



Physical Meeting — 3/25-28, 2023

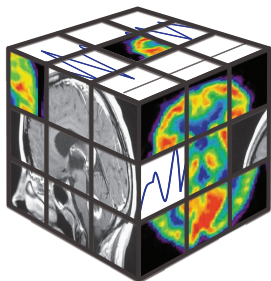
Join us for the 2023 CNS Annual Meeting!

We are proud to present the CNS 2023 Meeting, March 25-28, 2023. We will present a full live physical meeting at the hotel with virtual components for the on-demand period up to 3 months after the meeting. CNS provides opportunities to learn, collaborate, and connect. Offering both a physical booth and a virtual booth to our attendees will provide you with a fully rounded 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, and hybrid-style Poster & Exhibit Halls.

The CNS Annual Meeting offers unique and exciting sponsorship opportunities. We expect our hybrid style meeting to have more attendees than our traditional in-person or virtual meetings. This is the best of both worlds and all exhibitors will receive both physical and virtual booths and benefits.

SPONSOR • EXHIBIT • ADVERTISE • PARTNER



CNS

Cognitive Neuroscience Society

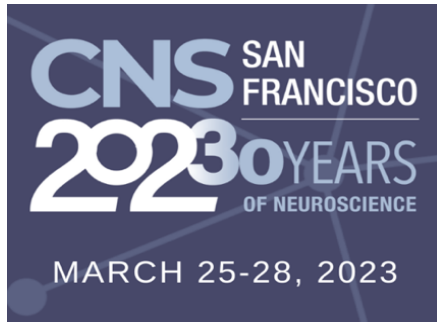


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About Us

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 5000 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 2023 Meeting.

- Professional Clinicians and Clinician Scientists (MDs & MD/PhDs)
- Faculty at Top Colleges and Universities
- Researchers and Educators
- Academic Administrators
- Clinical Researchers
- Business and Management Consultants
- Trainees & Fellows
- Academic and Scientific Publishers
- Technology Companies
- Government Agencies
- Data and Research Service Providers
- Scientific Societies and Organizations

Past Attendee Snapshot

2000	Attendees
152	Institutions of higher learning
34	Countries
289	Trainees
777	Poster Presenters

Why You Should Exhibit

Benefits of Hybrid Partnering

The CNS Annual Meeting offers unique and exciting sponsorship opportunities. We expect our hybrid meeting to have many more attendees than our traditional in-person or virtual meetings. This is the best of both worlds and all exhibitors will receive both physical and virtual benefits.

- All exhibits will feature both a physical booth at the live meeting and a virtual booth during the on-demand virtual portion of the meeting. Together this forms a single hybrid meeting booth.
- 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 halls

Venue

The CNS Annual Meeting, General Sessions, Exhibit Space, and Poster Sessions will be held at the Hyatt Regency San Francisco Hotel.

The virtual portion of the meeting, which will be on demand for the three months after the physical 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, and interactive tools.

Customize your booth with branding and marketing materials and enjoy sponsor benefits tailored to both the physical and online settings.

Booth Information

Each exhibitor will receive benefits for both the physical and virtual booths.

Physical Booth includes:

- All booths are 8-foot deep x 10-foot wide and include one 10-foot draped back wall, two 4-foot draped side rails
- One 7-inch x 44-inch sign identifying your organization
- Furniture, carpet, electricity, internet, and other accessories must be rented from the exposition service company using the appropriate order forms in the Exhibitor Service Kit.

Virtual Booth Includes:

- Exhibitor name, logo, description, website, and social media links
- Banner image
- Booth personnel contact information includes: PDF links; Website links; Videos

Booth Analytics

The virtual booth will allow Attendee Impression Tracking including name, title, organization, and email (if provided by the attendee).

Physical Exhibit Hours

Special Live Exhibit Networking Events *	
Saturday, March 25, 2023	
▪ Exhibits Open	1:00–6:00 pm
▪ Poster Session	1:30–3:30 pm
▪ Poster Session	4:00–6:00 pm
Sunday, March 26, 2023	
▪ Exhibits Open	8:00 am–6:00 pm
▪ Breakfast with Exhibitors	8:30–9:00 am
▪ Poster Session with Exhibitors	8:30–10:30 am
▪ Lunch & Learn Workshops	12:30–1:00 pm
▪ Coffee Break with Exhibitors	3:30–4:00 pm
▪ Poster Session with Exhibitors	4:00–6:00 pm
Monday, March 27, 2023	
▪ Exhibits Open	8:00 am–6:00 pm
▪ Breakfast with Exhibitors	8:30–9:00 am
▪ Poster Session with Exhibitors	8:30–10:30 am
▪ Lunch & Learn Workshops	12:30–1:00 pm
▪ Coffee Break with Exhibitors	3:30–4:00 pm
▪ Poster Session with Exhibitors	4:00–6:00 pm
Tuesday, March 28, 2023	
▪ Exhibits Open	8:00 am–6:00 pm
▪ Breakfast with Exhibitors	8:30–9:00 am
▪ Poster Session with Exhibitors	8:30–10:30 am
▪ Lunch & Learn Workshops	12:30–1:00 pm
*Exhibit schedule is subject to change. All times are PST.	

On-Demand Hours

On-demand hours are available 24-hours per day for 90 days. Your virtual exhibit booth will remain public March 28 through July 31, 2023. Live virtual meeting exhibit activity and networking will be Saturday, March 25 through Tuesday, March 28, 2023.

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 **Sponsor**, your organization will have high visibility among cognitive neuroscientists & **Awards Partner** recognition for support of awards and scholarships in meeting materials. *Choose Sponsorship and receive all the exhibit benefits plus more.*
- Choose **Advertise** and reach the best and brightest in the field. Advertise during the annual meeting and reach over 5000 CNS members via email, social media, and on signage!
- Choose **Exhibit** and see steady traffic through the Exhibit Hall with poster sessions throughout the day and coffee breaks located near the exhibits. On-demand allows your message to continue for months.

Branding Opportunities



BECOME A MEETING SPONSOR



EXHIBIT AT A BOOTH



HOST A LUNCH & LEARN WORKSHOP



SESSION SPONSOR



PROVIDE TRAINEE SPONSORSHIPS



SPONSOR AN AWARD



SPONSOR A WELLNESS OR COFFEE BREAK



SPONSOR WELCOME RECEPTION

Sponsor

(Opportunities below are subject to change)

- **PLATINUM — \$10,000**
- **GOLD — \$5000**
- **SILVER — \$3000**

Add on Sponsor Opportunities:

- **LUNCH & LEARN WORKSHOP — \$4000**
Host a luncheon, Sunday-Tuesday, 12:30-1:00 pm, in an individual meeting room for you to showcase your products and services to an interested group of attendees in a more intimate setting.

ACADEMIC SPONSORSHIPS — \$2000

Exclusive to academic institutions, sponsor registrations for trainees: 5

- **WELLNESS OR COFFEE BREAK — \$1000**
- **SPONSOR TRAINEE EVENING EVENT — \$3000**
Trainee mentoring and networking event on TBA evening.
- **TRAINEE SPONSORSHIPS — \$1200-\$2000**
Sponsor registrations for trainees: 4-7
- **AWARDS PARTNER— \$3000**
Sponsor registrations for 10 GSA/PSA winners AND recognition for support of awards in meeting materials
- **SPONSOR 30th ANNIVERSARY PARTY — \$10,000**
- Sponsor gala and be recognized on our website, in the virtual platform, and virtual signage.
- **SPONSOR WELCOME RECEPTION — \$3000**
Sponsor reception and be recognized on our website, in the virtual platform, and virtual signage.
- **SESSION SPONSOR — \$2500**
Sponsor a poster or scientific session.
- **SPONSOR ATTENDEE WIFI— \$2500**
Offer premium service to our attendees.

Advertise

(Opportunities below are subject to change)

PAGE IN PROGRAM ADVERTISING - \$1000

You will have the choice of either on one side of a cover or you can also choose different types of pages. *Prices may vary

EMAIL LISTSERV ADS — \$300-\$1000

Your ad links to our regular HTML meeting emails. Our database contains over 7,000 targeted Cognitive Neuroscience Society Members and past meeting attendees

JOURNAL/BROCHURE ADVERTISING - \$600

Place your journal and/or brochures for pickup at the onsite Registration Desk for the duration of the meeting quantity of 600 per.

FLYER INSERT ADVERTISING - \$600

Flyers are distributed to all meeting attendees via insertion in the attendee registration packet. Flyer inserts quantity of 1000 per flyers and are limited to one sheet and not to exceed 8.5" X 11

MEETING ACCESORIES - \$6000

Customized tote bags, lanyards, and badge ribbons with your logo as a fun give-away. *Prices may vary

Exhibit

PREMIUM EXHIBIT — \$3000

One exhibit booth in premium location (near coffee breaks), 2 exhibitor passes, 1 email ad to attendee Listserv

EXHIBIT — \$2000 —

One exhibit booth, 1 exhibitor pass

Don't see a sponsorship opportunity that interests you? Let us know and we can customize your package.

Sponsors & Exhibits QuickSheet

	EXHIBIT	PREMIUM EXHIBIT	SILVER	GOLD	PLATINUM
Fee	\$2,000	\$3,000	\$4,000	\$5,000	\$10,000
1 Complimentary Virtual Exhibit Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Virtual Meeting Registration Additional for purchase of \$300	1	2	3	4	5
Company Link to Website	<i>Company Name</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>
Company Profile	<50 words	<100 words	<150 words	<250 words	<500 words
Booth Available On-Demand for 3 months Post-Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Virtual Platform: Videos, Company Banner, PDFs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Schedule & Host Meetings with Attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to Network with Registered Attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Intro/Beginning Slide of CNS, and in printed program		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Listserv Email Ads to Attendees		1	2	3	4
Company Logo Size		<i>Small</i>	<i>Medium</i>	<i>Large</i>	<i>Jumbo</i>
Recognition by Leadership at Opening Session		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Mention during CNS			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Host Complimentary Wellness/Coffee Break				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
"Sponsored by..." Message at the Beginning of Sessions					<input checked="" type="checkbox"/>
Naming Rights of Scientific or Social Session					<input checked="" type="checkbox"/>

CNS PARTNER APPLICATION

CONTACT INFORMATION

Name _____ Title _____

Company (exactly as you want the information to appear)

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 — \$5000
- ☐ SILVER SPONSOR — \$4000
- ☐ PREMIUM EXHIBIT BOOTH — \$3000
- ☐ EXHIBIT BOOTH — \$2000
- ☐ ACADEMIC PARTNER— \$2000

SPONSOR MARKETING OPPORTUNITIES

- ☐ 30th ANNIVERSARY PARTY - \$10,000
- ☐ 30th ANNIVERSARY TRAINEE TICKET - \$500
- ☐ WELLNESS/COFFEE BREAK—\$500
- ☐ TRAINEE EVENING EVENT—\$1000
- ☐ TRAINEE SPONSORSHIPS—\$750-\$1500
- ☐ AWARDS PARTNER—\$5000
- ☐ WELCOME RECEPTION—\$2500
- ☐ SESSION SPONSOR—\$2500
- ☐ ATTENDEE WIFI—\$2500

ADS

- ☐ MEETING PROGRAM AD - \$500 - \$1000
- ☐ JOURNAL/BROCHURE (600 QTY)—\$600
- ☐ FLYER INSERT AD (1000 qty) - \$600
- ☐ EMAIL LISTSERV ADS \$300-\$1000

GIVE AWAYS

- ☐ BOTTLES/MUGS (1200 QTY) - \$ 6000
- ☐ TOTE BAGS (1200 QTY) - \$ 4000
- ☐ LANYARDS (1200 QTY) - \$3000
- ☐ BADGE RIBBONS (1200 QTY) - \$1500

*Will have company logo on giveaways. Styles and colors may vary

PAYMENT AND CANCELLATION POLICY

Full payment must accompany all applications. Exhibitors and advertisers cancelling space must notify CNS no later than February 13, 2023 to receive a 50% refund; cancellations made after February 13, 2023 will not be refunded.

All Costs Before 1/31/23

- ☐ Subtract early invitation discount \$250 to your total

All Costs After 2/13/23

- ☐ Add Late fee \$250 to your total

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

The physical Exhibit Hall floor plan, Virtual What -To-Expect, and How-To Information will be sent to Exhibitors in January 2023.

Important Dates

Deadline to Receive Partner Application*	2/13/23
Deadline to finalize Virtual Booth	3/01/23
Virtual Exhibit Dates	3/20-7/31/23
CNS Physical Meeting	3/25-3/28/23
Event Content Available	3/11-7/31/23

***If partner application is received after February 13, 2023, a late fee of \$250 will be added to total.**

Grand Total Payment \$_____

Pay by Credit Card

CC# _____

Exp. Date ____/____

Security Code _____

Email Completed Application to:

exhibits@cognesocietysociety.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

BOOTH SPECIFICATIONS: Each booth is 8' x 10' and includes a 7' x 44" sign identifying your organization, one 6' x 30" skirted table, two side chairs, and one wastebasket. Furniture rental and other exhibitor services will be available through Curtin Convention, the show decorator.

EXHIBIT HOURS: Exhibitors will have access to their exhibit space during the following times.

TENTATIVE SCHEDULE: Exhibitor Hours and events are tentative and subject to change. Final hours will be shown in the Exhibitor Service Kit.

Saturday, March 25 8:00 am – 12 pm 11:00 am – 3:00 pm 3:30 – 5:30 pm	Decorator Set-Up Exhibitors Set-Up Exhibits open
Sunday, March 26 and Monday, March 27 7:30 – 8:00 am 8:00 am - 5:30 pm 5:30-5:45 pm	Exhibit Room access to Exhibitors/Poster set-up only Exhibits open Poster tear-down
Tuesday, March 28 7:30 – 8:00 am 8:00 am - 12:00 pm 12:00 – 2:00 pm 12:00-2:00pm	Exhibit Room access to Exhibitors/Poster set-up only Exhibits open Exhibitor and poster tear-down Decorator tear-down

APPLICATION AND ELIGIBILITY. Application for 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 2023 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. Exhibit booths will be reserved upon receipt of the completed Exhibitor Application and payment. Confirmation of booth reservation will be sent via email. Booth reservation can be made by mail or email. To reserve by mail, complete the Exhibitor Application and mail, along with payment, to: CNS Meeting Exhibits, 971 West Campus Lane, Goleta, CA 93117.

PAYMENT. 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 13, 2023, 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. Payment can be made by check, money order, or credit card. To pay by check or money order, make the check or money order payable to CNS Meeting and submit with your Exhibitor Application to the address shown on the form. There is a \$30 charge for returned checks.

BOOTH STAFFING. Each booth reservation includes complimentary meeting registrations see sponsor table. Name badges will be issued as indicated on the Exhibitor Application. Exhibitors are required to wear badges at all times when in the Exhibit Hall. Additional representatives must pay regular meeting fees to attend. Badges are not transferable.

EXHIBIT SPACE SET UP/TEAR DOWN. Exhibitors shall not set up or tear down their exhibit space during exhibit hours. Any exhibit space not occupied by the start of exhibit hours may be cancelled without refund and reassigned by CNS Meeting.

EXHIBIT POLICY. All exhibitors are responsible for being aware of and adhering to the following policies.

- Exhibitors must keep their exhibit space open and staffed during exhibit hall hours.
- Each exhibit booth should be staffed during the poster set up or tear down time periods each day as liability for all equipment and materials remains with the individual exhibitor.
- Exhibitors may not sublet or assign any portion of their exhibit space. Exhibitors agree to comply with all decisions of the Exhibit Manager.
- CNS Meeting shall deny, within its sole discretion and for whatever reason, participation at the meeting of any exhibitor which CNS Meeting deems to be inappropriate for the meeting or which CNS Meeting believes would be disruptive to the activities of the meeting.

- Exhibitors shall not schedule or promote competitive activities during the time of the meeting except upon the pre-approval of CNS Meeting.
- CNS Meeting reserves the right to relocate booths for the overall benefit of the meeting.

RESPONSIBILITY. Exhibitor assumes responsibility and agrees to indemnify and defend the Cognitive Neuroscience Society and the San Francisco Hyatt Regency Hotel, and the Hotel's/Center's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents against any claim or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the Cognitive Neuroscience Society nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility if the Exhibitor to obtain such insurance.

CONVENTION SERVICES. The decorator, Curtin Convention, will send you an exhibitor service kit (ESK) within 60 days of the meeting. The ESK describes your options for ordering equipment and services, such as furniture, plant/floral, computer, audiovisual, electrical, Internet access, and telecom.

FREIGHT HANDLING. Shipment of equipment and supplies must be arranged through the decorator, Curtin Convention, which will transport your shipment to the meeting, deliver it to your booth, remove it at the conclusion of the meeting, and ship it back to your company. All your representatives have to do is set up your exhibit and dismantle it. Confirmed exhibitors will receive shipping information along with a complete kit from the decorator, Curtin Convention, approximately 60 days prior to the meeting.

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 13, 2023, 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 13, 2023. 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. For cancellations, contact the CNS Exhibit Manager at 805-450-7490 or exhibits@cogneurosociety.org

SECURITY. Liability for all equipment and materials remains with the individual exhibitor. Neither the San Francisco Hyatt Regency Hotel, nor the CNS Meeting, is liable for, or carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

SOLICITATION. All demonstrations and interviews must be conducted within your assigned booth space. All exhibitor printed materials, souvenirs and other articles must be distributed within your assigned booth space. Aisle space must be kept clear to permit for a smooth flow of traffic. Distribution of printed materials, souvenirs and other articles in the registration area, common areas outside the exhibit hall, meeting rooms, or food and beverage areas is prohibited. The operation of lotteries or games of chance is permitted within applicable law. CNS Meeting reserves the right to prohibit the distribution of items it deems objectionable or otherwise inappropriate.

ASSIGNMENT OF VIRTUAL BOOTH SPACE. Space will be assigned on February 14, 2023, 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.

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.

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.

BOOTH SETUP. All virtual exhibits must be set up by March 1, 2023, without exception. CNS will provide multiple training options to instruct exhibitors on the event platform.

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

EXHIBIT STAFF REGISTRATION. Registration of one (1) representative per paid booth will be complimentary, provided that registration is received by the Association before January 31, 2023. There will be a \$300 charge for the registration of each additional booth representative who exceeds the per-booth allotment. Registrations are not transferable.

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.

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.

FAILURE TO COMPLETE VIRTUAL SPACE. Any virtual exhibit space not completed by March 1, 2023, 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.

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.

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.

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.

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

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.