



NEI SATURDAY MORNING LIVE

Exhibitor, Industry, & Medical Affairs

2025

PROSPECTUS



Reach **700+** U.S. based
Mental Health Care Professionals!



6 Unopposed Virtual Booth Experiences Available



6 Unopposed Virtual Industry Session Slots



6 Unopposed Medical Affairs Presentation



Neuroscience Education Institute



V3 March 2025

Extend Your Scope with NEI's Virtual Half-Day Meetings



Now in its 5th year, NEI Saturday Morning Live brings world-class education in psychopharmacology to mental health professionals virtually in 4-hour sessions on six Saturdays in 2025. Attendees enjoy their coffee and breakfast from the comfort of their home or office and join us for a half-day Saturday morning program which includes:

1. Two (2) CME Sessions
2. One (1) Industry Session
3. One (1) Medical Affairs Presentation
4. One (1) Virtual Exhibit Booth

NEI Saturday Morning Live was NEI's response to the overwhelming enthusiasm of our members to a half-day virtual education that complements our live in-person meetings.

Based on a customer survey, **86% of NEI members attend a virtual meeting** where they can receive the essential psychopharmacology education mental health clinicians have come to expect from the Neuroscience Education Institute (NEI) without leaving their home or office. At NEI Saturday Morning Live, expert faculty share insight and cutting-edge research on treatments, benefits, side effects, drug interactions, and management in the uniquely NEI way: high science education simplified in a digestible format, enhanced by unmatched animation and excellent production value.

Join us on these Saturdays at www.neiglobal.com

Program Dates:

- February 22, 2025
- April 26, 2025
- August 23, 2025
- March 22, 2025
- June 28, 2025
- September 27, 2025



SAVE THE DATE!

2025 NEI Spring Congress
May 8-10, 2025
Philadelphia, PA

2025 NEI Fall Congress
November 5-9, 2025
Colorado Springs, CO & online

Contact Us

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President and General Manager
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smills@neiglobal.com

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National Accounts Manager
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NEI Saturday Morning Live

2,316

reported an increase in their confidence in understanding the materials after attending SML

4,480

Total Learners for 2024*

**recorded numbers as of 08/27/2024*

Participant Feedback from 2024 Saturday Morning Live events

95%

reported an increase in their confidence in understanding the materials after attending SML

98%

reported that the material presented during SML will help their competence when treating patients

97%

reported that the materials presented during SML will help their performance when treating patients

97%

reported that the material presented during SML will help their patient outcomes when treating patients

93%

found the material presented during the CME/CE session to be free of bias at a level of above average or excellent

NEI Saturday Morning Live attendees are committed to improving patient lives.

of attendees reported they would change their practice

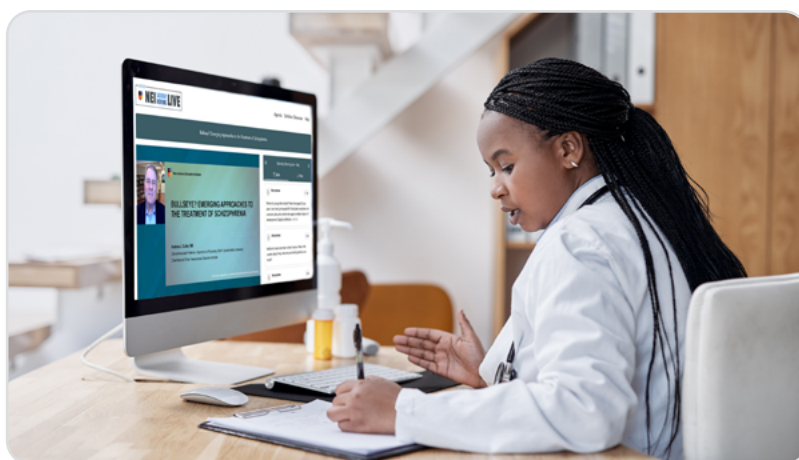


89%

of attendees reported they would seek additional information



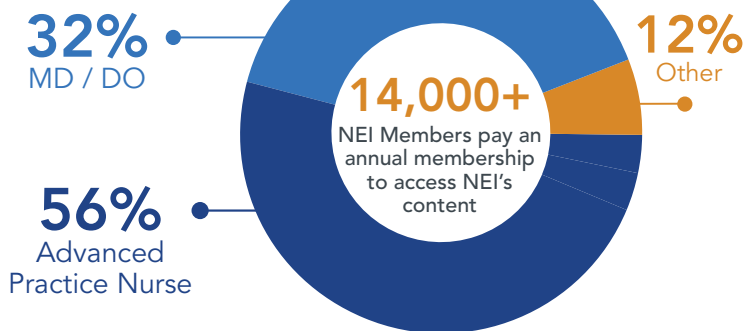
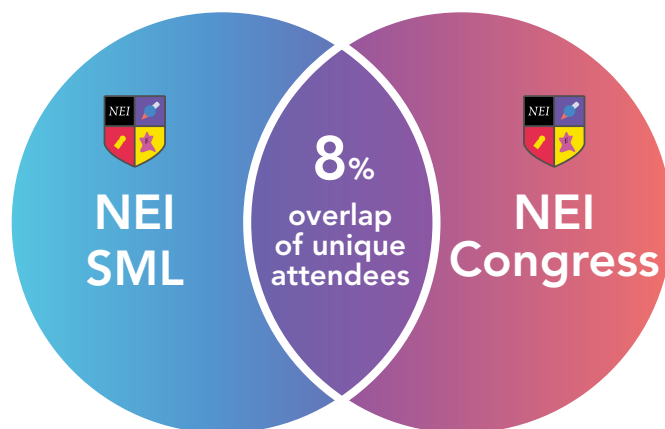
73%



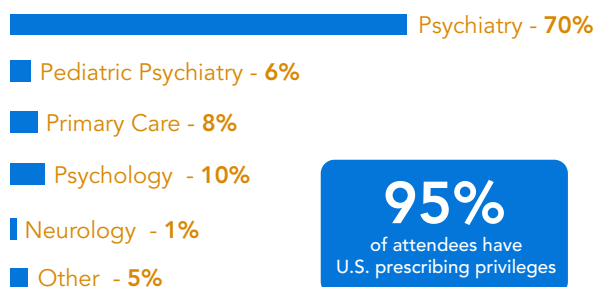
About NEI Saturday Morning Live Attendees



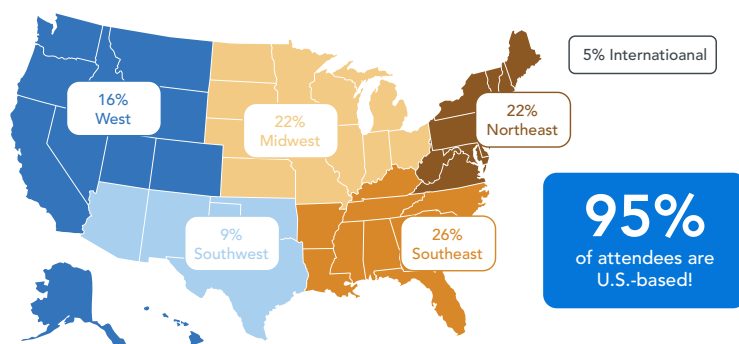
Discipline



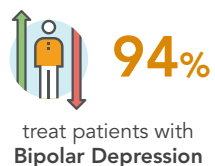
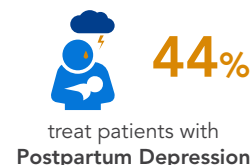
Speciality



Geography



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



Virtual Exhibit Opportunities

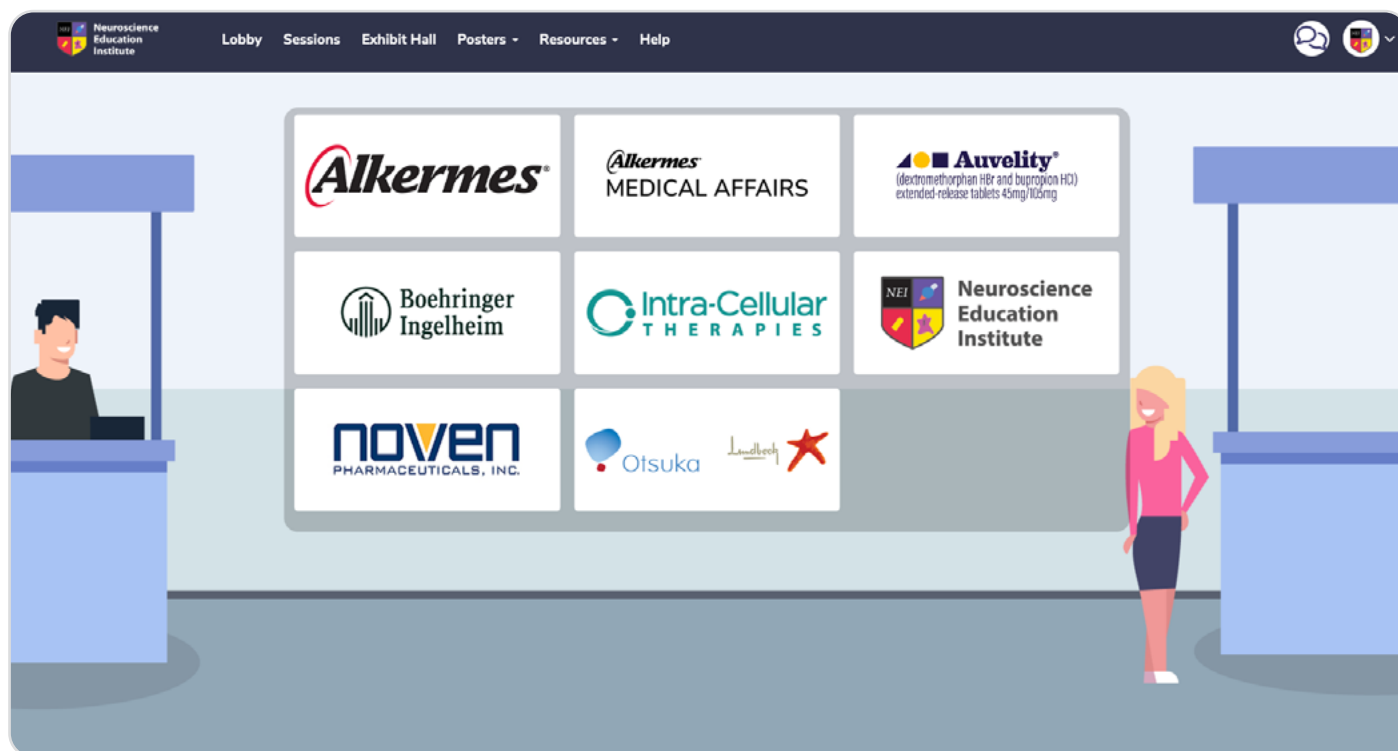


Only one (1) Virtual Exhibit Booth space is available for each NEI Saturday Morning Live.
Reserve your booth today to engage with 400 attendees!

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

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.



Medical Affairs Presentations

NEI Saturday Morning Live offers a valuable enhancement to our live in-person meetings by featuring a 30-minute Scientific Poster Presentation. These virtual sessions are designed to showcase cutting-edge research in psychiatry and psychopharmacology, catering specifically to Medical Affairs departments and allowing poster presenters who cannot attend in person to still share their work. With NEI Saturday Morning Live, each poster presentation reaches a dedicated audience of 515 psychiatric clinicians, providing focused exposure and engagement. Please note that Scientific Poster sessions do not qualify for CME credit

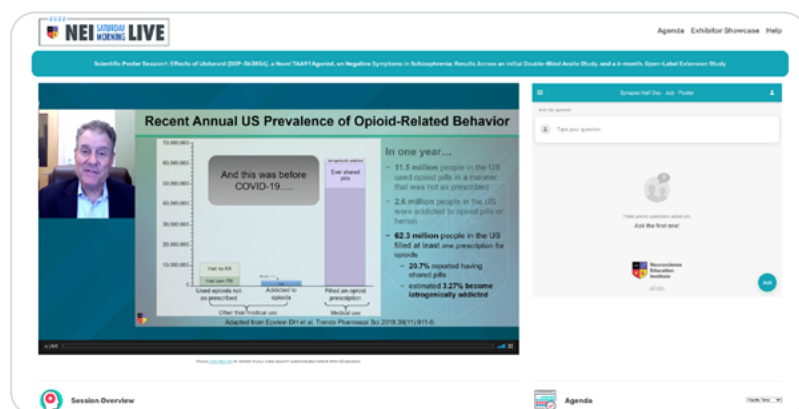
2024 Success of SML Medical Affairs Presentations:

NEI Saturday Morning Live Date	Attendance
March 16	434
April 27	432
May 18	583
June 29	555
August 24	586

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 a 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 cost of \$10,000
- **Option for a Podcast Episode** – create a podcast episode from the same poster presentation recording and/or add an extended Q&A in a podcast format to ensure that you address all of the valuable questions gathered from the SML attendees during the live presentation for an additional cost of \$60,000 per episode.

Please note that the sponsor is responsible for: the content development of a 30-minute presentation (agencies or 3rd part 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 materials must include the disclaimer statement on page ##.



Extend the conversation: Reach more clinicians even SML Poster Presentation with an Encore presentation and a Podcast episode. Contact Gabby Chevalier at gchevalier@neiglobal.com for more information.



Industry Sessions

Discuss issues on patient education, specific products, services, or new clinical science with a dedicated audience of 600+ 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.

2024 Success of SML Industry Sessions:

NEI Saturday Morning Live Date	Attendance
March 16	704
April 27	542
May 18	468
June 29	636
August 24	725

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.

Please note that the sponsor is responsible for: content development of the 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 materials must include the disclaimer state on page #.

Session title, overview, and presenter information must be submitted to NEI at least 8 weeks prior to the live session. See pages 9-11 for additional guidelines.

2025 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 SYMPOSIUM 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 2025 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 2025 NEI Saturday Morning Live Prospectus Rules and Regulations published on pages 12-14 of this prospectus.

SIGNATURE _____

DATE _____

NAME & TITLE _____

Please complete and return the remaining order form on pages 9-10 and payment information on page 11.

2025 NEI Saturday Morning Live Prospectus Order Form & Agreement



VIRTUAL EXHIBIT BOOTH FEES

Date	Fee
☐ February 22, 2025	\$5,000
☐ March 22, 2025	\$5,000
☐ April 26, 2025	\$5,000
☐ June 28, 2025	\$5,000
☐ August 23, 2025	\$5,000
☐ September 27, 2025	\$5,000
☐ Add Email Blast (Number of Emails: _____)	\$10,000 per email

VIRTUAL MEDICAL AFFAIRS PRESENTATION FEES

Date	Fee
☐ February 22, 2025	\$40,000
☐ March 22, 2025	\$40,000
☐ April 26, 2025	\$40,000
☐ June 28, 2025	\$40,000
☐ August 23, 2025	\$40,000
☐ September 27, 2025	\$40,000
☐ Add Enduring Scientific Poster Option	\$10,000
☐ Add a Podcast Episode Option	\$60,000
☐ Add Email Blast (Number of Emails: _____)	\$10,000 per email

VIRTUAL INDUSTRY SESSION FEES

Date	Fee
☐ February 22, 2025	\$100,000
☐ March 22, 2025	\$100,000
☐ April 26, 2025	\$100,000
☐ June 28, 2025	\$100,000
☐ August 23, 2025	\$100,000
☐ September 27, 2025	\$100,000
☐ Add Enduring Encore Video Option	\$25,000
☐ Add Email Blast (Number of Emails: _____)	\$10,000 per email

2025 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)

☐ 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)

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

Mail: Neuroscience Education Institute
70 E Swedesford Rd, Suite 100
Malvern, PA 19355

2025 NEI Saturday Morning Live Rules & Regulations



The following 2025 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: "2025 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 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:

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.

All exhibit, industry session and poster presentation order forms require payment in full 90 days prior to broadcast. A 50% deposit is required 30 days after the signed agreement is submitted to NEI. For any signed agreement received within 90 days before the date of the event outlined herein, a non-

refundable 100% of the total agreement amount is due upon signing this contract. If payment and fully executed agreement (pages 9-11) 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.

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. 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.

2025 NEI Saturday Morning Live Rules & Regulations



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.

EVENT STREAMING CONTINGENCY CLAUSE:

Should the event not be streamed live on the scheduled date for any reason, including but not limited to technical difficulties, unforeseen circumstances, or any man-made disruptions, the event shall automatically be rescheduled to an alternative date determined by the organizers. No refunds shall be issued as a result of this postponement, and all tickets, access credentials, or registrations shall remain valid for the rescheduled date. NEI shall make reasonable efforts to inform all participants and attendees of the new date in a timely manner.

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.

2025 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/CE 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 Ali Holladay at abrown@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.