

2025



NEI SYNAPSE

May 8 - 10 • Philadelphia, PA

Exhibitor & Sponsorship

2025

PROSPECTUS



Reach **up to 750+**
U.S.-based Mental Health
Care Professionals!



30 Booths Available



7 Industry Sessions



1 Poster Session



Neuroscience Education Institute

#NEISynapse



Strengthen Your Synapses



NEI Synapse, held at the Philadelphia Marriott Downtown on May 8-10 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.

Empower and inform 750 + U.S.-based prescribers by supporting this transformational event.

The 8th 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

Philadelphia Marriott Downtown
1202 Market Street
Philadelphia, PA 19107

Conference Dates

May 8–10, 2025
Thursday - Saturday

Exhibit Hall Dates

May 8–9, 2025
Thursday - Friday

Property Map



EH Level 4 – Franklin B
Exhibit Hall

LEVEL 4

LEVEL 5



GS Level 5 – Ballroom (Salon A – F)
CME/ CE Sessions

IS Level 5 – Ballroom (Salon G – L)
Industry Sessions (non-CME)

Hotel Accommodations*

Philadelphia Marriott Downtown, Philadelphia, PA

Room Rate: From \$269/night + tax & resort fee

Rate Cutoff Date: April 15, 2025

Reservations Information: TBD

Cancellation Policy: Cancellations can be made by **March 24, 2025**. The 50% deposit made at the time of booking is non-refundable. Cancellations made after **March 24, 2025** will forfeit 100% of all room and tax fees.

GROUP SUB-BLOCKS

Individuals or companies wishing to secure five or more guest rooms will require a sub-block contract. Sub-block policies and requirements are found on the Hotel Room Block Request Form.

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!



2025 NEI Congress

November 5-9, 2025
The Broadmoor, Colorado Springs, CO
Pre-conference programs begin November 5

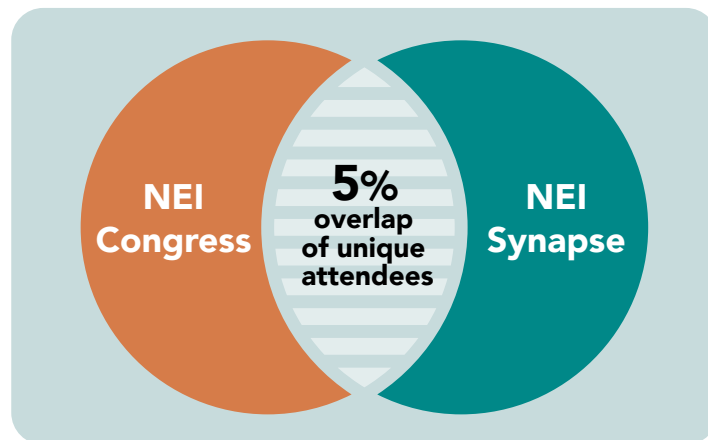
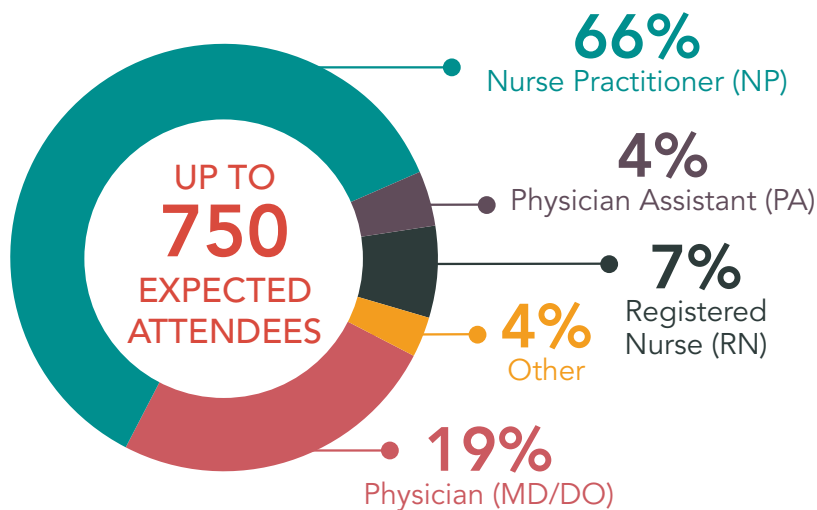
2026 NEI Congress

November 5-8, 2026
The Broadmoor, Colorado Springs, CO
Pre-conference programs begin November 4

About NEI Synapse Attendees

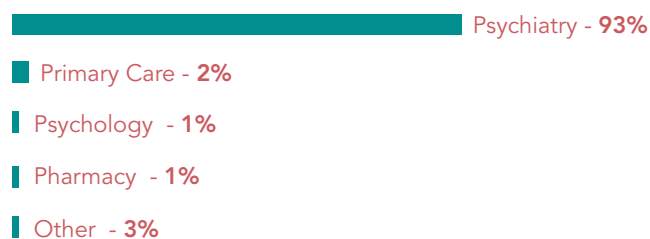


Discipline

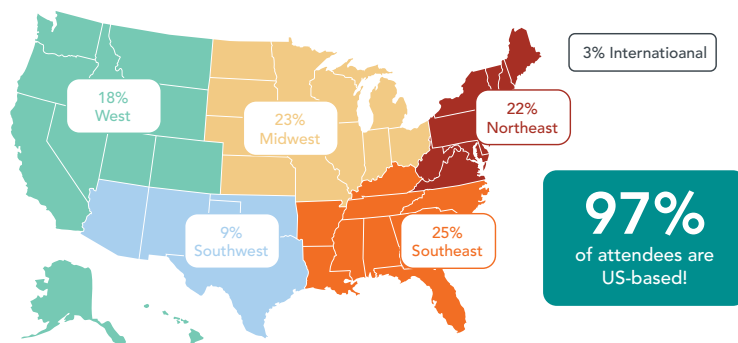


92% of NEI Synapse attendees have US prescribing privileges

Speciality



Geography



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

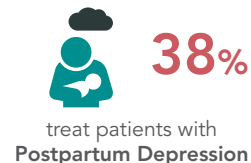
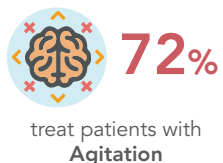
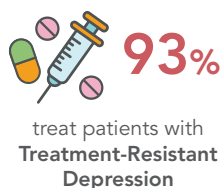
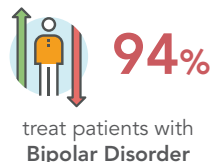


Exhibit Opportunities



Only 30 booth spaces are available for your chance to interact with in-person and simulcast attendees. Reserve your booth today!

Exhibit Booth Packages

Maximize your exposure and receive one (1) full page ad and a highlighted listing in the NEI Synapse program guide in addition to the exhibiting benefits below.

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.

Exhibiting Benefits:

- Interact 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
- 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
- Virtual exhibit booths are available online for 30 days

Booth Fees:

| Booth Only | | Booth Package | |
|---|----------|---------------|----------|
| 10' x 10' | \$3,750 | 10' x 10' | \$5,700 |
| 10' x 20' | \$7,500 | 10' x 20' | \$9,500 |
| 10' x 30' | \$12,000 | 10' x 30' | \$14,000 |
| 20' x 20' | \$15,000 | 20' x 20' | \$17,000 |
| <input type="checkbox"/> additional virtual booth \$3,000 | | | |

Important Due Dates:

[Submit your company overview and logo online by February 28, 2025.](#)

Exhibiting company overviews and logos are included in the conference program guide and mobile app, provided to all conference attendees.

[Register your booth personnel online by April 11, 2025.](#)

Exhibitor badges are for the exhibit hall only. To attend CME sessions, a full conference registration is required—register for NEI Synapse at neiglobal.com.

Exhibitor Schedule*



Five Exhibit Hours, three unopposed hours*

Wednesday, May 7

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

Thursday, May 8

| | |
|-------------------|------------------------------------|
| 8:00 am – 1:30 pm | Exhibit Hall Setup & Booth Move-In |
| 2:45 pm – 4:45 pm | Exhibit Hall Open |
| 5:00 pm | Exhibit Hall Closed |

Friday, May 9

| | |
|---------------------|---|
| 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



Thursday, May 8:

3:05 pm – 4:15 pm

Friday, May 9:

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 Friday, May 9. 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 Philadelphia Marriott Downtown. 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 Philadelphia Marriott Downtown room keycards with your logo or advertisement. Electronic artwork must be submitted by the sponsor. NEI will manage production and onsite logistics.

★ 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.

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.

Private Meeting Room - \$5,000

Book a private suite from Wednesday-Friday for your company to have one-off meetings or staff training. Rooms are located on the 4th Floor, steps away from the Exhibit Hall.

Advertisement Opportunities



★ Exclusive Opportunity

★ Lobby Escalator - \$25,000

Welcome the NEI Synapse attendees with an eye-catching message that covers the Philadelphia Marriott Downtown lobby escalators. The escalators will take attendees from the lobby to the convention areas. This exclusive sponsorship will allow for branding on the escalator side panels, and the center panel. Sponsor will provide the electronic artwork. NEI will manage production and onsite logistics.

★ Conference Floors Escalator - \$10,000

Promote your brand on the escalator that takes attendees between the fourth floor (exhibit area) and the fifth floor (industry sessions and general sessions). This sponsorship includes branding of one (1) panel for the upward moving escalator and one (1) panel for the downward moving escalator. Sponsor will provide the electronic artwork. NEI will manage production and onsite logistics.

Main Pre-Function Columns - \$24,000

Promote your brand on the escalator that takes attendees between the fourth floor (exhibit area) and the fifth floor (industry sessions and general sessions). This sponsorship includes branding of one (1) panel for the upward moving escalator and one (1) panel for the downward moving escalator. Sponsor will provide the electronic artwork. NEI will manage production and onsite logistics.

★ Registration Area Branding - \$10,000

Welcome NEI Synapse attendees with your message on wall panels surrounding the registration or check-in area. This sponsorship has a 100% visibility to NEI Synapse in-person attendees as they will all come to the registration area to pick up their badges. Sponsor must provide the electronic artwork. NEI will manage production and onsite logistics.

★ Mobile App Banner Ad - \$8,000

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.

Advertisement Opportunities



★ Exclusive Opportunity

Know-Before-You-Go Email Blast - \$10,000

Place a digital leaderboard advertisement on the "Know-BeforeYou-Go" eBlast sent to pre-registered attendees a few days before the meeting. The "Know Before You Go" eBlast includes important information pertaining to the conference. The digital leaderboard ad must be created and provided by the sponsor. NEI will manage email distributions on your behalf.

★ **Conference Badge Lanyards - \$18,000**

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.

★ **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 Area Wrapped Columns - \$15,000**

Make a first impression for attendees visiting the exhibit hall by wrapping 5 columns on the at the pre-function space and the entry way to the exhibit hall. Your graphics will be printed on wallpaper material. Sponsor will provide the electronic file. 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.

★ **Exhibit Hall Foyer Walls - \$5,000**

Promote your company message with a static image covering the Exhibit Hall Foyer walls. This will be visible to all attendees as they enter the exhibit hall. Sponsor will provide the electronic file. NEI will manage production and 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.

Take-One Literature Display - \$500

The Take One! Literature Distribution display is strategically located in a high-traffic area of NEI Synapse for easy access by attendees. Informational fliers and brochures will be allocated and stocked by NEI Synapse throughout the event until the supply is exhausted. The suggested quantity is no more than 250 copies of each item. Unused materials will not be returned. Materials must be created and shipped by the sponsor.

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. Slots 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 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 28, 2025. Industry personnel must be registered [online](#) by April 11, 2025. 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 cannot compete with the events on the NEI Synapse agenda. An industry session and exhibit booth are 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 Philadelphia Marriott Downtown 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 Philadelphia Marriott Downtown. 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 2025 NEI Synapse Rules and Regulations for unsanctioned events on 17.

2025 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 2025 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, 2025.
- ☐ **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, 2025. 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 2025 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.

2025 NEI Synapse Prospectus Order Form & Agreement



EXHIBIT BOOTH FEES

| Size | Booth Only | Booth Package |
|--|-----------------------------------|-----------------------------------|
| 10' x 10' Booth | <input type="checkbox"/> \$3,750 | <input type="checkbox"/> \$5,700 |
| 10' x 20' Booth | <input type="checkbox"/> \$7,500 | <input type="checkbox"/> \$9,500 |
| 10' x 30' Booth | <input type="checkbox"/> \$12,000 | <input type="checkbox"/> \$14,000 |
| 20' x 20' Booth | <input type="checkbox"/> \$15,000 | <input type="checkbox"/> \$17,000 |
| Booth Preference: 1st _____ 2nd _____ 3rd _____ | | |
| Competitors: _____ | | |
| Virtual Booth Add-on: <input type="checkbox"/> \$3,000 | | |

INDUSTRY SESSION FEES

| Date | Timeslot | Estimated Clinicians* (in person/simulcast) | Fee |
|---|--------------------|--|-----------|
| <input type="checkbox"/> Wednesday, May 7, 2025 | Poster Reception** | 100 (in-person) | \$93,500* |
| <input type="checkbox"/> Thursday, May 8, 2025 | Breakfast | 400 | \$175,000 |
| <input type="checkbox"/> Thursday, May 8, 2025 | Lunch | 500 | \$250,000 |
| <input type="checkbox"/> Thursday, May 8, 2025 | Dinner | 300 | \$150,000 |
| <input type="checkbox"/> Friday, May 9, 2025 | Breakfast | 400 | \$175,000 |
| <input type="checkbox"/> Friday, May 9, 2025 | Lunch | 500 | \$250,000 |
| <input type="checkbox"/> Friday, May 9, 2025 | Dinner | 250 | \$110,000 |
| <input type="checkbox"/> Saturday, May 10, 2025 | Breakfast | 150 | \$66,000 |

*Audience size is not guaranteed and could be comprised of a live audience and a simulcast audience. An in-person exhibit booth is required to host an industry event. NEI provides the meals through registration fees. Note: a 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) is 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 |

2025 NEI Synapse Prospectus Order Form & Agreement



ADVERTISEMENT FEES

★ Exclusive Opportunity

| Item | Fee |
|---|------------------|
| <i>Conference Program Guide</i> | |
| <input type="checkbox"/> Centerfold (Two-Page Spread) ★ | \$5,500 |
| <input type="checkbox"/> Inside Front Cover (Full-Page) ★ | \$2,750 |
| <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>Print Literature</i> | |
| <input type="checkbox"/> Hotel Room Door Drop | \$8,000 |
| <input type="checkbox"/> Tote Bag Insert | \$5,500 |
| <input type="checkbox"/> Conference Direct Mailer | \$3,000 |
| <input type="checkbox"/> Take-One Literature Display | \$500 |
| <i>Print Literature</i> | |
| <input type="checkbox"/> Conference Email Blast | \$12,000 |
| <input type="checkbox"/> Know-Before-You-Go Email Blast | \$10,000 |
| <input type="checkbox"/> Mobile App Announcement | \$2,000 |
| <input type="checkbox"/> Mobile App Push Notification | \$2,500 |
| <input type="checkbox"/> Mobile App Banner ★ | \$8,000 |
| <input type="checkbox"/> Templated Social Media Kit | \$1,200 |

| Item | Fee |
|---|----------|
| <i>Conference Features</i> | |
| <input type="checkbox"/> Conference Wi-fi Sponsor ★ | \$17,500 |
| <input type="checkbox"/> Conference Badge Lanyards ★ | \$17,500 |
| <input type="checkbox"/> Conference Tote Bags ★ | \$25,000 |
| <input type="checkbox"/> Hotel Room Key Cards ★ | \$15,000 |
| <input type="checkbox"/> Exhibit Hall Coffee Stations ★ | \$15,000 |
| <input type="checkbox"/> Exhibit Hall Charging Lounge ★ | \$17,500 |
| <input type="checkbox"/> Private Meeting Room | \$5,000 |
| <input type="checkbox"/> Lobby Escalator ★ | \$25,000 |
| <input type="checkbox"/> Conference Floors Escalator ★ | \$10,000 |
| <input type="checkbox"/> Main Pre-function Columns | \$24,000 |
| <input type="checkbox"/> Registration Area Branding ★ | \$10,000 |
| <input type="checkbox"/> Exhibit Hall Foyer Walls | \$5,000 |
| <input type="checkbox"/> Lighted Advertisement Tower | \$17,500 |
| <input type="checkbox"/> Exhibit Area Wrapped Columns ★ | \$15,000 |
| <i>Virtual Platform (Simulcast)</i> | |
| <input type="checkbox"/> Virtual Lobby Advertisement ★ | \$15,000 |
| <input type="checkbox"/> Desktop Push Notification | \$2,500 |

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)

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

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

2025 NEI Synapse Rules & Regulations



The following 2025 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: "2025 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 Philadelphia Marriott Downtown 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.

2025 NEI Synapse Rules & Regulations



Industry Session: The final balance for all industry session sponsorships is due by January 15, 2025. NEI has a zero-tolerance cancellation and no-refunds policy for industry sessions. 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 requirement will result 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 2025 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.

2025 NEI Synapse Rules & Regulations



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 Franklin Hall on the 4th floor. All CME sessions will be held in the Salon A-F in the 5th floor. All breaks will be served in the exhibit hall to generate traffic towards exhibitors.

EXHIBIT HOURS:

Exhibit setup must be complete by 2:00 pm on May 8, 2025. It will be each exhibitor's responsibility to see that all materials are removed from the exhibit area by 10:00 pm on May 9, 2025. Displays should not be dismantled before 4:00pm on May 9, 2025. 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.

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.

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.

2025 NEI Synapse Rules & Regulations



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 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.
- **Professional moderator** to welcome attendees and introduce faculty. One (1) professional moderator will be onsite to provide your team with any logistical assistance.

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- **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 auditing 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 28, 2025.
- **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 Salon G-L Ballroom (Level 5). 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 sessions 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 sessions without eating a meal or being scanned.

SIMULCAST:

All industry sessions for 2025 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 session room to encourage attendance. Meal additions can be coordinated for an additional cost. Contact Sheri Mills (smills@neiglobal.com) for more information.

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]"

2025 NEI Synapse Rules & Regulations



DISCLAIMER FOR NON-CME SESSIONS:

Industry sessions 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 April 5, 2025. 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's start time for lunch and dinner events, and 1.5 hours prior to their session's 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:

Industry session presenters are not considered "faculty" at NEI Synapse unless they are also speaking on the CME stage at NEI Synapse. NEI Synapse faculty members may speak in industry sessions given that they cannot speak on the same therapeutic area or disease state on the CME stage in the same day. Industry presenters are limited to speaking in up to two industry sessions only for the duration of NEI Synapse. The sponsoring organization is responsible for all presenter-related costs (flights, honorarium, accommodations, conference registration, etc.)

- ☐ By checking this box, the Company acknowledges and agrees that Industry Session speakers are prohibited from talking about topics for which they have presented in the same disease state for CE on the same day.
- ☐ By checking this box, the Company acknowledges and agrees that Industry Session speakers are limited to two promotional, or disease state topics for the entire duration of the meeting.

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Please review the policy and guidelines for [Expanded Interactions between NEI Faculty and Commercial Interests](#).

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

(Guest Name) (Guest Cell Number)
c/o FedEx Office at the Philadelphia Marriott
1201 Market St.
Philadelphia, PA 19107
NEI Synapse
(Company Name)
Box __ of __

Please call the office at Philadelphia Marriott Downtown at (215) 923-2360 to confirm that your packages have arrived, and to schedule delivery to the industry session room, Salon G-L (Level 5).

FedEx Office Operating Hours
Mon – Fri: 8:00 am to 6:00 pm
Saturday: 10:00 am to 6:00 pm

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

