Exhibitor & Sponsorship Prospectus
I am pleased to invite you to participate in the 46th CNS Annual Meeting to be held October 4-7 at the Sheraton Crown Center in Kansas City, MO.

The CNS Annual Meeting has long been the meeting of choice among pediatric neurologists. Steadily rising attendance and consistently high marks registered in post-meeting surveys amply testify to the continued vitality of the CNS and its annual meeting in serving as the primary vehicle in the United States, and throughout the world, dedicated to fostering the discipline of child neurology and attending to the welfare of children with neurological disorders.

With an average attendance of 1,000 attendees gathered in an exhibit hall hosting more than 60 Exhibitors, 150+ Scientific Posters, and a variety of food and beverage functions, exhibitors have found the CNS Annual Meeting to be the perfect size for establishing and renewing fruitful working relationships.

Opportunities are still available for corporate support of a few high profile functions at this year’s meeting. With the addition in April of a new Lifelong Learning (CME) website to our primary website and our “community” website for committees and Special Interest Groups, we hope to extend the many positive features of our annual meeting to members and non-members year-round. This affords you, our partners, additional opportunities, starting with the CNS Annual Meeting, to further enhance and extend your profile.

I hope that you can join us in Kansas City this fall for a full menu of social, educational, advocacy, mentoring and marketing activities and opportunities.

Sincerely,
Roger Larson, CAE
Executive Director, CNS
Exhibitor Information

Tuesday, October 3, 2017
Exhibitor Set-Up .....................................  8:00 AM  –  5:00 PM

Wednesday, October 4, 2017
Exhibitor Set-Up .....................................  8:00 AM  –  4:00 PM
EXHIBIT HOURS: Opening | Welcome Reception ............  6:00 PM  –  8:00 PM

Thursday, October 5, 2017
EXHIBIT HOURS .....................................  11:30 AM  –  6:00 PM
   Lunch & Poster Review ..................................  12:30 PM  –  2:00 PM
   Wine & Cheese Reception & Poster Review..........   4:30 PM  –  6:00 PM

Friday, October 6, 2017
EXHIBIT HOURS .....................................  7:00 AM  –  10:30 AM
   Continental Breakfast & Poster Review ..................  7:00 AM  –  8:15 AM
   Exhibit Tear Down ....................................  10:30 AM  –  5:00 PM

A labor crew will be available in accordance with advance orders and a service desk will be open during the time of installation. Exhibitors are urged to order in advance all services required.

YOUR EXHIBIT PACKAGE INCLUDES

• Booth space, pole & drape, ID sign
• All 10’ x 10’ booths will have an 8’ backwall with 33” dividers
• A 7” x 44” identification sign with company name and booth number will be provided at no charge if ordered more than two weeks in advance.

Exhibit Booth Information

Exhibit booths and more than 125+ scientific posters will be located in Ballroom A of the Sheraton Crown.

Back by popular demand:
• Wednesday evening Welcome Reception will be held in the Exhibit Hall from 6:00 PM – 8:00 PM;
• Friday morning poster review session and continental breakfast will be held in the Exhibit Hall from 7:00 AM – 8:15 AM.

Add in the traditional Thursday lunch and Thursday afternoon wine & cheese reception (Child Neuro News Forum), and your company or association will enjoy fantastic traffic flow throughout the meeting.

Each booth is eligible to receive up to 4 complimentary Exhibit Hall Access Only badges.
• Additional Exhibit Hall Access Only badges available for $595.00 each.

Full Conference badges are available for $795.00 each. Full Conference Badges include:
• Access to scientific sessions
• Eligibility for CME Category 1 credit(s)
• Access to food functions
• Program Book

To register representatives, go to registration@childneurologysociety.org (after August 18).
Space assignment will be made **August 15**.
All booth space locations will be assigned using the following priority point system.

**Orders PAID FOR by August 1 earn priority points**

<table>
<thead>
<tr>
<th>Priority Points</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15 Points</strong></td>
<td>Booth space application and payment received before <strong>August 1</strong> advanced deadline date</td>
</tr>
<tr>
<td><strong>10 Points</strong></td>
<td>Booth size (5 points for every 100 sq feet of exhibit space)</td>
</tr>
<tr>
<td><strong>5 Points</strong></td>
<td>Per years exhibiting (2011-2016, max 25 points)</td>
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**EXHIBITING**
- Sponsorship (15 points for every $5,000 up to $50,000)
- 15 points for every 1/2 hour product theater paid for before **August 1**

**SPONSORSHIP**
- 15 points for every $5,000 up to $50,000

**ADVERTISING**
- 10 points per $2,500 advertising in the CNS Annual Meeting Newsletter, “CNS Connections”
- 5 points for every blast email or mailing list rental paid for before **August 1**
- Hotel room drop or insert in Conference Registration Packet (paid before **August 1**)

CHILD NEUROLOGY SOCIETY
1000 West County Road E | Suite 290 | St. Paul, MN 55126
Phone: (651) 486-9447 | Fax: (651) 486-9436
Email: schussman@childneurologysociety.org
Shipping Instructions

All freight charges must be prepaid. The Sheraton Crown Center will not accept direct freight shipments of any kind prior to the meeting dates. To ensure that your exhibit material arrives on time, check with your carrier to allow ample time for delivery.

Freeman will provide pre-show services, which include receiving materials at Freeman’s warehouse up to 30 days prior to the show. Please see Freeman’s material handling form in their exhibitor kit for more details. Other services provided by Freeman include delivery to exhibitor’s booth, removal, storage, and return of empty crates and containers, and removal of packed shipments from booth and reloading of same on outgoing carrier.

Any exhibit material left in the hotel after the contracted move-out time has terminated will be removed by Freeman at the exhibitor’s expense.

Shipping Address and Customer Service Contact information will be included in Exhibitor Packet available August 18.

Furniture, Labor, Electricity, Internet Hook-up

Order forms, information and complete service kits will be sent to exhibitors by Freeman on or before August 18. On-line services are available beginning August 18. Exhibitors are urged to place their order in advance of the meeting.

Booth services, including furniture, carpeting, electrical hookup, telephone service, AV service, additional signage, booth cleaning and labor to install and dismantle exhibits may be ordered on forms included in the exhibitor service kit.

Cancellation Clause

It is agreed that cancellation of space 21 to 42 days prior to opening date of the meeting (August 23 – September 13) will result in forfeiture of, or payment equal to the $1500 deposit. Cancellations occurring less than 21 days prior to opening of meeting will require forfeiture of, or payment equal to full rental fee.

It is mutually agreed that in the event of cancellation of the 2017 CNS Meeting due to fire, strikes, government regulations, or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated and the Executive Committee of the Child Neurology Society shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible after consideration of expenditures and commitments already made.

Fire Protection

All exhibits must conform to the fire laws, health regulations, electrical codes and other ordinances observed by the Sheraton Crown Center.

The Sheraton Crown Center has sprinkler systems, smoke detectors and fire alarm system. All materials used in the exhibit area must be flame-proof and fire resistant. All materials are subject to the inspection of the governing Fire Marshall and their regulations shall prevail. Crepe paper, corrugated paper and inflammable fluid or substances are not permitted. Any exhibits or parts thereof found not to be fireproof may be ordered to be dismantled.

Exhibits which have enclosed ceilings are not permitted.
Exhibitor Rules and Regulations continued

General Conduct

The purpose of the Child Neurology Society’s exhibit program is to enhance the registrants’ practice in pediatric neurology by providing access to information on products and services related to their professional interest. The CNS reserves the right to refuse applications for exhibits which do not serve those interests, and to curtail exhibits or parts of exhibits which reflect against the character of the meeting. Eligibility for participation in future CNS Annual meetings may be denied or curtailed based on compliance with the following guidelines:

- Sales & order-placement permitted in designated exhibit areas only.
- Booths must be occupied by a badged representative during all show hours. Up to 4 representatives per 10 x 10 booth permitted.
- Exhibitors renting hospitality suites from the hotel and/or scheduling meetings with attendees during regularly scheduled CNS Meeting hours must receive prior authorization from CNS.
- Giveaway items must be cleared by September 1 with the CNS.
- Food and beverage items may not be disbursed without prior authorization of the CNS.

The following practices are prohibited:

- Noisy electrical/mechanical apparatus interfering with other booths.
- Canvassing or distributing material outside exhibitor’s own space.
- Distributing pharmaceutical samples and/or placebos.
- Subleasing booth space and/or promotional distribution of materials produced by parties other than contracting exhibitor.
- Contest, lotteries, raffles, games of chance.
- Entering another exhibitor’s booth without permission.
- Photographing other exhibitors’ booths without permission.
- Dismantling booths or packing display material prior to 10:30 AM, Friday, October 6.

Exhibitor Information

The appointed General Service Contactor is Freeman Decorating. Contact information will be located in the Exhibitor Service Kit.

The Service Kit will be available August 18.

Insurance, Liability, Security

Exhibitors wishing to insure their exhibit materials, goods and/or equipment against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

It is understood and binding that each party involved – the Child Neurology Society, the Sheraton Crown Center, Freeman, PSAV, I&D companies and the contracting exhibitor—agrees to be responsible for any claims, arising out of their own negligence or that of their employees and agents, and shall hold harmless each of the other parties for any and all damages caused by theft and those perils normally covered by fire and extended coverage insurance policies.

The Child Neurology Society has contracted with the Sheraton Crown Center to provide security service during all hours, from move-in to move-out, and will take reasonable precautions to safeguard exhibitor’s property.
Exhibitor Floorplan | Wednesday: Opening/Welcome Reception

Sheraton Crown Center
6:00 PM-8:00 PM
Exhibit Hall | Kansas City, Missouri
Application for Exhibit Space

BOOTH REQUEST DEADLINE: August 1, 2017

Company Name (as you wish it to appear in program)

Direct Correspondence to

Address

City

State/Province

Zip

Country

Telephone

Fax

Email

Description of Product/Service: (50 words or less) email as an attachment (.doc or .pdf) a description of company and/or product on display as you would like it to appear in the meeting handout.

Total # of booths requested

BOOTH PREFERENCE

Choice #1

#2

#3

(If more than one 10 x 10 space, contact Roger Larson regarding sponsorship opportunities)

I do NOT wish my booth next to

I DO wish my booth next to

We agree that if none of the booths selected are available, the CNS may make a tentative assignment which we may reject in favor of an alternate selection from booths still available on or after August 18, 2017.

EXHIBIT SPACE OPTIONS

- Commercial Booth(s)  
  - Booths @ $2,750 each  
  - US $

- 10' x 10' Corner Booth  
  - Booths @ $3,750 each  
  - US $

- 501(c)(3) Non-Profit Assn. (hospitals ineligible)  
  - Booths @ $500 each  
  - US $

EXHIBIT PAYMENT (payment must accompany application form)

- Checks payable to Child Neurology Society (US $ only)
  - Check No.

- VISA

- MasterCard

Card No.

Exp.

Name as it appears on card

Authorized Signature

Fax/Send form to: Sue Hussman, CMP, CMM  |  CNS, 1000 West County Road E, Suite 290, St. Paul, MN  55126  |  Fax: ( 651) 486-9436

1. Exhibit Hall Access Only badges available for $595 each (first four complimentary). Full Conference badges available for $795 each.
2. To register representatives and order badges, go to registration@childneurologysociety.org (after August 18)

CNS Tax ID: 23-7359775
Sponsorship Opportunities

FOR INFORMATION CONTACT
Roger Larson, CAE | rblarson@childneurologysociety.org

SPONSORSHIP LEVELS

• Leader ($100,000+)
• Partner ($50,000-99,999)
• Supporter ($20,000-$49,999)

ALL SPONSORS RECEIVE...
Logo recognition throughout the meeting space, on CNS website, CNS Meeting App, and Annual Meeting and post-Annual Meeting editions of CNS Connections (including photos linked to specific awards).
Priority consideration for exhibits, future sponsorship opportunities.

New This Year!

NEXT-GEN NEUROLOGISTS PROGRAM ($40,000)
Scholarships for Junior Member residents and medical students presenting work as primary authors, including registration fee waivers, support for scientific poster processing, and mentor-match program.

CONNECTIONS CORRIDOR ($40,000) SOLD
The primary walkway connecting general sessions with poster/exhibit hall will be the annual meeting’s hottest networking nexus. Seating for 30 in a mix of alternating tables and lounge chairs line one side of walkway with full-length windows on the other side—perfect for branded window clings (sponsor responsible for window cling graphic production and costs).

CONNECTIONS COURTYARD ($40,000) SOLD
The terrace overlooking Sheraton Hotel lobby (highly visible from general sessions foyer and walkway to Poster/Exhibit Hall) will host 6-8 networking clusters (lounge chairs and tables) with a variety of “Ask the Expert” and “Mentor Match-up” sessions scheduled Wednesday and Thursday (no Friday/Saturday session).
Entrance unit will feature sponsor logo and acknowledgment.

PELLOCK EPILEPSY PARTNERS ($40,000)
This year’s 2nd Annual John M. “Jack” Pellock Residents Seminar on Epilepsy will enroll 50-60 PGY-5 child neurology residents for the Tuesday/Wednesday seminar. Sponsorship will facilitate post-Pellock Seminar participation in CNS Annual Meeting and will include a copy of Pellock’s Pediatric Epilepsy: Diagnosis and Therapy.
Sponsorship Opportunities continued

CHILD NEURO NEWS FORUM ($50,000) Renewal Pending
- Poster Review with authors present.
  - Thursday, October 5, 4:30 – 6:00 PM
    (Wine & Cheese served)
  - Friday, October 6, 7:00 – 8:15 AM
    (Breakfast served)

CHARGING STATION ($40,000 each) SOLD
Up to three branded charging stations will be available, located in foyer area outside of general session ballroom, Wednesday – Saturday.

CHILD NEURO NEWS WRAP ($35,000) SOLD
Podcasts summarizing highlights from Scientific Program.

HOTEL KEY CARDS ($30,000) SOLD
Key Cards for all attendees staying at meeting hotel. (Sponsor responsible for coordinating graphic production, product delivery and related costs with hotel.)

MEETING TOTE BAGS ($30,000) SOLD
Tote bag distributed on-site to attendees; CNS Meeting graphic on front, Sponsor graphic/logo on back. (Sponsor responsible for coordinating graphic production, product delivery and related costs.)

MEETING APP ($30,000) SOLD
(for tablets, smartphones, laptops)
Opening splash page and fixed graphic tile on menu w/ logo and link. App is “Live”/downloadable two weeks prior to meeting, six months following meeting.

WALL-TO-WALL WIFI ($30,000) SOLD
Wi-Fi access for attendees; log-in splash page featuring company logo & sponsorship acknowledgement.

WELCOME RECEPTION ($25,000) SOLD
Wednesday Welcome Reception signage & ad space in meeting newsletter issue for welcome message.

UNRESTRICTED EDUCATIONAL GRANTS ($15,000 – $50,000)
Grant support for any of six breakfast seminars or Symposia 2-5.
Publicity Opportunities: On-Site

PRODUCT THEATER UNITS ($9,000 per 1/2 hr unit)
ON A FIRST COME/FIRST SERVE BASIS
Theaters seat maximum 75 people. F&B, A/V, hotel room setup contracted directly by client; CNS will provide contact information

Thursday, October 5, 2017
○ Product Theater #1 4:30 PM – 5:00 PM
○ Product Theater #2 5:30 PM – 6:00 PM

Friday, October 6, 2017
○ Product Theater #3* 8:30 AM – 9:00 AM
○ Product Theater #4* 8:30 AM – 9:00 AM
○ Product Theater #5* 9:30 AM – 10:00 AM
○ Product Theater #6* 9:30 AM – 10:00 AM
○ Product Theater #7* 12:30 PM – 1:00 PM
○ Product Theater #8* 12:30 PM – 1:00 PM

*Note: 8:30, 9:30, 12:30 theaters can be combined to present as a single 1-hour theater at a total cost of $25,000.

PRODUCT THEATER PAYMENT (payment must accompany application form)
- Checks payable to Child Neurology Society (US $ only)
- VISA ☐ MasterCard ☐

PRODUCT THEATER DEADLINE: August 25

Company Name
Direct Correspondence to
Address
City State/Province Zip Country
Telephone Fax Email

Fax/email form to: Sue Hussman, CMP, CMM | CNS | Fax: (651) 486-9436 | schussman@childneurologysociety.org

CNS Tax ID: 23-7359775
Publicity Opportunities: On-Site

CNS ANNUAL MEETING
REGISTRATION PACKET INSERTION
REQUEST/PAYMENT DEADLINE: August 22 (Aug. 1 to earn priority points)
PUBLICITY MATERIAL RECEIPT DEADLINE: September 1

Single Sheet
- Exhibitors/Sponsors: $1,800
- Non-Exhibitors/Sponsors: $4,000

Flat Sheet (Maximum 8 pages)
- Exhibitors/Sponsors: $3,600
- Non-Exhibitors/Sponsors: $8,000

NOTE: PL tablets of any size will be charged additional $5,000

HOTEL ROOM DROP (ADDITIONAL HOTEL CHARGES APPLY)
REQUEST DEADLINE: August 22
PAYMENT & SAMPLE RECEIVED FOR APPROVAL: September 1
- Hotel Room Drop: $1,800

“CNS CONNECTIONS” NEWSLETTER DISPLAY ADS
REQUEST & PAYMENT DEADLINE: AUGUST 22

For Rates & Options
Contact Roger Larson, CAE at rblarson@childneurologysociety.org

NOTE: The special annual meeting edition of CNS Connections is mailed to all members before the meeting and is inserted in all attendees’ registration packets at the meeting.

PAYMENT INFORMATION (payment must accompany form)

Amount Due: US $
- VISA
- MasterCard

Card No.
Exp.
Name as it appears on card
Authorized Signature

Fax/email form to: Sue Hussman, CMP, CMM | CNS | Fax: (651) 486-9436 | schussman@childneurologysociety.org

CNS Tax ID: 23-7359775
GUIDELINES FOR PURCHASING EMAIL ACCESS TO CNS MEMBERSHIP

Return of signed form and copy of text to be emailed required in advance of transmission.

The Child Neurology Society National Office will email messages (text only) to its full membership, or to select segments of its membership on a one-time basis for $2,000. Text to be emailed must be submitted to the CNS National Office for approval a minimum of one week in advance of the requested transmission date. No emails sent after September 28.

NOTE: Text only. No graphics can be included in and no file attachments can be sent with email.

Please include a hot-link/URL to be embedded in the email message directing recipients to a site where the attachment may be downloaded. A maximum of two hot links (one email address, one URL) will be permitted.

Email addresses of CNS Members may not be collected for any purpose. CNS members will be promptly notified of any party violating this agreement and legal action will be taken on their behalf.

A customized variation of the following disclaimer will appear with the email:

PLEASE NOTE: This email was sent to CNS members with the approval and cooperation of the Child Neurology Society. Official notice is hereby given that neither the email message itself, nor the (survey/clinical trial/publication) for which it solicits your (participation/subscription/purchase) were prepared or financially supported by the Child Neurology Society, nor is any implication of the same intended by the (physicians/parties) listed above. A fee was paid to the Child Neurology Society for providing this email service.

I am interested in purchasing a one-time blast email transmission of my message to all members of the Child Neurology Society or to pre-selected segments of the CNS membership. I agree to abide by the above guidelines and to submit payment by check or credit card (VISA or MasterCard only) within 30 days of successful transmission of the pre-approved message.

Please fill out, sign and fax (651-486-9436), scan and email as pdf, or mail to: Kathy Pavel (CNS, 1000 West County Rd E, Suite 290, St. Paul, MN 55126)  
QUESTIONS: Contact Kathy Pavel | kmpavel@childneurologysociety.org | (651) 486-9447  
CNS Tax ID: 23-7359775
GUIDELINES FOR RENTING CNS MEMBER LIST

- Return of signed form and copy of material to be mailed required in advance of list transmission.

The Child Neurology Society data base/mail list* may be rented for one-time use only for printing of mailing labels to be used in the distribution of printed material approved by the Child Neurology Society. This data base may not be copied and/or saved on any medium, reprinted, or distributed to a second party for any purpose other than one-time distribution of approved material within 30 days of receipt. Names on this list and corresponding contact information may not be added to any database and/or used a second time without the express written consent of individual CNS members. CNS members will be promptly notified of any mailing and/or party violating this agreement and future access and/or log-in privileges providing access to member-only sections of the CNS website will be rescinded.

PAYMENT INFORMATION (payment must accompany form)

Amount Enclosed/Approved US $ $2,000

- Check #
- VISA  MasterCard  Exp.

Card No.

Name as it appears on card

Authorized Signature

List will be used for the following purpose(s)

Sample of material to be sent must be received prior to approval.

Please fill out, sign, and fax (651-486-9436), scan and email as pdf, or mail to: Kathy Pavel (CNS, 1000 West County Rd E, Suite 290, St. Paul, MN 55126)  

QUESTIONS: Contact Kathy Pavel | kmpavel@childneurologysociety.org | (651) 486-9447

CNS Tax ID: 23-7359775
Wednesday, October 4

Symposium I: Neurobiology of Disease in Children: Leukodystrophies ................................................................. 7:00 AM – 5:00 PM
Legacy Reception ................................................................................................................................. 8:00 PM – 10:00 PM

Thursday, October 5

Breakfast Seminar 1: Update on Paroxysmal Movement Disorders ................................................................. 7:00 AM – 8:15 AM
Breakfast Seminar 2: Sex, Brain Development, and the Child Neurologist ............................................................. 7:00 AM – 8:15 AM
Breakfast Seminar 3: How to Get Started in Child Neurology Research at Any Point in Your Career ......................... 7:00 AM – 8:15 AM
Symposium II: Presidential Symposium: Practice Issues in Child Neurology ................................................................. 9:15 AM – 12:00 PM
Lunch ........................................................................................................................................ 12:30 PM – 2:00 PM
Arnold P. Gold Foundation Humanism in Medicine Luncheon ..................................................................................... 12:30 PM – 2:00 PM
Symposium III: Global Health: Disparities in Neurological Care Around the World ......................................................... 2:15 PM – 4:30 PM
Poster Review ......................................................................................................................................... 4:30 PM – 6:00 PM

Friday, October 6

Breakfast & Poster Review ................................................................................................................................. 7:00 AM – 8:15 AM
Platform Session 1 & 2 ........................................................................................................................................ 8:30 AM – 10:15 AM
Dodge Young Investigator Award & Bernard Sachs Award Presentations and Lectures ..................................................... 10:30 AM – 11:00 AM
Symposium IV: Conversion Disorders and Psychogenic Non-Epileptic Seizures ................................................................. 2:30 PM – 4:45 PM

Saturday, October 7

Breakfast Seminar 4: Newborn Screening Consideration for Spinal Muscular Atrophy ..................................................... 7:30 AM – 8:45 AM
Breakfast Seminar 5: Comprehensive Evaluation of Mitochondrial Myopathies ................................................................. 7:30 AM – 8:45 AM
Breakfast Seminar 6: Diagnosing Dravet Syndrome – What’s the Rush? ........................................................................ 7:30 AM – 8:45 AM
Hower Award Lecture ........................................................................................................................................ 9:00 AM – 10:00 AM
Symposium V: Pediatric Neuro-oncology – What’s the New Routine in 2017? ..................................................................... 10:00 AM – 12:15 PM
Symposium VI: Child Neurology Foundation Symposium – SUDEP Awareness ................................................................. 1:00 PM – 4:30 PM
Biomedical Writing Workshop ............................................................................................................................... 1:00 PM – 4:30 PM
We look forward to seeing you...

...at the Sheraton Crown Center this October and to partnering with you at future CNS Annual Meetings.

47th CNS Annual Meeting
October 15-18, 2018
Chicago, IL

48th CNS Annual Meeting
October 23-26, 2019
Charlotte, NC