

2021 NEI Synapse Prospectus Rules & Regulations



EXHIBIT BOOTH VENDOR:

Virtual booth or company microsite creation is not the responsibility of NEI. Our preferred vendor for virtual booth or company microsite creation is Hybrid Healthcare Communications.

Contact information below:

Pat Baffuto

PBaffuto@hybridhealth.com

732-530-3363

ELIGIBILITY FOR EXHIBITING:

All products and services exhibited must be relevant to the sciences field. NEI reserves the right to refuse acceptance of the contract and/or entrance/setup to exhibitors not meeting required standards or in competition to NEI, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc. NEI will not make any refunds or otherwise be responsible for expenses associated with such refusal, restriction, or eviction. Please email Sheri Mills (smills@neiglobal.com) with any questions about eligibility to exhibit.

EXHIBITOR CONDUCT:

Exhibitor personnel is expected to behave in a professional manner at all times during NEI Synapse. NEI reserves the right to make onsite judgments regarding conduct that detracts from the environment.

DATA CAPTURING & LEAD RETRIEVAL:

The NEI Synapse Virtual Half-Days online conference platform will automatically track the attendance to your virtual exhibit. Reports will be available 7 days after the virtual conference 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.

INDUSTRY SYMPOSIA

DATE ASSIGNMENT:

Symposia applications will be assigned on a first-come, first-served basis. The dates noted on page 9 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:

Symposia will be conducted during times that do not conflict with NEI's CME sessions. All dates and timeslots will be scheduled by NEI.

INCLUDED WITH EACH INDUSTRY SYMPOSIUM SPONSORSHIP:

- **Dedicated, unopposed time** for your virtual Symposium, Disease State or Medical Affairs event. No competing with CME sessions, virtual exhibit hall hours, or scientific poster presentations
- **Freedom to choose** whether you would like to present your Symposium, Disease State or Medical Affairs event live to NEI Synapse Virtual Half-Day attendees or provide a pre-recorded session should your company already have approved content
- **Dedicated virtual meeting platform** for NEI Synapse Virtual Half-Days that will direct attendees to your Symposium, Disease State or Medical Affairs event and comply with ACCME guidelines. NEI does not guarantee an audience size
- **Virtual badge scanning** to track attendees to your Symposium, Disease State or Medical Affairs event. Attendance reports will be available 7 days after the conference
- **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 symposium should your company already have approved content
- **Complimentary listing** on all NEI Synapse Virtual Half-Day agendas and materials

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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** (flights, honorarium, accommodations, , etc.)
- **The design, development, and production of any promotional material** (subject to NEI's approval)—all material must include disclaimer statement on page XX.

ATTENDEE REGISTRATION:

NEI will not facilitate pre-registration for attendees. Industry Symposia are open to all NEI Synapse Virtual Half-Day attendees.

SESSION SCANNING:

The NEI Synapse Virtual Half-Days online conference platform will automatically track the attendance to your industry symposium. Reports will be available 7 days after the virtual conference 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.

DISCLAIMER FOR NON-CME SESSIONS:

Industry Symposia 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 Symposia.

The following disclaimer statement must appear prominently on all materials intended to promote your Industry Symposium, including but not limited to: the title and ending slides displayed at the beginning and end of the symposium, websites, broadcast emails, promotional brochures, invitations, signage:

"The content of this [Industry Symposium, Disease State or Medical Affairs event] and the views expressed therein

are those of the presenting entity and not of NEI. This symposium is not part of the scientific program and does not provide CME credit."

All promotional material must be pre-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 symposium from inside their contracted booth space only. The NEI logo and/or NEI Synapse Virtual Half-Days graphics may not be used on Industry Symposia materials. You should submit your materials for review no later than 8 weeks prior to the event. Please allow 3 business days for review.

SESSION ATTENDANCE:

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

REHEARSAL AND RECORDING:

To schedule a symposium rehearsal or recording, please contact Sheri Mills at smills@neiglobal.com with your preferred rehearsal and/or recording date and time. An A/V technician will be provided (at no additional cost) during all symposia to operate equipment and to ensure that sessions run smoothly.

PRESENTERS:

NEI Synapse faculty are NOT permitted to participate in Industry Symposia or any off-site meetings, sanctioned or otherwise. Symposium presenters are not considered "faculty" at NEI Synapse Virtual Half-Days. The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, etc.).

MARKETING EFFORTS BY NEI:

All symposia 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.