



A JOINT MEETING

WWW.NEUROMODEC.COM/
NYCNANS2018

**2018 NYC NEUROMODULATION
CONFERENCE & NANS SUMMER SERIES
AUGUST 23–26, 2018 | NEW YORK CITY
SHERATON NEW YORK TIMES SQUARE HOTEL**

This summer, the brightest minds in neuromodulation will meet in New York City to share the latest advancements in the field. Don't miss this opportunity to put your products in the hands of the neuromodulation leaders who need them most.

A NEW OPPORTUNITY FROM TRUSTED NEUROSCIENCE ADVOCATES

The NYC Neuromodulation Conference & NANS Summer Series marks the first time Neuromodec and the North American Neuromodulation Society (NANS) have jointly presented a meeting. Our shared mission of advancing neuromodulation has earned us the trust of healthcare professionals, researchers, and industry partners.

Thanks to this powerful partnership, this can't-miss event is expected to draw several hundred clinicians, researchers, academics, and healthcare professionals who are eager to learn about the latest advancements in the field of neuromodulation.

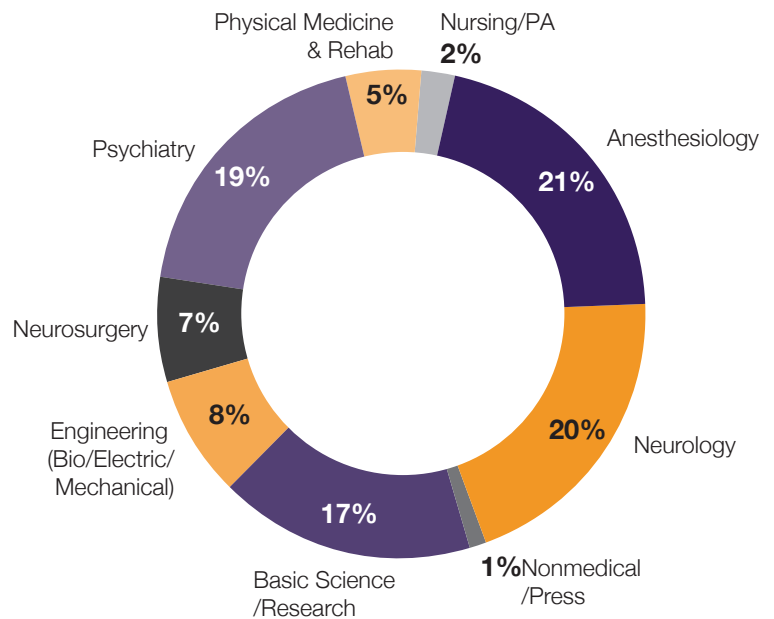
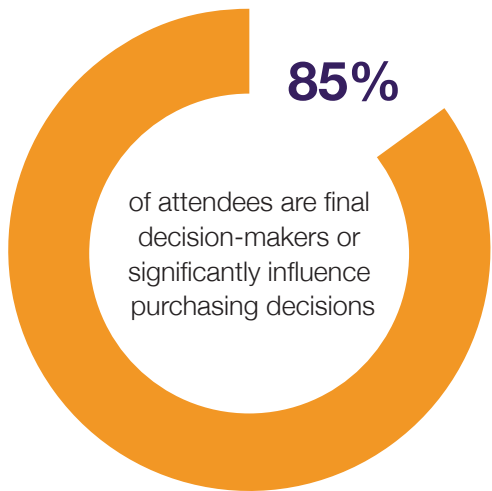
By exhibiting at the Summer Series, you'll show hundreds of neuromodulation professionals how your company can help them stay on pace in the ever-changing field.

Apply for exhibit space now to ensure your products and services are among the innovations that attendees discover. Create your own custom space and sponsorship package or become a Gold-, Silver-, or Bronze-level sponsor to take advantage of exclusive opportunities.

The NANS 21st Annual Meeting in January sold out quickly, leaving some companies unable to exhibit. Don't risk missing out on securing exhibit space in the Summer Series' more intimate venue. We urge you to apply today.

These three cost-effective days will give you unparalleled access to the key decision-makers in the market for your products and services. You will generate leads, build relationships, and foster future sales by spending quality time with quality buyers.

ATTENDEES



Note: Because this is the first meeting of its kind, specialties data are drawn from previous NANS and NYC Neuromodulation conferences.

AN EXHIBIT EXPERIENCE DESIGNED WITH YOU IN MIND

Your new technologies, products, and services are critical to the continued advancement of neuromodulation. That's why we make our exhibit hall and industry partners a priority.

By design, all education rooms are close to the exhibit hall, making sponsors and exhibitors easily accessible and highly visible throughout the meeting. Included in the nearly 20 hours of exhibit time are multiple events that bring attendees to your space. The opening reception, breakfasts, and coffee breaks are held in the exhibit hall to guarantee you daily face time with neuromodulation's best.

We know that one size doesn't fit all, so you can choose from three exhibit space sizes based on your needs.



19.5 hours
of exhibit time

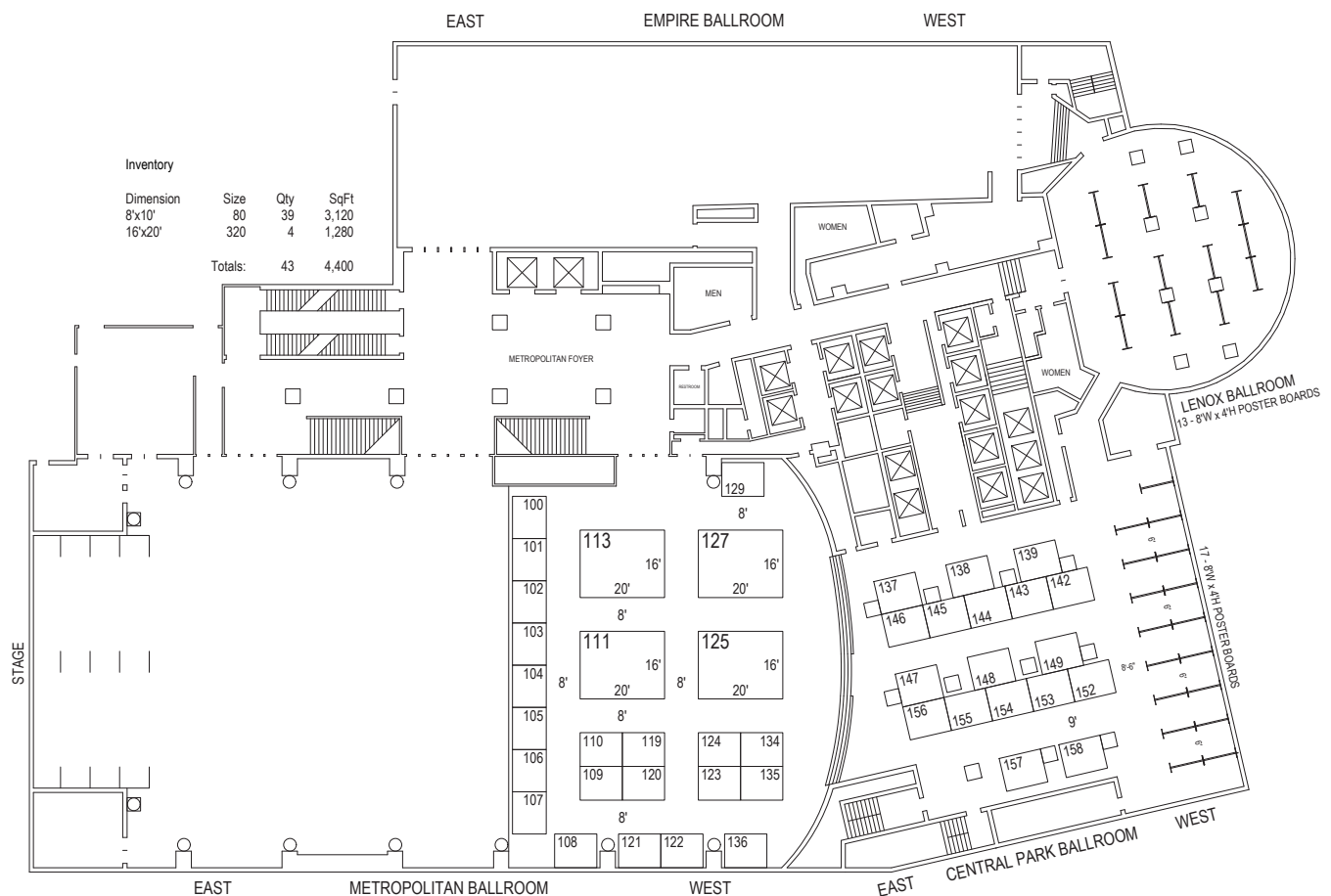


7 events

hosted in the exhibit hall to bring attendees to you

| Booth Size | Fee | Complimentary All-Access Badges | NANS Priority Points |
|----------------------|----------|---------------------------------|----------------------|
| 8-ft-by-10-ft booth | \$2,700 | 4 | 4 |
| 16-ft-by-20-ft booth | \$10,000 | 8 | 8 |

FLOOR PLAN

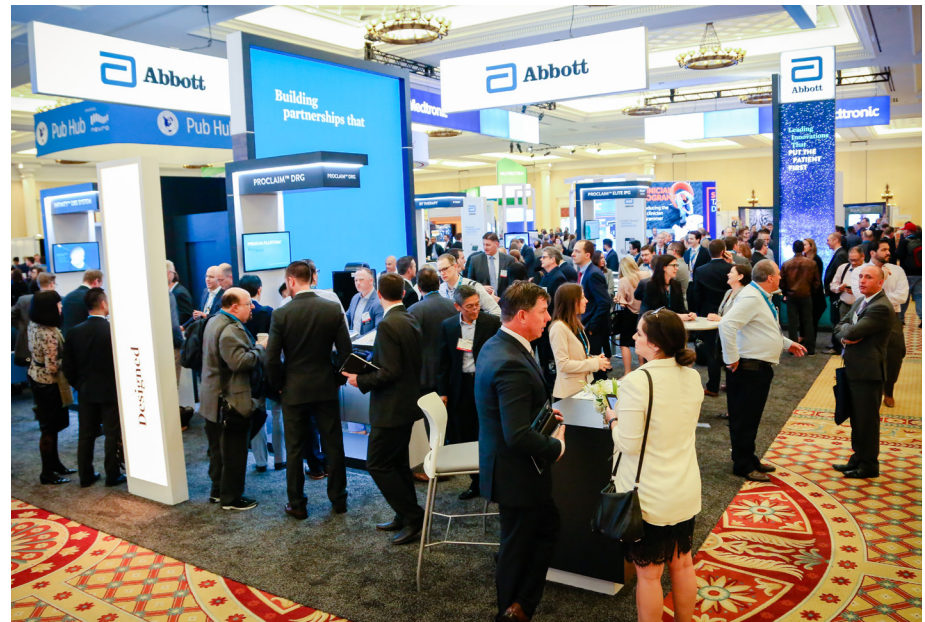


This intimate space is expected to sell out fast, and the date NANS receives your contract and deposit is a factor in space assignment. Other factors in space assignment include the exhibitor's NANS Priority Points System total, the availability of the space requested, special needs, and the compatibility of exhibitors' products.

EXCLUSIVE EXHIBIT PACKAGES FOR OUR BEST SPONSORS

When you become a Gold-, Silver-, or Bronze-level sponsor, you send neuromodulation's leaders a message that you support and value their work. Increase your visibility and earn exclusive benefits by becoming a distinguished sponsor. The comprehensive package of benefits for these sponsors includes exhibit space and exclusive opportunities.

| GOLD \$30,000 20 points | SILVER \$15,000 15 points | BRONZE \$5,000 5 points |
|---|---|---|
| 16-ft-by-20-ft booth exhibit space | 8-ft-by-20-ft booth exhibit space | 8-ft-by-10-ft booth exhibit space |
| 8 all-access badges | 4 all-access badges | 2 all-access badges |
| Recognition in the program book and on the Neuromodex and NANS websites | Recognition in the program book and on the Neuromodex and NANS websites | Recognition in the program book and on the Neuromodex and NANS websites |
| Opportunity to submit one-page flyer to be distributed to all attendees at registration | | |
| Marketing table at Cadaver Lab, TMS, or tDCS Course | Marketing table at Cadaver Lab, TMS, or tDCS Course | |
| Full-page color ad in the program book | Half-page color ad in the program book | |
| E-blast to NANS and NYC Neuro-modulation members | | |



CUSTOMIZE YOUR SPONSORSHIP TO ACHIEVE YOUR GOALS

We have so many ways to increase your visibility that we can craft a sponsorship package perfect for meeting your goals. Whether you want attendees to visit your website, watch a demonstration of your product, or remember your company's name, there's a sponsorship package that will help you achieve that!

| | | |
|--|-----------------|------------------|
| Lunch Symposia | \$20,000 | 15 points |
| <p>Promote new products/services, present new research findings, or conduct product demonstrations outside of your booth in an educational environment. Take advantage of this unique opportunity to add to attendees' educational experience and gain additional face-to-face contact with potential buyers.</p> <p>Only six symposia are available, three from Noon to 1:30 pm Saturday, August 25, and three from Noon to 1:30 pm Sunday, August 26.</p> <p><i>Symposium requests are due April 30.</i></p> | | |
| Lanyards EXCLUSIVE SPONSORSHIP | \$5,000 | 10 points |
| <p>Supplied to every attendee, these lanyards deliver highly visible brand recognition. Attendees will wear your company name and logo throughout the meeting for maximum visibility.</p> <p><i>Price does not include lanyard purchase or shipping.</i></p> | | |
| Hotel Key Cards EXCLUSIVE SPONSORSHIP | \$6,000 | 12 points |
| <p>Increase awareness of your company with high-visibility sponsorship of hotel key cards at the Sheraton New York Times Square Hotel. Attendees staying at the host hotel will view your brand each time they go to their rooms.</p> <p><i>Artwork must be provided by the sponsor and approved by NANS no later than June 1. The fee does not include production, labor, or distribution.</i></p> | | |
| Program Book Full-Page Ad | \$2,500 | 2 points |
| Program Book Half-Page Ad | \$1,000 | 1 point |
| <p>Program book advertising gives you concentrated exposure to several hundred professionals in the field of neuromodulation. Attendees use the program book throughout the meeting to refer to listings of educational sessions, presenters, events, and exhibit activities.</p> <p><i>All program book advertising is due June 1.</i></p> | | |
| E-blast | \$2,000 | 1point |
| <p>Contact NANS and NYC Neuromodulation registered members before the meeting with a dedicated e-blast to announce a new product, promote your products and services, or drive traffic to your booth.</p> | | |
| Mobile Device Charging Lounge | \$3,500 | 3 points |
| <p>Attendees are dependent on their mobile devices to stay connected. Give them the power to do so by sponsoring phone charging stations. You'll earn their appreciation and additional brand recognition.</p> <p><i>Artwork must be provided by the sponsor and approved by NANS no later than June 1.</i></p> | | |
| Wi-Fi EXCLUSIVE SPONSORSHIP | \$10,000 | 10 points |
| <p>Drive quality traffic to your website while earning attendees' appreciation! Free, unlimited Internet access is a must-have, and each attendee who logs on to use it will be redirected to your company website. Sponsorship also includes recognition on onsite signage.</p> | | |
| Hanging Banner | \$7,000 | 7points |
| <p>Put your brand and message on high-visibility banners that will be seen throughout the meeting. These 16-ft-wide, 4.5-ft-tall, double-sided banners are yours to keep after the meeting, making this a multiuse investment.</p> <p><i>Artwork must be provided by the sponsor and approved by NANS no later than August 1. Fee does not include production, installation, labor, or equipment.</i></p> | | |
| <p><i>Commercial sponsorship opportunity fees are paid directly to NANS and do not include production fees, such as those required for printing artwork on banners, lanyards, and keys. Production fees are paid directly to the provider of service by the sponsor. NANS must approve all orders before they are finalized.</i></p> | | |

YOUR EXHIBIT EXPERIENCE: WHAT YOU NEED TO KNOW

We want to make it easy for you to maximize the return on your investment by taking advantage of every opportunity to reach these important customers. Use this information about exhibit hours and deadlines to ensure you don't miss a thing!

2018 NYC Neuromodulation Conference & NANS Summer Series

August 23–26, 2018
www.neuromodec.com

Event Location

Sheraton New York Times Square Hotel
811 Seventh Avenue
New York, NY 10019

Exhibit and Sponsor Information

Chris Schroll
cschroll@neuromodulation.org
847.375.3665

IMPORTANT INFORMATION FOR EXHIBITORS

- Full payment is due with no refunds issued after June 1.
- Global Experience Specialists (GES) is the official show contractor for this meeting. It will provide the exhibit services kit approximately 90 days before the start of the event.
- The list of preregistered attendees will be e-mailed to exhibitors 30 days in advance of the meeting.
- Exhibitors must register staff who will attend the meeting to ensure badges are created.

EXHIBITORS' SCHEDULE

Friday, August 24

| | |
|-----------------------------|-----------|
| Install Exhibits | 8 am–2 pm |
| Exhibits Open | 3–7 pm |
| Coffee Break | 3:30–4 pm |
| Opening Reception | 6–7:30 pm |

Saturday, August 25

| | |
|--|--------------|
| Exhibits Open | 7 am–5 pm |
| Breakfast in the Exhibit Hall | 7–8:30 am |
| Coffee Break in the Exhibit Hall | 10:30–11 am |
| Coffee Break in the Exhibit Hall | 1:30–3:30 pm |

Sunday, August 26

| | |
|--|--------------|
| Exhibits Open | 7 am–4 pm |
| Breakfast in the Exhibit Hall | 10–10:30 am |
| Coffee Break in the Exhibit Hall | 10:30–11 am |
| Coffee Break in the Exhibit Hall | 1:30–3:30 pm |
| Dismantle Exhibits | 4–8 pm |



GENERAL INFORMATION

NANS Priority Points System

After NANS Annual and Summer Series meetings, the priority points earned are added to existing priority points. The following components factor into a NANS exhibitor's priority points:

- becoming a grant provider, sponsor, or exhibitor at pre-meeting workshops
- becoming a grant provider, sponsor, or exhibitor at the NANS Annual Meeting.

Points awarded for specific participation opportunities are indicated throughout this exhibitor prospectus.

Use of Priority Points

The Priority Points System provides the opportunity to earn advance access to premier exhibit hall space and to help determine priority for other participation opportunities. For example, an exhibitor's priority points total will determine priority status for exhibit booth and other sponsorship selections. Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an exhibitor. Priority points do not reflect or represent a monetary value.

Reporting Violations

Violations are directed to the co-directors of industry relations. A written determination will be provided to all parties requesting their signature for acknowledgment.

Defining Minor and Major Violations

A *minor violation* is defined as an isolated incident that may have occurred as an oversight or miscommunication without intent to negatively impact the initiative's success. The action has not impacted the success of said initiative.

A *major violation* is defined as initiative(s) that directly and negatively impact the attendee experience and/or the success of the NANS-sanctioned initiative. Such violation(s) include but are not limited to multi-layered efforts and/or actions to block, redirect, or prohibit NANS attendees from participating in sanctioned events or blocking and/or removal of competitors' approved promotional collateral communications that may impact attendance at or participation in published NANS-sanctioned events that are open to NANS members. Multiple minor violations or failure to take corrective action after a warning will be considered a major violation. A direct violation of NANS guidelines, such as hosting unauthorized events that compete with the general session, will be categorized as a major violation.

Deduction of Points Due to Policy Violations

Failure to follow the standards and guidelines of the Society will result in the deduction of points. All suspected violations are to be reported to the Industry Relations Council. In the event of an alleged violation, representatives from each involved organization will be requested to participate in an immediate mediation meeting, including two industry representatives, a representative from the Industry Relations Council, and the executive director of NANS. Findings will be presented to designated members of the Annual Meeting Committee for adjudication and assignment of penalties.

For each minor violation, a penalty of up to 5 points will be assessed and a warning will be issued. Major violations subject the exhibitor to the following penalties:

1. First violation: Loss of current year's priority points
2. Second violation: Loss of one-half of accrued priority points
3. Third violation: Loss of remainder of priority points
4. Fourth violation: One year suspension of exhibit privileges.

A more severe penalty may be levied at the discretion of the Annual Meeting Committee without following the above sequence.

Accounting and Governance

The Priority Points System is formulated and implemented by the Society through the Annual Meeting and Executive committees. Priority points will be updated and accounts approved by the NANS Board at each formal board meeting. Supporters, exhibitors, sponsors, and grant providers will be provided with a copy of the current policy and an accounting of their points in response to written requests to the executive director of the Society. NANS reserves the right to amend the policy at any time.

GENERAL INFORMATION

Giveaways, Contests, and Raffle Drawings

Exhibiting companies are permitted to distribute giveaways in accordance with the American Medical Association (AMA) Code of Medical Ethics. Contests, drawings, and raffle prizes cannot exceed \$100 in value.

Ancillary Event Promotion

Promotional or directional signage for all events require written approval by NANS.

Industry Guidelines

NANS comprises multiple disciplines that serve the interests of patients through beneficial collaborations. To ensure that these collaborative relationships meet the highest ethical standards, they must be conducted with appropriate transparency and in compliance with applicable laws, regulations, and government guidance. NANS reserves the right to reduce priority points from and/or remove those unable to maintain compliance and respectful communication. The industry guidelines include

- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals
- AMA Opinion 8.061: Gifts to Physicians from Industry
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals
- Compliance Program Guidance for Pharmaceutical Manufacturers.

Use of the NANS Name, Insignia, Logo, and Acronym

The NANS name, insignia, logo, and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature inside or outside of the exhibit area before, during, or after the meeting without prior written approval from NANS.

Photography, Videotaping, and Podcasting

Taking photographs and video during the NANS Annual Meeting, other than by the official photographer, is expressly prohibited without the written consent of NANS. Photos of presentations taken on smart phones are not approved for distribution. Send a written request to cschroll@neuromodulation.org for all inquiries. All onsite requests will be denied.



COMMERCIAL SUPPORT FORM

North American Neuromodulation Society | Sheraton New York Times Square Hotel

Increase your visibility and reach during the NYC Neuromodulation Conference & NANS Summer Series by sponsoring one or more of the following opportunities. Full descriptions are provided on page 5, and levels of commercial sponsorship are detailed on page 4. To reserve an exhibit hall booth, please complete the form on page 10.

Commercial Support Levels

| | | | | | |
|---------------------------------|----------|---------|--|----------|---------|
| <input type="checkbox"/> Gold | \$30,000 | 20 pts. | <input type="checkbox"/> Lanyards (Exclusive Sponsorship) | \$5,000 | 10 pts. |
| <input type="checkbox"/> Silver | \$15,000 | 15 pts. | <input type="checkbox"/> Lunch Symposium | \$20,000 | 15 pts. |
| <input type="checkbox"/> Bronze | \$5,000 | 5 pts. | <input type="checkbox"/> Marketing Table at Cadaver Lab, TMS, or tDCS Course | \$750 | 2 pts. |

Commercial Support Opportunities

| | | |
|--|---------|---------|
| <input type="checkbox"/> Beverage Break | \$3,750 | 10 pts. |
| <input type="checkbox"/> Breakfast | \$6,000 | 10 pts. |
| <input type="checkbox"/> Convention Center Hanging Banner/Chandelier Wraps | \$7,000 | 7 pts. |
| <input type="checkbox"/> E-Blast | \$2,000 | 1 pt. |
| <input type="checkbox"/> Escalator Banner/Cling | \$5,500 | 5 pts. |
| <input type="checkbox"/> Hotel Key Cards | \$6,000 | 12 pts. |
| <input type="checkbox"/> Hotel Room Drop | \$6,000 | 5 pts. |

Meeting Program Book Ad

| | | |
|--|----------|---------|
| <input type="checkbox"/> Full Page | \$2,500 | 2 pts. |
| <input type="checkbox"/> 1/2 Page | \$1,000 | 1 pt. |
| <input type="checkbox"/> Mobile Device Charging Lounge | \$3,500 | 3 pts. |
| <input type="checkbox"/> Tote Bags (Exclusive Sponsorship) | \$10,000 | 15 pts. |
| <input type="checkbox"/> Video Wall | \$8,000 | 8 pts. |
| <input type="checkbox"/> Wi-Fi | \$10,000 | 10 pts. |
| <input type="checkbox"/> Window Clings | \$5,000 | 5 pts. |

Contact _____ Company Name _____

Address _____

City, State, ZIP _____

Phone _____ Fax _____ E-mail _____

Submit this form to reserve your sponsorship opportunity. Full payment must be received within 30 days of request. If payment is not received within 30 days, the sponsorship opportunity will be released and made available again.

Return to: PO Box 3781, Oak Brook, IL 60522 • E-mail: cschroll@neuromodulation.org • Fax: 888.374.7259

REGISTRATION FORM

North American Neuromodulation Society | Sheraton New York Times Square Hotel

Application for Exhibit Space

Exhibit dates: August 23–26, 2018

We understand that space will be rented by the following rates:

8' x 10' \$2,700
16' x 20' \$10,000

Selection(s): _____

Total: _____

We understand that all space must be paid for in full by July 23, 2018. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the discretion of the North American Neuromodulation Society.

We agree to abide by the terms and conditions printed on the next page, which are made part of this contract. This is not a binding contract until signed by Chris Schroll on behalf of NANS.

After referring to the floor plan on page 3, indicate preferred booth number.

1st choice _____

2nd choice _____

3rd choice _____

4th choice _____

List companies that you would prefer not to be near.

List the products that will be exhibited.

Please submit electronically, in 50 words or fewer, a description of your products or services to be exhibited, exactly as you want the information to appear in the conference program book. Submit to cschroll@neuromodulation.org along with this form.

Please print or type.

Firm name _____

(*exactly as you wish it to appear in printed program and on exhibit sign*)

Street Address _____

City, State, ZIP _____

Phone (____) _____

Fax* (____) _____

E-mail _____

Web Address _____

Signature _____

Name _____

(first)

(last)

Title _____

**I understand that by providing the fax number listed above, on behalf of the company specified above, I am authorized to and hereby consent for the company to receive faxes sent by or on behalf of NANS.*

The signer of the application for exhibit space or person designated below, if different, shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be addressed to the signer (or designee indicated below, if different).

Name _____

(first)

(last)

Title _____

Firm Name _____

Address _____

(if different from above)

City, State, ZIP _____

Mobile (____) _____ Fax (____) _____

Onsite Contact _____ Mobile (____) _____

E-mail _____

To guarantee your exhibit space:

1. Fax this completed form to 888.374.7259.
2. Make a copy for your records.
3. Return the original with the appropriate fee per booth to:

NANS Meeting Exhibits

PO Box 3781

Oak Brook, IL 60522

Make checks payable to **North American Neuromodulation Society (NANS)** or charge the following account:

Visa MasterCard American Express Discover

Card Number _____ Exp. Date _____

Signature (required) _____ V-Code (3-4 digits

on back of card)

Note: A 3% credit card processing fee will be charged to all orders more than \$5,000.

Questions may be directed to cschroll@neuromodulation.org.

North American Neuromodulation Society Terms and Conditions

1. Application and Eligibility. Application for exhibit space must be made on the printed form by NANS (hereinafter "the Society"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of neuromodulation and the professional education of those individuals attending the Society's Meeting. The Society shall determine the eligibility of any company, product, or service. The Society may reject the application of any company whose display of goods or services is not compatible, in sole opinion of the Society, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned.

2. Exhibit Booth Price. The prices for each booth are as follows: \$3,000 for each 8' x 10' booth; and \$10,000 for each 16' x 20' booth. These prices include discounted rates on advertising in the meeting program book; an attendee list; a uniformly styled draped booth; an identification sign; a listing in the conference program book; and 2 complimentary registrations with 6' tabletop, 4 complimentary registrations with 8' x 10' booth, and 8 complimentary registrations with 16' x 20' booth. Badges for spouses are charged against each company's badges-per-booth allotment.

3. Payment Dates. No booths will be guaranteed until the Society receives full payment of the total booth fee, along with a signed contract. If full payment is not received by July 23, 2018, the Society will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Society by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Society will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Society.

4. Cancellation of Booth Space. In the event that the exhibitor notifies the Society of the exhibitor's intent to repudiate the contract after acceptance but prior to June 1, 2018, a full refund of monies received, minus a \$500 administrative fee, will be issued per booth. No refunds will be made or cancellations accepted as of June 1, 2018. If for any cause beyond the control of the Society—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—the Society is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Society to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned and confirmed as application for exhibit space is received with payment. The exhibitor's priority points total, availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Society's aims and purposes will be considered. Consideration will also be given to companies based on (a) the number of NANS shows in which the exhibitor has participated and (b) the amount of space the exhibitor has used in previous shows.

The Society reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft high, side rails that are 33 in. high, carpeted exhibit hall, and identification sign that is 11 in. x 17 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft of all booths, display material or equipment can be placed to a height not exceeding 8 ft, without the consent of the Society. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Society. Helium balloons are not allowed in the convention center. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

The character of the exhibits is subject to the approval of the Society. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

8. Installation/Dismantling.

Installation. All exhibits must be set up and aisles cleared by 2 pm on Friday, August 24, 2018, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 2 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor.

Dismantling. The following hours have been scheduled for dismantling exhibits: Sunday, August 26, 2018, from 4 to 8 pm. Dismantling exhibits before the close at 4 pm on Sunday, August 26, 2018, is strictly prohibited. Dismantling, or "preparing to dismantle," prior to the show closing will result in a \$1,000 fine, loss of 10 priority points, and a ban to exhibit at future meetings. Exhibit dismantling must conclude no later than 8 pm on Sunday, August 26, 2018.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be mailed to all exhibitors approximately 90 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

A. The Society and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.

B. Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.

C. All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. Hospitality and Entertainment. Ancillary event request form must be completed to request hosting a hospitality or technology suite; events of any nature must be approved by the Society. No entertainment may be scheduled to conflict with any Society programs, activity hours, or exhibit hours. Firms not exhibiting are not permitted to host any independent functions.

12. Exhibit Staff Registration. Registration of representatives, identified under Exhibit Booth Price, will be complimentary, provided that registrations are received by the Society before August 1, 2018. After August 1, 2018, an onsite \$25 service fee will be incurred for the following:

A. Each name change, and

B. Each lost badge or name substitution

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the convention center. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Society or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Society does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Society determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Society to criticism or legal liability, are inconsistent with the stated purposes of the Society and the interest and welfare of its members, are inimical to the property rights of the Society, or violate the booth regulations or any other provision of this contract. In the event the Society determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Society may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Society.

16. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Society that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, the Society, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Society or the Official Contractor.

17. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Society and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Society with a copy of such license or grant no less than 30 days prior to the start of the show.

18. Liability for Damages or Loss of Property. Guard service is provided by the Society on a 24-hour basis from move in through move out. Notwithstanding the guard service provided by the Society for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Society, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived there from occurring in or about the exposition premises or entrances thereto or exits there from, including that caused by or resulting from the negligence of the Society. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

19. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s). Exhibit material cannot be received at the convention center prior to the show setup dates. Such freight will be directed to and stored at the Society's designated freight handling and storage firm at the exhibitor's expense. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Society or the Official Contractor.

20. Failure to Occupy Space. Any space not occupied at the convention center at 6 pm Thursday, January 11, 2018, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Society without refund, unless a request for delayed occupancy has received prior approval by the Society.

21. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

22. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by the Society. Such material shall be submitted to the Society for approval 60 days prior to the convention. Except as otherwise provided, the Society will not endorse, support, or be liable for the claims made to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

23. Device/Drug/Equipment Demonstrations. Device/drugs/equipment for demonstrations must not pose a safety hazard. All products exhibited must be presented and marketed in strict compliance with all federal, state, and local laws pertaining to the labeling and marketing of medical devices and drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption) including but not limited to PMA (premarket approval) and 510(k) devices must be identified to NANS as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to NANS upon application submission:

A. Exhibitor notifies and identifies the medical device to NANS

B. Certify to NANS that a 510(k) application has been filed

C. Exhibitor is required to display in plain view in their booth that they have applied for but not yet received FDA approval. Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such so as not to cause confusion or possible misrepresentation.

Failure to meet marketing and labeling standards will result in the removal of the device/drug in question from the exhibit hall or forfeiture of exhibit space.

24. Conference Program Book. One (1) copy of the conference program book will be available to each exhibiting company at the exhibitors' registration area.

25. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this convention. However, the Society reserves the right to modify the plan, if necessary, as determined solely by the Society.

26. Miscellaneous. The Society shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Society. These terms and conditions may be amended at any time by the Society upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Society from time to time. This contract shall be interpreted under the laws of the United States and of the state of Illinois.