Dear Corporate Partner,

On behalf of the Congress of Neurological Surgeons, I would like to extend an invitation for you to exhibit at the 2020 CNS Annual Meeting, taking place September 12-16, 2020 at the Miami Beach Convention Center in Miami, Florida.

In what is already a successful meeting, we are looking to improve our connection with you. The CNS exists to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange, and the 2020 Annual Meeting is expected to attract approximately 2,800 surgeons and allied medical professionals seeking information on the latest advancements in neurosurgery.

As an Annual Meeting exhibitor, you will receive valuable opportunities to network with key decision makers from institutions and practices across the US and around the world looking for information on your products and services. As numerous residents also attend this meeting, you have the chance to build relationships with those who will decide trends and technological advances in the future.

While you renew relationships with existing contacts and meet new ones, we will present you with many occasions to interact and connect with Annual Meeting attendees, from multiple daily Beverage Breaks to the Opening Reception. To further enhance your ability to get in front of attendees, the CNS offers a wide array of corporate support opportunities that increase brand awareness and position your company as a supporter of neurosurgical education.

Exhibit at the 2020 CNS Annual Meeting and take advantage of this well-respected and highly attended meeting to meet and educate thousands of neurosurgeons and allied health professionals about your most significant products and services. Reserve your booth space today- and do not forget to take advantage of our corporate support opportunities, which allow you to extend your presence outside the Exhibit Hall. Please join us and help continue the success of this meeting. I look forward to seeing you in Miami!

Sincerely,

Daniel Hoh, MD
Development Committee Chair
Congress of Neurological Surgeons
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</tbody>
</table>
### Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thursday, April 30</strong></td>
<td>• Early Bird application deadline and last day to cancel for a 50% refund</td>
</tr>
<tr>
<td></td>
<td>• For companies who exhibited with the CNS in 2019, the early bird rate will be honored as long as payment is made by September 7.</td>
</tr>
<tr>
<td><strong>Monday, May 11</strong></td>
<td>• Registration and housing opens</td>
</tr>
<tr>
<td><strong>Monday, June 22</strong></td>
<td>• Exhibitor Service Kit available</td>
</tr>
<tr>
<td><strong>Tuesday, June 30</strong></td>
<td>• Payments due in full</td>
</tr>
<tr>
<td></td>
<td>• Last day to cancel for a 25% refund</td>
</tr>
<tr>
<td><strong>Wednesday, August 12</strong></td>
<td>• Registration &amp; Housing Advance Deadline</td>
</tr>
<tr>
<td><strong>Friday, September 11</strong></td>
<td>• Exhibit installation for 1,600+ square-foot booths</td>
</tr>
<tr>
<td><strong>Saturday, September 12</strong></td>
<td>• Exhibit installation for all booths</td>
</tr>
<tr>
<td><strong>Wednesday, September 16</strong></td>
<td>• Exhibit dismantle (Once Exhibit Hall hours conclude)</td>
</tr>
</tbody>
</table>
CNS Mission
The CNS exists to enhance health and improve lives through the advancement of neurosurgical education and scientific exchange.

CNS Vision
We aspire to be the essential partner organization for neurosurgeons, trainees, and industry innovators in neurosurgical disease.

Our Work
Our mission drives us to cultivate great neurosurgeons. We advance the practice of neurosurgery globally by inspiring and facilitating scientific discovery and its translation to clinical practice through six basic activities:

Live Courses
Specialized courses designed to enhance knowledge through interaction with leaders in the field. (Hands-on and/or didactic.)

Webinars and Online Courses
Online educational courses for CME provided throughout the year. (Available live and archived.)

Publications

Guidelines
In-house infrastructure that leads, promotes, and supports the creation and methodological processes to produce evidence-based guidelines.

Advocacy
Advocate for our members and keep them informed about legislative affairs affecting their practices.

Annual Meeting
Opportunity for all members to gather, further their education, earn CME, and network with peers and industry alike.
Stats below are from December of 2019.

CNS Membership by Member Type

- Active: 39.22%
- Affiliate: 1.27%
- Associate: 0.55%
- Honorary: 0.07%
- Inactive: 5.71%
- International: 10.40%
- International Vista Resident: 1.71%
- Medical Student: 5.05%
- Resident: 20.43%
- Senior: 13.56%
- Transitional: 2.02%
Membership Distribution

Map showing distribution of the CNS Membership in the United States.

We also have many international members with members in the following countries:

- Canada
- India
- Japan
- Brazil
- Mexico
- Germany
- Australia
- United Kingdom
- Italy
- Turkey
- Argentina
- South Korea
- Colombia
- Spain
- Taiwan (ROC)
- Peoples Republic of China
- Switzerland
- Netherlands
- Nigeria
- Egypt
- Belgium
- Greece
- Saudi Arabia
- Philippines
- Chile
- Romania
- Pakistan
- Israel
- Indonesia
- South Africa
- Iraq
- Iran
- France
- Portugal
- Norway
- United Arab Emirates
- Jamaica
- Singapore
- Russia
- Peru
- New Zealand
- Czech Republic
- Poland
- Panama
- Morocco
- Hong Kong
- Finland
- Venezuela
- Qatar
- Lebanon
- El Salvador
- Zimbabwe
- Thailand
- Serbia
- Puerto Rico
- Malaysia
- Macedonia
- England
- Ecuador
- Dominican Republic
- Denmark
- Bulgaria
- Ukraine
- Trinidad Tobago
- Sri Lanka
- Nepal
- Jordan
- Austria
- Vietnam
- Uruguay
- Sweden
- Sudan
- Slovak Republic
- Oman
- Kenya
- Hungary
- Guatemala
- Bosnia-Herzegovina
- Yugoslavia
- Yemen
- West Bank and Gaza
- Suriname
- Scotland
- Libya
- Ireland
- Honduras
- Guyana
- Grenada
- Ghana
- Georgia
- Cyprus
- Cuba
- Croatia
- Costa Rica
- Congo
- Cayman Islands
- Bolivia
- Barbados
- Bangladesh
- Bahamas
- Aruba
- Armenia
- Afghanistan
Meet the 2020 CNS Executive Committee

Our officers and executive committee are dedicated to helping the CNS achieve our mission and vision.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Steven Kalkanis</td>
</tr>
<tr>
<td>President Elect</td>
<td>Brian Hoh</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Nicholas Bambakidis</td>
</tr>
<tr>
<td>Secretary</td>
<td>Elad Levy</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Praveen Mummaneni</td>
</tr>
<tr>
<td>Past President</td>
<td>Ganesh Rao</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Lissa Baird</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Maya Babu</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Garni Barkhoudarian</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Lola Chambless</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Ashok Asthagiri</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Mohamed Bydon</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Alex Khalessi</td>
</tr>
<tr>
<td>Member-at-Large</td>
<td>Brian Nahed</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Akash Patel</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Nader Pouratian</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Clemens Schirmer</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Martina Stippler</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Ellen Air</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Jennifer Sweet</td>
</tr>
<tr>
<td>Ex-Officio</td>
<td>Daniel Hoh</td>
</tr>
<tr>
<td>CEO</td>
<td>Regina Shupak</td>
</tr>
</tbody>
</table>
2020 Annual Meeting Overview

Meeting Theme: Vision for the Future

In addition to focusing on the amazing accomplishments to date that have advanced neurosurgical care, we will keep an eye on the future! The 2020 Annual Meeting "Vision for the Future" will look ahead at the care in each specialty involving surgical advances and new technology, essentially imagining where neurosurgery will be 25 years from now.

With highlights including cutting-edge studies and special speakers who are experts at evaluating scientific content, it is our goal to inspire and inform the attendees.

2020 Annual Meeting Committee

This committee develops the Annual Meeting and oversees various components of the scientific and social programs at the Annual Meeting.

Honored Guests

Exhibit Hall

- 90.2% of attendees visited the Exhibit Hall
- 68.6% of attendees have buying power

Medical Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,858</td>
<td>2,303</td>
<td>2,543</td>
<td>2,767</td>
<td>2,396</td>
</tr>
<tr>
<td></td>
<td>(San Francisco)</td>
<td>(Houston)</td>
<td>(Boston)</td>
<td>(San Diego)</td>
<td>(New Orleans)</td>
</tr>
</tbody>
</table>
2019 Attendee Breakdown

Number of Attendees by Type

- Neurosurgeons (Domestic, International, Transitional & Vista): 1,116
- Residents & Fellows: 388
- Neuro & MD's: 249
- Medical Students: 190
- Other Medical (ANSPA, CSNS, Tumor Section): 128
- Nurses, NP's, PA's & Allied Health: 85
- Retired Senior Members: 42
- Non-Physician: 36
- Armed Forces & Active Duty Military: 35
- Neurosurgeon Faculty: 34
- Retired Senior Members: 42
- Non-Physician: 36
- Armed Forces & Active Duty Military: 35
- Neurosurgeon Faculty: 34

Percentage of Attendees by Identified Specialty

- Spine & Peripheral Nerve: 24%
- Tumor: 16%
- Cerebrovascular: 12%
- Trauma: 11%
- Stereotactic & Functional: 10%
- Skull Base: 9%
- Endovascular: 7%
- Pediatric: 4%
- Pain: 4%
- Other Specialty: 3%
Percentage of Attendees by Practice Type/Work Settings

- **Academic (full time)**: 39.50%
- **Hospital / Health System**: 29.6%
- **Group Practice**: 17.40%
- **Solo Practice**: 6.10%
- **Research**: 2.70%
- **Military/Government**: 1.20%
- **Other**: 3.50%

![Image of attendees at a CNS meeting](image-url)
### Program at a Glance (Tentative)

- Program is subject to change. The Preliminary Program will be available in early May.
- Please check cns.org/2020 at that time for a more detailed scientific agenda
- Exhibitor specific information is **red**
- Unopposed Exhibit Hours are **blue**

<table>
<thead>
<tr>
<th>Saturday September 12</th>
<th>7:00 am – 5:30 pm: Registration Open</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>8:00 am – 4:30 pm: Exhibit Hall Move In</strong></td>
</tr>
<tr>
<td></td>
<td>8:00 am – 4:15 pm: Half Day and Full Day Symposia</td>
</tr>
<tr>
<td></td>
<td>5:00 pm – 6:30 pm: International Reception (not open to exhibitors)</td>
</tr>
<tr>
<td>Sunday September 13</td>
<td>7:00 am – 7:00 pm: Registration Open</td>
</tr>
<tr>
<td></td>
<td><strong>8:00 am – 4:30 pm: Exhibit Hall Move In</strong></td>
</tr>
<tr>
<td></td>
<td>8:00 am – 4:15 pm: Half Day and Full Day Symposia</td>
</tr>
<tr>
<td></td>
<td>1:00 pm – 3:00 pm: Resident SANS Challenge Preliminary Rounds</td>
</tr>
<tr>
<td></td>
<td>4:30 pm – 6:30 pm: General Scientific Session I</td>
</tr>
<tr>
<td></td>
<td>7:00 pm – 9:00 pm: CNS Opening Reception</td>
</tr>
<tr>
<td>Monday September 14</td>
<td>6:30 am – 6:30 pm: Registration Open</td>
</tr>
<tr>
<td></td>
<td>7:00 am – 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions</td>
</tr>
<tr>
<td></td>
<td>8:40 am – 12:10 pm: General Scientific Session II</td>
</tr>
<tr>
<td></td>
<td><strong>9:30 am – 4:00 pm: Exhibit Hall open</strong></td>
</tr>
<tr>
<td></td>
<td><strong>9:40 am – 10:40 am: Beverage Break in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td><strong>10:00 am - 10:30 am: Live Surgery in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td>12:15 pm – 1:45 pm: Lunch Seminars and <strong>Sponsored Lunch Symposia (non-CME)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>1:45 pm – 2:45 pm: Beverage Break in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td>2:45 pm – 4:15 pm: Section Sessions and Oral Presentations</td>
</tr>
<tr>
<td></td>
<td>4:15 pm – 5:45 pm: Operative Techniques and Case-based Sessions</td>
</tr>
<tr>
<td></td>
<td>5:45 pm – 7:15 pm: International Sessions</td>
</tr>
<tr>
<td></td>
<td>7:30 pm – 9:30 pm: Dinner Seminar(s)</td>
</tr>
<tr>
<td>Tuesday September 15</td>
<td>6:30 am – 6:30 pm: Registration Open</td>
</tr>
<tr>
<td></td>
<td>7:00 am – 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions</td>
</tr>
<tr>
<td></td>
<td>8:40 am – 12:10 pm: General Scientific Session III</td>
</tr>
<tr>
<td></td>
<td><strong>9:30 am – 3:00 pm: Exhibit Hall open</strong></td>
</tr>
<tr>
<td></td>
<td><strong>9:40 am – 10:40 am: Beverage Break in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td><strong>10:00 am - 10:30 am: Live Surgery in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td>12:15 pm – 1:45 pm: Lunch Seminars and <strong>Sponsored Lunch Symposia (non-CME)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>1:45 pm – 2:45 pm: Beverage Break in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td>2:45 pm – 4:15 pm: Section Sessions and Oral Presentations</td>
</tr>
<tr>
<td></td>
<td>4:15 pm – 5:45 pm: Operative Techniques and Case-based Sessions</td>
</tr>
<tr>
<td></td>
<td>5:45 pm – 7:15 pm: Poster Presentation Session</td>
</tr>
<tr>
<td></td>
<td>7:30 pm – 9:30 pm: Dinner Seminar(s)</td>
</tr>
<tr>
<td>Wednesday September 16</td>
<td>6:30 am – 3:15 pm: Registration Open</td>
</tr>
<tr>
<td></td>
<td>7:00 am – 8:30 am: Guidelines, Sunrise, and Late-Breaking Abstracts Sessions</td>
</tr>
<tr>
<td></td>
<td>8:40 am – 12:10 pm: General Scientific Session IV</td>
</tr>
<tr>
<td></td>
<td><strong>9:30 am – 2:00 pm: Exhibit Hall open</strong></td>
</tr>
<tr>
<td></td>
<td><strong>9:40 am – 10:40 am: Beverage Break in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td><strong>10:00 am - 10:30 am: Live Surgery in the Exhibit Hall</strong></td>
</tr>
<tr>
<td></td>
<td>12:15 pm – 1:45 pm: Lunch Seminars</td>
</tr>
<tr>
<td></td>
<td><strong>2:00 pm – 8:00 pm: Exhibit Hall Dismantling</strong></td>
</tr>
</tbody>
</table>
Exhibitor Information

Plan now to participate in the CNS Annual Meeting.
You do not want to miss out on the premier neurosurgical meeting of the year!

**MEETING DATES**
September 12-16, 2020

**EXHIBIT DATES**
September 14-16, 2020

**LOCATION**
Miami Beach Convention Center
1901 Convention Center Drive
Miami Beach, FL 33139

**INSTALLATION**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIMES</th>
<th>WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, September 11</td>
<td>8:00 am – 4:30 pm</td>
<td>1600 square feet and larger</td>
</tr>
<tr>
<td>Saturday, September 12</td>
<td>8:00 am – 4:30 pm</td>
<td>All booth sizes</td>
</tr>
<tr>
<td>Sunday, September 13</td>
<td>8:00 am – 4:30 pm</td>
<td>All booth sizes</td>
</tr>
</tbody>
</table>

*Please note that Freeman will leave at 4:30 pm each day. Exhibiting companies may stay and work on booth set up for as long as necessary, however once you leave the hall, you will not be allowed to re-enter.

**DISMANTLING**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIMES</th>
<th>WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, September 16</td>
<td>2:00 pm – 8:00 pm</td>
<td>All booth sizes</td>
</tr>
<tr>
<td>Thursday, September 17</td>
<td>8:00 am – 12:00 pm</td>
<td>All booth sizes</td>
</tr>
</tbody>
</table>

**EXHIBIT MANAGER CONTACT**

Dan Corcoran
E-mail: dan@corcexpo.com
Phone: 312-265-9635
Checks payable to: Congress of Neurological Surgeons
PO Box 485
LaGrange, IL 60525-0485

**EXHIBIT HALL HOURS**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, September 14</td>
<td>9:30 am – 4:00 pm</td>
</tr>
<tr>
<td>Tuesday, September 15</td>
<td>9:30 am – 3:00 pm</td>
</tr>
<tr>
<td>Wednesday, September 16</td>
<td>9:30 am – 2:00 pm</td>
</tr>
</tbody>
</table>

*Exhibit Hall hours are subject to change, based on final approval of the Scientific Program. Please be sure to check back in May once the preliminary scientific program is complete. The CNS Staff will make every effort to inform you of any changes to hours.

**ANNUAL MEETING OFFICE**

Congress of Neurological Surgeons
10 N. Martingale Road, Suite 190
Schaumburg, IL 60173-2294
Tel: 847-240-2500
Fax: 847-240-0804
E-mail: exhibits@cns.org
Exhibitor Specifics

Eligibility to Exhibit

The exhibit is designed for the display, demonstration, and sale of products and services relating to the practice and advancement of the art and science of neurological surgery and the professional education and support of the members of the CNS. The CNS reserves the right to refuse space to any company who has failed to meet prior financial commitments to the CNS, or whose products or services, in the opinion of the CNS, do not meet the educational, scientific, or practice needs of the CNS members. The CNS reserves the right to limit the number of exhibitors in a given product or service category.

Non-Contracted Exhibit Space

Any person, firm, or organization not having contracted with the CNS for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, services, or solicit orders, or reserve meeting spaces within the convention center or within the CNS block.

Exhibit Fees

Early Bird Rates!

Applications submitted with a deposit on or before April 30 will save $100 per 10' x 10' exhibit space.

<table>
<thead>
<tr>
<th>Rental of Exhibit Space</th>
<th>On or before April 30*</th>
<th>After April 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booths</td>
<td>$33.00 per square foot</td>
<td>$34.00 per square foot</td>
</tr>
<tr>
<td>Corner Booths</td>
<td>$35.00 per square foot</td>
<td>$36.00 per square foot</td>
</tr>
<tr>
<td>Island Booths (20' x 20' and larger)</td>
<td>$37.00 per square foot</td>
<td>$38.00 per square foot</td>
</tr>
</tbody>
</table>

Applications received on or before June 30, 2020, must include a deposit of 50% of the total amount due. Applications submitted without a deposit will not be processed nor space assigned. Applications received after June 30, 2020, must be accompanied by a full payment. Payments over $20,000 must be submitted by check only.

*Note: In order to receive the early bird exhibit booth rate, a 50% deposit must be made on or before April 30. Applications received without deposit will be charged the post-deadline booth rate.
* For companies who exhibited with the CNS in 2019, the early bird rate will be honored as long as payment is made by September 7.

Exhibit Package

- **Five complimentary** registrations per 100 square feet of rented exhibit space
- Badges with full access to the meeting
- **Two complimentary** tickets to the Opening Reception per 10' x 10' space* (Maximum of 24 tickets)
- Listing in the online floor plan
- Listing in the Mobile App
- Complimentary pre-meeting attendee registration list
- Opportunity to purchase post-meeting attendee registration list
- Opportunity to purchase discounted housing within the CNS Housing Block

*Exhibitors must stay in the CNS Housing Block in order to be eligible to receive complimentary tickets.

Exhibitor Services Manual

Approximately 90 days prior to the CNS Annual Meeting, the Exhibitor Service Manual will be available online. This document will contain information pertaining to exhibiting at the Annual Meeting and order forms for all exhibitor services. An online password will be
Registration

Only confirmed exhibitors may register for the meeting. Badges will be distributed to booth personnel at Exhibitor Registration. Exhibiting companies may register up to five (5) employees complimentary for each 10’ x 10’ booth space purchased; your on-site representative is included in this count. All registrations over the complimentary allotment made by Wednesday August 12, 2020, are $150 each. Additional badges over the complimentary allotment made after Wednesday August 12, 2020, are $200 each. No exceptions will be made. Representatives without a badge or with badges not prepared by the CNS will not be admitted into the Exhibit Hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted. On-site badge changes, or replacements for lost or stolen badges may be purchased for $50 each on site.

- Advance Registration Deadline: Wednesday, August 12, 2020

Housing

A special exhibitor housing block has been reserved in various hotels around Miami. As an Annual Meeting exhibitor you are eligible for discounted housing when booking through our block. Housing will open on Monday, May 11, 2020.

Exhibit Location

All technical exhibits will be located at the Miami Beach Convention Center.

Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain thirty minutes after the daily closing of the Exhibit Hall, with the exception of Wednesday, September 16, 2020, when dismantling begins. All booth personnel meetings must be conducted within these hours and within the confines of your booth. Admittance other than at the above specified times are not permitted.

Scientific Session Access

Exhibitors may attend the daily Scientific Sessions free of charge once all attending doctors are seated. Exhibitors may also purchase tickets for Practical Courses or Luncheon Symposia via the Annual Meeting Registration website, once their badges have been purchased.

Neurosurgical Attendance

CNS members and other neurosurgeons or allied medical professionals who are not considered full-time employees of the exhibiting company may not register as an exhibitor. Neurosurgeon employees may register as representatives of exhibiting companies, but will not receive CME credit or an attendance certificate.

Opening Reception Tickets

The Opening Reception is Sunday, September 13 from 7:00-9:00 pm, at the Loews Miami Beach Hotel. Exhibitors who book housing through the official Annual Meeting housing block will receive two (2) complimentary tickets per 10’ x 10’ booth contracted, with a maximum of 24 complimentary tickets. Additional tickets may be purchased on-site for $100 each.
Contact Us

For Annual Meeting Information, Sponsorship Requests, and Other CNS Activities

Alex Waszok  
Industry Relations & Sales Representative  
Congress of Neurological Surgeons  
Phone: 847-805-4454  
Email: awaszok@cns.org

Colleen Dunphy  
Industry Relations & Sales Representative  
Congress of Neurological Surgeons  
Phone: 847-805-4482  
Email: cdunphy@cns.org

Sydney Manola  
Associate Director, Corporate Development  
Congress of Neurological Surgeons  
Phone: 847-805-4480  
Email: smanola@cns.org

For Trade Show and Exhibit Sales Information

Dan Corcoran  
Exhibit Manager  
Corcoran Expositions  
Phone: 312-265-9635  
Email: dan@corcexpo.com

Jennifer Bitner  
Sales Associate  
Corcoran Expositions  
Phone: 312-265-9654  
Email: jennifer@corcexpo.com
Rules and Regulations

The rules and regulations were created for the best interest of the exhibitors, attendees, and the Annual Meeting office. It is important that each exhibitor abide by these regulations. Failure to comply with any rule set forth may result in the denial of future participation.

Interpretation of Rules

The following rules and regulations are part of the contract between the exhibitor and the Congress of Neurological Surgeons (the Association). The Association shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. All matters not covered in these rules and regulations shall be referred to the Association for adjudication and the decision of the Association shall be final. These rules and regulations may be amended at any time by the Association and all the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 2020 CNS Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

Purpose of Exhibit

The purpose of the exhibits, an integral part of the Annual Meeting educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by neurosurgeons. The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting. The Association reserves the right to determine the eligibility of all exhibit space applicants.

Product Sales/ Solicitation of Orders

The sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with CNS guidelines, and the exhibitor complies with all state and local tax regulations. No signage or advertising of product pricing will be allowed. The Association reserves the right to restrict sales activities that it deems inappropriate or unprofessional. No sales or solicitation will be permitted in any CNS Annual Meeting space other than the exhibit hall and your assigned booth.

Market Research

Market research can only be conducted by firms hired by a 2020 Annual Meeting exhibitor. With its application for exhibit space, the research company must submit a letter of authorization from its sponsoring company and a list of all premiums proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting.

All interviews must be conducted within the confines of the booth space—soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

Space Relocation

The Association reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the Association’s control.

The Association reserves the right to relocate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits. The Association reserves the right to determine at what point sound or odor interferes with others and must be discontinued. The Association reserves the right to relocate an exhibitor at any time, (with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the Annual Meeting, the payment for exhibit space will be fully refunded, proportionate to the exhibitors’ level of participation.)

Booth Space Reductions or Cancellations

Requests for cancellations or reductions in exhibit space must be sent in writing on company letterhead to the CNS Exhibit Office. Cancellation of all exhibit space will result in loss of all priority points earned to date. The CNS reserves the right to relocate booths that are reduced in size. The effective date of a space cancellation or reduction will be the date the written notice is received by CNS. Reductions in booth space will be treated the same as a cancellation according to the schedule listed below. (Space assignment of the smaller booth will be processed as a new booth purchase.) An exhibitor’s cancellation of booth space will result in the release of all assigned hotel guest rooms and exhibitor badges. No refund will be allowed for exhibit space left unoccupied during the Annual Meeting.

- If written notice is received on or before April 30, 2020, CNS will retain 50%
- If written notice is received between May 1 and June 30, 2020, CNS will retain 75%
- If written notice is received after July 1, 2020, CNS will retain 100%

Subletting Of Space

The subletting, assignment, or apportionment of the whole or any part of an exhibitor’s space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.
Linear Booths

All linear booths will be equipped with an 8’ high back drape, 3’ high side rails, and a 7” x 44” identification sign displaying the exhibitor’s name and booth number.

Linear booths must not exceed 8’ in height unless located at the hall perimeter—such booths may be 12’ in height. Any construction that exceeds the 3’ high side rail dividers shall not extend more than half the distance from the back wall of the exhibit nor will any display be allowed to limit or otherwise interfere with other exhibits. Electricity, audiovisual, telephone, internet access, carpeting, etc., will be at the expense of the exhibitor.

Booth Construction and Arrangement

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan, and all equipment, products, or materials to be shown or demonstrated must be placed within the exhibitor’s contracted exhibit space in order to ensure attendees viewing the exhibit will stand within said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or the Association object to any exposed portions of a display, the exposed portions will be draped by the Association and billed to the exhibitor. All tables used in an exhibit space must be skirted.

Booth Conduct

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the CNS or the Annual Meeting, or if it exceeds the bounds of good taste as interpreted by the Association. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application for approval. Inspection of the Exhibit Hall will be made during installation hours. An effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by the Association at their own expense or risk removal from the Exhibit Hall without notice and without obligation on the part of the CNS for any refund whatsoever. The Association reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the CNS Annual Meeting. Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting booth personnel is strictly prohibited and may be cause for expulsion. Exhibitors may not sell any food or beverage on the exhibit floor without prior permission from the Annual Meeting office. Distribution of any literature outside of an exhibitor’s own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor. Exhibitors may not leave their booth unattended for an extended period of time. Exhibitors are not permitted to dismantle prior to 2:00 pm on Wednesday, September 16, 2020. Dismantle prior to this time will result in the loss of current year priority points.

Non-Contracted Exhibit Space

Any person, firm, or organization not having contracted with the Association for the occupancy of space in the Exhibit Hall will not be permitted to display or demonstrate any products, processes, services, or solicit orders.

Demonstration and Liability

Exhibitions or demonstrations by the exhibitor must be confined within the bounds of the exhibitor’s assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such amount as shall be deemed necessary for restoration to the previous condition. This Agreement is made and to be performed in Miami Beach, Florida and shall be construed in accordance with Florida law, but not against any party by reason of that party having drafted it. No representative of the Miami Beach Convention Center has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement or to enforce any provision of this Agreement, the prevailing party shall be awarded its attorney’s fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto. Any legal action in connection with this Agreement shall be brought in Miami Beach, FL.

Fire Regulations

All material used in the exhibit must be flame proof and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by the hotel.

Restrictions

Booth lighting should be directed to the inner confines of the booth space and should not project onto other exhibits or aisles. Rotating lighting and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors who use noisy electrical devices, sound-producing movies, or other devices which prove objectionable because of noise, odor, or other disagreeable features, must agree to keep the noise and/or odor of such devices at an absolute minimum. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances. X-ray equipment may be exhibited but not operated. Laser equipment may be operated only if the laser is contained within a safety shield.

Music Licensing

Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or pre-recorded music at any time during the meeting. Exhibitors are responsible for obtaining...
appropriate licenses for any copyrighted music used in connection with their exhibit.

Smoking
Smoking is prohibited inside the facility.

Food and Beverage
Nonalcoholic beverages and food products are permitted in the Exhibit Hall if ordered through the facility. Food and beverages distributed must not conflict with items served at an Association sponsored event or an event associated with a corporate support opportunity. Information on catering opportunities can be found in the Exhibitor Service Kit.

Photography and Video
Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Service Kit. Exhibitors may have their own booth photographed. Videography is not allowed without the written consent of CNS.

FDA Compliance
All medical devices exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans, or which are not commercially available in the United States, may be displayed only when accompanied by appropriate signs that indicate the device’s FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device. Unapproved devices with pending premarket approval (PMA) applications or pre-market notification (510(k)) submissions must display a sign stating “Pending 510(k)/PMA. This device is not cleared by the FDA for sale in the United States.” Unapproved devices without a pending 510(k) or PMA must display a sign stating, “This device is not cleared by the FDA for sale in the United States.” Products in the development stage must bear a sign stating “Caution: investigational device. Limited to investigational use.”

Children
Children under 18 years of age will not be permitted to enter the Exhibit Hall at any time during the meeting, including the installation and dismantling of exhibits.

Handouts and Giveaways
Distribution of samples of products and souvenirs is permitted within paid exhibit space. Approval of samples and souvenirs must be obtained by the Annual Meeting office prior to the meeting. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to the following address by Friday, July 31, 2020. (Samples will not be returned.)

Contests, Raffles, and Drawings
Approved contests, drawings, or raffles must comply with all local, state, and federal laws governing such contest, raffles, or drawings, and have prior approval of the exhibits department. The rules must be posted at the booth and include: eligibility, date, time of the drawing, the words “No purchase necessary to enter,” along with the odds of winning, how winners are notified, how participants can find out who won, etc.

The exhibitor must agree to indemnify the Association, its Board of Directors, employees, and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests, drawings, or raffles that it deems inappropriate or unprofessional. Requests for contests, raffles, and drawings must be submitted to the Exhibits Department for approval by Friday, July 31, 2020.

Promotional Materials/ Use of Logo
Any promotional materials advertising your participation in the Annual Meeting or directing attendees to your booth or industry-supported events must be submitted to the Association for approval prior to distribution. The use of the name, insignia, logo, or other identifying marks of the CNS may not be used in signs, advertising, or promotions in any media, or on descriptive product literature without express written permission. The only exception is that exhibitors may reference the 2020 Congress of Neurological Surgeons (with overall dates and location) on their materials associated with the Annual Meeting. To prevent any misunderstanding, promotional copy for exhibitor meetings or functions may not be phrased “In conjunction with the Congress of Neurological Surgeons” or use similar language. By allowing the exhibitor to participate in the Annual Meeting, the Association does not endorse, either expressly or by implication, the exhibitor or its goods or services.

Awarding Of CME
The Congress of Neurological Surgeons, as CME provider for the 2020 Annual Meeting, is the only organization authorized to grant CME credit for educational activities conducted during the Annual Meeting if delivered by an ACCME accredited organization. Companies wishing to provide CME for Satellite Symposia must notify the Association of this intent. No CME credit may be given from any source for activities on the exhibit floor.

Security
The Association will provide uniformed security guard service in the Exhibit Hall beginning with the delivery of exhibits to the hall through the closing of the Exhibit Hall on Wednesday, September 16. Neither the Association nor the Miami Beach Convention Center will be held responsible for any loss or damage to the exhibitor’s property.
Exhibitors must take precautions to protect their property against pilferage.

Insurance

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages, or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with the exhibitor’s participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless, and defend the CNS, its officers, directors, agents, members, and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney’s fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by, or resulting from, the negligence of the CNS, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the Annual Meeting, in the amount of not less than one million dollars ($1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover CNS as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials, as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor’s insurance company of any right of subrogation as to any claims against the CNS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the CNS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the Annual Meeting by anyone not an employee of the CNS concerning the exhibitor or their exhibit.

If any part of the Exhibit Hall is destroyed or damaged, preventing the CNS from permitting an exhibitor to occupy assigned space during part or all of the Annual Meeting, or in the event occupation of assigned space during part or all of the Annual Meeting is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the CNS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against the CNS, its directors, officers, agents, members, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the CNS being a refund of exhibit fees for the period it was prevented from using the space.

Industry Corporate Support Events

Except to hold satellite symposia or social functions, exhibitors must confine their activities with medical attendees to their allotted exhibit space. No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with CNS Annual Meeting program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The Association should be notified in writing of any special activities (whether entertainment, educational or promotional in nature) planned by an exhibiting company for the period beginning Thursday, September 10 through Thursday, September 17. Announcements and invitations addressed to members of the medical profession concerning such corporate supported events should clearly indicate the name(s) of the corporate support and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, the Association. Function space held by the Association will be released only to companies exhibiting at the CNS Annual Meeting.

Satellite Symposia

Any educational activity designed by or on behalf of industry for attendance by the 2020 Annual Meeting attendees is considered a Satellite Symposium, whether or not CME credit is offered. All such activities are bound by the CNS Guidelines for Satellite Symposia (available online) and subject to Satellite Symposia fees.

Americans with Disabilities Act

Exhibitors are responsible for compliance with the Americans with Disabilities Act for their booth space.

Violations

Any violation of the Rules and Regulations shall subject the exhibiting company to the following penalties:

- **First Violation:** Loss of current year priority points.
- **Second Violation:** Loss of one-half accrued points.
- **Third Violation:** Loss of remainder of points.
- **Fourth Violation:** One-year suspension of exhibit privileges.

Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of the Association, without following the above sequence. The Association reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable. In the event of eviction, the Association will not be liable for any refunds on rental or other exhibit expenses.