

2024



NEI SYNAPSE

April 19 - 21 • Las Vegas, NV

Exhibitor & Sponsorship

2024

PROSPECTUS



Reach **up to 1,000+** U.S.-based
Mental Health Care Professionals!



25 Booths Available



8 Industry Sessions



Neuroscience Education Institute

#NEISynapse



Strengthen Your Synapses



NEI Synapse, held at the Red Rock Casino on April 19–21 is an educational experience that offers all the essential psychopharmacology education mental health clinicians have come to expect from the Neuroscience Education Institute (NEI) in an intimate setting. This conference focuses on advancing professionals' clinical knowledge and optimizing patient care. At NEI Synapse, expert faculty share insight and cutting-edge research on mental health treatments, benefits, side effects, drug interactions, and management in the uniquely NEI way: high science education simplified in a digestible format, enhanced by unmatched animation and excellent production value. Beyond the educational sessions, participants will benefit from opportunities to interact and engage with faculty and peers to enhance their NEI Synapse experience.

NEI Synapse attendees will explore the exhibit hall, attend industry sessions, and participate in other promotional opportunities to research products and services that may help them improve their patient care.

In 2023, total attendance at NEI Synapse exceeded expectations and increased from the numbers before the COVID-19 pandemic. We believe that NEI Synapse fills the need for many mental health clinicians to stay up to date in the latest treatments and medications for their patients in a post COVID-19 world.

Empower and inform 1,000+ U.S.-based prescribers by supporting this transformational event. The 7th annual NEI Synapse is a conference that cannot be missed!

We look forward to seeing you there.

Sincerely,

Sheri Mills

President, General Manager

817.223.4256

smills@neiglobal.com

Gabriela Chevalier

Manager, National Accounts

760.203.4725

gchevalier@neiglobal.com

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General Information



Location

Red Rock Casino
11011 W Charleston Blvd
Las Vegas, NV 89135

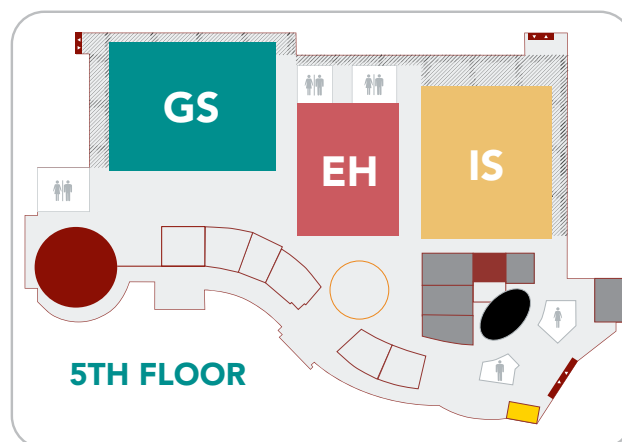
Conference Dates

April 19–21, 2024
Friday–Sunday

Exhibit Hall Dates

April 19–20, 2024 *(subject to change)*
Friday–Saturday

Property Map



- GS** Red Rock Ballroom
CME/ CE Sessions
- IS** Summerlin Ballroom
Industry Sessions
(non-CME)
- EH** Charleston Ballroom
Exhibit Hall

Hotel Accommodations*

Red Rock Casino, Las Vegas, NV

Rate: From \$249/night + tax & resort fee

Rate Cutoff Date: March 25, 2024

Reservations Information: [Reserve online](#) or call (702) 797-777

Cancellation Policy: Hotel reservations are non-refundable. NEI Synapse cancellation guidelines supercede the hotel cancellation guidelines if reservations are made using NEI Synapse's discounted room block rate.

***Requires a 3-night minimum with a 1-night non-refundable deposit and tax at time of booking.**

Contact Us

Pharmaceutical Companies & Medical Affairs

Sheri Mills
President, General Manager
(817) 223-4256
smills@neiglobal.com

All Other Companies

Gabriela Chevalier
Manager, National Accounts
(760) 203-4720 ext. 100
gchevalier@neiglobal.com

SAVE THE DATE!



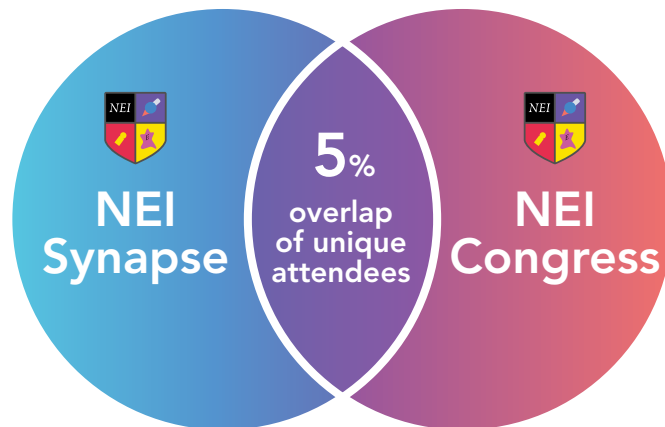
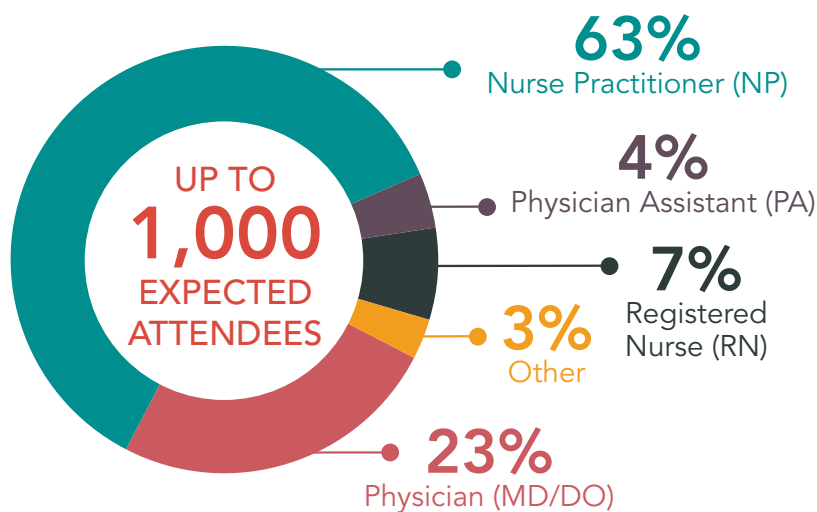
2024 NEI Congress
November 6-10, 2024
The Broadmoor,
Colorado Springs, CO

2025 NEI Congress
November 5-9, 2025
The Broadmoor,
Colorado Springs, CO

About NEI Synapse Attendees

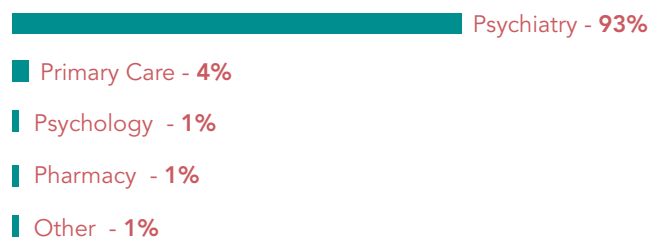


Discipline

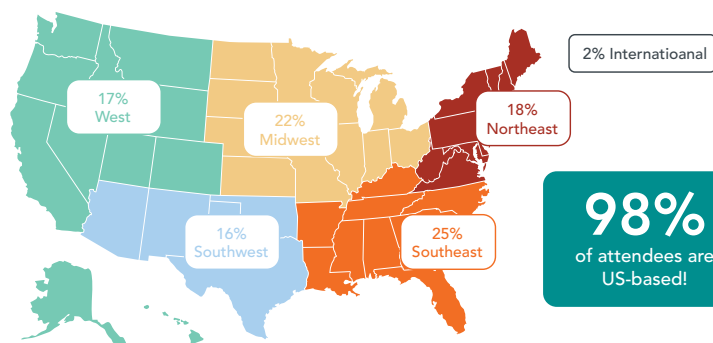


92% of NEI Synapse attendees have US prescribing privileges

Speciality



Geography



Attendees Treat the Full Spectrum of Mental Health Illnesses Every Week:

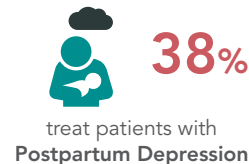
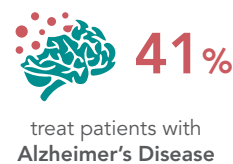
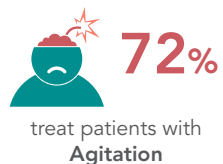
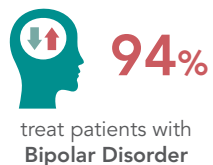


Exhibit Opportunities



Only 25 booth spaces available for your chance to interact with 650+ attendees.

Reserve your booth today!

[View Exhibit Hall Floorplan](#)

Booth space will be assigned on a first-come, first-served basis. View the floor plan for current availability and submit pages 13-15 to reserve your spot.

[Exhibit Promo-Kit Packages](#)

Maximize your exposure and receive a 15% discount on your advertising needs! Details on page 14.

Booth Fees:

10' x 10'	\$3,250	10' x 20'	\$7,500
10' x 30'	\$10,500*	20' x 20'	\$14,000*

*10' x 20' booths or larger include a virtual booth on our simulcast platform. Exhibitor may opt out of the virtual booth and use credit towards a digital tote bag insert in the simulcast platform.



Don't miss half the audience, get a virtual booth as well.

Exhibiting Benefits:

- Engage with prescribers who are engaged learners, eager to improve patient outcomes
- Five hours of exhibit hall time
- Three hours of unopposed exhibit hall time
- Company overview in the conference program guide and mobile app
- Exhibitor badges
- Exhibitor lounge access with complimentary refreshments
- Complimentary Wi-Fi
- Back and side wall draping (black) for non-island booths
- One draped (black) table (6' x 30") and two chairs for 10' x 10' booths
- 10' x 20' booths and larger include a virtual exhibit booth
- Virtual exhibit booths are available online for 30 days

Exhibiting Company Overview & Badge Registration:

Submit your company overview online by February 9, 2024. Exhibiting company overviews are included in the conference program guide and mobile app, provided to all conference attendees. Update your company overviews [here](#).

Upload your company logo by January 20, 2024. Your logo will be added to the mobile app. Upload your logo [here](#).

Register your booth personnel online by April 1, 2024. Exhibitor badges are for the exhibit hall only. To attend CME sessions, a full conference registration is required—register [here](#).

Visit our [exhibitor kit](#) for additional important deadlines.

Exhibitor Schedule*



Five Exhibit Hours, three unopposed hours*

Thursday, April 18

11:00 am – 6:00 pm	Exhibit Hall Setup & Booth Move-In
3:00 pm – 6:00 pm	Exhibitor Check-In / Registration

Friday, April 19

8:00 am – 1:30 pm	Exhibit Hall Setup & Booth Move-In
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All exhibitors are required to clear the exhibit hall floor at 1:30 PM on Friday, April 19.

2:45 pm – 4:45 pm	Exhibit Hall Open
5:00 pm	Exhibit Hall Closed

Saturday, April 20

10:00 am – 11:30 am	Exhibit Hall Open
11:30 am – 3:00 pm	Exhibit Hall Closed
3:00 pm – 4:50 pm	Exhibit Hall Open
4:50 pm – 8:00 pm	Exhibit Hall Closed / Exhibit Hall Breakdown [†]

RUSH TIMES



Friday:

3:05 pm – 4:15 pm

Saturday:

10:15 am – 11:00 am

3:35 pm – 4:35 pm

*Schedule is subject to change. Exhibitors must staff their booths according to the schedule above and not the general sessions agenda. NEI has accommodated 15 minutes prior to the general sessions exhibit hall schedule to allow for potential schedule adjustments.

[†]Each exhibitor is responsible for making sure all materials are removed from the exhibit area by 8:00 pm on Saturday, April 20. Displays should not be dismantled before 4:50pm.

Advertisement Opportunities



★ Exclusive Opportunity

Conference Program Guide

Place your advertisement in the conference program guide, a full color 8.5" x 11" print piece provided to all NEI Synapse attendees in their conference bag. Electronic artwork must be submitted by the sponsor.

Advertisements	Price
★ Centerfold (Two-Page Spread)	\$5,500
★ Inside Front Cover (Full-Page)	\$2,750
★ Inside Back Cover (Full-Page)	\$2,750
Run-of-Book (Two-Page)	\$4,500
Run-of-Book (Full-Page)	\$2,250
Run-of-Book (Half-Page)	\$1,125
PI Page	\$1,250 per

Hotel Room Door Drop - \$8,000

Hotel room door drops allow you to deliver your own company literature right to attendees' hotel doors at the Red Rock Casino. Materials must be created and shipped to the hotel by the sponsor. NEI will manage on-site logistics.

Tote Bag Insert - \$5,500

Place a custom insert into the NEI Synapse tote bags that are distributed to registered attendees as they check in. Materials can be up to 8.5" x 11" in size and double-sided. Materials must be created and shipped to NEI's fulfillment house by the sponsor. A digital version should be submitted to NEI to be made available on the NEI Synapse virtual platform for simulcast attendees.

Conference Email Blast - \$12,000

Send a custom email blast to all registered NEI Synapse attendees. Custom email must be provided by the sponsor. NEI will manage distribution on the sponsor's behalf.

Conference Direct Mailer - \$3,000

Send a custom print mailing to all registered NEI Synapse attendees. Materials must be created and shipped to NEI's fulfillment house by the sponsor. The sponsor must use NEI's fulfillment house for mailed distribution.

★ Hotel Room Key Cards - \$15,000

Personalize the Red Rock Casino room keycards with your logo or advertisement. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ Cube Towers

Promote your message on stackable cubes that are sure to catch the eyes of attendees as they pass by. Each stackable tower includes three cubes, and each cube has four sides. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Cube Tower	Price
One	\$17,500
Two	\$30,00

★ Exhibit Hall Charging Station - \$17,500

Provide a 10' x 20' charging station lounge in the exhibit hall to allow NEI Synapse attendees to recharge cellular phones and other personal electronic devices. Attendees will relax in comfortable seating as they plug in and recharge. The sponsor's signage will be displayed in the charging lounge. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Advertisement Opportunities



★ Exclusive Opportunity

Virtual Lobby Advertisement - \$15,000

Promote your company's message on the most trafficked page on our simulcast platform. There are three spots available. Take one or two out of the three spots or take over the entire the entire lobby of our virtual platform. Total takeover of three spots costs \$30,000. Electronic artwork must be submitted by the sponsor.

★ **Hotel Elevators Video - \$15,000**

This is an exclusive opportunity to have a video with your company's message on all of the hotel elevators. The video cannot have audio streaming. Sponsor is responsible for creating the media file. NEI will manage onsite logistics.

★ **Mobile App Banner Ad - \$10,000**

Increase your exposure with an exclusive ad on the NEI Synapse Meeting App. Your banner advertisement will be posted as a priority news card that will be featured during the entire conference. The advertisement can be linked to your exhibitor information in the mobile app, or a separate URL. Sponsor must provide artwork as an electronic file.

Mobile App Announcement - \$2,000

Drive attendees to your booth or Industry Session with a graphic or video announcement pinned to the activity feed home page of the conference mobile app. Each message includes a custom title and a customized image or video. Title and image/ video must be created and provided by the sponsor. NEI will schedule and deploy announcements. Announcements are appropriately timed to maximize your traffic.

Mobile App Push Notification - \$2,500

Send a customized text notification to attendees who have downloaded the conference mobile app. A custom message (140-character maximum) must be created and provided by the sponsor. This notification can be linked to the mobile app or a separate URL.

Sponsor can choose their preferred date and time for deployment. NEI will manage the logistics and confirm the availability of the sponsor's preferred deployment time.

Desktop Push Notification - \$2,500

Send a customized message to all virtual attendees on the virtual platform. NEI will assist in scheduling and deploy announcements. Sponsor can choose their preferred date and time for deployment. NEI will manage the logistics and confirm the availability of the sponsor's preferred deployment time.

★ **Daily Emails Advertisement - \$10,000**

Place your company or product logo on conference bags distributed to attendees as they check in at NEI Synapse. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ **Conference Badge Lanyards - \$17,500**

Place your logo on the NEI Synapse lanyard that attendees wear with their required name badge. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ **Conference Tote Bags - \$30,000**

Place your company or product logo on conference bags distributed to attendees as they check in at NEI Synapse. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ **Lighted Advertisement Tower - \$17,500**

Enlighten attendees with your message with a four-panel lighted display tower located near the entrance to the exhibit hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Advertisement Opportunities



★ Exclusive Opportunity

★ Conference Wi-Fi Sponsor - \$17,500

Increase your exposure throughout the conference venue by sponsoring free Wi-Fi internet access to all NEI Synapse attendees. The Wi-Fi sponsorship includes two branded Wi-Fi information display signs and customized Wi-Fi network name and password. Sponsorship recognition will additionally appear in the NEI Synapse Program Guide and mobile app. The sponsor must provide artwork as an electronic file. NEI will manage production and onsite logistics.

Exhibit Hall Aisle Floor Decals - \$12,500

★ Increase your awareness by promoting your logo or advertisement on floor decals placed along the aisles in the exhibit hall. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Exhibit Hall Coffee Stations - \$15,000

★ Perk up conference attendees by sponsoring the morning coffee breaks in the exhibit hall on Friday and Saturday. The coffee station will include your company name/logo on disposable coffee cups and napkins. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

Templated Social Media Kit - \$1,200

Save time with pre-made, cobranded NEI Synapse social media templates designed for Facebook, Twitter, LinkedIn, and Instagram that you can use on your own social channels.

Private Meeting Room - \$5,000

Book a private suite from Friday-Sunday for your company to have one-off meetings or staff trainings.

Industry Sessions



Discuss issues on patient education, specific products, services, or new clinical science to a dedicated audience of opt-in clinicians who have chosen to attend your industry session, disease state, or medical affairs event.

To secure your preferred timeslot (see page 14 for available options), complete and submit pages 13–15. Timeslots are assigned on a first-come basis. NEI reserves the right to approve agreements and limit competing topics/products. Industry Sessions are not for CME credit. **A booth rental, both in person and virtual is required to host an industry session, disease state, or medical affairs event, or other customized activity that involves conference attendees.**

Industry Session Benefits:

- **Meals are provided** by NEI through attendee registration fees—no “Sunshine Act” reporting required.
- **Private ballroom** is assigned for your session, disease state, or medical affairs event to comply with ACCME guidelines. NEI does not guarantee an audience size.
- **Simulcast Fees are included.** Industry Sessions are automatically included for the virtual audience engaging in the simulcast. NEI requires in writing notification that a session should not be included in the simulcast. Removing the simulcast does not reduce the session fee.
- **Audience Response System** for engagement and polling
- **Non-competing sessions to maximize attendance.** Industry events do not overlap with our CME programs or other industry events.
- **Complimentary session scanning units.** NEI will provide six (6) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so please plan accordingly. Attendance reports will be available 7 days after the conference.
- **Professional moderator** to welcome attendees and introduce faculty. One (1) professional moderator will be onsite to provide your team with any logistical assistance.
- **Audio-visual equipment and show technician.** NEI will provide lavalier mics for up to two (2) presenters, two (2) screens, one (1) projector, one (1) show computer with Windows 10 and PowerPoint (16:9 PowerPoint recommended), one (1) wireless cue/remote slide advancer, one (1) large speaker timer, one (1) confidence monitor, and one (1) acrylic podium with microphone. Additional A/V equipment can be purchased.
- **Six (6) additional exhibitor badges** for industry session staffing purposes.
- **Five (5) simulcast access** for auditing purposes
- **Complimentary listing** on conference mobile app, online agenda, and onsite signage.

The sponsor is responsible for: content development of the presentation (agencies or 3rd party providers can assist the company), door monitors/staff to welcome and scan attendee badges, all speaker-related costs (flights, honorarium, accommodations, conference registration, etc.), and the design, development, and production of any promotional material (subject to NEI’s approval)—all material must include disclaimer statement on page 20.

Session title, overview, and presenter information must be submitted [online](#) to NEI by February 9, 2024. Industry personnel must be registered [online](#) by April 1, 2024. See pages 19–21 for additional guidelines.

Medical Affairs Opportunities



Medical Affairs teams at pharmaceutical companies lead in gathering accurate scientific data and communicating that information between practicing clinicians and pharmaceutical companies. NEI recognizes the importance of Medical Affairs and the significance of disease state education that is not product specific. NEI does not create content for Medical Affairs departments but rather works to facilitate meeting space and share invitations for NEI members and attendees. These ancillary events must be scheduled outside of NEI Synapse events. An industry session is required to host an ad board or poster reception.

- **Ad Boards**

Reserve a meeting room for your ad board the day before NEI Synapse. A/V needs and food and beverage orders will be managed by the Medical Affairs team and paid directly to Red Rock Hotel and their A/V Vendor.

Small Ad Board (10 attendees or less)	\$6,000
Large Ad Board (more than 10 attendees)	\$12,000

- **Custom Event**

Build your custom event with the creative minds at NEI and the unique spaces at Red Rock Hotel.

Contact Sheri Mills at smills@neiglobal.com.

Ad boards cannot be held in private meeting rooms without prior notice and a signed agreement with NEI Synapse management. All ancillary events must be approved by NEI Synapse management prior to the conference. Please refer to the 2024 NEI Synapse Rules and Regulations for unsanctioned events on page 17.

2024 NEI Synapse Prospectus Order Form & Agreement



This legally binding agreement is made between the company listed below ("Company") and the Neuroscience Education Institute ("NEI").

COMPANY INFORMATION:

COMPANY NAME _____

PARENT COMPANY _____

COMPANY MAILING ADDRESS _____

CITY: _____ STATE: _____ ZIP: _____

INDUSTRY SESSION INFORMATION:

(if applicable)

SESSION TYPE (INDUSTRY SESSION / DISEASE STATE / MEDICAL AFFAIRS) _____

SESSION TITLE / TOPIC _____

PROPOSED SPEAKER _____

PRIMARY CONTACT:

CONTACT NAME _____

CONTACT TITLE _____

CONTACT PHONE _____

CONTACT EMAIL _____

SECONDARY CONTACT:

(if applicable)

CONTACT NAME _____

CONTACT TITLE _____

CONTACT PHONE _____

CONTACT EMAIL _____

By submitting this signed agreement, you (an authorized representative of the Company) hereby:

- ☐ **EXHIBITOR, ADVERTISER, AND SPONSOR AGREEMENT:** Acknowledge that you fully understand and agree to abide by all the 2024 NEI Synapse Prospectus Rules and Regulations published on pages 16–22 of this prospectus. Any exhibitor and/or sponsor who violates or fails to abide by all such Rules & Regulations will result in a breach of the agreement by the company and gives NEI the right to evict any exhibitor and/or sponsor that violates this policy. Agree to NEI's zero-tolerance cancellation and no-refunds policy. NEI reserves the right to approve all agreements and may restrict inappropriate products/services. Agree to the payment terms, listed on pages 16–17, which state that payments are due in full by January 15, 2024.
- ☐ **INDUSTRY SESSION AGREEMENT:** Acknowledge that this is a legally binding agreement once signed and submitted to NEI. Agree to the payment terms, listed on pages 16–17, which state that payments are due in full by January 15, 2024. If full payment is not received by the above deadline, NEI has the right to forfeit the agreement, and give the opportunity to the next applicant (in priority order). Agree to NEI's zero-tolerance cancellation and no-refunds policy. Written notification of cancellation must be received by Sheri Mills (smills@neiglobal.com). The company shall remain liable to NEI for the total sponsorship fee for the cancellation. The company additionally acknowledges that attendance projections are an estimate and not a guarantee. You fully understand and agree with all the 2024 NEI Synapse Prospectus Rules and Regulations published on pages 16–22 of this prospectus.

SIGNATURE

DATE

NAME & TITLE

Please complete and return the remaining order form on pages 13-14 and payment information on page 12.

2024 NEI Synapse Prospectus Order Form & Agreement



EXHIBIT BOOTH FEES

Size	Fee	Size	Fee
<input type="checkbox"/> 10' x 10' Booth	\$3,250	<input type="checkbox"/> 10' x 20' Booth	\$7,500*
<input type="checkbox"/> 10' x 30' Booth	\$10,500*	<input type="checkbox"/> 20' x 20' Booth	\$13,000*
Booth Preference: 1st _____ 2nd _____ 3rd _____			
Competitors: _____			
Virtual Booth Add-on: <input type="checkbox"/> \$3,000 *Booths 10' x 20' and larger include a virtual booth			

INDUSTRY SESSION FEES

Date	Timeslot	Estimated Clinicians* (in person/simulcast)	Fee	Status
■ Thursday, April 18, 2024	Poster Reception**	100 (in-person)	\$40,000	SOLD
■ Friday, April 19, 2024	Breakfast	500	\$175,500	SOLD
■ Friday, April 19, 2024	Lunch	600	\$240,000	SOLD
■ Friday, April 19, 2024	Dinner	300	\$120,000	SOLD
■ Saturday, April 20, 2024	Breakfast	400	\$150,000	SOLD
■ Saturday, April 20, 2024	Lunch	600	\$200,000	SOLD

*Audience size is not guaranteed and could be comprised of a live audience and a simulcast audience. An in-person exhibit booth and virtual booth are required to host an industry event. Meals are provided by NEI through attendee registration fees. Note: minimum audience could be achieved between in-person and virtual attendees. The cost of simulcasting to the virtual audience and an audience response system (ARS) have been included in the above fee. A written request is required to remove the simulcast feature. The option to forego the simulcast feature may reduce the target audience to 60% of the number above.

**An industry session is required to host a poster reception.

EXHIBIT BOOTH PROMO-KIT†

All your booth advertisement needs in one—includes a conference program guide advertisement (run-of-book full page), tote bag insert, and mobile app push notification at a 15% discount!

Promo-Kit Order Form	Promo-Kit Fee
<input type="checkbox"/> Industry Session Promo-Kit	\$18,000
<input type="checkbox"/> Exhibit Booth Promo-Kit	\$10,625

†Requires purchase of an Exhibit Booth

‡Requires purchase of an Industry event

INDUSTRY SESSION PROMO-KIT‡

Everything you need to market your industry session event to conference attendees—includes a hotel room door drop, conference email blast, and mobile app push notification at a 20% discount!

INDUSTRY SESSION ADD-ONS‡

<input type="checkbox"/> Video Recording File	\$12,500
<input type="checkbox"/> Video Recording & NEI Disease State Portal	\$16,500
<input type="checkbox"/> Rehearsal Room Access	\$4,000
<input type="checkbox"/> PI Stand (# of stands: _____)	\$350 per

2024 NEI Synapse Prospectus Order Form & Agreement



ADVERTISEMENT FEES

Item	Fee
<i>Conference Program Guide</i>	
<input checked="" type="checkbox"/> Centerfold (Two-Page Spread)	\$5,500 SOLD
<input checked="" type="checkbox"/> Inside Front Cover (Full-Page)	\$2,750 SOLD
<input type="checkbox"/> Inside Back Cover (Full-Page)	\$2,750
<input type="checkbox"/> Run-of-Book (Two-Page)	\$4,500
<input type="checkbox"/> Run-of-Book (Full-Page)	\$2,250
<input type="checkbox"/> Run-of-Book (Half-Page)	\$1,125
<input type="checkbox"/> PI Page (# of pages: _____)	\$1,250 per page
<i>Cube Towers</i>	
<input type="checkbox"/> One Cube Tower	\$17,500
<input type="checkbox"/> Two Cube Towers	\$30,000
<input type="checkbox"/> Lighted Advertisement Tower	\$17,500
<input type="checkbox"/> Hotel Room Key Cards	\$15,000
<input type="checkbox"/> Virtual Lobby Advertisement	\$15,000
<input type="checkbox"/> Hotel Room Door Drop	\$8,000
<input type="checkbox"/> Tote Bag Insert	\$5,500

Item	Fee
<input type="checkbox"/> Conference Email Blast	\$12,000
<input type="checkbox"/> Conference Direct Mailer	\$3,000
<input type="checkbox"/> Mobile App Announcement	\$2,000
<input type="checkbox"/> Mobile App Push Notification	\$2,500
<input type="checkbox"/> Mobile App Banner Ad	\$10,000
<input checked="" type="checkbox"/> Conference Badge Lanyards	\$17,500 SOLD
<input type="checkbox"/> Conference Tote Bags	\$30,000
<input type="checkbox"/> Conference Wi-Fi Sponsor	\$17,500
<input type="checkbox"/> Exhibit Hall Aisle Floor Decals	\$12,500
<input type="checkbox"/> Exhibit Hall Coffee Stations	\$15,000
<input type="checkbox"/> Exhibit Hall Charging Station	\$17,500
<input type="checkbox"/> Desktop Push Notification	\$2,500
<input type="checkbox"/> Daily Email Advertisement	\$10,000
<input type="checkbox"/> Hotel Elevators Video	\$15,000
<input type="checkbox"/> Templated Social Media Kit	\$1,200
<input type="checkbox"/> Private Meeting Room	\$5,000

PAYMENT INFORMATION:

Total Amount: \$ _____

☐ Invoice required

☐ Formal LOA required

Payment Method:

☐ Credit Card (subject to a 3.5% transaction fee)

☐ Check (payable to Neuroscience Education Institute)

CREDIT CARD NUMBER

CARDHOLDER PRINTED NAME

EXPIRATION DATE

CVV

CARDHOLDER SIGNATURE

DATE

BILLING ADDRESS

CITY:

STATE:

ZIP:

SUBMIT THIS ORDER FORM & AGREEMENT TO:

Email: Gabby Chevalier (gchevalier@neiglobal.com)

Fax: (760) 931-8713, Attn: Gabby Chevalier

Mail: NEI
70 E Swedesford Rd
Suite 100
Malvern, PA 19355

2024 NEI Synapse Rules & Regulations



The following 2024 NEI Synapse Prospectus Rules and Regulations are fully incorporated as part of the agreement between the exhibiting, sponsoring, and/or advertisement company ("Company") and the Neuroscience Education Institute (NEI).

NEI SYNAPSE NAME AND LOGO USAGE:

The NEI Synapse name, logo, or other identifying branding may not be used in signs, advertising, or other promotional material without prior written consent from NEI. To receive NEI approval, all advertisement materials must refer to the conference by the correct name: "2024 NEI Synapse." Unless the Company is also supporting CME content for NEI Synapse, Company cannot use the phrase "supports NEI Synapse." NEI reserves the right to remove any unapproved signage, advertising, or promotional materials that do not align with the NEI Synapse name and logo usage rule.

INSURANCE AND LIABILITY:

Insurance and liability are the full and sole responsibility of the Company. This contract shall not constitute or be considered a partnership, joint venture, or agency between NEI and the Company.

INDEMNIFICATION:

The Company agrees to protect, save, and hold the Neuroscience Education Institute (NEI), and Red Rock Casino, as well as all these entities' owners, agents, and employees (hereinafter collectively called Indemnities) harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. Further, the Company shall, at all times, protect, indemnify, save, and hold harmless Indemnities against and from any and all losses, costs (including attorney's fees), damage, liability, or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including its agents, employees, and business invitees, which arise from or out of, or by reason of, said Company's occupancy and use of the exhibition/meeting room premise or a part thereof except to the extent such losses, costs (including attorney's fees), damage, liability, or expenses are caused by the negligence or willful misconduct of the Indemnities.

FORCE MAJEURE:

NEI may cancel all or any part of the event or reduce the amount of space allocated to the event for any reason at its sole discretion for acts beyond its reasonable control, which may include, but is not limited to, fire, strike, damage, construction or renovation, pandemic, government regulation, public catastrophe, or natural disaster. NEI shall use funding under this agreement to implement, in its sole discretion, the most reasonable solution for the supporter/sponsor to achieve the goals originally set forth in the agreement.

PAYMENT & CANCELLATION POLICY:

Payments can be made by credit card (American Express, VISA, or MasterCard) or by checks made payable to "Neuroscience Education Institute" (Tax ID #33-0954691). Credit card payments are subject to a 3.5% transaction fee. All credit card company charges and bank charges will be the Company's responsibility.

Payments can be mailed to:

NEI
70 E Swedesford Rd
Suite 100
Malvern, PA 19355

Exhibit space, advertisement and/or sponsorship: All exhibit space, advertisement, and/or sponsorship order forms require payment in full in order to fully secure these opportunities. If payment and fully executed agreement (pages 13–15) are not received with your submission, NEI has the right to forfeit the agreement, and give the opportunity to the next applicant (in priority order). NEI has a zero-tolerance cancellation policy for all exhibit space and sponsorships, including, but not limited to: signs, virtual sponsorships, key cards, door drops, tote bag inserts, guidebook ads, meeting app ads, Wi-Fi sponsorship, etc. No refunds will be issued for exhibit space, advertisement, and/or sponsorship cancellations, nor will they be issued to no-shows.

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Industry Session: The final balance for all industry session sponsorships is due by January 15, 2024. NEI has a zero-tolerance cancellation and no-refunds policy for industry session. The company shall remain liable to NEI for the total sponsorship, and remaining payments will be due within 30 days of cancellation request.

All cancellations must be made in writing to Sheri Mills at smills@neiglobal.com.

RIGHT OF FIRST REFUSAL:

To allow other companies to participate in our sponsorship, exhibit, advertisement, and/ or industry session opportunities, NEI will not give companies right of first refusal for future conferences.

UNSANCTIONED EVENTS:

Companies are not allowed to sponsor any unsanctioned event which directly conflicts with conference events, before, during, or after. Failure to abide by this requirements will results in a breach of the agreement by the Company and gives NEI the right to revoke all exhibitor/sponsor badges and evict any exhibit or industry session that violates this policy without a refund of any amount. If you wish to host a small off-site or onsite event, please contact Sheri Mills (smills@neiglobal.com) for pricing and additional details.

USE OF LIST POLICY:

It is the fiduciary responsibility of all Companies, supporters, and their agencies to protect the privacy of NEI Synapse attendees. All attendees have the right to refuse being scanned and, per that refusal, the Companies, supporters, and their agencies do not have the right to reach out to them. Furthermore, it is a violation to share these lists with 3rd parties other than affiliates, alliance companies, and agents or representatives. Companies may use their captured attendee leads lists one time only. The information on the list or any portion thereof may not be copied or extracted in any form. Companies will not at any time permit any NEI Synapse list information to pass into the hands of another

person, association, organization, or company, other than affiliates, alliance companies, and agents or representatives. Any prohibited use by the Company shall constitute a material breach of this contract.

ATTENDEE LIST:

NEI does not release pre- or post-conference attendee lists to exhibitors and/or sponsors, or third-party vendors. Beware of solicitation communications offering to sell a pre-conference attendee list for 2024 NEI Synapse. These are scams. If you have been approached by any third-party vendor selling an attendee list, please report them to Gabriela Chevalier at gchevalier@neiglobal.com. NEI will take appropriate action and will make our best efforts to prevent repeat offenders.

ADVERTISEMENT:

It is prohibited to display material or signage of companies other than those that have paid for exhibit space. Canvassing and solicitation of business or other conferences is strictly prohibited. NEI appreciates being informed of any infraction of this rule. All signs, flyers, distribution of literature and souvenirs, entertainment, or any other activities must take place directly adjacent to the contracted table only.

AMENDMENTS:

All matters and questions not covered in any of the rules and regulations are subject to the discretion of NEI. The rules and regulations may be amended at any time by NEI, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to the rules and regulations, written notice will be given by NEI to such parties.

EXHIBITORS

BOOTH ASSIGNMENT:

Booths will be assigned on a first-come, first-served basis. NEI reserves the right to reconfigure the exhibit hall floor plan, with the provision that all exhibitors shall be advised of any such changes. It is the exhibiting company's responsibility to confirm their placement on the floor plan.

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EXHIBIT RESIZING:

Refunds shall not be made for partial cancellations or reductions in the size or scope of the event. Any exhibitor who cancels or reduces the size of their booth or sponsorship shall not be entitled to any refund.

ELIGIBILITY FOR EXHIBITING:

All products and services exhibited must be relevant to the fields of science. NEI reserves the right to refuse acceptance of the contract and/or entrance/setup to exhibitors not meeting required standards or in competition to NEI, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc. NEI will not make any refunds or otherwise be responsible for expenses associated with such refusal, restriction, or eviction. Please email Gabriela Chevalier (gchevalier@neiglobal.com) with any questions about eligibility to exhibit.

EXHIBIT HALL LOCATION:

The exhibit area will be in the Charleston Ballroom on the 5th floor. All CME sessions will be held in the Red Rock Ballroom on the 5th floor. All breaks will be served in the exhibit hall to generate traffic towards exhibitors.

VIRTUAL EXHIBIT HALL:

All booths that are 200 square feet or larger automatically include a virtual exhibit booth in the fees. Exhibitors may choose to forgo the virtual booth and use the credit towards a digital tote bag insert in the simulcast platform. The exhibitor must request this in writing to Gabriela Chevalier at gchevalier@neiglobal.com.

EXHIBIT HOURS:

Exhibit setup must be complete by 2:00 pm on April 19, 2024. It will be each exhibitor's responsibility to see that all materials are removed from the exhibit area by 10:00 pm on April 20, 2024. Displays should not be dismantled before 4:00pm on April 20, 2024. The exhibit hall dates and times are subject to change.

EXHIBITOR CONDUCT:

Exhibitor personnel are expected to always behave in a professional manner during NEI Synapse. NEI reserves the right to make onsite judgments regarding conduct that detracts from the environment.

EXHIBIT RIGGING:

The ceiling in the Charleston Ballroom is equipped with rigging points that will support/truss cabling, speakers, projection, lighting, and signage for an additional fee to the Red Rock's service providers.

UNOCCUPIED SPACE:

Space not occupied at the opening of the exhibition may be reassigned by NEI to another exhibitor without a refund of the paid rental.

SUB-LEASING OR SHARING BOOTH SPACE:

Exhibitors are prohibited to sublet, assign, or share any part of the allocated space without prior written consent from NEI.

BOOTH STAFFING:

Booths must be always staffed during open hours. Exhibitors that violate this policy may lose their eligibility to exhibit at any future NEI conference.

OBSTRUCTION OF BOOTHS OR AISLES:

Booths cannot obstruct attendees' views of adjacent booths from any angle. Booth activities that cause attendees to congregate in the aisles and impede or restrict traffic are forbidden. Nothing is allowed to be attached to pillars, walls, ceiling, windows, etc. Furthermore, exhibitors are not allowed to scan attendees in the aisles or impede normal traffic flow through the Exhibit Hall.

AUDIO USE:

Audio and/or video devices apart from the exhibit must be conducted and arranged so that no noise will disturb adjacent exhibitors or attendees. NEI reserves the right to prohibit the use of amplifying devices that it considers objectionable.

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FLOOR SALES:

The sale of any product on the exhibit hall floor is prohibited without the written discretion of NEI. Exhibitors in violation of this rule will be removed from the exhibit hall and disbarred from exhibiting at any future NEI conference.

GIVEAWAYS AND RAFFLES:

Giveaways and raffles are permitted on the exhibit floor when used as a promotion to attract higher attendance at your booth. However, public address announcements of winners on the exhibit floor are not permitted.

DATA CAPTURING & LEAD RETRIEVAL:

The lead retrieval vendor will provide reports within 7 days after the conference. Reports will include the following information on every attendee who chooses to be scanned: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number. Exhibitors should only scan attendees that have given their permission to provide their information to you. Exhibitors should have a touchless process plan for badge scanning.

EXHIBIT HALL FOOD & BEVERAGE:

All NEI Synapse breaks will be occurring in the exhibit area to maximize networking opportunities with exhibitors. To promote higher attendance at booths, NEI will permit booth refreshments and snacks. These refreshments are limited to coffee, specialty coffees, soft drinks, fruit juice, and water. Cookies, pastries, and individually wrapped ice cream bars are also permitted. Due to the potential of long lines, the distribution of these refreshments is limited to booths 200 square feet or larger. Lines may not block aisles or other exhibitors' booths, and control of lines is the responsibility of the distributing company. Refreshments must be provided in conjunction with the hotel's catering department and their policies. NEI must be notified and approve all distribution of refreshments.

SECURITY:

NEI will provide perimeter/roving security personnel. Although security will be provided during installation, show

days, and dismantling, it is always the exhibitor's responsibility to ensure the security of his/her exhibit and its contents.

CHILDREN:

For safety purposes, children under 16 years of age are prohibited from the exhibiting areas during the hours of installation and dismantling.

INDUSTRY SESSION

TIMESLOT ASSIGNMENT:

Applications for industry sessions will be assigned on a first-come, first-served basis. The timeslots noted on page 14 have been approved by NEI and may not be modified by the sponsor. Times are subject to change, and the sponsors will be notified. NEI reserves the right to approve all agreements and may restrict inappropriate products/services.

NON-COMPETE WITH CME/ CE SESSIONS:

Industry sessions will be conducted during times that do not conflict with NEI's CME/ CE sessions. All space and timeslots will be scheduled by NEI.

INCLUDED WITH EACH INDUSTRY SESSION

SPONSORSHIP:

- **Meals are provided** by NEI through attendee registration fees—no "Sunshine Act" reporting required.
- **Virtual Simulcast included.** Companies must submit in writing 45 days prior to the event to be excluded from the virtual simulcast. Note: there is no reduction in fee or refund for not participating in the simulcast.
- **Private ballroom** is assigned for your session, disease state, or medical affairs event to comply with ACCME guidelines. NEI does not guarantee an audience size.
- **Non-competing sessions to maximize attendance.** Industry events do not overlap with our CME programs or other industry events.
- **Complimentary session scanning units.** NEI will provide six (6) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so please plan accordingly. Attendance reports will be available 7 days after the conference.

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- **Professional moderator** to welcome attendees and introduce faculty. One (1) professional moderator will be onsite to provide your team with any logistical assistance.
- **Audio-visual equipment and show technician.** NEI will provide lavalier mics for up to two (2) presenters, one (1) mic with stand for Q&A session, two (2) screens, one (1) projector, one (1) show computer with Windows 10 and PowerPoint (16:9 PowerPoint recommended), one (1) wireless cue/remote slide advancer, one (1) large speaker timer, one (1) confidence monitor, and one (1) acrylic podium with microphone. Additional A/V equipment can be purchased.
- **Six (6) additional industry session badges** for industry session staffing purposes.
- **Five (5) Industry Session Simulcast Access** for audition purposes.
- **Complimentary listing** conference mobile app, conference agenda, and onsite signage.

THE SPONSOR IS RESPONSIBLE FOR THE FOLLOWING:

- **Content development** of a 45- to 60-minute presentation (agencies or 3rd party providers can assist the company).
- **Final session topic, title, and presenter** information due to NEI by February 9, 2024.
- **Door monitors/staff** to scan attendee badges.
- **Script for moderator**, if any, to introduce presenter.
- **All presenter-related costs** (flights, honorarium, accommodations, conference registration, etc.).
- **The design, development, and production of any promotional material** (subject to NEI's approval)—all material must include disclaimer statement on page 19.

LOCATION AND SETUP:

All industry sessions will be held in the Summerlin Ballroom. Unless otherwise noted, the room will be set for the expected number of in-person attendees as specified in the agreement.

ATTENDEE REGISTRATION:

NEI will not facilitate pre-registration for attendees. Industry session are open to all NEI Synapse attendees and are available on a first-come, first-seated basis. Accommodations must be provided for conference attendees who wish to attend the industry session without eating a meal or being scanned

SIMULCAST:

All industry sessions for 2024 NEI Synapse will be simulcasted to the virtual attendees of the conference. The industry session fees specified on page 14 include the simulcast cost. Company may choose not to simulcast their industry session without a refund of any amount. Requests to forgo the simulcast will need to be sent in writing to Sheri Mills at smills@neiglobal.com

SESSION SCANNING UNITS:

NEI will provide up to six (6) session scanning units onsite for you and your staff to scan and track attendees. Staff to scan will NOT be provided, so please plan accordingly. Reports will be available within 7 days after the conference and will include the following attendee information of each attendee who chooses to be scanned: first, middle, and last name; credentials; phone; specialty; email; mailing address; and National Provider Identifier number. Industry personnel should only scan attendees that have given their permission to provide their information to you.

FOOD AND BEVERAGE:

Unless otherwise noted in the agreement, conference meals are provided by NEI through attendee registration fees and are exempt from reporting under the Open Payments (Sunshine Act) program. Meals will be placed near the industry session room to encourage attendance. Meal additions can be coordinated for an additional cost. Contact Sheri Mills (smills@neiglobal.com) for more information.

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One of the following statements must appear prominently on all handout materials or any printed materials distributed for an industry session:

FOR NEI PROVIDED MEALS, PLEASE USE:

[Meal type: Breakfast, Lunch or Dinner] provided by NEI.

Example: "Breakfast provided by NEI"

FOR SPONSOR PROVIDED MEALS, PLEASE USE:

[Meal type: Breakfast, Lunch or Dinner] provided by [company].

Example: "Breakfast provided by [Company]"

DISCLAIMER FOR NON-CME SESSIONS:

Industry session are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Continuing education credit may not be offered for industry sessions.

The following disclaimer statement must appear prominently on all materials intended to promote your industry session, including, but not limited to, the title and ending slides displayed at the beginning and end of the session, websites, broadcast emails, promotional brochures, invitations, signage:

"The content of this [Industry session, Disease State or Medical Affairs event] and the views expressed therein are those of the presenting entity and not of NEI. This session is not part of the scientific program and does not provide CME credit."

All promotional material must be approved by NEI before release and distribution. Because changes may be required, it is strongly recommended that review and approval by NEI occur before printing or production of the materials. Organizations may distribute print material to promote their industry session from inside their contracted booth space only. The NEI logo and/or NEI Synapse graphics may not be

used on industry session materials. You should submit your promotional materials for review no later than March 15, 2024. Please allow 3 business days for review.

SESSION ATTENDANCE:

NEI makes every attempt to project accurate attendance numbers; however, attendance at non-CME industry sessions are not guaranteed. NEI is not responsible for audience generation to these activities. Marketing and promotional opportunities are available on pages 8-10.

ROOM ACCESS:

Sponsors may have access to the room 3 hours prior to their session start time for setup for lunch and dinner events, and 1.5 hours prior to their session start time for breakfast events. If you require additional setup time, please contact Gabriela Chevalier at gchevalier@neiglobal.com.

REHEARSAL ROOM:

Access to the designated industry session rehearsal room can be purchased for \$4,000. This room will be equipped with a basic A/V kit designed for slide review. A drink station will be provided upon request. Please contact Gabriela Chevalier at gchevalier@neiglobal.com for more details.

STAGE REHEARSAL:

To schedule a stage rehearsal, please contact Gabriela Chevalier at gchevalier@neiglobal.com with your preferred rehearsal date and time. Additional fees will apply if you require a technician present during your rehearsal. An A/V technician will be provided (at no additional cost) during all industry sessions to operate equipment and to ensure that sessions run smoothly.

PRESENTERS:

NEI Synapse faculty are NOT permitted to participate in industry sessions or any off-site meetings, sanctioned or otherwise. Industry session presenters are not considered "faculty" at NEI Synapse and thus will not be provided the same badge as NEI faculty. The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, conference registration, etc.).

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ONSITE SIGNAGE:

NEI recommends and allows up to six (6) professionally printed signs (maximum size is 30" x 40"). Signs may be placed outside or near the meeting room 24 hours prior to the start of the session and may remain until the end of the session. NEI management will remove signs for sessions that have already taken place. Signage shall not interfere/block another group's signage. Should it be determined that signage is out of compliance with this rule, NEI management has the right to relocate the sign immediately, without notice. Industry personnel are prohibited from moving or tampering with signs that are not their own. Doing so is a violation of NEI Synapse exhibitor conduct.

MARKETING EFFORTS BY NEI:

All industry sessions will be listed on the online conference agenda web page, the NEI Synapse mobile app, onsite signage, and potential print material. Additionally, NEI will, in our sole discretion, send dedicated emails and app announcements to encourage participants to attend these events. Information provided past the deadline on page 15 are not guaranteed to reflect on printed materials.

ADDITIONAL MARKETING OPPORTUNITIES:

NEI does not guarantee attendance numbers to industry sessions. We encourage you to take additional measures to promote your industry session (see pages 8–10 for additional promotional opportunities).

SHIPPING INSTRUCTIONS:

The Red Rock Casino guests and non-guests can ship their industry session materials directly to the hotel. Any packages being shipped to Red Rock must be prepaid and any onsite handling fees will be the shipper's responsibility. Address all packages as follows:

(Guest Name and Cell #)
11011 W Charleston Blvd
Las Vegas, NV 89135
2024 NEI Synapse, April 19–20
(Guest Company Name) (Meeting Room) (Booth Number, if applicable)
(# of # boxes)

Please call the office at Red Rock to confirm that your packages have arrived, and to schedule delivery to the industry session room, Summerlin Ballroom.

To locate your package(s) onsite, you will need the package tracking number and carrier.