

NEUROCRITICAL CARE SOCIETY

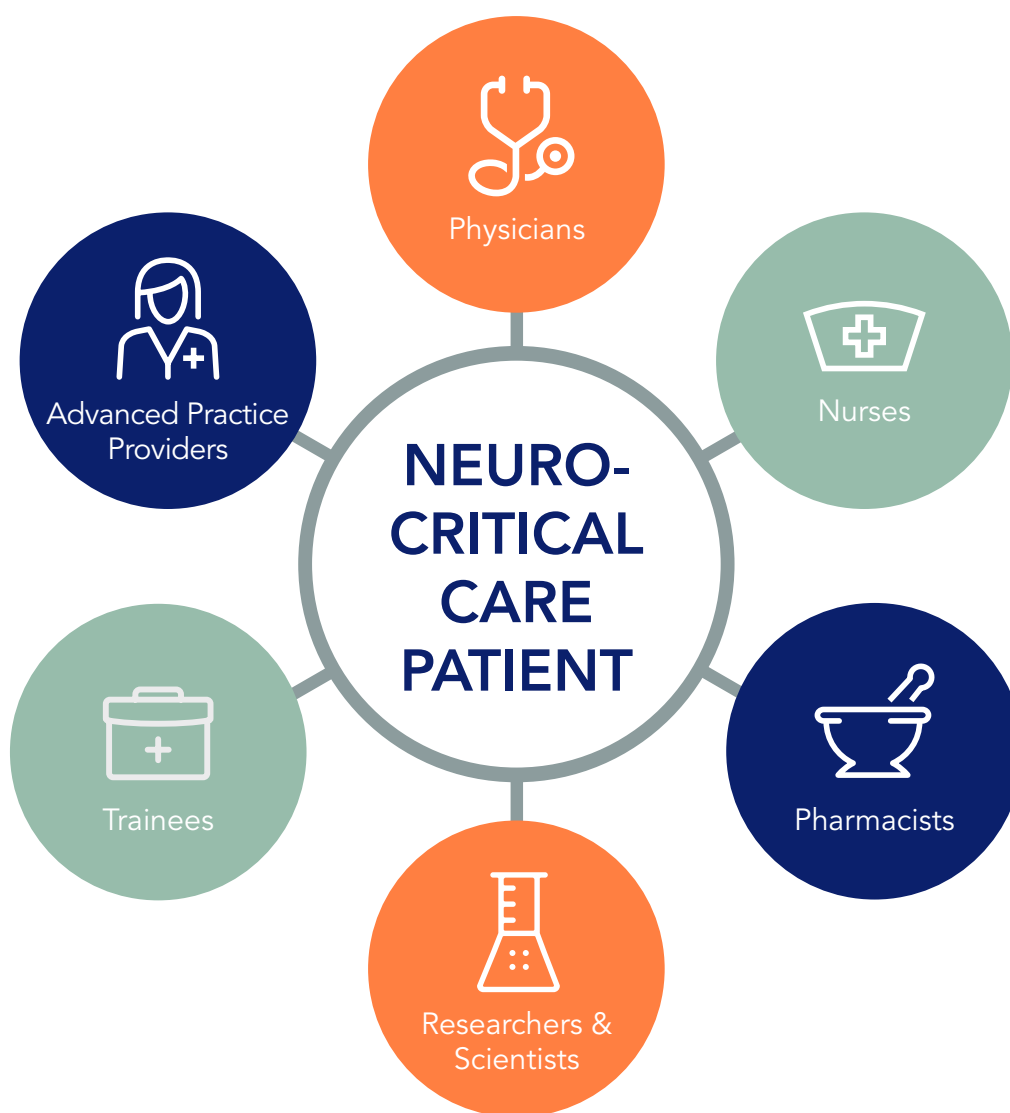
# CORPORATE PARTNERSHIP OPPORTUNITIES

NEUR  CRITICAL  
CARE SOCIETY

# WHEN EVERY SECOND COUNTS... MEET THE NEUROCRITICAL CARE TEAM

In a neurological emergency, every second counts. Comprised of physicians, nurses, pharmacists, advanced practice providers, researchers and scientists, the neurocritical care team serves patients with life-threatening brain and spinal cord emergencies and injuries, using training in areas like advanced brain and nervous system monitoring and pharmacotherapy.

They have one goal — to bring their collective knowledge to drive the best possible outcomes.



Neurocritical Care practitioners work as a team of multidisciplinary professionals who are dedicated to improving the health care and outcomes of patients with life-threatening neurological illnesses.

# MEET THE NEUROCRITICAL CARE SOCIETY

The **Neurocritical Care Society (NCS)** is proud to be the only professional society representing multi-disciplinary teams of neurocritical care providers around the world. NCS conducts research critical to improving the lives of patients with neurological conditions. The society serves the professional needs of providers through practice guidelines, certification courses, a global neuroscience education conference called the Annual Meeting, online education and publications.

NCS exists to ensure that members of the neurocritical care team are ready to handle those first critical hours of a neurological emergency.

## THEY TREAT A WIDE RANGE OF NEUROCRITICAL CONDITIONS

- Stroke (Ischemic Stroke, Intracerebral and Subarachnoid Hemorrhage)
- Traumatic brain injury and spine trauma
- Post-cardiac arrest
- Status epilepticus
- Nerve and muscle diseases
- Spinal cord disorders
- Coma
- Delirium
- Neurogenic respiratory failure
- Neuro-inflammatory and infectious disorders
- Brain tumors

## THEY COME FROM A VARIETY OF MEDICAL SPECIALTIES AND FIELDS, IN ADDITION TO CRITICAL CARE:

- Neurology/Neurosurgery
- Emergency Medicine
- Internal Medicine
- Pulmonary Medicine
- Anesthesiology
- Pediatrics
- Trauma Medicine
- Research/Academia

## PRODUCTS AND SERVICES NCS MEMBERS ARE INTERESTED IN PHARMACEUTICALS, INCLUDING:

- Antihypertensives
- Antiseizure medications/Epilepsy
- Pain and Sedation agents
- Antibiotics
- Intravenous fluids
- Tube feeds and nutritional supplements
- Antithrombotics/ reversal agents
- Thrombolytics
- Antidepressants and antipsychotics

## MEDICAL DEVICES AND INSTRUMENTS, INCLUDING:

- Airway/Respiratory Management
- Cardiac Monitors, Hemodynamic and ECG
- Central Line and Catheters
- IV pumps/Infusion Systems
- EEG and Neurophysiology
- CT and Portable CT
- Nutrition Delivery/ Feeding Tubes
- Intracranial Pressure Monitors
- Pupillometers
- Ultrasounds
- Data Aggregation/ Integration
- Brain Perfusion Monitors
- Microdialysis
- Dialysis
- Temperature Management
- Transcranial Dopplers
- Glucose Monitoring
- Mobility Equipment (beds, lifts, ambulation devices)

# MESSAGE FROM THE PRESIDENT

Dear NCS Partner,

On behalf of the Neurocritical Care Society (NCS) we invite you to partner with us to reach key members of the neurocritical care community throughout the year.

Access to our membership includes the ability to seek input from key thought leaders in the field as well as NCS members working in a variety of clinical and academic settings. NCS is the premier multidisciplinary organization that allows you to reach all members of the neurocritical care team, including physicians, nurses, advanced practice providers, pharmacists, trainees and researchers and scientists. Our 2,700+ members are key decision makers on products and spending within their home institutions.

## YOUR ROI

Maximize your sales potential, expand awareness of your product and gain insight into the needs of your target market.

Throughout the year, partners have the opportunity to reach NCS members through virtual focus groups, digital and print communications and through educational opportunities. These opportunities allow partners to connect with our members, and also educate this elite group of neurocritical healthcare professionals and help support positive patient outcomes.

Our in-person 2020 Annual Meeting will take place September 22 – September 25 in Phoenix, AZ. This yearly gathering provides you and your company exposure to more than 1,200 neurocritical care leaders and is a great opportunity to maximize your sales potential, expand product awareness and gain insight into the needs of your clients. Every Annual Meeting sponsorship includes recognition on all conference materials and first right of refusal into 2021, which guarantees your company will be front and center with every attendee.

2019 has been a great year for NCS industry partners and sponsors, and 2020 is gearing up to be even better. Whether you're looking to make connections year-round or focus your efforts in person during our Annual Meeting, NCS has the opportunities you need to establish and grow your organization's brand and help influence patient outcomes.

We look forward to growing our relationships and helping you meet your goals for 2020!



*Mary Kay Bader*

**Mary Kay Bader, RN, MSN,  
CCNS, FNCS, FAHA**

President, Neurocritical Care Society





# 2019 ANNUAL MEETING SPONSORS/EXHIBITORS\*

\*Listing as of September 15, 2019. Bold indicates sponsoring company.

American Association of Neuroscience Nurses (AANN)

American Board of Neuroscience Nursing (ABNN)

American Board of Psychiatry and Neurology

American Society of Neuroimaging (ASN)

**Arbor Pharmaceuticals, LLC**

Attune Medical

BrainCool AB

BD

**Biogen**

**Ceribell**

**Chiesi USA**

Coapttech

**Codman Specialty Surgical**

Corticare

DWL USA Inc

Hemedex, Inc.

Image Monitoring USA

Integra

**IRRAS**

M Dialysis, Inc.

**Marinus Pharmaceuticals**

Mayo Clinic Laboratories

Moberg Research, Inc

Multigon Industries, Inc.

Natus Neurology Incorporated

Neural Analytics

NeuroLogica

Neurotech

**NeurOptics**

NICO Corporation

Nihon Kohden

**Penumbra, Inc.**

Persyst Development Corp.

**Portola Pharmaceuticals**

RAUMEDIC, Inc.

Retia Medical

Rimed, USA

RosmanSearch, Inc.

Sheehan Medical, LLC

Sophysa USA, Inc.

Sutter Health

Trauma Center Association of America

**UCB**

**University of Pennsylvania**

Xoran Technologies

Zeto, Inc.

**Zoll Medical Corporation**



# ABOUT NCS MEMBERS

NCS is an international, multidisciplinary medical society with more than 2,700 members worldwide. Our mission is to improve outcomes for patients with life-threatening neurological illnesses.



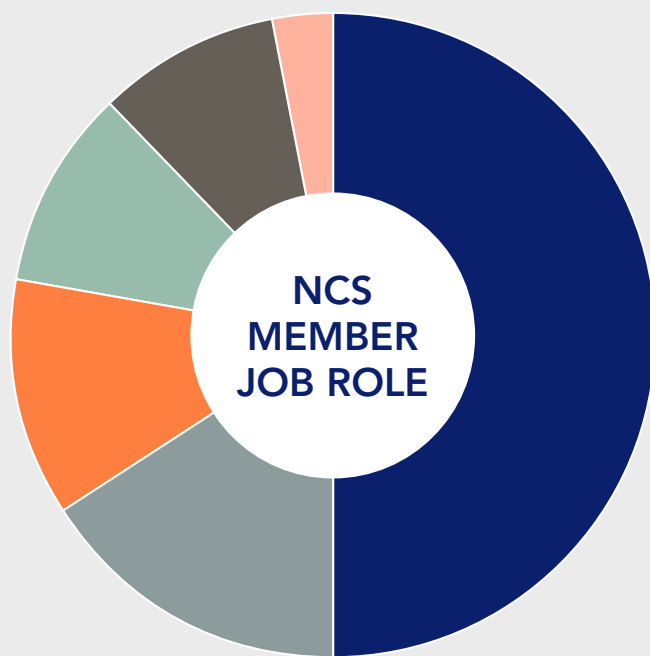
**2,700+**

NCS MEMBERS



**20%**

INTERNATIONAL MEMBERS



- 50% ■ Physician
- 16% ■ Advanced Practice Provider and Physician Assistant
- 12% ■ Trainee
- 10% ■ Nurse
- 9% ■ Pharmacist
- <3% ■ Industry

## NCS MEMBER SPECIALTY



**9% OF PHYSICIANS ARE INTERNATIONAL**

# YEAR-ROUND NCS PARTNERSHIP

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 2,700**, 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 committed to spend 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 of \$70,000 and higher, or as conservative as \$1,000, NCS has opportunities that are right for you.

## 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
Logo Recognition on Annual Meeting website and signage	X	X	X	X	X	X
Invitation(s) to Top Supporter Reception at Annual Meeting	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	
<b>NEW!</b> Tickets to NCS Annual Banquet	4	3	2	1		
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			
Mailing List (ground) – NCS member mailing list	X	X	X			
Advertisement in NCS Annual Meeting program guide	Full-page ad					
Email sent to NCS Membership (distributed by NCS during peak time)	X					

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	DESCRIPTION	PRICE																																
<b>NCS Webinar with Continuing Medical Education (CME)</b> Reach: 25+ attendees	NCS will work with you to select an industry expert on the topic of your choice and will develop webinar content, independent of any specific company/product/service and will obtain continuing education credit for the webinar. Webinar will be advertised to NCS members via (2) dedicated emails and (2) social media posts. Following the live webinar, the recording will be posted to NCS's industry sponsored education online learning platform for 12 months.	\$17,500																																
<b>NCS Webinar (Without CME credit)</b>	NCS will work with you to select an industry expert on the topic of your choice and will help to develop webinar content, customized to highlight your company/products/services. Webinar will be advertised to NCS members via (2) dedicated emails and (2) social media posts. Following the live webinar, the recording will be posted to NCS's industry sponsored education online learning platform for 12 months.	\$15,000																																
<b>Virtual Focus Group (4 available)</b> Reach: 8-12 NCS members	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 sponsor is responsible for facilitation. NCS will also provide a recording upon completion of the focus group.	\$15,000																																
<b>Survey of NCS Membership</b> Reach: 2,700+ NCS members	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																																
<b>NCS OnDemand Education Post</b> Reach: 2,700+ NCS members	NCS will post your company's educational content (existing webinar, white paper, etc.) to our sponsored education online learning platform for 12 months and will send out (2) dedicated social media posts to promote your offering.	\$5,000																																
<b>Audio/Visual Recording Package</b> Reach: 2,700+ NCS members	NCS will work with you to record your content to audio/visual format (including live events, such as symposia or slide deck) and post it to the NCS OnDemand platform.	\$2,500																																
<b>NCS Website Banner Ads</b> Reach: 2,700+ NCS members with average page views of up to 20,000/month	Advertise your company by placing a banner and link to your company's website on the NCS website homepage, the <i>Currents</i> online publication homepage or on the NCS Career Center landing page. <table border="1"> <thead> <tr> <th></th> <th>1 mo.</th> <th>2 mos.</th> <th>4 mos.</th> <th>6 mos.</th> <th>8 mos.</th> <th>10 mos.</th> <th>12 mos.</th> </tr> </thead> <tbody> <tr> <td><b>NCS Homepage</b></td> <td>\$5,000</td> <td>\$4,750</td> <td>\$4,500</td> <td>\$4,250</td> <td>\$4,000</td> <td>\$3,750</td> <td>\$3,500</td> </tr> <tr> <td><b>Currents Homepage</b></td> <td>\$3,500</td> <td>\$3,350</td> <td>\$3,200</td> <td>\$3,050</td> <td>\$2,900</td> <td>\$2,750</td> <td>\$2,600</td> </tr> <tr> <td><b>Career Center</b></td> <td>\$3,500</td> <td>\$3,350</td> <td>\$3,200</td> <td>\$3,050</td> <td>\$2,900</td> <td>\$2,750</td> <td>\$2,600</td> </tr> </tbody> </table>		1 mo.	2 mos.	4 mos.	6 mos.	8 mos.	10 mos.	12 mos.	<b>NCS Homepage</b>	\$5,000	\$4,750	\$4,500	\$4,250	\$4,000	\$3,750	\$3,500	<b>Currents Homepage</b>	\$3,500	\$3,350	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600	<b>Career Center</b>	\$3,500	\$3,350	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600	See adjacent chart in description
	1 mo.	2 mos.	4 mos.	6 mos.	8 mos.	10 mos.	12 mos.																											
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<b>Email List Rental</b> Reach: 2,700+ NCS members	NCS will send your email communication to our full membership, segment of membership by job role or to Annual Meeting attendees. <ul style="list-style-type: none"> <li>Peak send date(s): August 1 – October 15 – <b>\$5,000</b></li> <li>Non-peak send date(s): January 1 – July 31 and October 16 – December 31 – <b>\$2,500</b></li> </ul>	\$5,000/\$2,500																																
<b>NCS Membership Mailing List Rental</b> Reach: 1,600+ NCS members	NCS will provide an opt-in mailing list of 1,600+ members for a one-time mailing to a mailing house on your behalf for a one-time mailing.	\$2,500																																
<b>NCS Podcast Advertisement (12 available, one per month)</b> Reach: 1,000+ neurocritical care professionals	Advertise in NCS's most frequently accessed educational product, the NCS Podcast series. Advertisement includes a 15 second sound bite at the beginning and end of each episode. Your company will also be recognized as the podcast sponsor on the website page and in promotional emails for that podcast episode.	\$2,000 per episode																																

## ADVERTISE IN NEUROCRITICAL CARE

*Neurocritical Care* is the official journal of the Neurocritical Care Society that provides a comprehensive overview of current developments and information about new therapeutic avenues and technological innovations. It was **downloaded 251,385 times** in 2017 and a **3.26 average impact factor** score as published by Thomson Reuters via Journal Citation Reports®. Journal advertisements are not included towards total sponsorship investment that determines sponsor level.

To learn more about advertising opportunities in *Neurocritical Care*, contact Sean Beppler at [Sean.Beppler@springer.com](mailto:Sean.Beppler@springer.com).



# ADVERTISE IN CURRENTS

Currents is NCS's online publication that offers relevant and cutting-edge information in the neurocritical care field, as well as news within NCS.

## CURRENTS WEBSITE BANNER AD PRICING VARIES – LIMIT TO ONE PER MONTH

1 mo.	2 mos.	4 mos.	6 mos.	8 mos.	10 mos.	12 mos.
\$3,500	\$3,350	\$3,200	\$3,050	\$2,900	\$2,750	\$2,600

Articles are hosted on the Currents website which has an average of 950 views per month.

## CURRENTS SPOTLIGHT EMAIL AD \$3,000

NCS also distributes a bi-monthly newsletter, Currents Spotlight, which boasts an average open rate of 42% and a click through rate of 12%.



## THOUGHT LEADERSHIP ARTICLE \$10,000

Contribute thought leadership articles, case studies or other custom content along with a banner ad to promote your company.

# NCS ANNUAL MEETING ATTENDEES



**1,200+**  
ANNUAL MEETING  
ATTENDEES

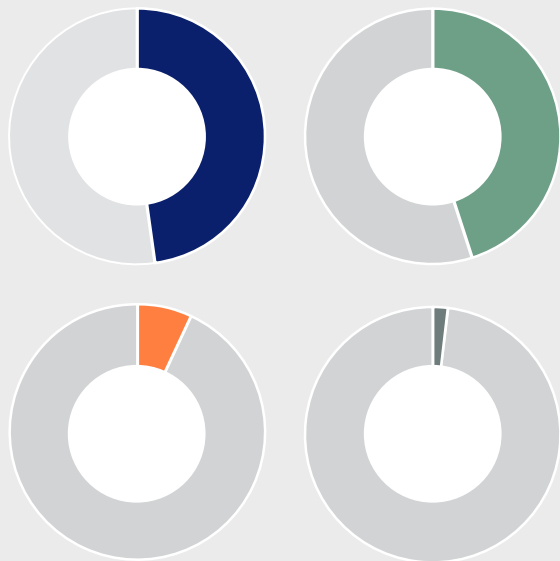


**16%**  
INTERNATIONAL  
ATTENDEES

**"WE HAVE BEEN ATTENDING THE NCS ANNUAL MEETING FOR THE PAST 10 YEARS AND HAVE SEEN THE MEETING GROW."**

— NCS 16TH ANNUAL MEETING EXHIBITOR

## ATTENDEE JOB ROLE



**48%** ■ Healthcare Professional/Trainee  
**44%** ■ Physician  
**7%** ■ International Physician  
**2%** ■ International Healthcare Professional/Trainee

## ANNUAL MEETING ATTENDEES ARE LOOKING FOR EDUCATION FOCUSED ON:

- Traumatic brain injury (TBI)
- Critical care ultrasound
- Targeted temperature management
- Brain death
- Intracranial monitoring
- Clinical trials
- Stroke
- Pharmacotherapy

**77%**

of attendees spend 1-5 hours in the Exhibit Hall

**61%**

of attendees are key influencers or have full authority on product purchase decisions

# ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	DESCRIPTION	PRICE
<b>EVENT AND EXPERIENTIAL SPONSORSHIPS: Connect with attendees face-to-face through events</b>		
<b>Annual Banquet</b> Reach: 700-900 Annual Meeting attendees Thursday, Sept. 24	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.	<b>\$50,000</b>
<b>Welcome Reception*</b> Reach: 700-900 Annual Meeting attendees Tuesday, Sept. 22	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.	<b>\$30,000</b>
<b>Evening Reception</b> Reach: 150 Annual Meeting attendees Wednesday, Sept. 23	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.	<b>\$25,000</b>
<b>7th Annual Run for Research (Exclusive)</b> Reach: 700-900 Annual Meeting attendees Friday, Sept. 25	Sponsor the seventh 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.	<b>\$20,000</b>
<b>Live Focus Group (4 Available)</b> Reach: 8-12 Annual Meeting attendees	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.	<b>\$15,000</b>
<b>Pharmacy Reception* (Exclusive)</b> Reach: 100-150 Annual Meeting attendees Tuesday, Sept. 23	Network with your target audience during the Annual Meeting Pharmacy Reception, exclusive to pharmacists and sponsor representatives.	<b>\$12,500</b>
<b>Women in Neurocritical Care (WINCC) Reception (Exclusive)</b> Reach: 100-150 Annual Meeting attendees Tuesday, Sept. 23	Network with your target audience during the Women in Neurocritical Care reception, designed to bring together women within the field for an evening of networking with each other and sponsor representatives.	<b>\$12,500</b>
<b>Advanced Practice Providers Reception (Exclusive)</b> Reach: 100-150 Annual Meeting attendees Tuesday, Sept. 23	Network with your target audience during the Annual Meeting Advanced Practice Providers Reception, exclusive to advanced practice providers and sponsor representatives.	<b>\$12,500</b>
<b>Refreshment/Coffee Break (2 Available)</b> Reach: 500-750 Annual Meeting attendees Tuesday, Sept. 23 – Thursday, Sept. 25	Display your brand with your company's logo shown on signage, table tents and napkins at the refreshment stations.	<b>\$10,000</b>
<b>Ancillary Event (Limited Availability)</b> Reach: Limited to 30 Annual Meeting attendees Tuesday, Sept. 23 – Thursday, Sept. 25	Exhibiting companies can host annual meeting attendees for an advisory board, reception, hospitality suite or other event with invitees from outside your company. NCS will schedule the event and provide space. Ancillary Events cannot conflict with official conference events.	<b>\$5,000 per event</b>
<b>Private Meeting Room (Limited Availability)</b> Reach: Up to 10 Annual Meeting attendees per meeting Tuesday, Sept. 23 – Thursday, Sept. 25	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 to exhibiting companies only.</i>	<b>\$5,000</b>

\*2019 Annual Meeting sponsors have first right of refusal until March 1, 2020. All sponsorships are then sold on a first-come, first-served basis.

# ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	DESCRIPTION	PRICE
<b>EDUCATION AND PRESENTATION SPONSORSHIPS: Get in front of NCS members and Annual Meeting attendees by sponsoring educational and presentation opportunities</b>		
<b>Lunch Symposia (with F&amp;B)</b> Reach: Up to 150 Annual Meeting attendees	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.	<b>\$45,000</b>
<b>Lunch Symposia (without F&amp;B)</b> Reach: Up to 150 Annual Meeting attendees	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 is responsible for all food and beverage costs.	<b>\$30,000</b>
<b>Breakfast Symposia with Hot Breakfast</b> Reach: Up to 150 Annual Meeting attendees	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.	<b>\$30,000</b>
<b>Breakfast Symposia with Continental Breakfast</b> Reach: Up to 150 Annual Meeting attendees	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.	<b>\$20,000</b>
<b>Poster Receptions and Presentation Abstracts* (Exclusive)</b> Reach: 700-900 Annual Meeting attendees Wednesday, Sept. 23 – Thursday, Sept. 24	Sponsor poster receptions and abstract presentations, which are two of the most popular events that take place during the NCS Annual Meeting.	<b>\$10,000</b>
<b>Speaker Lounge</b> Reach: Up to 200 speakers	Sponsor the Speaker Lounge and ensure your company name and product are top of mind as they get ready to present.	<b>\$5,000</b>

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## NCS CHILD CARE SPONSORSHIP AT THE ANNUAL MEETING

NCS prides itself on being an inclusive and diverse community; these are the characteristics that make us strong. Offering childcare at our Annual Meeting and being one of the first to do so among neurology conferences demonstrates our commitment to addressing work/life balance challenges within the neurocritical care arena. This effort was brought forward by the Women in Neurocritical Care (WINCC) Section to support parents and families at the NCS Annual Meeting.

NCS is seeking grant funding to support this initiative; if you are interested in supporting Childcare at the Annual Meeting please contact NCS Education Coordinator, Allie Mandel at [amandel@neurocriticalcare.org](mailto:amandel@neurocriticalcare.org).



# ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	DESCRIPTION	PRICE
<b>ADVERTISING AND BRAND AWARENESS SPONSORSHIPS: Put your company's logo and message directly in front of NCS members and Annual Meeting attendees</b>		
<b>Mobile App Sponsorship</b>	The NCS mobile app allows NCS Annual Meeting attendees to view session descriptions, speakers, review the schedule at a glance, connect with exhibitors, review poster information and more. Sponsorship includes: <ul style="list-style-type: none"> <li>• Company logo on NCS mobile app splash screen</li> <li>• Banner ad on home screen of NCS mobile app</li> <li>• Ability to send out 1 push notification</li> </ul>	<b>\$20,000</b>
<b>Mobile App Rotating Banner Ads</b>	Reach NCS members on their mobile device by having your ad rotate at the top of the home screen of the NCS mobile app. Each ad will be on screen for 5 seconds as part of each rotation. Ads will be sold beginning 90 days out from NCS Annual Meeting, only if exclusive mobile app sponsorship has not been secured. Content of ad subject to NCS approval.	<b>\$3,500</b>
<b>Wireless Internet (Exclusive)</b> Reach: 1,000+ Annual Meeting attendees	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.	<b>\$25,000</b>
<b>Hydration Station and Water Bottles (Exclusive)</b> Reach: 1,000+ Annual Meeting attendees	Hydration station to include logo displayed on the water coolers and signage through the meeting space as the hydration station sponsor. <b>(\$5,000)</b> For additional exposure, your company logo will be featured on a refillable water bottle and placed into each attendee bag given at registration. <b>(\$15,000)</b>	<b>\$15,000/\$5,000</b>
<b>Badge Lanyards (Exclusive)*</b> Reach: 1,000+ Annual Meeting attendees	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.	<b>\$12,500</b>
<b>Social Media Wall</b> Reach: 1,000+ Annual Meeting attendees Tuesday, Sept. 22 – Friday, Sept. 25	In 2019, NCS estimates over 5,000 social media posts will be sent using the #NCS2019 conference hashtag. Join in the conversation on Twitter by sponsoring a social media wall that's on display throughout the entire conference in the NCS meeting space. Sponsor logo will be used as a border on the 70" monitors displaying all tweets using the 2019 hashtag, including three (3) promotional posts provided by sponsor.	<b>\$10,000</b>
<b>Conference Tote Bag (Exclusive)*</b> Reach: 1,000+ Annual Meeting attendees	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.	<b>\$12,500</b>
<b>Hotel Key Cards (Exclusive)*</b> Reach: 1,000+ Annual Meeting attendees	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.	<b>\$12,500</b>
<b>Charging Station (Exclusive)*</b> Reach: 1,000+ Annual Meeting attendees	Help attendees charge up to stay digitally connected! Two stations will be located throughout the Exhibit Hall with company branding included.	<b>\$10,000</b>
<b>Promotional Banner Ad (4 Available)</b> Reach: 1,000+ Annual Meeting attendees	Place a banner in the Convention Center Foyer where hundreds of attendees will walk by daily. Sponsor to provide artwork.	<b>\$6,000</b>
<b>Digital Signage (5 Available)</b> Reach: 1,000+ Annual Meeting attendees Tuesday, Sept. 22 – Friday, Sept. 25	Place a company advertisement or short video clip on the Convention Center digital display that attendees will see as they walk into the conference each day.	<b>\$1,000/day per sign</b> <b>\$5,000/all signs for duration of event</b>

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# ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	DESCRIPTION	PRICE
<b>ADVERTISING SPONSORSHIPS CONTINUED</b>		
<b>Hotel Room Drop (6 Available)</b> Reach: 1,000+ Annual Meeting attendees	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
<b>Program Guide Advertisements (Limited Availability)</b> Reach: 1,000+ Annual Meeting attendees	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"> <li>• Outside back cover – \$7,500</li> <li>• Inside front or back cover – \$5,000</li> <li>• Full-page ad – \$2,500</li> <li>• Half-page ad – \$1,500</li> </ul>	Pricing Varies
<b>Promotional Floor Decals (3 Available)</b> Reach: 1,000+ Annual Meeting attendees	Decals with your artwork will be placed leading to your booth in the Exhibit Hall.	\$2,500
<b>Mobile App Push Notification</b> Reach: 1,000+ Annual Meeting attendees	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.	\$1,500
<b>Annual Meeting Attendee Mailing List Rental</b> Reach: 1,000+ Annual Meeting attendees	NCS will provide an opt-in mailing list of our 1,000+ attendees for a one-time mailing (only available to Annual Meeting exhibitors).	\$1,500
<b>Take One Table Collateral</b> Reach: 1,000+ Annual Meeting attendees	Include your postcard or marketing piece on the Take-One table, located near the registration desk, for all attendees to grab.	\$500
<b>DRIVE BOOTH TRAFFIC OPPORTUNITIES: Drive attendees to visit your booth in the Exhibit Hall</b>		
<b>Relaxation/Massage Lounge (Exclusive)</b> Reach: 700-850 Annual Meeting attendees Tuesday, Sept. 23 – Thursday, Sept. 25	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
<b>Hosted Bar in Exhibit Booth</b> Reach: 700-850 Annual Meeting attendees Wednesday, Sept. 23 – Thursday, Sept. 24 (Blackout Hours Apply)	Draw traffic to your booth by hosting a cocktail station or bar during Exhibit Hall hours. Sponsor to select from a variety of different beverages for the station.	\$7,500/day
<b>Booth Snack Station (Limited Availability)</b> Reach: 700-850 Annual Meeting attendees Wednesday, Sept. 23 – Thursday, Sept. 24 (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
<b>NCS Mobile App Challenge</b> Reach: 1,000+ Annual Meeting attendees	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

\*2019 Annual Meeting sponsors have first right of refusal until March 1. All sponsorships are then sold on a first-come, first-served basis.

## INTERESTED IN SPONSORING RESEARCH OPPORTUNITIES?

NCS is pleased to offer opportunities to support our continued research efforts to grow the field of neurocritical care. Please reach out to Jennifer Shupe or Mike Gallego if you're interested in discussing a custom package for these opportunities.

# NCS ANNUAL MEETING EXHIBITS



SHOWCASE YOUR COMPANY'S PRODUCTS AND SOLUTIONS ON THE SHOW FLOOR

## 2020 EXHIBIT HALL DATES

Exhibit Days: September 22-25, 2020

## BOOTH PRICING

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\*

*\*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.*

## EXHIBIT HALL SCHEDULE\*

### TUESDAY, SEPTEMBER 22

8:00 am – 5:00 pm | Exhibitor Move-in  
6:00 pm – 7:30 pm | Welcome Reception in Exhibit Hall

### WEDNESDAY, SEPTEMBER 23

7:00 am – 10:30 am | Exhibit Hall Open  
3:00 pm – 6:30 pm | Exhibit Hall Open

### THURSDAY, SEPTEMBER 24

8:30 am – 12:30 pm | Exhibit Hall Open  
3:00 pm – 6:15 pm | Exhibit Hall Open

### FRIDAY, SEPTEMBER 25

8:00 am – 10:30 am | Exhibit Hall Open

*\*Schedule subject to change*

## EXHIBIT SPACE CANCELLATION POLICY

If notice is received prior to March 31, 2020, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after March 31, 2020, exhibitor is liable for 100% of total contracted space.

 **88%**

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



Exhibitors at the NCS 16th Annual Meeting saw an average of 109 leads.



# ANNUAL MEETING EXHIBIT CONTRACT

NEUROCRITICAL CARE SOCIETY • 18TH ANNUAL MEETING  
SEPTEMBER 22-25, 2020 • PHOENIX CONVENTION CENTER • PHOENIX, AZ

## COMPANY INFORMATION

Please complete all fields below.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Email \_\_\_\_\_ Web Address \_\_\_\_\_

## BOOTH INFORMATION

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

## BOOTH LOCATION PREFERENCE

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## IMPORTANT INFORMATION

- Contracts received through March 31, 2020, require a 50% deposit
- Contracts received on or after April 1, 2020, require a 100% deposit
- Exhibits will not be permitted to be installed unless all obligations to NCS are paid in full. See "Payment Schedule" in the Exhibit Rules and Regulations

## PAYMENT

Exhibit 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 60667-5623
- 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 with 50% of contract
- Final payment of 50% due by April 1, 2020

## EXHIBIT SPACE CANCELLATION POLICY

If notice is received prior to March 31, 2020, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2020, exhibitor is responsible for 100% of contracted space.

## 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. 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 \_\_\_\_\_

# NCS SPONSORSHIP CONTRACT

## COMPANY INFORMATION

Please complete all fields below.

_____ Company Name		
_____ Contact Name	_____ Contact Title	
_____ Address		_____ City
_____ State	_____ ZIP	_____ Country
_____ Telephone		_____ Ext.
_____ Email		_____ Web Address

## SPONSORSHIP INFORMATION

_____
_____
_____
_____
_____
_____
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_____
_____
_____
_____

## 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.

- Check** Send to: NCS  
P.O. Box 775263  
Chicago, IL 60667-5623
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_____ Name	_____ Title
_____ Signature	_____ Date

# NCS RULES AND REGULATIONS

NEUROCRITICAL CARE SOCIETY • 18TH ANNUAL MEETING

SEPTEMBER 22-25, 2020 • PHOENIX CONVENTION CENTER • PHOENIX, AZ

## EXHIBIT SPACE COST\*

**Onsite Renewal Rate:** \$3,500 per 10'x10'

**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, 2020, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2020, exhibitor is responsible for 100% of contracted space.

**Cancellation of Space:** If notice is received prior to March 31, 2020, the exhibitor will be responsible for 50% of their total contracted space. If notice is received after April 1, 2020, 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 June.

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, September 25. All exhibits on the exhibit floor are to be fully removed by Friday, September 25 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 • 18TH ANNUAL MEETING

SEPTEMBER 22-25, 2020 • PHOENIX CONVENTION CENTER • PHOENIX, AZ

## 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.