibitor badges, and purchasing additional advertising opportunities. Exhibitors can manage users for the Exhibitor Resource Portal and set reminders to make sure all deadlines are met.

Advertisement Opportunities



★ Exclusive Opportunity

Conference Program Guide

Place your advertisement in the conference program guide, a full color 8.5" x 11" print piece provided to all NEI Spring Congress attendees in their conference bag. Electronic artwork must be submitted by the sponsor.

Advertisements	Price
★ Centerfold (Two-Page Spread)	\$5,900
★ Inside Front Cover (Full-Page)	\$3,000
★ Inside Back Cover (Full-Page)	\$3,000
★ Back Cover (Full-Page)	\$6,500
★ Belly Band Wrap	\$6,500
Run-of-Book (Two-Page)	\$4,800
Run-of-Book (Full-Page)	\$2,400
Run-of-Book (Half-Page)	\$1,200
PI Page	\$1,300 per

Print Literature

Hotel Room Door Drop - \$8,500

Hotel room door drops allow you to deliver your own company literature right to attendees' hotel doors at the Philadelphia Marriott Downtown. Materials must be created and shipped to the hotel by the sponsor. NEI will manage on-site logistics.

Tote Bag Insert - \$5,900

Place a custom insert into the NEI Spring 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. A digital version should be submitted to NEI to be made available on the NEI Spring Congress virtual platform for simulcast attendees.

Conference Direct Mailer - \$3,200

Send a custom print mailing to all registered NEI Spring 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.

Take-One Literature Display - \$540

The Take One! Literature Distribution display is strategically located in a high-traffic area of NEI Spring Congress for easy access by attendees. Informational fliers and brochures will be allocated and stocked by NEI Spring Congress throughout the event until the supply is exhausted. The suggested quantity is no more than 250 copies of each item. Unused materials will not be returned. Materials must be created and shipped by the sponsor.

Dynamark is NEI's proud print partner and fulfillment house. Please contact Karli Carroll at karli@dggink.com to inquire about their services for NEI Fall Congress.

DYNAMARK
printing < signs < marketing < fulfillment < promo

Digital Communication

Conference Email Blast - \$13,000

Send a custom email blast to all registered NEI Spring Congress attendees. Custom email must be provided by the sponsor. NEI will manage distribution on the sponsor's behalf.

★ Know-Before-You-Go Email Blast - \$10,700

Place a digital leaderboard advertisement on the "Know-BeforeYou-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.

Advertisement Opportunities



★ Exclusive Opportunity

Daily Email Advertisement - \$10,700

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.

★ Exclusive Mobile App Sponsor - \$15,000

Become the exclusive mobile app sponsor of NEI Fall Congress. 98% of attendees download the app and use it during the conference. Have a dedicated splash screen with 1 of 3 rotating banners placed at the bottom of the main content pages. Banners will link to your mobile app listing which shows your company information. Your company will be named as the mobile app sponsor in all conference materials.

Mobile App Banner - \$8,000

Increase your exposure with a banner ad on the NEI Spring Congress Meeting App. Your banner advertisement will be one of three rotating banners that will be visible to attendees when they are in the mobile app. Sponsor must provide artwork as an electronic file.

Mobile App Homepage Ad - \$2,200

Drive attendees to your booth or industry session with an image posted on the NEI Spring Congress mobile app home page. The graphic asset must be created and provided by the sponsor. NEI will manage logistics. Limited availability.

Mobile App Push Notification - \$2,700

Send a customized text notification to attendees who have downloaded the conference mobile app. A custom message (140-character maximum) must be created and provided by the sponsor. This notification can be linked to the mobile app or a separate URL. Sponsor can choose their preferred date and time for deployment. NEI will manage the logistics and confirm the availability of the sponsor's preferred deployment time.

Virtual Platform

Virtual Lobby Advertisement - \$10,700

Promote your company's message on the most trafficked page on our simulcast platform. There are three spots available. Take one or two out of the three spots or take over the entire lobby of our virtual platform. Total takeover of three spots costs \$30,000. Electronic artwork must be submitted by the sponsor. *Limited availability.*

Desktop Push Notification - \$2,700

Send a customized message to all virtual attendees on the virtual platform. NEI will assist in scheduling and deploy announcements. Sponsor can choose their preferred date and time for deployment. NEI will manage the logistics and confirm the availability of the sponsor's preferred deployment time.

Conference Features

★ Conference Wi-Fi Sponsorship - \$18,500

Increase your exposure throughout the conference venue by sponsoring free Wi-Fi internet access to all NEI Spring Congress attendees. 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 Spring Congress Program Guide and mobile app. The sponsor must provide artwork as an electronic file. NEI will manage production and onsite logistics.

★ Conference Badge Lanyards - \$18,500

Place your logo on the NEI Spring 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.

Advertisement Opportunities



★ Exclusive Opportunity

★ Conference Tote Bags - \$27,000

Place your company or product logo on conference bags distributed to attendees as they check in at NEI Spring Congress. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Hanging Banners - \$20,000

Promote your brand's message on four (4) hanging banners in the pre-function spaces in the Gaylord Palms Convention Center. One literature stand for sponsor-produced materials will be provided per banner. Sponsor will provide the electronic artwork. NEI will manage production and onsite logistics.

★ Pole Banners - \$18,000

Welcome attendees staying at the Gaylord Palms Resort and invite them to your industry session or exhibit booth as they walk through the lush landscape inside the resort. These pole banners will be visible as attendees walk to and from the Convention Center, and as they stroll to the different restaurants and activities in the resort. This sponsorship includes 15 pole banners, each is up to 15" x 31" with 4" sewn pockets. Electronic artwork must be submitted by the sponsor. One literature stand for sponsor-produced materials will be provided per pole banner. Placement and logistics will be managed by NEI. Placement and availability will be determined by Gaylord Palms and is subject to their approval prior to securing this sponsorship.

★ Hotel Room Key Cards - \$16,000

Personalize the Gaylord Palms Resort room keycards with your logo or advertisement. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ Exhibit Hall Coffee Stations - \$16,000

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. One literature stand for sponsor-produced materials can be provided upon request. NEI will manage production and onsite logistics.

★ Charging Lounge - \$18,500

Provide a charging lounge near the general CME sessions to allow NEI Spring Congress attendees to recharge cellular phones and other personal electronic devices during sessions. Attendees will relax in comfortable seating as they plug in and recharge. The sponsor's signage with the company message and/or brand will be displayed in the charging lounge. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Private Meeting Room - \$5,000

Book a private suite from Friday-Sunday for your company to have one-off meetings or staff training. Rooms are located on the 2nd floor, steps away from the General Sessions room (Sun Ballroom). *Limited availability.*

Escalator Landings Decals - \$8,000

Direct attendees with your company's message with two 3'x3' decals on escalator landings in the convention center. One literature stand will be provided for every 2 decals or escalator landing. The 2 decals must be placed on the same escalator landing. Sponsor must provide the electronic artwork. NEI will manage production and onsite logistics including placement. *Limited availability.*

Advertisement Opportunities



★ Exclusive Opportunity

★ **Wrapped Escalators - \$18,000**

Welcome the NEI Spring Congress attendees with an eye-catching message that covers the Gaylord Palms Convention Center escalators. The escalators will take attendees from the exhibit hall to the general sessions room and vice versa. This exclusive sponsorship will allow for branding on the escalator side panels, and the center panel. One literature stand for sponsor-produced materials will be near the escalator. Sponsor will provide the electronic artwork. NEI will manage production and onsite logistics.

★ **City Hall Column Wraps - \$12,000**

Deliver your message in 4 columns located outside the general sessions room and near the industry sessions room. Your company's brand will be highly visible as attendees make their way from the convention center lobby and main entrance. The top 2' of each column is reserved for NEI Spring Congress messaging. One literature stand for sponsor-produced materials will be provided per column. Electronic artwork must be submitted by the sponsor. Availability will be determined by Gaylord Palms and is subject to their approval prior to securing this sponsorship.

★ **Registration Area Branding - \$18,000**

Welcome NEI Spring Congress attendees with your message on wall panels surrounding the registration or check-in area. This sponsorship has a 100% visibility to NEI Spring Congress in-person attendees as they will all come to the registration area to pick up their badges. One literature stand for sponsor-produced materials will be provided. Sponsor must provide the electronic artwork. NEI will manage production and onsite logistics.

Directional Floor Clings - \$12,000

Direct attendees your industry session or exhibit booth with 10 walkway clings that will be placed throughout the resort and convention center. Each floor cling is a 3'x3' decal. Literature stands will not be provided for

this sponsorship. Electronic artwork must be submitted by the sponsor. Placement and logistics will be managed by NEI. *Limited Availability.*

Lighted Advertisement Tower - \$18,500

Enlighten attendees with your message with a four-panel 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.

★ **Pre-Function Space Window Clings - \$10,000**

Promote your message on both or one of the levels of the convention center feature walls of windows which overlook the beautifully landscaped exteriors of the hotel. Each window cling can be placed on either the ballroom pre-function space or the Exhibit Hall pre-function space. One literature stand for sponsor-produced materials will be provided per window cling. NEI will manage placement and logistics with the approval of the sponsor.

★ **Sun Ballroom Digital Kiosk - \$18,000**

Include your company logo and message in this exclusive sponsorship of the digital kiosk. This smart kiosk will display the conference schedule, announcements, etc. One literature stand for sponsor-produced materials will be provided per kiosk. Electronic artwork must be provided by the sponsor. NEI will manage production and on-site logistics.

Sun Ballroom Lobby Wall Clings - \$18,000 Promote your company message in the lobby of the Sun Ballroom, which is where the general sessions take place. This sponsorship includes two 6'x 4' banners and one 16' x 4' banners. The top 2' of the banners will be reserved for NEI Spring Congress branding. Exact specs will be provided to the sponsor in the artwork guidelines. One literature stand for sponsor-produced materials will be provided per banner. Electronic artwork must be submitted by the sponsor. Placement and logistics will be managed by NEI.

Advertisement Opportunities



★ Exclusive Opportunity

★ Exhibit Hall Digital Kiosk - \$18,000

Include your company logo and message in this exclusive sponsorship of the digital kiosk. This smart kiosk will display the conference schedule, announcements, etc. One literature stand for sponsor-produced materials will be provided per kiosk. Electronic artwork must be provided by the sponsor. NEI will manage production and on-site logistics.

★ Convention Center Breezeway Large Window Decal - \$18,000

Make an impression to attendees as they make their way into the Convention Center with an eye-catching window decal on the breezeway. The breezeway connects the resort and the convention center and is lined with large windows overlooking Gaylord Palms beautiful coquina lawn. The breezeway has 12 windows with each measuring approximately 37" x 36". One window is reserved for NEI Spring Congress messaging. This sponsorship is for 11 windows. One literature stand for sponsor-produced materials will be provided. Electronic artwork must be submitted by the sponsor. Placement and logistics will be managed by NEI. Placement and availability will be determined by Gaylord Palms and is subject to their approval prior to securing this sponsorship.

ATTENDEE EXPERIENCE SPONSORSHIPS

★ NEI Wellness Lounge - \$25,000

NEI Wellness Lounge offers attendees a calm, professionally staffed recharge space within the exhibit hall environment. The lounge includes comfortable seating, hydration amenities, and scheduled interactions with certified therapy dogs and handlers to support attendee wellness throughout the meeting experience.

★ NEI Spring Welcome Experience Sponsor - \$10,000

Align your brand with the official start of NEI Spring through Thursday's registration and Friday morning's attendee coffee service near the registration area and the general session room, capturing high attendee traffic before the exhibit hall opens.



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 18 for available options), complete and submit pages 17-19. Slots are assigned on a first-come basis. NEI reserves the right to approve agreements and limit competing topics/products. Industry sessions are not for CME credit. **A booth rental is required to host an industry session, disease state or medical affairs event, or other customized activity that involves conference attendees.**

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.
- **Virtual Simulcast included.** Companies must submit in writing 45 days prior to the event to be excluded from the virtual simulcast. Note: there is no reduction in fee or refund for not participating in the simulcast.
- **Audience Response System** for engagement and polling.
- **Non-competing sessions to maximize attendance.** Industry events do not overlap with our CME programs or other industry events.
- **Complimentary session scanning units.** NEI will provide three (3) session scanning units onsite 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.
- **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, 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.
- **Six (6) additional exhibitor badges** for industry session staffing purposes.
- **Five (5) simulcast access** for auditing purposes.
- **Complimentary listing** on conference mobile app, online agenda, and onsite signage.

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 25.

March 12, 2027 – Session title, overview and presenter information is due

May 7, 2027 – Register your industry personnel badges

Medical Affairs Opportunities



Medical Affairs teams at pharmaceutical companies lead in gathering accurate scientific data and communicating 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 cannot compete with the events on the NEI Spring Congress agenda. An industry session and exhibit booth are required to host an ad board or poster reception.

- **Ad Boards**

Reserve a meeting room for your ad board the day before NEI Spring Congress. A/V needs and food and beverage orders will be managed by the Medical Affairs team and paid directly to Gaylord Palms Resort and Convention Center and their A/V Vendor.

Small Ad Board (Less than 10 attendees)	\$6,000
Large Ad Board (10 or more attendees)	\$12,000

- **Poster Receptions**

Exclusive Poster Reception, Thursday Evening	Contact Gabby Chevalier at gchevalier@neiglobal.com for pricing and availability
--	--

- **Networking Event**

Have a memorable experience with our attendees with a fireside setting for a networking event that allows our attendees to have meaningful conversations with your medical affairs representatives.

Saturday Afternoon	Contact Gabby Chevalier at gchevalier@neiglobal.com for pricing and availability
--------------------	--

- **Custom Event**

Build your custom event with the creative minds at NEI and the unique spaces at Gaylord Palms Resort and Convention Center.

Ad boards cannot be held in private meeting rooms without prior notice and a signed agreement with NEI Spring Congress management. All ancillary events must be approved by NEI Spring Congress management prior to the conference. Please refer to the 2027 NEI Spring Congress Rules and Regulations for unsanctioned events on page 22.

2027 NEI Spring 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 2027 NEI Spring Congress Prospectus Rules and Regulations published on pages 20-27 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 21, which state that payments are due in full by November 16, 2026.
- ☐ **INDUSTRY SESSION AGREEMENT:** Acknowledge that this is a legally binding agreement once signed and submitted to NEI. Agree to the payment terms, listed on pages 21, which state that payments are due in full by November 15, 2026. If full payment is not made 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-refunds policy for industry sessions. Written notification of cancellation must be sent to 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 2027 NEI Spring Congress Prospectus Rules and Regulations published on pages 20-27 of this prospectus.

SIGNATURE _____ DATE _____

NAME & TITLE _____

Please complete and return the remaining order form on pages 17-19 and payment information on page 21.

2027 NEI Spring Congress Prospectus Order Form & Agreement



EXHIBIT BOOTH FEES

Size	Booth Only	Booth Package
10' x 10' Booth	☐ \$4,500	☐ \$6,500
10' x 20' Booth	☐ \$9,000	☐ \$11,000
10' x 30' Booth	☐ \$13,500	☐ \$15,500
20' x 20' Booth	☐ \$18,000	☐ \$20,000
Booth Preference: 1st _____ 2nd _____ 3rd _____		
Competitors: _____		
Virtual Booth Add-on: ☐ \$3,000		

INDUSTRY SESSION AND MEDICAL AFFAIRS EVENTS FEES

Date	Timeslot	Estimated Clinicians* (in person)	Estimated Clinicians* (simulcast)	Fee
☐ Friday, May 21, 2027	Breakfast	240	160	\$250,000
☐ Friday, May 21, 2027	Lunch	300	200	\$313,000
☐ Friday, May 21, 2027	Dinner	180	120	\$187,000
☐ Saturday, May 22, 2027	Breakfast	240	160	\$250,000
☐ Saturday, May 22, 2027	Lunch	300	200	\$313,000
☐ Saturday, May 22, 2027	Dinner	150	100	\$157,000
☐ Sunday, May 23, 2027	Breakfast	120	100	\$93,750
☐ Sunday, May 23, 2027	Lunch	120	100	\$93,750
☐ Poster Reception	Thursday Evening	75	n/a	Contact Gabby Chevalier at gchevalier@neiglobal.com for pricing and availability
☐ Medical Affairs Networking Event	Saturday Afternoon	75		

* Audience size is not guaranteed and could be comprised of a live audience and a simulcast audience. An in-person exhibit booth is required to host an industry event. NEI provides meals through registration fees. Note: a minimum audience could be achieved between in-person and virtual attendees. The cost of simulcasting to the virtual audience and an audience response system (ARS) is included in the above fee. A written request is required to remove the simulcast feature. The option to forego the simulcast feature may reduce the target audience.

EXHIBIT BOOTH PROMO-KIT: \$9,300

All your booth advertisement needs in one—includes a conference program guide advertisement (run-of-Book full page), tote bag insert, and mobile app push notification at a 15% discount!

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

Program Guide Ad	Additional Fee
☐ Centerfold (Two-Page Spread)	\$3,500
☐ Inside Front Cover (Full-Page)	\$1,500
☐ Inside Back Cover (Full-Page)	\$1,500
☐ Back Cover (Full-Page)	\$4,500
☐ Run-of-Book (Two-Page)	\$3,500

INDUSTRY SESSION PROMO-KIT: \$20,400

Everything you need to market your industry session event to conference attendees—includes a hotel room door drop*, conference email blast, and mobile app push notification at a 20% discount!

INDUSTRY SESSION ADD-ONS*

☐ Video Recording File	\$13,000
☐ Video Recording & NEI Disease State Portal	\$18,000
☐ 4-hr Rehearsal Room Access	\$3,000
☐ PI Stand (# of stands: _____)	\$375 per

*The hotel room door drop literature must be produced by the sponsor and shipped to the conference location.

2027 NEI Spring Congress Prospectus Order Form & Agreement



ADVERTISEMENT FEES

★ Exclusive Opportunity

Conference Program Guide		
☐ Centerfold (Two-Page Spread)	★	\$5,900
☐ Inside Front Cover (Full-Page)	★	\$3,000
☐ Inside Back Cover (Full-Page)	★	\$3,000
☐ Back Cover (Full-Page)	★	\$6,500
☐ Belly Band Wrap	★	\$6,500
☐ Run-of-Book (Two-Page)		\$4,800
☐ Run-of-Book (Full-Page)		\$2,400
☐ Run-of-Book (Half-Page)		\$1,200
☐ PI Page (# of pages: _____)		\$1,300 per
Print Literature		
☐ Hotel Room Door Drop		\$8,500
☐ Tote Bag Insert		\$5,900
☐ Conference Direct Mailer		\$3,200
☐ Take-One Literature Display		\$540
Digital Communication		
☐ Conference Email Blast		\$13,000
☐ Know-Before-You-Go Email Blast		\$10,700
☐ Daily Email Advertisement		\$10,700
☐ Exclusive Mobile App Sponsor		\$15,000
☐ Mobile App Banner		\$8,000
☐ Mobile App Homepage Ad		\$2,200
☐ Mobile App Push Notification		\$2,700
Virtual Platform (Simulcast)		
☐ Virtual Lobby Advertisement		\$10,700
☐ Desktop Push Notification		\$2,700

Conference Features		
☐ Conference Wi-fi Sponsor	★	\$18,500
☐ Conference Badge Lanyards	★	\$18,500
☐ Conference Tote Bags	★	\$27,000
☐ Hanging Banners		\$20,000
☐ Pole Banners	★	\$18,000
☐ Hotel Room Key Cards	★	\$16,000
☐ Exhibit Hall Coffee Stations	★	\$16,000
☐ Charging Lounge	★	\$18,500
☐ Private Meeting Room		\$5,000
☐ Escalator Landing Decals		\$8,000
☐ Wrapped Escalators	★	\$18,000
☐ City Hall Column Wraps	★	\$12,000
☐ Registration Area Branding	★	\$18,000
☐ Directional Floor Clings		\$12,000
☐ Lighted Advertisement Tower		\$18,500
☐ Pre-Function Space Window Clings	★	\$10,000
☐ Sun Ballroom Digital Kiosk	★	\$18,000
☐ Sun Ballroom Lobby Wall Clings		\$18,000
☐ Exhibit Hall Digital Kiosk	★	\$18,000
☐ Convention Center Breezeway Large Window Decal	★	\$18,000
Attendee Experience Sponsorships		
☐ NEI Wellness Lounge	★	\$25,000
☐ NEI Spring Welcome Experience Sponsor	★	\$10,000

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: Gabby Chevalier (gchevalier@neiglobal.com)

Mail:

NEI
70 E Swedesford Rd., Suite 100
Malvern, PA 19355

Fax: (760) 931-8713, Attn: Gabby Chevalier

2027 NEI Spring Congress Rules & Regulations



The following 2027 NEI Spring Congress Prospectus Rules and Regulations are fully incorporated as part of the agreement between the exhibiting, sponsoring, and/or advertising company ("Company") and the Neuroscience Education Institute (NEI). NEI reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish all further regulations not specifically covered below to assure the general success and well-being of the conference. NEI reserves the right to decline, prohibit, and/or deny any exhibit or sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

NEI SPRING CONGRESS NAME AND LOGO USAGE:

The NEI Spring 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: "2027 NEI Spring Congress." Unless the Company is also supporting CME content for NEI Spring Congress, Company cannot use the phrase "supports NEI Spring Congress." NEI reserves the right to remove any unapproved signage, advertising, or promotional materials that do not align with the NEI Spring 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.

NEI's Insurance Requirement Instructions can be found at nei.global/spring-insurance.

INDEMNIFICATION:

The Company agrees to protect, save, and hold the Neuroscience Education Institute (NEI), and Gaylord Palms Resort and Convention Center 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.

2027 NEI Spring Congress Rules & Regulations



PAYMENT:

If NEI has not received payment in full before the date of the event, Company may be refused the opportunity to participate until its financial obligations are satisfied.

- a. For any signed contract received more than 6 months before the date of the Event outlined herein, Company will remit payment to NEI according to the following schedule:
 - i. A non-refundable 50% of the total Contract amount is due upon signing this Contract, Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by NEI according to the payment terms stated on the Invoice. Until Payment is received, NEI may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
 - ii. The remaining 50% of the total Contract amount is due no less than 6 months before the date of the Events as outlined herein. Payment not made in full via credit card upon signing this Contract will be invoiced. Payment must be received by NEI according to the payment terms stated on the Invoice. Until payment is received, NEI may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
- b. For any signed Contract received within 6 months before the date of the Event outlined herein, Company will remit payment to NEI according to the following schedule:
 - i. A non-refundable 100% of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by NEI according to the payment terms stated on the invoice. Until payment is received, NEI may, at its sole discretion, re-assign any exhibit space or sponsorship outlined herein.
- c. Payment can be made by credit card or by check. A link to the payment portal will be emailed to make payment by credit card or ACH/Wire. Instructions for mailing a check will be on the invoice.

CANCELLATION POLICY:

All exhibit space, sponsorships, advertising opportunities, industry sessions, poster receptions, and ancillary events are non-cancelable and non-refundable. All cancellation requests must be submitted in writing to NEI.

Submission of a cancellation request does not release the Company from its financial obligations under the Contract. One hundred percent (100%) of the total Contract amount remains due and payable regardless of cancellation date or participation status, including no-shows. NEI reserves the right, at its sole discretion, to resell or reassign canceled space or opportunities. Any such reassignment does not relieve the original Company of its financial obligations.

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 which directly conflicts with conference events, before, during, or after. Failure to abide by this requirement will result in a breach of the agreement by the Company and gives NEI the right to revoke all exhibitor/sponsor badges and evict any exhibit or industry session 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 Gabby Chevalier (gchevalier@neiglobal.com) for pricing and additional details.

2027 NEI Spring Congress Rules & Regulations



USE OF LIST POLICY:

It is the fiduciary responsibility of all Companies, supporters, and their agencies to protect the privacy of NEI Spring 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 Spring 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 third-party vendors. Beware of solicitation communications offering to sell a pre-conference attendee list for 2027 NEI Spring Congress. These are scams. If you have been approached by any third-party vendor selling an attendee list, please report them to Gabriela Chevalier at gchevalier@neiglobal.com. NEI will take appropriate action and will make our best efforts to prevent repeat offenders.

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.

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 refund.

ELIGIBILITY FOR EXHIBITING:

All products and services exhibited must be relevant to the fields of science. 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 Gabriela Chevalier (gchevalier@neiglobal.com) with any questions about eligibility to exhibit.

2027 NEI Spring Congress Rules & Regulations



EXHIBIT HALL LOCATION:

The exhibit area will be in Exhibition Hall C-D. All CME sessions will be held in the Sun Ballroom in the 2nd level. All breaks will be served in the exhibit hall to generate traffic towards exhibitors.

EXHIBITOR CONDUCT:

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

UNOCCUPIED SPACE:

Space not occupied at the opening of the exhibition may be reassigned by NEI to another exhibitor without a 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 always staffed 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 not permitted on the exhibit hall floor for NEI Spring Congress.

DATA CAPTURING & LEAD RETRIEVAL:

The lead retrieval vendor will provide reports within 7 days after the conference. Reports will include the following information on every 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 attendees that have given their permission to provide their information to you. Exhibitors should have a touchless process plan for badge scanning.

EXHIBIT HALL FOOD & BEVERAGE:

All NEI Spring 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 and their policies. NEI must be notified and approve all distribution of refreshments.

2027 NEI Spring Congress Rules & Regulations



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 the exhibiting areas during the hours of installation and dismantling.

INDUSTRY SESSIONS

TIMESLOT ASSIGNMENT:

Industry Session applications will be assigned on a first-come, first-served basis. The timeslots noted on page 18 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 SESSIONS SPONSORSHIP:

- **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.
- **Virtual Simulcast included.** Companies must submit in writing 45 days prior to the event to be excluded from the virtual simulcast. Note: there is no reduction in fee or refund for not participating in the simulcast.
- **Non-competing sessions to maximize attendance.**

Industry events do not overlap with our CME programs or other industry events.

- **Complimentary session scanning units.** NEI will provide three (3) session scanning units onsite 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.
- **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.
- **Six (6) additional exhibitor 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 March 17, 2027.
- **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.

2027 NEI Spring Congress Rules & Regulations



LOCATION AND SETUP:

All industry sessions will be held in Osceola AB 1-6. 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 Spring 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.

SIMULCAST:

All industry sessions for 2027 NEI Spring Congress will be simulcasted to the virtual attendees of the conference. The industry session fees specified on page 18 include the simulcast cost. Company may choose not to simulcast their industry session without a refund of any amount. Requests to forgo the simulcast will need to be sent in writing to Gabby Chevalier at gchevalier@neiglobal.com.

SESSION SCANNING UNITS:

NEI will provide up to three (3) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so please plan accordingly. Reports will be available within 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 provide their information to you.

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 session room to encourage attendance.

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

prominently 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 sessions, 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 industry session from inside their contracted booth space only. The NEI logo and/or NEI Spring Congress graphics may not

2027 NEI Spring Congress Rules & Regulations



be used on industry session materials. You should submit your promotional materials for review no later than March 12, 2027. 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 13-16. 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 session's start time for lunch and dinner events, and 1.5 hours prior to their session's start time for breakfast events. If you require additional setup time, please contact Gabriela Chevalier at gchevalier@neiglobal.com. Note: Breakfast sessions cannot be access prior to 5:30am local time. No exceptions.

REHEARSAL ROOM:

Access to the designated industry session rehearsal room can be purchased for \$3,000. This room will be equipped with a basic A/V kit designed for slide review. A drink station will be provided upon request. Please contact Gabriela Chevalier at gchevalier@neiglobal.com for more details.

STAGE REHEARSAL:

To schedule a stage rehearsal, please contact Gabriela Chevalier at gchevalier@neiglobal.com with your preferred rehearsal date and time. Additional fees will apply if you require a technician present during your rehearsal. An A/V technician will be provided (at no additional cost) during all industry sessions to operate equipment and to ensure that sessions run smoothly.

PRESENTERS:

Industry session presenters are not considered "faculty" of NEI Spring Congress unless they are also participating as speakers on the CME program. NEI Spring Congress faculty may participate in industry sessions; however, they may not present on the same therapeutic area or disease state on the CME program and in an industry session on the same day. Industry session presenters may participate in a maximum of two (2) industry sessions during NEI Spring Congress. The sponsoring organization is responsible for all presenter-related expenses, including but not limited to travel, honoraria, accommodations, and conference registration. The sponsoring organization must ensure that any presenter participating in both the CME program and an industry session is not scheduled to present on the CME program within one (1) hour before or after their industry session. NEI Spring Congress management reserves the right to request changes to presenters in the event of scheduling, agenda, or logistical conflicts.

ONSITE SIGNAGE:

NEI recommends and allows up to six (6) professionally printed signs (maximum size is 30" x 40"). Signs may be placed outside or near the meeting room 24 hours prior to the start of the session and may remain until the end of the session. NEI management will remove signs for sessions that have already taken place. Signage shall not interfere/block another group's signage. Should it be determined that signage is out of compliance with this rule, NEI management has the right to relocate the sign immediately, without notice. Industry personnel are prohibited from moving or tampering with signs that are not their own. Doing so is a violation of NEI Spring Congress exhibitor conduct.

MARKETING EFFORTS BY NEI:

All industry sessions will be listed on the online conference agenda web page, the NEI Spring Congress mobile app, onsite signage, and potential print material. Additionally, NEI

2027 NEI Spring Congress Rules & Regulations



will, in our sole discretion, send dedicated emails and app announcements to encourage participants to attend these events. Information provided past the deadline on page 15 are not guaranteed to reflect on printed materials.

ADDITIONAL MARKETING OPPORTUNITIES:

NEI does not guarantee attendance numbers for industry sessions. We encourage you to take additional measures to promote your industry session (see pages 10-14 for additional promotional opportunities).

