



NEI SATURDAY MORNING LIVE

Exhibitor, Industry, & Poster Presenter

2023

PROSPECTUS



Reach **400+** U.S.-based
Mental Health Care Professionals!



5 Unopposed Virtual Booth Experiences Available



5 Unopposed Virtual Industry Session Slots



5 Unopposed Medical Affairs Poster Presentation Slots



Neuroscience Education Institute



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General Information



Now in its 3rd year, NEI's Saturday Morning Live brings world-class education in psychopharmacology to mental health professionals virtually in 4-hour sessions once every quarter. Attendees enjoy their coffee and breakfast from the comfort of their home and join us for a half-day Saturday morning program which includes:

1. Two (2) CME Accredited Lectures
2. One (1) Industry Session
3. One (1) Scientific Medical Affairs Poster Presentation
4. One (1) Virtual Exhibit Booth

Each single-track virtual event will reach more than 400+ U.S. based prescribers.

Location:

Online at www.neiglobal.com

Program Dates:

• February 25, 2023 • April 29, 2023 • August 26, 2023 • September 23, 2023 • October 14, 2023

Contact Us:

Sheri Mills

President

smills@neiglobal.com

817.223.4256

Gabriela Chevalier

Associate Account Manager

gchevalier@neiglobal.com

760.203.4720

SAVE THE DATE!



2023 NEI Congress

November 9-12, 2023
The Broadmoor
Colorado Springs, CO

2024 NEI Synapse

April 19-21, 2024
Red Rock Casino Resort & Spa
Las Vegas, NV

About NEI Saturday Morning Live



Participant Feedback from 2022 NEI Saturday Morning Live

97%

rated the quality of the program **Above Average** or **Excellent**

96%

noted their confidence level in understanding and treating patients increased

89%

said information presented would positively impact their practice

73%

will seek further information on the topic

Thoughts on Virtual Industry Sessions

Percent of participants who rated the industry session as **Above Average** or **Excellent** in these categories

Overall Quality **93%**

Relevance to My Practice **91%**

Amount Learned **88%**

Virtual Half-Day Impact

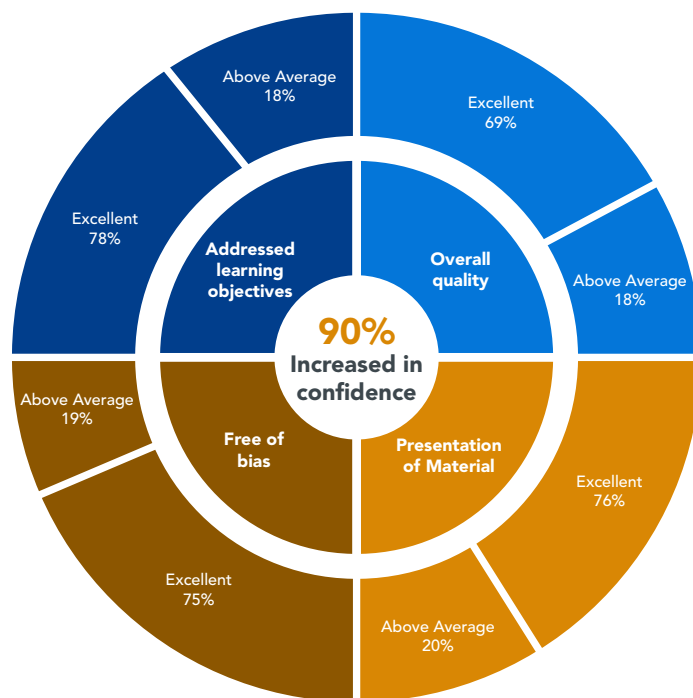
89%

of attendees reported they would change their practice

73%

of attendees reported they would seek additional information

Thoughts on NEI Virtual Half-Days



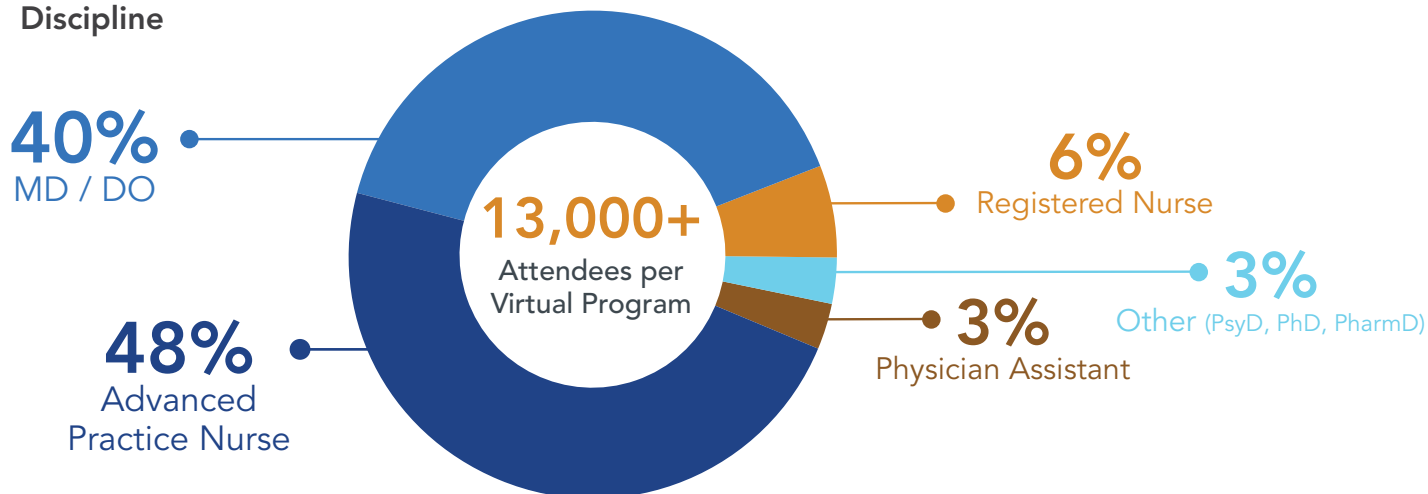
90%

or more of participants thought NEI Virtual Half-Days were above average or excellent in these categories

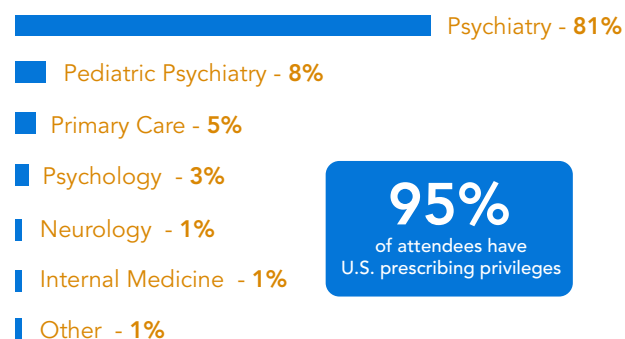
About NEI Saturday Morning Live Attendees



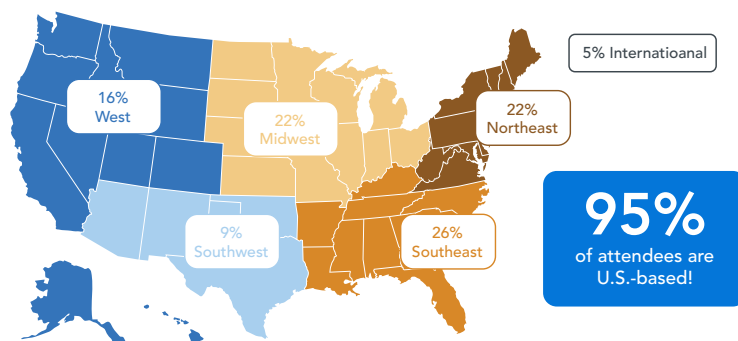
Discipline



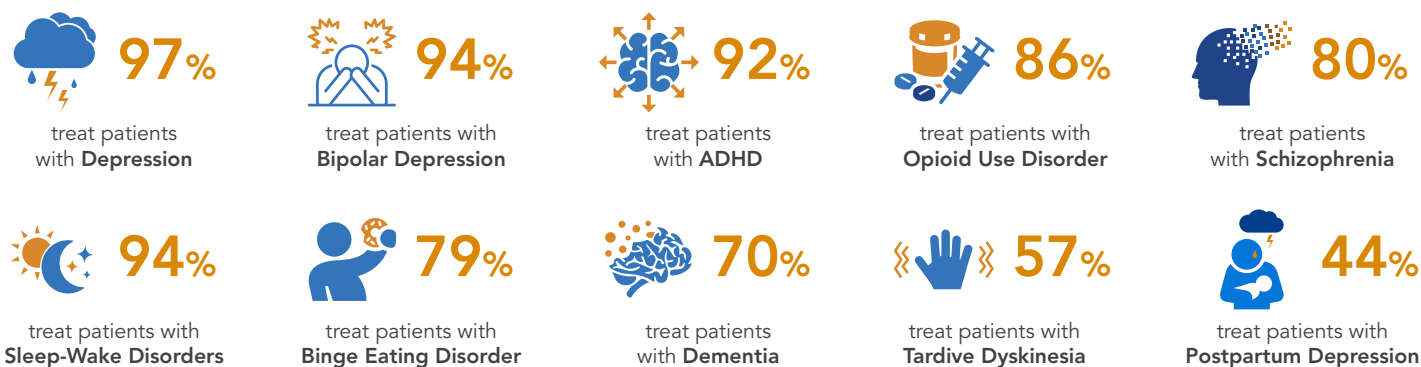
Speciality



Geography



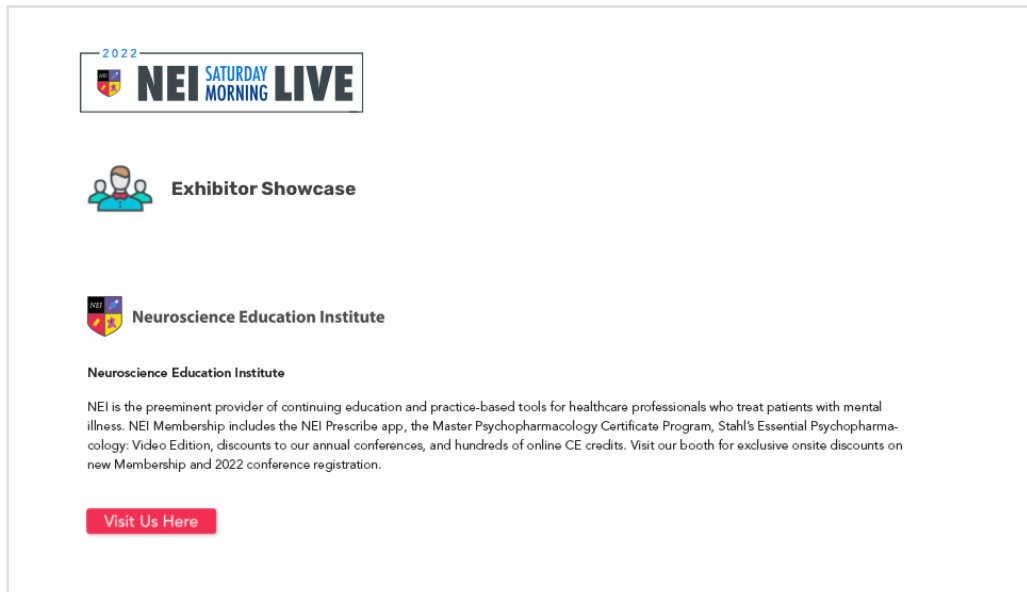
Attendees Treat the Full Spectrum of Mental Health Illnesses Every Week:



Virtual Exhibit Opportunities



Only one (1) Virtual Exhibit Booth space is available for each NEI Saturday Morning Live.
Reserve your booth today to engage with 400 attendees!



Reserve your Virtual Exhibit Booth for \$5,000 on page 10.

Virtual Exhibiting Benefits:

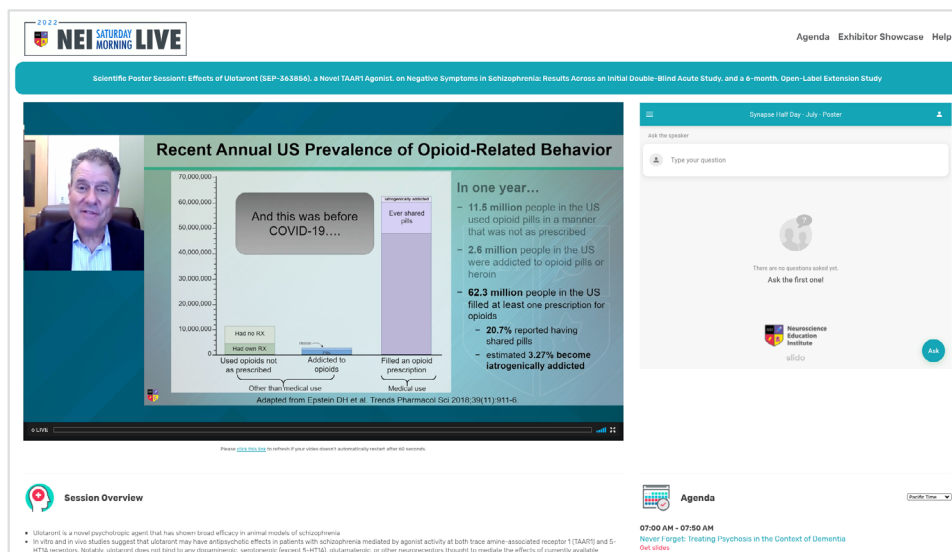
- **Exclusive Opportunity** – One exclusive booth available for each NEI Saturday Morning Live
- **Dedicated Virtual Exhibit Time** – attendees will have dedicated time to visit a virtual booth or microsite
- **NEI Booth Template** – NEI has a pre-existing booth platform to help generate views to your virtual booth microsite
- **Tracking & Leads** – NEI's virtual exhibit booth platform will provide you with a leads list just like scanning at a face-to-face booth
- **Complimentary Listing** – all NEI Saturday Morning Live materials will include listing of your virtual exhibit booth
- **Option for Encore Virtual Booth** – Have your virtual booth endure on the NEI website for an additional charge

The exhibiting company is responsible for: company overview of 50-words or less, company logo (vector file: AI or EPS), and link to your virtual exhibit or microsite.

Virtual Scientific Poster Presentation Opportunities



Each Saturday Morning Live will include a 30-minute Scientific Poster Presentation to allow for dissemination of new science relevant to psychiatry and psychopharmacology. The Virtual Scientific Poster Presentations are intended for Medical Affairs departments and designed to fulfill the needs of poster presenters who might otherwise not be able to attend an in-person meeting. NEI Saturday Morning Live provides the opportunity for one (1) individual poster to be presented unopposed to a dedicated audience of 400+ psychiatric clinicians. Scientific Poster sessions are not eligible for CME credit.



Reserve your Virtual Scientific Poster Presentation for \$20,000 on page 10.

Poster Presentation Benefits:

- **Exclusive Opportunity** – only one Virtual Scientific Poster Presentation per NEI Saturday Morning Live
- **Dedicated Virtual Scientific Poster Presentation Time** – the scientific poster presentation will be unopposed, with attendees directed to the session as part of the program
- **Complimentary Listing** – all NEI Saturday Morning Live materials will include listing of your scientific poster presentation
- **Option for Encore Virtual Poster Presentation** – Have your scientific poster presentation endure on the [NEI Poster Library](#) for one year for an additional charge of \$10,000

Please note that the sponsor is responsible for: content development of a 30-minute presentation (agencies or 3rd party providers can assist the company), all speaker related costs, such as honorarium, and the design, development, and production of any promotional material (subject to NEI's approval)—all material must include disclaimer statement on page 14.

Virtual Industry Sessions



Discuss issues on patient education, specific products, services, or new clinical science with a dedicated audience of 400+ mental health clinicians who have chosen to attend your Industry Session, Disease State or Medical Affairs event as part of an NEI Saturday Morning Live program.

To secure your preferred slot (see page 10 for available options), complete and submit pages 9-11. Slots are assigned on a first-come basis. NEI reserves the right to approve agreements and limit competing topics/products. Virtual Industry Sessions are not for CME credit.

Virtual Industry Session Benefits:

- **Dedicated, unopposed time** for your Session, Disease State or Medical Affairs event. Your program does not compete with a CME session, virtual exhibit hall hours, or scientific poster presentations.
- **Freedom to choose** whether you would like to present your event live to NEI Saturday Morning Live attendees or provide a pre-recorded session should your company already have approved content.
- **Dedicated virtual meeting platform** for NEI Saturday Morning Live that will direct attendees to your event and comply with ACCME guidelines. **NEI does not guarantee an audience size.**
- **Virtual badge scanning** to track attendees to your event. Attendance reports will be available 7 days after the program.
- **Professional moderator** to provide your team with any logistical assistance, as needed.
- **Audio-visual equipment and show technician.** NEI will provide all virtual A/V required to capture the session live and turnaround an enduring video recording. NEI will also accept a pre-recorded .MP4 file of your session should your company already have approved content.
- **Complimentary listing** on all Saturday Morning Live agendas and materials.
- **Option for Encore Industry Session.** For an additional fee, NEI will provide your event on-demand on our website for an additional year. page 10.

Please note that the sponsor is responsible for: content development of a 60-minute presentation (agencies or 3rd party providers can assist the company), all speaker related costs, such as honorarium, and the design, development, and production of any promotional material (subject to NEI's approval)—all material must include disclaimer statement on page 14

Session title, overview, and presenter information must be submitted [online](#) to NEI at least 4 weeks prior to the live session. See pages 13-14 for additional guidelines.

2023 NEI Saturday Morning Live 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 2023 NEI Saturday Morning Live Prospectus Rules and Regulations published on pages 12-14 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 cancel 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 12, which state that payments are due in full 90 days prior to broadcast.
- ☐ **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 12, which state that payments are due in full 90 days prior to broadcast. 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-refunds policy. Written notification of cancellation must be received by Sheri Mills (smills@neiglobal.com). The company shall remain liable to NEI for the total sponsorship fee for the cancellation. The company additionally acknowledges that attendance projections are an estimate and not a guarantee. You fully understand and agree with all the 2023 NEI Saturday Morning Live! Prospectus Rules and Regulations published on pages 11-14 of this prospectus.

SIGNATURE

DATE

NAME & TITLE

Please complete and return the remaining order form on page 10 and payment information on page 11.

2023 NEI Saturday Morning Live Prospectus Order Form & Agreement



VIRTUAL EXHIBIT BOOTH FEES

Date	Fee	Sponsor
<input type="checkbox"/> February 25, 2023	\$5,000	AVAILABLE
<input type="checkbox"/> April 29, 2023	\$5,000	AVAILABLE
<input type="checkbox"/> August 26, 2023	\$5,000	AVAILABLE
<input type="checkbox"/> September 23, 2023	\$5,000	AVAILABLE
<input type="checkbox"/> October 14, 2023	\$5,000	AVAILABLE
<input type="checkbox"/> Add Email Blast (Number of Emails: _____)	\$10,000 per email	AVAILABLE

VIRTUAL SCIENTIFIC POSTER PRESENTATION FEES

Date	Fee	Sponsor
<input type="checkbox"/> February 25, 2023	\$20,000	SOLD
<input type="checkbox"/> April 29, 2023	\$20,000	SOLD
<input type="checkbox"/> August 26, 2023	\$20,000	SOLD
<input type="checkbox"/> September 23, 2023	\$20,000	SOLD
<input type="checkbox"/> October 14, 2023	\$20,000	AVAILABLE
<input type="checkbox"/> Add Enduring Scientific Poster Option	\$10,000	AVAILABLE
<input type="checkbox"/> Add Email Blast (Number of Emails: _____)	\$10,000 per email	AVAILABLE

VIRTUAL INDUSTRY SESSION FEES

Date	Fee	Sponsor
<input type="checkbox"/> February 25, 2023	\$100,000	SOLD
<input type="checkbox"/> April 29, 2023	\$100,000	AVAILABLE
<input type="checkbox"/> August 26, 2023	\$100,000	SOLD
<input type="checkbox"/> September 23, 2023	\$100,000	SOLD
<input type="checkbox"/> October 14, 2023	\$100,000	AVAILABLE
<input type="checkbox"/> Add Enduring Encore Video Option	\$25,000	AVAILABLE
<input type="checkbox"/> Add Email Blast (Number of Emails: _____)	\$10,000 per email	AVAILABLE

2023 NEI Saturday Morning Live Prospectus Order Form & Agreement



PAYMENT INFORMATION:

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

Payment Method: ☐ Credit Card (3.5% transaction fee applies) ☐ 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)

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

Mail: Neuroscience Education Institute
Attn: Saturday Morning Live Accounting / Brian Budniewski
2720 Neilson Way FL 1 #5355
Santa Monica, CA 90409

2023 NEI Saturday Morning Live Rules & Regulations



The following 2023 NEI Saturday Morning Live Prospectus Rules & Regulations are fully incorporated as part of the agreement between the exhibiting, sponsoring, presenting, and/or advertisement company ("Company") and the Neuroscience Education Institute (NEI).

NEI SATURDAY MORNING LIVE NAME AND LOGO USAGE:

The NEI Saturday Morning Live 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 virtual conference event by the correct name: "2023 NEI Saturday Morning Live". Unless the Company is also supporting CME content for NEI Saturday Morning Live, Company cannot use the phrase "supports NEI Saturday Morning Live." NEI reserves the right to remove any unapproved signage, advertising, or promotional materials that do not align with the NEI Saturday Morning Live name and logo usage rule.

FORCE MAJEURE:

NEI may cancel all or any part of the event, reschedule the event, or reduce the amount of time 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, government regulation, public catastrophe, natural disaster, pandemic, or any other acts of God.

PAYMENT & CANCELLATION POLICY:

Payments can be made by credit card (American Express, VISA, or MasterCard) or by checks made payable to "Neuroscience Education Institute" (Tax ID #33-0954691). Credit Card payments accepted up to \$10,000. All credit card company charges and bank charges will be the Company's responsibility.

Payments can be mailed to:

Neuroscience Education Institute
Attn: Saturday Morning Live Accounting
/ Brian Budniewski
2720 Neilson Way FL 1 #5355

Santa Monica, CA 90409

Exhibitors and poster presenters: All exhibit and poster presentation order forms require payment in full 90 days prior to broadcast. If payment and fully executed agreement (pages 8-10) 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 at least 8 weeks prior to the scheduled event will result in a 50% penalty of the fees. No refunds will be issued for exhibit space, advertisement and/or sponsorship cancellations received after 8 weeks prior to the event, nor will they be issued to no-shows.

Industry Sessions: The final balance for all Industry Session sponsorships is 90 days prior to the event. NEI has a zero-tolerance cancellation and no-refunds policy for Industry Symposia. The company shall remain liable to NEI for the total sponsorship cost, and remaining payments will be due within 30 days of cancellation request.

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

RIGHT OF FIRST REFUSAL:

In order 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.

USE OF LIST POLICY:

It is the fiduciary responsibility of all Companies, supporters, and their agencies to protect the privacy of NEI Saturday Morning Live attendees. It is a violation to share these lists with 3rd parties other than affiliates, alliance companies and agents or representatives. The information on the list or any portion thereof may not be copied or extracted in any form.

2023 NEI Saturday Morning Live Rules & Regulations



Companies will not at any time permit any NEI Saturday Morning Live 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.

ATTENDEE LIST:

NEI does not release pre- or post-conference attendee lists to exhibitors and/or sponsors, or 3rd party vendors.

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

DATE ASSIGNMENT:

Exhibitor applications will be assigned on a first-come, first-served basis. The dates noted on page # have been approved by NEI and may not be modified by the sponsor. Dates and 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.

DATA CAPTURING & LEAD RETRIEVAL:

The NEI Saturday Morning Live virtual conference platform will automatically track the attendance to your virtual exhibit. Reports will be available 7 days after the virtual conference and will include the following attendee information of each attendee: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number.

INDUSTRY SESSION

DATE ASSIGNMENT:

Industry Session applications will be assigned on a first-come, first-served basis. The dates noted on page # have been approved by NEI and may not be modified by the sponsor. Dates and 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 Saturday Morning Live CME sessions. All dates and timeslots will be scheduled by NEI.

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

- **Content development** of a 45-minute presentation. (Agencies or 3rd party providers can assist the company)
- **Final session topic, title, and presenter** information due to NEI by 8 weeks prior to the event.
- **All presenter-related costs, such as honorarium, the design, development, and production of any promotional material.** (Subject to NEI's approval)—All material must include disclaimer statement on page 14.

ATTENDEE REGISTRATION:

NEI will facilitate pre-registration for the main conference, NEI Saturday Morning Live Attendees will have the option to enter the Industry Session site. Industry Sessions will be open to all attendees.

SESSION SCANNING:

The NEI Saturday Morning Live virtual conference platform will automatically track the attendance to your session. Reports will be available 7 days after the virtual event and will include the following attendee information of each attendee: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number.

2023 NEI Saturday Morning Live Rules & Regulations



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 on all materials intended to promote your session, including but not limited to the title and ending slides displayed at the beginning and end of the session, websites, broadcast emails, invitations social posts, etc.

"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 accredited scientific program and does not provide CME credit."

All promotional material must be approved by NEI before release and/or distribution. Because changes may be required, review and approval by NEI must occur before printing or production of the materials. Materials must be submitted for review no later than 8 weeks prior to the event. The NEI logo and/or NEI Saturday Morning Live graphics may not be used on Industry Session materials.

SESSION ATTENDANCE:

NEI makes every attempt to project accurate attendance numbers; however, attendance at Non-CME Industry Sessions is not guaranteed. NEI is not responsible for audience generation to these activities.

REHEARSAL AND RECORDING:

To schedule a session rehearsal or recording, please contact Zamanda Garcia at zgarcia@neiglobal.com with your preferred rehearsal and/or recording date and time. Our production team will be available to answer any questions (at no additional cost) during all session rehearsals and on the day of your event to ensure that sessions run smoothly.

PRESENTERS:

NEI Saturday Morning Live CME faculty are NOT permitted to participate in any same-day Industry Sessions. Industry Session presenters are not considered "faculty" at NEI Saturday Morning Live sessions. The sponsoring organization is responsible for all presenter related costs, such as honorarium.

MARKETING EFFORTS BY NEI:

All Industry Sessions will be listed on the online conference web page, virtual signage, and potential print material. Additionally, NEI will, in our sole discretion, send dedicated emails and announcements to encourage participants to attend these events.