

NEUROCRITICAL CARE SOCIETY

CORPORATE PARTNER OPPORTUNITIES

NEUR  CRITICAL
CARE SOCIETY

MESSAGE FROM THE PRESIDENT

Dear Potential NCS Partner,

On behalf of the Neurocritical Care Society (NCS), we are excited to invite your company to partner with us at the NCS 17th Annual Meeting in Vancouver, British Columbia, Canada from **October 15-18, 2019**.

The Annual Meeting is an invaluable opportunity for you to reach more than 1,000 leaders in the neurocritical care field including physicians, pharmacists, nurses and other healthcare professionals. Meeting attendees are key decision makers on products and spending at their home institutions. Maximize your sales potential, expand product awareness and gain insight into the needs of your clients by connecting with these leaders in neurocritical care. Each sponsorship offers unique visibility and benefits that are the perfect complement to your 2019 business objectives.

All Annual Meeting Sponsorships include:

- Recognition in conference materials, on the NCS website and on sponsor signage
- Sponsor ribbons for all booth staff
- Sponsor listing in the NCS mobile app
- First right of renewal for 2020 sponsorships



NOTE: There are also year round sponsorship opportunities that extend beyond the conference, which are marked with this year-round calendar symbol.

PRIORITY POINTS TOWARD 2020 BOOTH SELECTION

Exhibitors and sponsors accumulate points to be positioned for premium booth selection for the NCS 18th Annual Meeting, taking place in 2020 in Phoenix, AZ.

Sponsorship Level	Sponsorship Investment	# of Points
Diamond	\$70,000 and up	6 points
Platinum	\$50,000 – \$69,999	5 points
Gold	\$25,000 – \$49,999	4 points
Silver	\$10,000 – \$24,999	3 points
Bronze	\$5,000 – \$9,999	2 points
Contributor	\$1,000 – \$4,999	1 point

CUSTOM SPONSORSHIP OPPORTUNITIES

NCS will consider other sponsorship ideas that you might have, especially if the opportunity relates to attendee education and development and improving attendees' performance as leaders, or improving the performance of their organizations.

2018 was a great year for NCS exhibitors and industry partners, as illustrated on page 3. Learn more about the conference exhibition as well as new and traditional sponsorship opportunities in this prospectus. We look forward to seeing you in Canada!



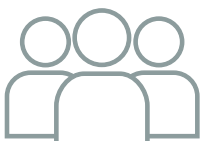
Jose I. Suarez, MD, FNCS

President, Neurocritical Care Society



WHO ARE NCS MEMBERS AND ANNUAL MEETING ATTENDEES?

NCS is an international, multidisciplinary medical society with more than 2,000 members worldwide. Our mission is to improve outcomes for patients with life threatening neurological illnesses.



2,000+

NCS MEMBERS



16%

INTERNATIONAL MEMBERS



1,000+

ANNUAL MEETING ATTENDEES

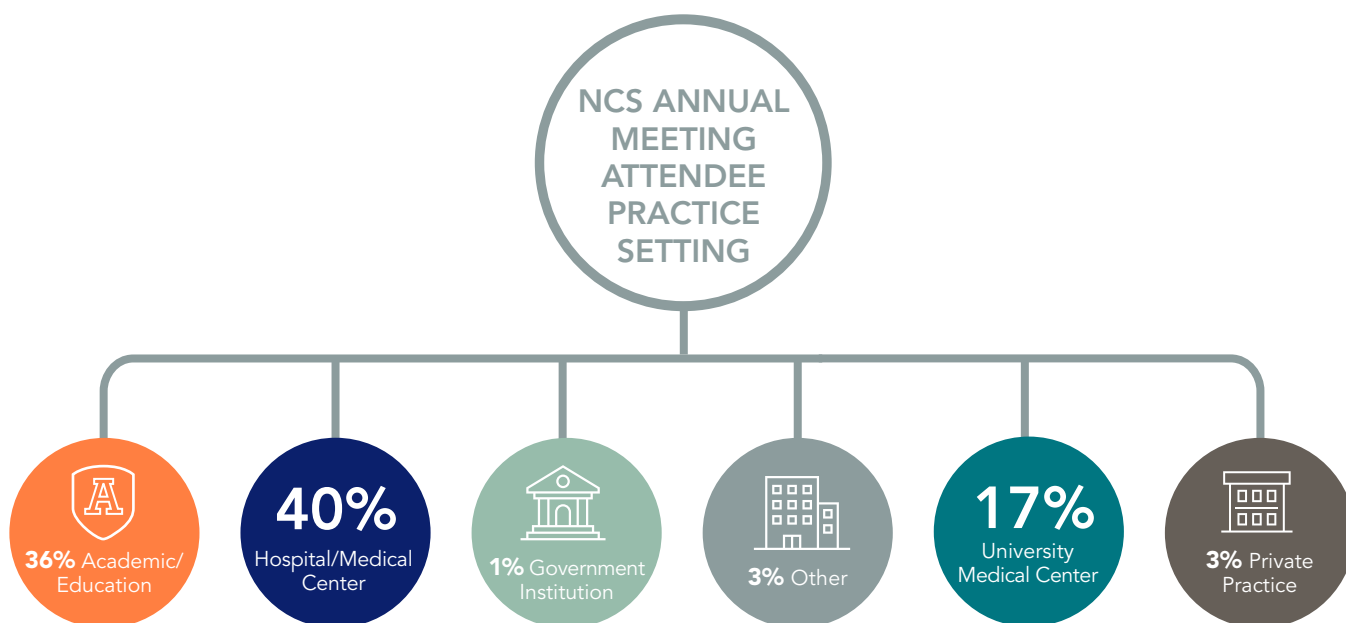


55+

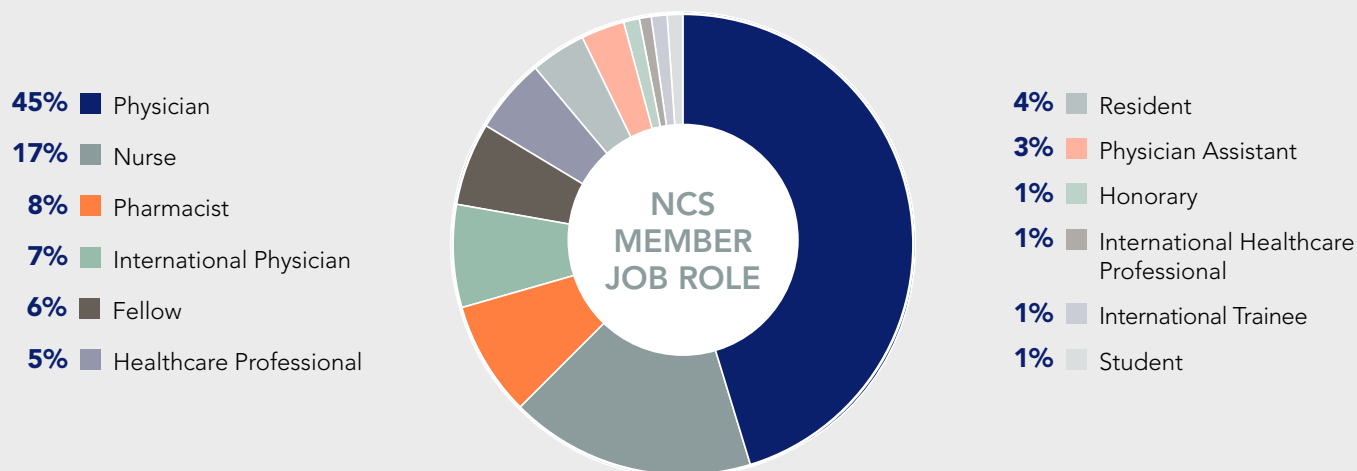
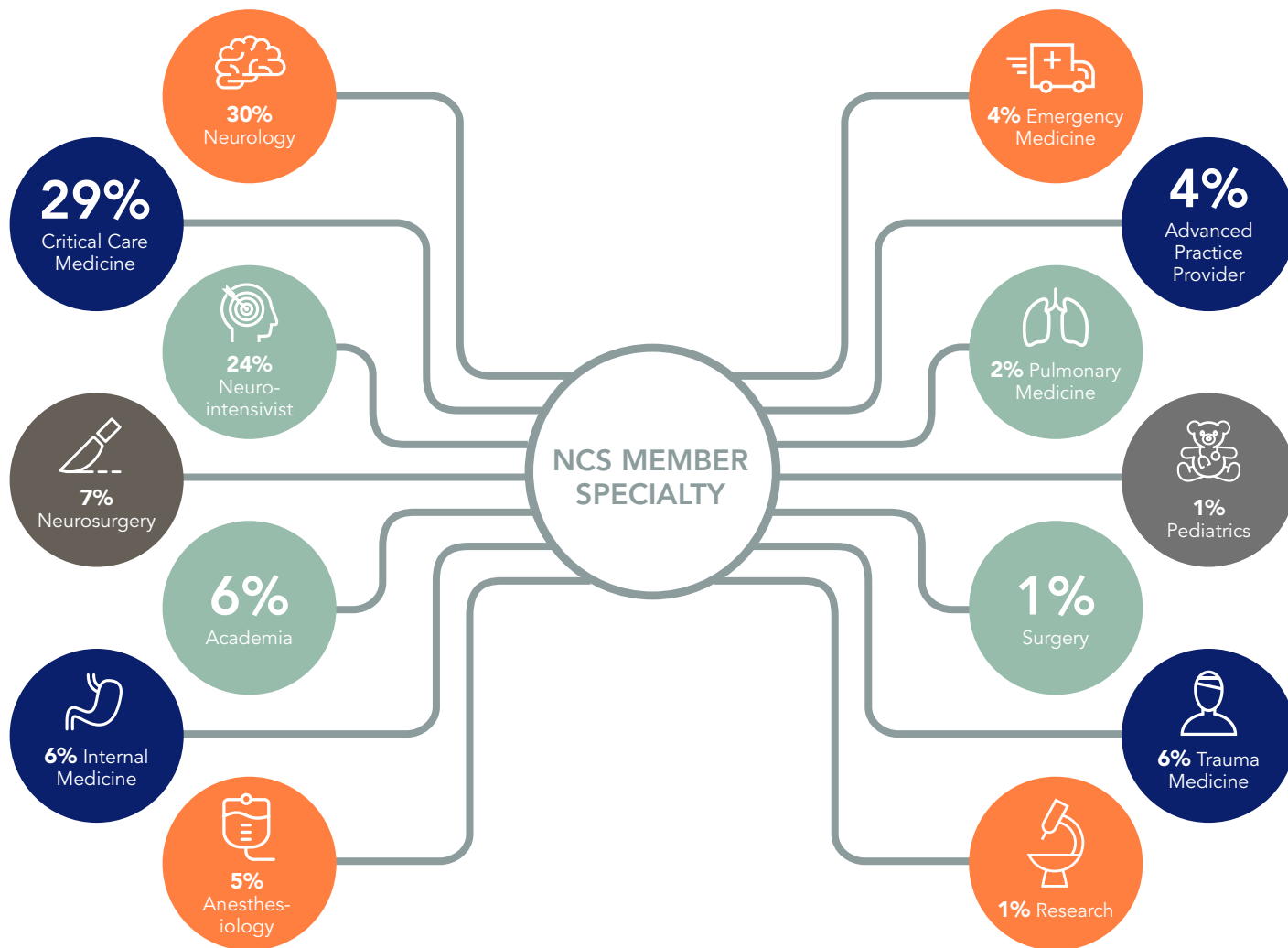
ANNUAL MEETING EXHIBITORS



52% OF ATTENDEES AT THE NCS 15TH ANNUAL MEETING CLASSIFIED THEMSELVES AS DECISION MAKERS



WHO ARE NCS MEMBERS AND ANNUAL MEETING ATTENDEES?



CONNECT WITH NCS MEMBERS AT THE ANNUAL MEETING AND YEAR-ROUND

By making the important and valuable decision to become an NCS partner, you are helping to advance the mission of our organization and enhance the programs that are offered. By supporting our diverse membership community of over 2,000, you are not only reaching these individuals, you are displaying your leadership and commitment to the field of neurocritical care.

NCS partners have the opportunity to reach and connect with members through participation at the NCS Annual Meeting, through year-round marketing opportunities, educational grants and more.

Once a partner has spent the required sponsorship dollars to become a Diamond, Platinum, Gold, Silver or Bronze level sponsor, they also receive additional benefits as outlined below.

Please review the sponsorship options on the next few pages and select those that most align with your business goals and objectives. Whether your budget allows a spend upwards of \$90,000 or as conservative as \$1,000, NCS has a sponsorship option that is right for you. Note that contributor level only recognizes Annual Meeting sponsorships.

SPONSORSHIP BENEFITS AT-A-GLANCE


BENEFITS	SPONSORSHIP LEVELS AND PRICING					
	Diamond	Platinum	Gold	Silver	Bronze	Contributor
	\$70,000+	\$50,000 - \$69,999	\$25,000- \$49,999	\$10,000- \$24,999	\$5,000 - \$9,999	\$1,000 - \$4,999
Logo on NCS website homepage, with a link to company website	X	X	X	X	X	X
Premier Booth Listing in NCS mobile app	X	X	X	X	X	X
Logo Recognition on Annual Meeting website, signage and in mobile app	X	X	X	X	X	X
Invitation(s) to Top Supporter Reception	3	2	2	1	1	
Complimentary Exhibit Hall badge(s)	4	3	2	1	1	
Annual Meeting Full Conference registration(s)	5	4	3	2	1	
Take-one material on literature table at the Annual Meeting	X	X	X	X	X	
Advertisement in NCS Annual Meeting program guide	Full-page ad	Full-page ad	Full-page ad	Half-page ad	Half-page ad	
NCS membership(s)	3	2	1	1		
Mailing List (ground) – Annual Meeting attendee mailing list	X	X	X			
Membership email (distributed by NCS during non-peak time)	X	X	X			
Membership email (distributed by NCS during peak time)	X					

SPONSORSHIP BENEFITS AT A GLANCE

OPPORTUNITIES	DESCRIPTION	PRICE
EVENT SPONSORSHIPS: Connect with attendees face-to-face through events		
Annual Banquet # of Attendees: 700 – 900 Thursday, October 17	Support the NCS Annual Banquet, held at the end of the Annual Meeting to celebrate a great week! The Annual Banquet is open to all conference attendees and their significant others, and offers a casual and energized atmosphere for networking and collaboration.	\$50,000
Welcome Reception # of Attendees: 700 – 900 Tuesday, October 15	Celebrate with attendees as they kick off the NCS Annual Meeting! This sponsorship ensures that you are one of the first companies they hear from and see.	\$30,000
Evening Reception # of Attendees: 150 Wednesday, October 16	This one-hour reception is open to the first 150 attendees as they mix, mingle and connect with your company during this exclusive evening reception.	\$25,000
Pharmacy Reception* # of Attendees: 50 Date TBD	Network with your target audience during the Annual Meeting Pharmacy Reception, exclusive to pharmacists and industry sponsor representatives.	\$12,500
6th Annual Run for Research # of Attendees: 100 – 150 Friday, October 18	Sponsor the sixth annual Run for Research and get your company name and branding in front of attendees during a 5k run and 1 mile walk as they raise money for the research fund.	\$20,000
Refreshments Break (4 available) # of Attendees: 500 – 750 Tuesday, October 15 – Thursday, October 17	Display your brand with your company's logo shown on signage, table tents and napkins at the refreshment stations.	\$10,000
Relaxation/Massage Lounge # of Attendees: 700 – 850 Tuesday, October 15 – Thursday, October 17	Sponsor a massage station in the Exhibit Hall where a massage therapist will be hired to perform neck and back massages for attendees.	\$10,000
Private Meeting Room # of Attendees: Limited to 10 Tuesday, October 15 – Thursday, October 17	Reserve a private meeting room for the duration of the conference in the Convention Center to hold one-on-one or group conversations with attendees about your company and products. <i>Limited availability, sold on first-come, first-served basis.</i>	\$5,000
Ancillary Event # of Attendees: Limited to 30 Tuesday, October 15 – Friday, October 18	Host and access meeting attendees through a reception, hospitality suite or other event with invitees from outside your company.	\$5,000 per event
RESEARCH SPONSORSHIPS: Learn more about NCS members and Annual Meeting attendees by conducting research		
Live Focus Group (2 available) # of Attendees: 8 – 12 per session	NCS will recruit 8-12 field experts for a 90-minute, in-depth focus group on the topic chosen by the sponsor. Hold this face-to-face event during the conference.	\$15,000
 Virtual Focus Group (4 available) # of Attendees: 8 – 12 per session	NCS will recruit 8-12 field experts for a 90-minute, in-depth focus group on the topic chosen by the sponsor. NCS will provide sponsor a list of participants prior to the focus group and a will also provide a recording upon completion of the focus group.	\$15,000
 Survey of NCS Membership (1 per month)	Survey the full NCS membership, or a subsection of members, to help support your company's needs. Sponsoring company to provide survey questions (subject to NCS approval).	\$10,000 per survey

*2018 Annual Meeting sponsors have first right of refusal until December 31, 2018, to renew their sponsorship for 2019. All sponsorships are then sold on a first-come, first-served basis.

SPONSORSHIP BENEFITS AT A GLANCE

OPPORTUNITIES	DESCRIPTION	PRICE
EDUCATION AND PRESENTATION SPONSORSHIPS: Get in front of NCS members and Annual Meeting attendees by sponsoring educational and presentation opportunities		
Lunch Symposia (with F&B)* # of Attendees: up to 150	Take advantage of the opportunity to capture the attention of your target audience by sponsoring a lunch symposia where you can present on your company's findings or products. NCS will provide a basic lunch for up to 150 attendees.	\$45,000
Lunch Symposia (without F&B)* # of Attendees: up to 150	Take advantage of the opportunity to capture the attention of your target audience by sponsoring a lunch symposia where you can present on your company's findings or products. Sponsor would be responsible for all food and beverage costs.	\$30,000
Breakfast Symposia with Hot Breakfast* # of Attendees: up to 150	Take advantage of the opportunity to capture the attention of your target audience by sponsoring a breakfast symposia where you can present on your company's findings or products. NCS will provide a hot breakfast for up to 150 attendees.	\$30,000
Breakfast Symposia with Continental Breakfast* # of Attendees: up to 150	Take advantage of the opportunity to capture the attention of your target audience by sponsoring a breakfast symposia where you can present on your company's findings or products. NCS will provide a continental breakfast for up to 150 attendees.	\$20,000
 eLearning Opportunity # of Attendees: 25+	Utilize NCS's online learning platform to highlight important industry sponsored education, research and best practices through a webinar, podcast or white paper.	\$15,000
Poster Abstract Session # of Attendees: 700 – 900 Wednesday, October 16 – Thursday, October 17	Sponsor poster receptions and abstract presentations, which are two of the most popular events that take place during the NCS Annual Meeting.	\$10,000
Sponsor a Trainee # of Attendees: 700 – 900	Support 10 trainees to attend the NCS Annual Meeting by sponsoring a portion of their expenses to come and learn.	\$10,000
ADVERTISING SPONSORSHIPS: Put your company's logo and message directly in front of NCS members and Annual Meeting attendees		
Wireless Internet (Exclusive) # of Attendees: 1,000	Attendees love to be connected at all times, and your company can make this happen by sponsoring wireless Internet access throughout the Convention Center and in the Exhibit Hall. Your logo and message to appear each time attendees access WiFi, along with a link to a URL of your choice.	\$25,000
Hydration Station (Exclusive) # of Attendees: 1,000	Hydration station to include logo displayed on the water coolers and signage through the meeting space as the hydration station sponsor. (\$5,000) For additional exposure, your company logo will be featured on a refillable water bottle and placed into each attendee bag given at registration. (\$15,000)	\$15,000/\$5,000
Speaker Ready Room (Exclusive) # of Speakers: 200	Sponsor the Speaker Ready Room and ensure your company name and product are top of mind as they get ready to present.	\$15,000
Hotel Key Cards (Exclusive)* # of Attendees: 1,000	Custom hotel key cards imprinted with company name and logo alongside the NCS logo. Attendees will see your brand every time they enter their hotel room.	\$10,000
Charging Station (Exclusive) # of Attendees: 1,000	Help attendees charge up to stay digitally connected! Two stations will be located throughout the Exhibit Hall with company branding included.	\$10,000
Badge Lanyards (Exclusive)* # of Attendees: 1,000	Worn throughout the conference by all attendees and exhibitors, your brand will be seen during learning sessions, in the exhibit hall and at networking events. Imprinted with your company's and the NCS logos, the lanyards are distributed to attendees during registration.	\$10,000
Conference Tote Bag* (Exclusive) # of Attendees: 1,000	These walking billboards are always eye-catching and have great shelf-life as attendees take them back to the office. Logo and tagline on NCS co-branded attendee bags distributed at registration.	\$10,000
Promotional Banner Ad (3 available) # of Attendees: 1,000+	Place a banner in the Convention Center Foyer where hundreds of attendees will walk by daily.	\$5,000

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SPONSORSHIP BENEFITS AT A GLANCE

OPPORTUNITIES	DESCRIPTION	PRICE
ADVERTISING SPONSORSHIPS CONTINUED		
Hotel Room Drop # of Attendees: 1,000	Arrange to have your unique marketing message delivered to attendees' hotel rooms throughout the conference. Drop dates to be determined with NCS show management.	\$5,000
Digital Signage (Main Entrance) # of Viewers: 2,000+ Tuesday, October 15 – Friday, October 19	Place a company advertisement or short video clip on the Convention Center welcome digital wall that attendees will see as they walk into the conference each day.	\$3,000/day
Take One Table Collateral # of Attendees: 1,000	Include your postcard or marketing piece on the Take-One table, located near the registration desk, for all attendees to grab.	\$500
Program Guide Advertisements # of Attendees: 1,000	Place a full or half page ad in the NCS Annual Meeting Program Guide, which is distributed to all attendees at registration. <ul style="list-style-type: none"> • Outside back cover – \$7,500 • Full-page ad – \$2,500 • Inside front or back cover – \$5,000 • Half-page ad – \$1,500 	Varies
 Website Homepage Banner Ad # of Page Views: 17,000 average per month	Advertise your company by placing a banner and link to your company's website on the NCS website homepage.	Varies – see Advertising Rate Card on p.9
 Currents Homepage Banner Ad # of Page Views: 480 average per month	Advertise your company by placing a banner and link to your company's website on the Currents content hub homepage.	Varies – see Advertising Rate Card on p.9
 Career Center Banner Ad # of Page Views: 1,450 average per month	Advertise your company by placing a banner and link to your company's website on the NCS Career Center homepage.	Varies – see Advertising Rate Card on p.9
 Mobile App Sponsorship	Sponsor the year-round NCS mobile app and reach over 2,000 NCS members through banner advertisements or exclusive sponsorship including one push notification per quarter.	Varies – see details on p.9
COMMUNICATION OPPORTUNITIES: Share your message via email or direct mail with NCS members and Annual Meeting attendees		
 Email List Rental Size of Audience: 2,000+	NCS will send your email communication to our full membership or a segmented audience. <ul style="list-style-type: none"> • Peak date – \$3,000 • Non-peak date – \$1,500 	\$3,000/\$1,500
 Mailing List Rental (NCS Membership) Size of Audience: 2,000+	NCS will provide an opt-in mailing list of our over 2,000 members to a mailing house on your behalf for a one-time mailing.	\$2,500
 Mailing List Rental (Annual Meeting Attendees) Size of Audience: 1,000+	NCS will provide an opt-in mailing list of our over 1,000+ attendees for a one-time mailing (only available to Annual Meeting exhibitors).	\$1,500
DRIVE BOOTH TRAFFIC: Drive attendees to visit your booth at the Annual Meeting		
Booth Snack Station # of Attendees: 700 – 850 Tuesday, October 15 – Thursday, October 17 (Blackout Hours Apply)	Draw traffic to your booth by hosting a fun snack station during Exhibit Hall hours. Sponsor to select from a variety of different snacks for the station.	\$7,500 per day
Promotional Floor Decals # of Attendees: 1,000	Decals with your artwork will be placed in high-traffic area in the Convention Center.	\$2,500 (Includes 3 decals)
NCS Mobile App Challenge	Participate in the NCS Mobile App Challenge by making your booth a place for attendees to scan and visit. Sponsoring company to provide prize for winning participants.	\$500

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NCS MOBILE APP AND WEBSITE ADVERTISING



NCS MOBILE APP

The NCS year-round app allows NCS members to stay connected with NCS year-round, with access to practice guidelines, *Currents* content, NCS social media and more.

During the NCS Annual Meeting, attendees utilize the Annual Meeting section of the app to view session descriptions, speakers and scheduling information.

NCS MOBILE APP SPONSORSHIP (EXCLUSIVE PER QUARTER)

\$20,000 for Q4 (during NCS Annual Meeting)

\$16,000 for Q1, Q2 and Q3

- Logo included on NCS mobile app splash screen
- Banner ad on home screen of NCS mobile app
- Ability to send out 1 push notification per quarter

ANNUAL MEETING PUSH NOTIFICATION

\$1,500 EACH

Reach Annual Meeting attendees on their mobile devices directly! Connect with attendees by sending a mobile app push notification directly to their phones and tablets. Content of message subject to NCS approval. *Final decision on timing release of this message is at the discretion of show management.*

ROTATING BANNER ADS (3 PER QUARTER)

\$3,500 for Q4 (during NCS Annual Meeting)

\$2,800 for Q1, Q2 and Q3

Reach NCS members on their mobile device by having your ad rotate at the top of the homescreen of the NCS mobile app. Each ad will be on screen for 5 seconds as part of each rotation. *Content of ad subject to NCS approval.*

78% of NCS 17th Annual Meeting attendees downloaded the app



NCS 17th Annual Meeting attendees rated the mobile app a 4/5

NCS WEBSITE ADVERTISING RATE CARD

January 1 – December 31, 2019

	1X	2x	4x	6x	8x	10x	12x
NCS Homepage	\$5,000	\$4,750	\$4,500	\$4,250	\$4,000	\$3,750	\$3,500
Currents Homepage	\$3,500	\$3,350	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600
Career Center	\$3,500	\$3,350	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600

Ad must be provided in JPEG or PNG format (GIF not accepted). To receive the most accurate click through rates, NCS recommends that each advertiser provide a link to their own web tracking software.

2019 AD DEADLINES

Month	Space Deadline	Material Deadline	Issue Date
January	December 3, 2018	December 17, 2018	January 1
February	January 7	January 28	February 1
March	February 4	February 25	March 1
April	March 4	March 25	April 1
May	April 8	April 22	May 1
June	May 6	May 28	June 1

Month	Space Deadline	Material Deadline	Issue Date
July	June 3	June 24	July 1
August	July 1	July 22	August 1
September	August 5	August 26	September 1
October	September 3	September 23	October 1
November	October 7	October 28	November 1
December	November 4	November 26	December 1

NCS ANNUAL MEETING EXHIBITS



SHOWCASE YOUR COMPANY'S PRODUCTS AND SOLUTIONS ON THE SHOWFLOOR

2019 EXHIBIT HALL DATES

Exhibit Days: October 15-17, 2019

BOOTH PRICING

Regular Rate

10' x 10' booth \$4,000

Each 10' x 10' Booth Package Includes:

- 8' High back wall/3' High side rails
- 6' draped table
- (2) chairs
- Wastebasket
- ID Sign
- Complimentary wireless internet
- Exhibitor listing on NCS Annual Meeting website
- Two (2) exhibitor badges*

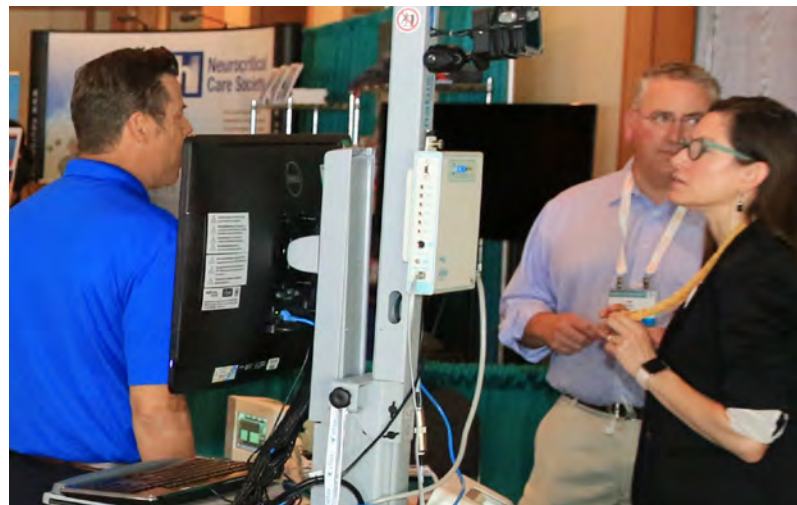
CANCELLATION POLICY

If notice is received prior to April 1, 2019, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2019, exhibitor is liable for 100% of total contracted space.

**Exhibitor registration includes complimentary refreshment breaks and group meals as well as full access to the Exhibit Hall. In order to attend education sessions, attendee must register as a full conference attendee.*

 **88%**

of previous exhibitors rated the quality of NCS attendees as Excellent or Very Good



WEBSITE ADVERTISING INSERTION ORDER

COMPANY INFORMATION

Please complete all fields below.

Company Name

Contact Name

Contact Title

Address

City

State

ZIP

Country

Telephone

Ext.

E-mail

Web Address

NCS HOMEPAGE

- 1x – \$5,000
- 2x – \$4,750
- 4x – \$4,500
- 6x – \$4,250
- 8x – \$4,000
- 10x – \$3,750
- 12x – \$3,500

CURRENTS HOMEPAGE

- 1x – \$3,500
- 2x – \$3,350
- 4x – \$3,200
- 6x – \$3,050
- 8x – \$2,900
- 10x – \$2,750
- 12x – \$2,600

CAREER CENTER

- 1x – \$3,500
- 2x – \$3,350
- 4x – \$3,200
- 6x – \$3,050
- 8x – \$2,900
- 10x – \$2,750
- 12x – \$2,600

PAYMENT

Advertising Payment Terms and Cancellation Policy

Full payment is due with signed contract and companies are liable for the contracted total. No sponsorship or advertising cancellation refunds will be granted due to ongoing promotions.

Sponsorship Amount Due: \$ _____

An invoice will be sent to the contact noted under "Company Information" upon receipt of the signed contract.

- Check** Send to:
NCS
P.O. Box 775263
Chicago, IL 60667-8002
- Credit Card** Upon receipt of this contract, NCS will email an invoice to the main contact with link for online payment.

ACCEPTANCE

Unsigned contracts will not be accepted. The designated company representative below acknowledges he/she has read, understands, and will comply with the rules and regulations set forth in this contract and he/she has the full authority to submit and sign this contract. The company listed on this application agrees to comply with all the policies, rules, terms and regulations. Company agrees they are liable for payment per payment schedule and cancellation policy. Once signed contract is received, an invoice will be sent to the contact listed. All signed contracts are considered final and are non-refundable. I further acknowledge that NCS reserves the right, in its absolute discretion, to reject this contract.

Name

Title

Signature

Date

EXHIBITOR CONTRACT

NEUROCRITICAL CARE SOCIETY • 17TH ANNUAL MEETING

OCTOBER 15-18, 2019 • VANCOUVER CONVENTION CENTER • VANCOUVER, BRITISH COLUMBIA, CANADA

IMPORTANT

- Thoroughly review Exhibit Rules & Regulations along with this form.
- Contracts received through March 31, 2019, require a 50% deposit.
- Contracts received on or after April 1, 2019, require 100% payment.
- Exhibits will not be permitted to be installed unless all obligations to NCS are paid in full. See "Payment Schedule" in Rules/Regs.

COMPANY INFORMATION

Please complete all fields below.

Company Name

Contact Name

Contact Title

Address

City

State

ZIP

Country

Telephone

Ext.

E-mail

Web Address

BOOTH INFORMATION

Standard Rate

_____ 10'x 10' booth(s) x \$4,000 = \$ _____

PAYMENT

Exhibitor Amount Due: \$ _____

- Check** Send to:

NCS

P.O. Box 775263

Chicago, IL 60667-8002

- Credit Card** Upon receipt of this contract, NCS will email an invoice to the main contact with link for online payment.

PAYMENT SCHEDULE

First payment of 50% with contract

Final payment of 50% due by **April 1, 2019**

CANCELLATION POLICY

If notice is received prior to April 1, 2019, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2019, exhibitor is liable for 100% of total contracted space.

ACCEPTANCE

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Name

Title

Signature

Date

SPONSORSHIP CONTRACT

NEUROCRITICAL CARE SOCIETY • 17TH ANNUAL MEETING

OCTOBER 15-18, 2019 • VANCOUVER CONVENTION CENTER • VANCOUVER, BRITISH COLUMBIA, CANADA

COMPANY INFORMATION

Please complete all fields below.

Company Name

Contact Name

Contact Title

Address

City

State

ZIP

Country

Telephone

Ext.

Email

Web Address

PAYMENT

Sponsorship Payment Terms and Cancellation Policy

Full payment is due with signed contract and companies are liable for the contracted total. No sponsorship or advertising cancellation refunds will be granted due to ongoing promotions.

Sponsorship Amount Due: \$ _____

An invoice will be sent to the contact noted under "Company Information" upon receipt of the signed contract.

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SPONSORSHIP INFORMATION

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Name Title Signature Date

NCS RULES AND REGULATIONS

NEUROCRITICAL CARE SOCIETY • 17TH ANNUAL MEETING

OCTOBER 15-18, 2019 • VANCOUVER CONVENTION CENTER • VANCOUVER, BRITISH COLUMBIA, CANADA

EXHIBIT SPACE COST*

Standard Rate: \$4,000 per 10'x10'

All Spaces are sold in 10' x 10' increments.

SPACE ALLOCATION AND PAYMENT

All exhibits will be at the conference venue. Space cannot be assigned without a signed application and the required 50 percent deposit. The balance of the exhibit space rental must be paid in full. Please see Annual Meeting application to submit your deposit.

- 8' High back wall/3' High side rails
- Wastebasket
- 6' draped table
- ID Sign
- (2) chairs

EXHIBIT SPECIFICATIONS

Booths include: Exhibitors will be bound by the IAEE Construction Rules and Regulations which will be included in the Exhibitor Services Manual.

SPONSORSHIP PAYMENT TERMS AND CANCELLATION POLICY

Full payment is due with signed contract and companies are liable for the contracted total. No sponsorship or advertising cancellation refunds will be granted due to ongoing promotions.

REDUCTION OR CANCELLATION OF SPACE

Reduction of Space: If notice is received prior to March 31, 2019, the exhibitor will be responsible for 50% of the reduced portion of their exhibit space (i.e. if exhibitor contracted for 200 square feet, then reduced to 100 square feet, the exhibitor is responsible for 50% of the total cost of the 100 square feet reduced in addition to the total cost of the 100 square feet kept). If notice is received after April 1, 2019 no refunds are issued on reduced space.

Cancellation of Space: If notice is received prior to March 31, 2019, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2019, exhibitor is responsible for 100% of contracted space.

If for any reason beyond NCS's control, the Annual Meeting must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NCS, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NCS for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by NCS to be an Exhibitor in the Annual Meeting, agrees to indemnify and hold harmless NCS, its directors, officers, employees or agents, from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside NCS's control.

SUITABILITY OF EXHIBITS

NCS reserves the right to determine the eligibility of any exhibitor for inclusion in the NCS Annual Meeting Exhibits and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of NCS, the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable. The foregoing prohibition relates to persons, conduct, articles or merchandise, printed materials, souvenirs, catalogs and any other items, without limitation, which reflect the character of the exhibit. No cash sales are permitted at any time.

INTELLECTUAL PROPERTY MATTERS

The exhibitor represents and warrants to NCS that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to immediately notify NCS of any information of which exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor agrees to indemnify, defend and hold NCS, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by exhibitor of the trademarks, copy- rights and other intellectual property rights of any third party. Notwithstanding the foregoing, NCS shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any exhibitor.

EXHIBIT SETUP

Installation rules and regulations will be listed in the Exhibitor Services Manual sent out to all exhibitors in July.

Empty boxes cannot be stored behind the exhibit booth; they must be removed from the exhibit hall prior to the show opening and cannot be returned prior to the conclusion. No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same. Damages arising from failure to observe these rules shall be payable by the exhibitor.

Exhibit space not occupied at the opening of the show may be reassigned by NCS exhibit management without refund of the rental paid.

Excessively noisy or obstructive work is not permitted during exhibit hours. Mechanical apparatus must be muffled so noise does not disturb other exhibitors. Audio effects must not infringe on the rights of other exhibitors or visitors to the exhibit hall.

All materials and installations must conform with federal, state and municipal safety and fire laws, ordinances and regulations.

EXHIBIT HOURS AND ADMISSION

Admittance during non-show hours without permission from NCS exhibit management is prohibited. NCS exhibit management shall have the sole control over admission policies.

All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and to wear an appropriate badge.

DISMANTLING OF EXHIBITS

Exhibits are to be kept intact until the closing of the show on Friday, October 18. All exhibits on the exhibit floor are to be fully removed by Friday, October 18 at 6:00pm. If exhibits are not removed by the specific time, NCS has the right to remove exhibits and charge the expense to the exhibitor. Any Exhibitor who begins dismantling and removal of his display before the close of the show may lose priority points and/or the privilege of exhibiting in future shows. This rule will be strictly enforced.

SHIPMENT OF EXHIBITS

The official show decorator will receive freight shipments for exhibitors. Exhibitors who wish to forward materials in advance of the exhibit opening must consign their exhibits to the official show decorator. Exhibits and related materials will not be accepted in advance as freight by the facility and will be redirected to the official show decorator at the exhibitor's expense. Shipping information will be included in the Exhibitor Services Manual. Installation and dismantling of exhibits may be done by exhibitors' personnel or by the official show decorator at rates listed in the Exhibitor Services Manual.

NCS RULES AND REGULATIONS

NEUROCRITICAL CARE SOCIETY • 17TH ANNUAL MEETING

OCTOBER 15-18, 2019 • VANCOUVER CONVENTION CENTER • VANCOUVER, BRITISH COLUMBIA, CANADA

STAFFING

Exhibits must be staffed by qualified employees of the exhibitor at all times during the show hours. Each individual staffing an exhibitor's booth is required to register and must wear the exhibitor badge furnished. All exhibiting companies will be provided with two complimentary badges per 10' x 10' booth.

MINIMUM AGE FOR ADMISSION

Children under the age of 16 are not permitted on the exhibit floor at any time.

SUBLETTING PROHIBITION

Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space without the express approval of NCS exhibit management.

Exhibitors must show only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted. If an article of a non-exhibiting firm or business is required for the operation or display of any exhibitor's wares, identification of such article shall be limited to the usual and regular nameplates, imprinting, or trademarks under which the article is sold in the regular course of business.

MEETING ROOMS AND OFFSITE FUNCTIONS

NCS reserves the right to control all suites and meeting rooms in those hotels which are providing housing for NCS. No entertainment, meetings, tours, special events, hospitality suite functions, or other offsite events will be permitted during the NCS Annual Meeting activities unless approved by NCS. Companies who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

CANVASSING BY NON-EXHIBITORS

The NCS Annual Meeting is limited to registered attendees as well as registered representatives of firms, professional organizations and dealers who have contracted with NCS for exhibit space and/or sponsorship. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials at any time during the NCS meeting.

Market research companies will be assigned space only if research is being done for a company exhibiting on the floor. Research companies must indicate on the exhibit application the company for which they are conducting market research.

INSURANCE AND SECURITY

Exhibitors wishing to insure their exhibit material, goods and/or wares against theft, damage by fire, accident or loss of any kind must do so at their expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligation hereunder and for its own protection.

As a courtesy to exhibitors, guard service for the exhibit area will be furnished during the hours deemed necessary by NCS exhibit management. The furnishing of such service is in no case to be understood or interpreted as a guarantee against loss or theft of any kind.

GENERAL

Use of Space: All demonstrations or other promotional activities must be confined to the limits of the booth. Sufficient space must be provided within the booth to contain persons watching demonstrations and other activities. Each exhibitor is responsible for keeping the aisle adjacent to the booth free of congestion. Exhibitors' representatives may not work in exhibit space other than their own.

No animals are allowed on the show floor at any time during move-in, move-out or show hours.

Each exhibitor must have a floor covering in the entire space rented if the exhibit hall is not already covered. If no covering is installed by Sunday, show management will order carpet for the space at the exhibitor's cost.

Promotion Information: Samples, publications, etc., may be distributed by the exhibitor only from within the exhibitor's own booth. Solicitation of business or conferences in the interest of business, except by exhibiting companies, is prohibited.

Use of Logo: The NCS logo and NCS meeting logo may not be reproduced on any items or documents distributed at the meeting without the express permission of NCS exhibit management.

Raffles and Drawings: Raffles and drawings may be conducted within the confines of the exhibitor's own booth. NCS exhibit management will not be responsible for any promotion of such raffles and drawings, and winners will not be announced by show management.

Sales: Selling of merchandise for delivery is strictly prohibited. Display space is provided to participating companies to exhibit and demonstrate products and services on the basis of their potential information and commercial value, and not for the purpose of direct commerce. Orders may be taken, but sales transactions involving the exchange of product for payment is strictly prohibited. Also note that accepting orders on-site may have tax implications in the jurisdiction where the exhibit is held.

Music License: No exhibitor shall cause any copyrighted music to be played or performed. Exhibitors are responsible for individual ASCAP/ BMI music licensing fees if applicable.

Events: Functions for NCS attendees cannot be scheduled during official show or program hours, including social events, without direct approval from NCS show management.

LIABILITY

The exhibitor is liable for any damage caused to the building, or to standard booth equipment, or to other exhibitors' property, by the exhibitor, the exhibitor's agents, or employees. Exhibitors are urged to review their own insurance coverage. Neither the Society, the official show decorator, nor the facility are responsible for any injury, damage or loss that may occur to the exhibit or its employees, representatives, or agents or its property, from any cause whatsoever; and the exhibitor agrees to defend, indemnify, and hold forever harmless NCS exhibit management, the Society, its employees and agents, from all loss, liability, expense, and penalty, including attorney's fees, on account of personal injury or damage to property sustained by the exhibitor or by any person or persons arising out of, during, or in connection with this agreement, whether such injury or damage is due or claimed to be due by any negligence of NCS exhibit management, its employees, agents, or any other person.

AMENDMENTS

These rules may be amended at any time by NCS exhibit management, provided that amendments shall not substantially diminish the rights or increase the liability of the exhibitor. These rules and regulations along with those listed in the Exhibitor Services Manual become a part of the contract between the exhibitor and the Society of Gastroenterology Nurses and Associates, Inc.

They have been formulated for the best interests of the exhibitors. It is important to review these terms and conditions, as well as any general information, with your on-site booth personnel. NCS exhibit management respectfully asks the full cooperation of exhibitors in their observance. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of NCS exhibit management.