

INDUSTRY SUPPORT PROSPECTUS

Sponsorships, Advertising & Educational Grants

2022 ANNUAL MEETING



**SAN FRANCISCO
CALIFORNIA
OCTOBER 8-12, 2022**



Congress of
Neurological
Surgeons

2022 Support Benefits & Recognition

Support consists of **Sponsorships, Educational Grants, and Advertising** throughout the year supporting CNS Online Education, CNS Live Courses, and 2022 CNS Annual Meeting (San Francisco). Support also includes Exhibit Booth Space at the 2022 CNS Annual Meeting (San Francisco).

Total support contribution is determined by the opportunities acquired from January 1, 2022 – December 31, 2022.

Benefits	Industry Ambassador	Premier Partner	Industry Allies Council	Supporter
Signage & Acknowledgement				
Acknowledgement in general supporter signage at the 2022 CNS Annual Meeting (convention center/exhibit hall)	X	X	X	X
Badge Ribbons at the 2022 CNS Annual Meeting with support level	X	X	X	X
Acknowledgement in general IAC recognition signage at all CNS Live Courses	X	X	X	
Podium Recognition during the CNS Annual Meeting opening & closing session	X	X	X	
Podium Recognition during all live CNS programs	X	X		
Individual acknowledgement banner at the 2022 CNS Annual Meeting.	X	X		
Advertising				
Logo acknowledgement in the CNS Annual Meeting Mobile App	X	X	X	X
Logo acknowledgement in the CNS Annual Meeting Preliminary Program Book in spring 2023 for next year's meeting	X	X	X	
Acknowledgement in Industry Allies Council Ad – 6 issues of Neurosurgery annually	X	X	X	
Acknowledgement in Industry Allies Council Ad – 3 issues of Operative Neurosurgery annually	X	X	X	
Complimentary CNS Member mailing list	2 times	1 time		
Editorial Feature in one (1) issue of the Congress Quarterly.	X	X		
Individual half-page acknowledgement in the Spring 2023 issue of Congress Quarterly.	X			
CNS Annual Meeting				
Priority Booth Picks for the 2023 CNS Annual Meeting	X	X	X	X
Housing Reservations prior to General Exhibitor Block	X	X	X	X
Early Move-in at the CNS Annual Meeting	Thursday (PM)	Friday		
Discount on purchased advertising opportunities	20%	15%	10%	5%

Support Benefits & Recognition *(continued)*

Benefits	Industry Ambassador	Premier Partner	Industry Allies Council	Supporter
Electronic Communications				
Year-round logo acknowledgement on the CNS web site.	X	X	X	X
Year-round profile on CNS web site Industry Allies Council Page (includes hyperlink and 20 word description)	X	X	X	
Recognition in logo banner on CNS email communication - 2 annually	X	X	X	
Individual feature via CNS social media outlets - annually	2 times	1 time		
Individual feature article in one CNS e-newsletter annually	X			
Individual banner ad on CNS web site	X			
Networking Benefits				
Seat for company representative on the CNS Industry Allies Council which meets twice annually.	X	X	X	
Recognition in annual CEO letter to Membership	X	X	X	
Additional complimentary tickets to the CNS Opening Reception (held during the Annual Meeting)	8 tickets	6 tickets	4 tickets	2 tickets
Invitations to the CNS International Reception (held during the Annual Meeting)	6 invites	4 invites	2 invites	
Invitations to the CNS President's Reception (held during the Annual Meeting)	6 invites	4 invites	2 invites	

Support Levels	
Industry Ambassador	\$250,000 +
Premier Partner	\$100,000 - \$249,999
Industry Allies Council	\$50,000 - \$99,999
Supporter	\$25,000 - \$49,999

Thank You for your support of the
Congress of Neurological Surgeons
(CNS)

**In order to qualify for the "Supporter" level and receive the above benefits, support must include the following:*

Support in the categories of a Sponsorship or Educational Grant. Advertising will contribute to the total of your support, but will not count towards a level without Sponsorship or Educational Grant Contribution.

In order to be a part of our Industry Allies Council, Premier Partner, or Industry Ambassador levels, the following additional requirements must be met: Sponsorships or Educational Grants must be a minimum of \$15,000 or larger.

If you would like additional information please contact your dedicated Industry Relations & Sales Representative:

(Alex Waszok: awaszok@cns.org or Colleen Dunphy: cdunphy@cns.org)

SPONSORSHIP OPPORTUNITIES

Device Innovation Showcase \$5,000

Give attendees a glimpse of your newest products, services, and technologies by demonstrating them live from our Technology Theater during the Afternoon Break on Monday and Tuesday. Make a greater impact by inviting one of your reputable consultant physicians to deliver the presentation. Standard A/V set is included (projector, screen, podium, and microphone.) Accommodations can be made for 3-D or VR presentations (additional fees apply). Recognition of your session via onsite signage and Annual Meeting Mobile App.



Cost is for one 10-minute session. Multiple sessions may be purchased to allow for more time.

Lunch Symposium (Non-CME) \$30,000

This opportunity enables your company to connect with neurosurgeons beyond your exhibit booth in a meaningful way that is valuable to them. In fact, more surgeons come to the CNS Annual Meeting to attend educational sessions on specific topics than for any other reason. As a lunch symposium sponsor, your company invites faculty of your choosing to present a 60 to 90 minute presentation on a neurosurgical topic of your choice on Monday or Tuesday, (October 10 or 11). And to help you attract more medical attendees, the CNS does not allow any other lunch symposium on a similar topic to take place during your session. This opportunity includes use of a lecture space that can accommodate up to 100 attendees; a standard A/V set (projector, screen, podium, microphone) and recognition of your symposium via onsite signage and the Annual Meeting Mobile App. Sponsoring company is responsible for arranging food and beverages with the convention center caterer. The CNS can facilitate online pre-registration for the symposium, and the sponsoring company can distribute promotional materials at the exhibit hall entrance.

There is a maximum of three (3) sponsored lunches per day.



Charging Station \$25,000

Gain prominent advertising space and help attendees stay in touch with the home and office by supporting the Charging Station. This opportunity includes a completely branded charging tower that is fully interactive. These stations can charge up to 18 devices simultaneously and include an up to 20 sq. ft. of branding.

This opportunity is open to two Sponsors.



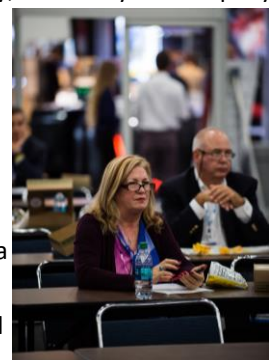
SYM Course: Breakout Session \$15,000



There will be two full day pre-meeting symposia courses. These courses offer didactic CME lecture on various topics. Utilize this time to host a hands-on training session or demonstration on the technology and product of the sponsoring company's choice. There will be a morning break and an afternoon break for each symposia course on Saturday and Sunday. Choose from a variety of sub-specialty topics, and the CNS will bring in the audience as well as provide the beverages. This opportunity includes an exclusive timeslot for 30 minutes in a lecture space during one of the non-CME beverage breaks, a standard A/V set (projector, screen, podium, microphone), and recognition of your session via onsite signage and the Annual Meeting Mobile App. *Program with topics and times will be provided.*

SYM Course: Lunch Session \$25,000

During the full day pre-meeting symposia courses, there will be a lunch break for all of the medical attendees and industry representatives, which allows for additional networking time. This opportunity includes an exclusive 45 minute breakout lunch session on Saturday or Sunday, in which your company can educate the attendees on the technology/product of your choice. This opportunity includes the use of a lecture space, a standard A/V set (projector, screen, podium, microphone) and recognition of your lunch session via onsite signage and Annual Meeting Mobile App. Food and beverage will be provided by the CNS.



Hands-on Cadaveric Session \$7,500

This unique opportunity provides a forum for you to hold a hands-on workshop in a private setting. Take advantage of placing your latest technology in the hands of the neurosurgeon attendees! This opportunity is a two-hour time slot on Monday or Tuesday. It includes the use of one lab station and recognition of your session via onsite signage and the Annual Meeting Mobile App....**Anatomical specimens, C-Arms, and other specialty equipment must be ordered through our cadaver lab partner, MERI.**



Pre-Dinner Networking Receptions \$7,500

Each year, the CNS hosts a series of popular Dinner Seminars on clinical and non-clinical topics important to neurosurgery.



Connect with your target neurosurgical audience by hosting this half-hour networking reception prior to a scheduled dinner

seminar. Opportunity includes promotion of your reception via onsite signage and the meeting's mobile app.

International Reception \$15,000

Help the CNS make our international guests feel welcome. The International Reception takes place Saturday evening and is an opportunity to network with our international guests. Support includes invitations to attend and promotion of your support and ability to provide branded napkins or cups.

This opportunity is open to two industry sponsors.

Live Surgery \$50,000

Our live surgery sessions take place in the CNS Xperience Lounge within the Exhibit Hall. This dynamic experience brings medical attendees right into the OR via telemedicine technology. Your company will be front and center as experts walk attendees through a surgical procedure featuring your cutting-edge approaches and technologies. These 30-minute presentations will take place during the morning breaks on Monday and Tuesday. This opportunity includes Audiovisual with an enhanced theater experience and recognition of your session via onsite signage, pre-meeting eblast to medical registrants and Annual Meeting Mobile App / Program Booklet. Your company chooses the topic, surgeon, and institution.



Satellite Symposium

Pricing Range: \$5,000 - \$20,000



The CNS goes to great lengths to gather 2,700 surgeons and allied professionals to San Francisco. Hosting a

satellite symposium event allows your company to bring targeted educational experiences to an elite audience. The pricing ranges from \$5,000 to \$20,000 depending on how many invited and expected surgeons/physicians are attending. **Please contact corporatedevelopment@cns.org with your invited and expected attendee count.** The CNS will provide you with an Application. The CNS will also provide medical attendee registration lists for invitation purposes and will inform you about any CNS Social Events that are taking place on the same evening.

Timeframes: Saturday from 4:30pm–10:30pm, Sunday from 8:30–10:30pm, and Monday and Tuesday from 6:30–10:30pm.

Beverage Break Sponsor \$10,000 each

Beverage Breaks take place in the exhibit hall for 1 hour each. There are five (5) breaks over the course of the three days. Support of these daily beverage breaks in the Exhibit Hall includes recognition of your company via signage and Annual Meeting's Mobile App. Branded napkins, cups, sleeves, and other promotional items are at your company's expense.



CNS Resident Social Sponsor \$5,000

Tuesday, October 11th

7:30 - 9:00pm

Sponsorship Benefits:

- (2) Invitations for representatives to attend.
- (1) Tabletop for display if requested.
- Recognition on-site signage and Meeting Mobile App.

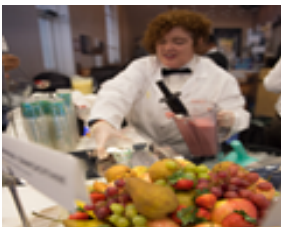


CNS Wellness Initiative Sponsor

Gold - \$25,000, Silver - \$15,000, Bronze - \$7,500

NEW this year! Show your support of the many CNS Wellness Initiatives throughout the meeting that promote a healthy work – life balance.

- Recognition throughout the meetings at all Wellness initiatives in the Xperience Lounge.
- In-booth participation – share your own initiative at your booth and engage with attendees as they collect points for their participation.
- Lead generation abilities.
- Misc. recognition via on-site signage, Meeting Mobile App, and meeting E-Blast.



CNS SANS Challenge Sponsor

Gold - \$7,500, Silver - \$5,000, Bronze - \$2,500

Resident SANS Challenge Preliminary Rounds, Sunday, October 9th, 1:00 – 3:00pm

Resident SANS Challenge Championship Round, Tuesday, October 11th, 1:45-2:45pm

Sponsorship Levels:

o GOLD \$7,500

▪(6) Invitations for representatives to attend Preliminary Rounds and Championship Round.

▪Recognition on-site signage and Meeting Mobile App.

o SILVER \$5,000

▪(4) Invitations for representatives to attend Preliminary Rounds and Championship Round.

▪Recognition on-site signage and Meeting Mobile App.

o BRONZE \$2,500

▪(2) Invitations for representatives to attend Preliminary Rounds and Championship Round.

▪Recognition on-site signage, meeting program book and Meeting Mobile App.



All 3 Opportunities Newly Added to Provide Your Company with Increased Interaction with Attendees!

ADVERTISING OPPORTUNITIES

HQ Hotel Key Cards \$20,000



Place your logo and advertisement in the hands of every attendee staying at the headquarter hotel.

Company sponsor is responsible for the production cost and any associated fees in addition to the above price.

Door Drop Bag \$6,000

Stand out from the rest of the industry crowd by including your company's logo and message on the bag that will hold all inserts delivered to medical attendees at the headquarter hotel on Sunday night, prior to the Exhibit Hall opening the next day.



Sitting Cubes \$20,000

These sitting cubes are a great opportunity to display your logo, slogan, and company design. Placed throughout the three floors of the convention center, these cubes offer the attendees a chance to rest while on the move.



Badge Lanyards \$15,000



Place your brand front and center with every Annual Meeting attendee. Production and processing fees are additional.

Pre-Meeting Attendee List \$500



After the complimentary attendee registration list is provided to all exhibitors (1 month prior to meeting), this an opportunity to purchase an updated attendee registration list closer

to the meeting's start date. All lists contain only names, institutions, physical mailing addresses, and membership status.

Registration Insert \$6,000

This is provided to all medical attendees at registration, and it is the perfect opportunity to preview your products, technology and allow each attendee the chance to gain the most up-to-date details of your company's offerings in the neurosurgical field. The maximum size of an insert piece is 8.5" x 11", double sided.



Post-Meeting Attendee List \$750

Available approximately 45 days after the 2021 CNS Annual Meeting, this attendee registration list is a great opportunity to follow up with meeting attendees. All lists contain only names, institutions, physical mailing addresses, and membership status.

Door Drop Insert \$4,500



Delivered to all medical attendees on Sunday night, over 600 rooms at the headquarter hotel, this is the perfect opportunity to preview your product

launches, in-booth demonstrations, and other activities attendees will not want to miss. (Maximum of two-sided, 8.5" x 11"). Multiple inserts may be purchased.

Registration Bags \$15,000



Place your company logo and product information in the hands of every medical attendee. Your company selects the bag and notifies the CNS of your choice.

Once approved, you are able to produce one (1) piece of product literature which will be inserted into each registration bag that will be provided to all medical attendees once they are registered on-site.

Company sponsor is responsible for the production cost and any associated fees in addition to the above price.

Mobile App Banner Ad \$7,500



This is a limited opportunity to have your company's banner ad displayed 25% of the time at the top of the home screen in the 2022 Annual Meeting Mobile App.

*Analytics (average numbers)

- Total Impressions: 9,457
- Unique User Views: 454

CNS Social Media Message \$10,000

Price is for one (1) social media message. (a company can only purchase up to three messages per day). The CNS will distribute your message with the content of your choice via Twitter, LinkedIn, and Facebook.

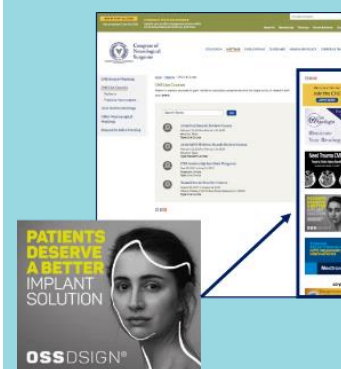
CNS Social Media	
	12,704 Followers
	19,400 Followers
	13,585 Followers
	11,400 Followers

Mobile App Splash Page \$15,000

This is an exclusive opportunity to have your company artwork displayed every time an attendee launches the 2022 CNS Annual Meeting Mobile App which will be used as the main source for the Scientific Program and the meeting's activities.



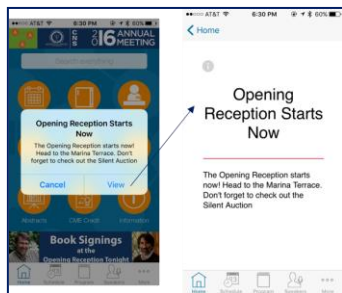
Skyscraper Ad on CNS Website \$6,000*



Highlight your company with a skyscraper advertisement on the CNS Website. Your ad will be hyper-linked and you may choose the link whether it is your website or a specific page that promotes a product launches or campaign.

*This is available in six (6) month increments for \$6,000.

Mobile App Push Message \$10,000



Price is for one (1) push message. There is a company limit of three messages per day. The CNS will distribute your push message containing content such as your product/exhibit booth

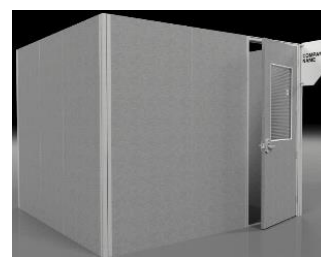
information to an opt-in list of attendees using the Mobile App during the CNS Annual Meeting. Maximum of 50 words.

Mobile App Enhanced Listing \$1,000

An enhanced listing is a easy way to gain additional exposure at the CNS Annual Meeting. This will include a display of your logo, an enhanced profile, as well as links and PDF's leading to your product information and literature.



Meeting Suite \$5,000 per 10'x10' space



If you are looking for a more private place to conduct your business in addition to your exhibit booth, then a Meeting Suite is just what you need. The sizes can be created in most configurations, and are located on the same level as

the General Scientific Session. Cost includes a suite, listing on the convention map, and signage with company logo outside of the suite. (Furniture and Electricity to be ordered at the expense of your company)

Branded Meeting Suites \$1,600 per panel

Customize your Meeting Suite with branded flexible panels that can cover your entire suite or just an area that you desire. Panel is 38 1/8" x 87" and there are three panels per 10x10 Meeting Suite. CNS needs to approve artwork by 8/31/22.



Floor Shoeprints \$12,500



Help attendees find your booth with these directional floor advertisements. This opportunity includes shoeprints, featuring your chosen artwork, leading from the entrance of the exhibit hall to your booth.

Floor Decals (*various sizes below*)

Design a floor decal advertisement of your choice which can be placed in ACCME compliant areas of the convention center (Exhibit Hall, outside of Exhibit Hall entrance, in front of escalators, etc). Promote your technology in a creative way. This opportunity includes production and labor.

2' x 2': \$12,000

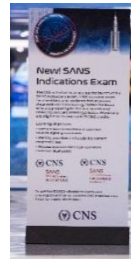
4' x 4': \$14,000

8' x 8': \$16,000

10' x 10': \$18,000



Meter Board \$7,500: single sided , \$15,000: double-sided



Design a 38" x 87" inch meter-board advertisement which will be placed by in ACCME compliant areas of the convention center. This board allows for a more detailed, close up message. This opportunity includes production and labor.

Cover Ad in Pocket Guide \$6,000

The CNS Pocket Guide will be a small booklet provided to attendees with an overall reference of all key educational sessions and exhibitor-related details. It will be distributed to all attendees at registration. Create an Advertisement page with content related to your company's technology and exhibit that must be approved by the CNS prior to print. The Advertisement page will appear on the Back Cover. A ready-to-print proof must be provided by **Wednesday, August 10.**

Interior Ad in Pocket Guide \$4,500

The CNS Pocket Guide will be a small booklet provided to attendees with an overall reference of all key educational sessions and exhibitor-related details. It will be distributed to all attendees at registration. Create an Advertisement page with content related to your company's technology and exhibit that must be approved by the CNS prior to print. The Advertisement page will appear next to the Exhibitor Information section. A ready-to-print proof must be provided by **Wednesday, August 10.**

Branding Opportunities at the Moscone Center West, Marriott Marquis, and City-wide

Please contact your Corporate Development Team: Colleen Dunphy at cdunphy@cns.org and/or Alex Waszok at awaszok@cns.org

The CNS will provide the options to brand and promote your technology and products on a larger scale at the Moscone Center West, the Marriott Marquis San Francisco (which is the CNS Annual Meeting's headquarter hotel) and City-Wide. Options include items such as banners, graphic clings, physical signage, digital signage, etc.

EDUCATIONAL GRANT OPPORTUNITIES

Symposia Grant \$15,000

The CNS provides two full day pre-meeting symposia courses that offer didactic CME lecture on various topics. Support of one or more of these courses with an educational grant will result in your company's recognition in the CNS Annual Meeting Mobile App and onsite signage.

Complimentary Resident Course Registration Grant \$10,000

This grant can be applied to either 110 Lunch Seminar tickets, 45 Dinner Seminar tickets or 20 symposia, or any combination thereof. This support will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Resident Course of your choice.

Luncheon Seminar Grant \$10,000

Support continued learning during our CME luncheon seminars that take place Monday, September 14 to Wednesday September 16 from 12:15 pm – 1:45 pm. These sessions provide CME credit to attendees. Support of this course will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Luncheon Seminar of your choice. *Program for the 2022 Luncheon Seminars will be provided.*

Complimentary Resident Meeting Registration Grant \$17,500

This educational grant provides complimentary Annual Meeting Registration to the first 100 Resident Members. This will result in your company's recognition in the CNS Annual Meeting Mobile App and onsite signage.

Honored Guest Grant \$25,000

Show your support of Honored Guest, Dr. Robert F. Spetzler. This opportunity includes support of the Honored Guest Luncheon, as well as the three talks on the General Session stage on Monday, Tuesday, and Wednesday. This support will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Honored Guest luncheon.

General Meeting Educational Grant \$1,000+

If you want to support the CNS Annual Meeting and are not sure which specific course or session to apply it to, then a general meeting grant is the route to go. This support will result in your company's in the CNS Annual Meeting Mobile App and onsite signage.