



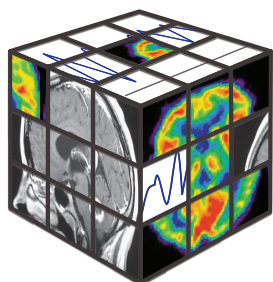
Join us for the 2021 CNS Annual Virtual Meeting!

We are proud to present the CNS 2021 Virtual Meeting March 13-16, 2021. The Virtual Meeting provides opportunities to learn, collaborate, and connect. Thousands of attendees are expected to attend, providing you with a great opportunity to demonstrate your products and services

We have a full schedule of events slated for this year's meeting such as Invited Symposia, Symposia, Poster Sessions and a Keynote Speaker, as well as our George A. Miller Award winner, The Fred Kavli Distinguished Career Contributions Award winner and the Young Investigators Award winners. The popular sessions like the DataBlitz and Trainee sessions will return. New options will include new special sessions, interactive Q&A and new and improved Poster & Exhibit Halls.

While this year's event is once again virtual, the value to exhibitors and attendees is as real as ever!

EXHIBIT • SPONSOR • ADVERTISE • SUPPORT



CNS

Cognitive Neuroscience Society

Table of Contents

About CNS	2
Why You Should Exhibit	3
Ways to Partner with Us	4
Virtual Sponsorships	5
Partner Application	6
Rules & Regulations	7

About Us

The Cognitive Neuroscience Society (CNS) is a nonprofit organization committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of cognition. CNS is dedicated to bringing its over 4000 worldwide members the latest research and dialogues in order to facilitate public, professional and scientific discourse.

The term cognitive neuroscience has now been with us for almost three decades and identifies an interdisciplinary approach to understanding the nature of thought.

Each year The Cognitive Neuroscience Society holds an annual meeting in the spring. The purpose of the meeting is to bring together researchers from around the world to share the latest studies in cognitive neuroscience. The four-day program is filled with plenary speakers, symposia, awards, posters and special events covers all aspects of cognitive neuroscience research. And most importantly the opportunity to connect with colleagues.

Membership

Qualified candidates are encouraged to join the Cognitive Neuroscience Society. As a Member of CNS, you will receive a monthly online Newsletter, updates on the activities of the Society and important meetings in the field, eligibility for CNS awards, voting privileges for symposia and awards, and opportunities to serve on committees and more.

Who Attends CNS?

We expect more than 2,000 people to attend the CNS 2021 Virtual Meeting.

- Researchers and Educators
- Academic Administrators
- Faculty at Top Colleges and Universities
- Clinical Researchers
- Business and Management Consultants
- Students
- Academic and Scientific Publishers
- Technology Companies
- Government Agencies
- Data and Research Service Providers
- Scientific Societies and Organizations

Why You Should Exhibit

Benefits of Virtual Partnering

The CNS Virtual Meeting offers unique and exciting sponsorship opportunities. CNS expects to have many more attendees than at our traditional in-person conference. And, without the expense of travel, all funds that you devote to this conference will be utilized to directly correspond with attendees and showcase your brand.

- Meet in 1:1 video sessions or group chat with leaders in cognitive neuroscience.
- Connect with attendees during networking events
- Build brand awareness in a competitive marketplace
- Generate quality leads and enhance customer relationships
- Collaborate with experts in the cognitive neuroscience profession
- Introduce new products and cutting-edge technology
- Increase your presence in the cognitive neuroscience community and join us in the virtual exhibit hall

Virtual Venue

The Virtual Meeting is hosted on a premier, visually rich platform offering a variety of networking and selling opportunities. It's easy to connect with attendees via virtual exhibits, interactive tools, and real-time 1:1 and group chat sessions. Customize your virtual booth with branding and marketing materials and enjoy sponsor benefits tailored to the online setting.

Booth Information

Each Booth Includes:

- Exhibitor name, logo, description, website, and social media links
- Banner image
- Booth personnel contact information
- Exhibitor video chat link with attendees
- Live Chat and Personal Chat features
- PDF links
- Website links
- Videos

Booth Analytics

The following information can be pulled from your own personal portal at any time during the event:

- Attendee Impression Tracking includes name, title, organization, and email (*if provided by the attendee*)
- "Set and Appointment" button for attendees to contact exhibitors for specific one on one meeting
- What visitors downloaded from booth

Exhibit Hours

Live Exhibit Hall Hours

Saturday, March 13, 2021 9:00 AM to 6:00 PM EST
Sunday, March 14, 2021 8:30 AM to 6:00 PM EST
Monday, March 15, 2021 8:30 AM to 6:00 PM EST
Tuesday, March 16, 2021 8:30 AM to 6:00 PM EST

Exhibit Schedule*

Saturday, March 13, 2021

- Exhibits Open 9:00 am–6:00 pm
- Poster Sessions 9:00–11:00 am
- Workshops 12:30–1:00 pm
- Poster Sessions 4:00–6:00 pm

Sunday, March 14, 2021

- Exhibits Open 8:30 am–6:00 pm
- Poster Sessions 8:30–10:30 am
- Workshops 12:30–1:00 pm
- Poster Sessions 4:00–6:00 pm

Monday, March 15, 2021

- Exhibits Open 8:30 am–6:00 pm
- Poster Sessions 8:30–10:30 am
- Workshops 12:30–1:00 pm
- Poster Sessions 4:00–6:00 pm

Tuesday, March 16, 2021

- Exhibits Open 8:30 am–6:00 pm
- Poster Sessions 8:30–10:30 am
- Workshops 12:30–1:00 pm
- Poster Sessions 4:00–6:00 pm

**Exhibit schedule is subject to change. All times are EST.*

On Demand Hours

On Demand hours are available 24-hours per day for 90 days. Your virtual exhibit booth will remain public March 17 through June 11, 2021. Live virtual meeting exhibit activity and networking will be Saturday, March 13 through Tuesday, March 16, 2021.

Staffing

Each Exhibit is required to have at least one (1) person monitoring its booth at all times during all open hours.

Ways to Partner with Us

Maximize your visibility, increase traffic to your virtual booth, and target specific audiences by taking advantage of sponsorship and advertising opportunities. Becoming a sponsor will benefit you in so many ways!

- Choose **Sponsorship**, your organization will have high visibility among cognitive neuroscientists. Your logo will be displayed prominently in the virtual platform, on our website, in our digital communications with attendees. Choose Sponsorship and receive all of the exhibit benefits plus more.
- **Exhibit** with us and see steady traffic through the Exhibit Hall with poster sessions located near the exhibits. On Demand allows your message to continue for months.
- **Awards Partner** recognition for support of awards and scholarships in meeting materials.

Sponsorship & Marketing Opportunities

(Opportunities below are subject to change)

- **LUNCH & LEARN WORKSHOP — \$500**
Host a virtual luncheon, Saturday-Tuesday, 12:30-1:00 pm, in an individual virtual meeting room for you to showcase your products and services to an interested group of attendees in a more intimate setting.
- **MOBILE APP ADVERTISEMENTS — \$500**
Exhibitors or Sponsors
- **TRAINEE EVENING EVENT — \$1000**
Trainee mentoring and networking event on Monday evening.
- **TRAINEE SPONSORSHIPS — \$750-\$1250**
Sponsor registrations for trainees: 10-15
- **AWARDS PARTNER— \$1500**
Recognition for support of awards and scholarships in meeting materials
- **SPONSOR WELCOME RECEPTION — \$1500**
Sponsor reception and be recognized on our website, in the virtual platform, mobile app, and virtual signage.
- **SESSION SPONSOR — \$2500**
Sponsor a poster or scientific session.

Branding Opportunities

- ✓ **BECOME A MEETING SPONSOR**
Platinum, Gold, Silver, or Bronze level
- ✓ **EXHIBIT AT A BOOTH**
Standard spaces available
- ✓ **HOST A LUNCH & LEARN WORKSHOP**
Exclusive demo of your product with lunch
- ✓ **SESSION SPONSOR**
Scientific or Poster sessions available
- ✓ **PROVIDE TRAINEE SPONSORSHIPS**
Supports Student & Fellow registration
- ✓ **SPONSOR AN AWARD**
Support research on a global level
- ✓ **SPONSOR WELCOME RECEPTION**
Recognition on our website, in the virtual platform, mobile app & signage

CNS Virtual Sponsorships

	ITEM	EXHIBITOR	SILVER	GOLD	PLATINUM
	Fee	\$500	\$1,500	\$2,500	\$10,000
1 Complimentary Virtual Exhibit Booth		✓	✓	✓	✓
Complimentary Virtual Meeting Registration Log-Ins <i>Additional for purchase at \$125</i>		1	1	2	3
Company Name with Link to Website	Company Name		with Logo	with Logo	with Logo
Company Profile	<250 words		<250 words	<250 words	<500 words
Company Button Size			Small	Medium	Large
Naming Rights of Scientific or Social Session in all Materials and Website					✓
Social Media Mention during CNS Virtual		✓	✓	✓	✓
Company Profile and Logo in Mobile App		✓	✓	✓	✓
Host Lunch & Learn Workshop				✓	✓
Ad on CNS Virtual platform				✓	✓
Company Banner		✓	✓	✓	✓
Company PDFs		✓	✓	✓	✓
Schedule & Host Meetings with Attendees		✓	✓	✓	✓
Opportunity to Network with Registered Attendees		✓	✓	✓	✓
"Sponsored by..." message at the beginning of sessions					✓
Recognition by Leadership at Opening Session		✓	✓	✓	✓
Logo on intro/beginning slide of CNS Virtual		✓	✓	✓	✓
Logo on closing/ending slide of CNS Virtual		✓	✓	✓	✓
Signage on the landing page of the CNS Virtual platform for the entire supported day					✓
CNS Virtual Platform Available on Demand for 90 days Post-Conference		✓	✓	✓	✓

CNS PARTNER APPLICATION

CONTACT INFORMATION

Name

Title

Company (exactly as you want the information to appear in the virtual event)

Billing Address

City, State, Zip

Phone

Text Messaging (optional)

Email

READ BEFORE SIGNING: Exhibitor's or sponsor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor/sponsor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Signature

Date

SPONSORSHIP

- ☐ PLATINUM SPONSOR — \$10,000
2 Available — One SOLD
- ☐ GOLD SPONSOR — \$2500
- ☐ SILVER SPONSOR — \$1500
- ☐ EXHIBIT BOOTH — \$500
- ☐ AWARDS PARTNER— \$1500

MARKETING OPPORTUNITIES

- ☐ LUNCH & LEARN—\$500
- ☐ MOBILE APP ADS—\$500
- ☐ TRAINEE EVENING EVENT—\$1000
- ☐ TRAINEE SPONSORSHIPS—\$750-\$1250
- ☐ AWARDS PARTNER—\$1500
- ☐ WELCOME RECEPTION—\$1500
- ☐ SESSION SPONSOR—\$2500

Important Dates	
Deadlines to Receive Ads/Booths*	2/1/21
Deadline to finalize Virtual Booth	2/26/21
Virtual Exhibit Dates	3/13/21-3/16/21
CNS Virtual Meeting	3/13/21-3/16/21
Event Content Available	3/13/21-6/11/21

*If booth application is received after February 1, 2021, a late fee of \$250 will be added to total.

Contact exhibits@cogneurosociety.org to inquire about more partnership ideas.

The Virtual Exhibit Hall floor plan, What -To- Expect, and How-To Information will be sent to Exhibitors in January 2021.

Payment and Cancellation Policy

Full payment must accompany all reservations. Exhibitors and advertisers cancelling space must notify CNS no later than February 1, 2021 to receive a 50% refund; cancellations made after February 1, 2021 will not be refunded.

Grand Total Payment \$_____

☐ Pay by Credit Card

CC# _____ - _____ - _____ - _____

Exp. Date ____/____/____

Security Code _____

Email Completed Application to:

exhibits@cogneurosociety.org

☐ Pay by Check*

Mail completed application with check to:
CNS c/o TM Events, Inc., 971 West Campus
Point Lane, Goleta, CA 93117

*Make Checks payable to CNS Meeting

Exhibitor Rules and Regulations

1. APPLICATION AND ELIGIBILITY. Application for virtual booth space and/or sponsorship must be made on the printed form provided by CNS (hereinafter “the Association”), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to home care medicine and those individuals attending the Association’s 2021 Virtual Annual Meeting. The Association shall determine the eligibility of any company, product, or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. This contract is binding upon receipt and acknowledgment by the Association. Acknowledgment constitutes one or more of the following: Association confirmation letter or e-mail message, shared conference information to exhibitor, receipt of exhibit kit or information.

2. PAYMENT DATES. No booths will be guaranteed until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by February 1, 2021, the Association will have the right to resell the assigned booth space. The exhibitor/sponsor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor/ sponsor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor/sponsor is or becomes in arrears with respect to any outstanding obligation due the Association.

3. CANCELLATION OF EXHIBIT SPACE OR SPONSORSHIP. If the exhibitor/sponsor notifies the Association in writing of their intent to cancel the contract after acceptance but prior to February 1, 2021, the exhibitor/sponsor will be liable for fifty percent (50%) of the full price of said exhibitor’s/sponsor’s booth space or sponsorship. No refunds will be made after February 1, 2021. In the event of cancellation by an exhibitor/sponsor at no time can the cancellation fee be considered a donation or be recognized as support of CNS. If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the virtual exhibit platform by an act of God, the public enemy, authority of the law, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor/sponsor shall be refunded to the exhibitor/sponsor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor/sponsor after proration thereof among all exhibitors/ sponsors.

4. ASSIGNMENT OF VIRTUAL BOOTH SPACE. Space will be assigned on or February 12, 2021, according to the date on which the contract and deposit are received, the availability of the requested area, amount of space requested, special needs, and compatibility of the exhibitor’s products with the Association’s aims and purposes. The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

5. VIRTUAL BOOTH DETAILS. The virtual exhibit space consists of the following elements, supplied by the exhibitor upon receiving access to virtual exhibit platform: Company Name, Company Description, Booth Graphics, Company Website, Social Media Links, Links to Company Content, Documents and Videos, 1:1 Video Sessions with individual attendees and Group Chat with multiple attendees.

6. CONDUCT OF EXHIBITS. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the virtual booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor’s own virtual booth will not be permitted. There is no restriction on selling in common networking spaces provided that sales transactions may be conducted only within the exhibitor’s own virtual booth. Exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit platform. The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

7. BOOTH SETUP. All virtual exhibits must be set up by February 26, 2021, without exception. CNS will provide multiple training options to instruct exhibitors on the event platform.

8. ENTERTAINMENT. No entertainment may be scheduled to conflict with the Association’s program hours, activity hours, or exhibit hours.

9. EXHIBIT STAFF REGISTRATION. Registration of one (1) representative per paid booth will be complimentary, provided that registration is received by the Association before February 26, 2021. There will be a \$125 charge for the registration of each additional booth representative who exceeds the per-booth allotment. Registrations are not transferable.

10. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject

the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor’s expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

11. AMERICANS WITH DISABILITIES ACT. The exhibitor shall ensure that its booth and its promotional materials and activities comply with the Americans with Disabilities Act so as to allow persons with disabilities equal access to goods and services.

12. INDEMNIFICATION. The exhibitor agrees that it is responsible for the defense and payment of any and all claims, demands and suits on account of any alleged injuries, death or other loss by individuals, or damage to property or other loss, to any party occurring in the exhibit facility or elsewhere because of the acts or omissions of the exhibitor, its employees or agents, licensees, guests or contractors. The exhibitor agrees to defend, indemnify and hold harmless the Association, the exhibit platform, and their respective owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively “Indemnitees”), from any and all claims, actions, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys’ fees, and all other costs, fees, expenses and charges which any Indemnitee, its officers, directors, employees, and agents, and each of them, may incur arising out of the negligence, gross negligence or willful or wanton misconduct of the exhibitor, its officers, directors, employees, agents, contractors, or any other person or organization hired by the exhibitor. The term of this section shall survive the termination or expiration of this contract.

13. FAILURE TO COMPLETE VIRTUAL SPACE. Any virtual exhibit space not completed by February 26, 2021, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association in writing.

14. ADVERTISING MATERIAL. The use or distribution of any souvenirs prior to the conference shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the conference. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors/sponsors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed as PDFs within the virtual exhibit booths.

15. VIRTUAL EXHIBIT SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floor plan for this conference. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association. The Association shall reserve the right to change booth assignments at the Association’s discretion.

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

17. LIMITATION OF LIABILITY. IN NO EVENT SHALL ASSOCIATION, EXHIBIT PLATFORM, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY “EXHIBITION PARTIES”) BE LIABLE TO THE EXHIBITOR/SPONSOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR/SPONSOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION OR FOR ANY CLAIM BY THE EXHIBITOR/SPONSOR, EVEN IF ANY OF THE EXHIBITION PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR/SPONSOR AGREES THAT EXHIBITION PARTIES’ SOLE AND MAXIMUM LIABILITY TO THE EXHIBITOR/SPONSOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. THE EXHIBITOR/SPONSOR AGREES TO INDEMNIFY AND DEFEND THE EXHIBITION PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR/SPONSOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR/SPONSOR AGREES TO PAY ALL ATTORNEY’S FEES AND COSTS INCURRED BY EXHIBITION PARTIES ARISING OUT

18. CODE OF CONDUCT. Exhibitor representatives are responsible for maintaining a collegial and professional environment for attendees, CNS staff, platform staff, other exhibitors, and others participating in the CNS annual meeting. Any exhibitors found to be engaging in unethical conduct or detrimental behaviors, as determined at the sole discretion of meeting management, will be evicted from the meeting and will forfeit booth rental and other exhibit-related payments. If you see something, say something.

Save the Date

Cognitive Neuroscience Society

29th Annual Meeting

April 23-26, 2022

San Francisco

www.cogneurosociety.org