

ART OF NEUROSCIENCE EXHIBIT PROSPECTUS



McCormick Place, Chicago, IL
October 19 -23 (Meeting & Exhibit Dates)

TERMS FOR EXHIBITING in the ART OF NEUROSCIENCE

Eligibility for Exhibiting

The purpose of the Art of Neuroscience is to support the broad and evolving field of neuroscience art. Exhibits must be related to neuroscience. All art being displayed or sold must be owned and created by the exhibitor.

The character of the exhibit is subject to approval by the Society. SfN reserves the right even after an application is received to refuse applications not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibit Space Assignments

Space is limited. Preference will be given to SfN members, or those sponsored by a SfN member.
The Society for Neuroscience retains the right to approve or deny exhibit applications based on its sole discretion. Applications from individuals/organizations that have not previously participated in the Art of Neuroscience will be reviewed by the Society for eligibility before assignment is made. Exhibitors are assigned space based on membership/sponsor status, and the date the application is received. Nonmembers/nonprofits will be notified of acceptance after the **July 12** deadline as preference is given to SfN members.

Applications

Applications and full payment must be received by **July 12**. See Terms of Payment for further instruction. The application can be found on the Art of Neuroscience [website](#).

The materials required for review are:

- Description of type of art and relevance to neuroscience; include a photo or website link
- Literature for art products to be exhibited
- If retail sales will be conducted in the booth

Email company information to exhibits@sfn.org or mail to:
Society for Neuroscience
Attention: Art of Neuroscience 2019
1121 14th Street, NW Suite 1010
Washington, DC 20005

EXHIBIT FEE INFORMATION

Contract for Space	Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibit Prospectus and on the Society's web site, and all policies, rules, and regulations adopted after publication of the Prospectus. Furthermore, exhibitor agrees to abide by all conditions stipulated by McCormick Place. The acceptance of an application by the Society and the deposit for rental charges constitute a contract.				
Terms of Payment	Full payment is due with the application by July 12, 2019 Society's Tax ID # 52-0895843				
Booth Fees	\$350, Fee includes an ACORD 25 policy. ACORD 25 is SfN's approved insurance program for exhibitors. For additional insurance information, see Insurance Requirements. The fee also includes two exhibitor badges per booth space.				
Payment Information	<table><tr><td>Credit Card payment:</td><td>Check payment:</td></tr><tr><td>To pay by credit card, please indicate so on your application. Once the application has been approved, you will receive an email message from SfN with instructions on how to make the payment. This payment process provides a more secure avenue for our exhibitors.</td><td>Society for Neuroscience Attn: Art of Neuroscience 2019 1121 14th Street, NW, Ste. 1010 Washington, DC 20005</td></tr></table>	Credit Card payment:	Check payment:	To pay by credit card, please indicate so on your application. Once the application has been approved, you will receive an email message from SfN with instructions on how to make the payment. This payment process provides a more secure avenue for our exhibitors.	Society for Neuroscience Attn: Art of Neuroscience 2019 1121 14th Street, NW, Ste. 1010 Washington, DC 20005
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Cancellations or Space Reductions	Cancellation or reduction of space between the date the application is received and July 12 will result in an administrative fee of \$50. Cancellation of space between July 13 and August 16 will result in a charge equal to 50 percent of the total cost of the canceled space. Refunds will not be granted after August 17 .				
Failure to Occupy Space	Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Society will have the right to use exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.				

CONTRACTUAL CONSIDERATIONS

Violations	<p>As a condition for exhibiting, each exhibitor will agree to observe all Society policies, inclusive of, but not limited to the following:</p> <ul style="list-style-type: none">▸ Tearing down prior to 4:00 pm, Wednesday, October 23▸ Exceeding the height limit▸ Obstructing the view of a neighbor's booth▸ Distributing/posting advertising or literature outside the exhibitor's exhibit space
Insurance Requirements	<p>Insurance is included in your booth fee.</p>
Indemnification and Limitations of Liability	<p>The exhibitor shall defend, indemnify and hold the Society for Neuroscience and SMG, Metropolitan Pier and Exposition Authority, Chicago Park District, and their agents, trustees, officers, board members, and employees of these entities harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) arising out of or relating to personal injury (including death), property damage or any other damage caused or alleged to be caused by the negligence, willful misconduct, bad faith, failure to obtain proper licensing, copyright violations, or fraud, by exhibitor or its employees, agents or subcontractors. In addition, the exhibitor acknowledges and understands that the Society for Neuroscience and SMG, Metropolitan Pier and Exposition Authority, Chicago Park District do not maintain insurance that will cover Exhibitor's property, or any business interruption resulting from any injury or damages resulting from the exhibitor not being able to participate in any portion of the event, and that it is the sole responsibility of the exhibitor to obtain business interruption and property insurance as in their judgment may be required.</p>
Cancellation of Meeting and Exhibition	<p>It is mutually agreed that in the event Neuroscience 2019 is canceled due to the unavailability of the convention center for any reason, or due to acts of God, war, strikes, government regulation or advisory warnings (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Chicago, or any other comparable conditions or circumstances occurring either in the location of SfN's meeting or in the countries/states of origin of at least 30 percent of the attendees or along their routes of travel, making it, at the sole discretion of SfN, commercially impracticable, illegal, or impossible to operate the event. If the event is cancelled pursuant to this paragraph, then the application and contract for exhibit space will be terminated. In the event of such termination neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.</p>

BOOTH INFORMATION

Non-Contracted Exhibit Space	Any person, firm, or organization not having contracted with the Society for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in the McCormick Place or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.
Americans with Disabilities Act	Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available online via the ADA Information Line at (800) 514-0301.
Booth Layouts	Each 10' x 10' space will have 8' high white back drape and 36" white side rail defining the confines of the space, one (1) 6' x 42" draped table and two (2) stools, (1) 500W electrical drop and (1) wastebasket. Exhibit area is carpeted. A booth identification sign measuring 7" x 44" and showing only the company name will also be supplied in all booths. Please remember to supply your own methods to hang display material in the booths (eg. binder clips to secure signs to hanging drape).
Standard Booths	All display material is restricted to a maximum height of 48" except for the back wall of the display, which is limited to 8' in height. The booth height may be maintained up to 50 percent of the distance from the back wall toward the front of the space. No obstructions in the front half of the booth above the height of 48" will be permitted.

EXHIBITOR REGISTRATION AND SESSION INFORMATION

Exhibit Dates and Hours	Saturday, October 19 – Wednesday, October 23, 2019 10:00am – 4:00pm
Booth Staffing	As a courtesy to meeting attendees and your fellow exhibitors, exhibitors must open their exhibit on time and staff it throughout the day. Exhibiting programs are urged to have at least one staff member or security personnel in their booth at all times. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.
Badges	Each exhibiting organization is entitled to 2 exhibitor badges per booth space. Exhibitors may pick up their badges at the exhibitor registration desk located in Hall A beginning Friday, October 18 at 8:00am . Badges must be worn at all times while in the exhibit area. Exhibitor Badges are <u>necessary</u> to access the Art of Neuroscience exhibit space in Hall A for booth installation. Supplementing SfN badges with business cards, ribbons, or company logos is not permitted. Exhibitor badges will be made out only in the names provided by the program. On-site registrants must submit proof of affiliation with the exhibiting company.
Badge Reprints	Attendees and Exhibitors will incur a \$25 fee for badge reprints. ID is required to receive badge reprints.
Admission to Sessions	Badged exhibit personnel have access to the exhibit hall and may attend scientific sessions.

BOOTH ACTIVITIES

Operation of Exhibits and Conduct	SfN reserves the right to restrict exhibits that become objectionable due to sound, method of operation, materials, content, or any other reason, and prohibit or evict any exhibit that, in the opinion of Exhibit Management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character Exhibit Management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Society is not liable for any refunds or rentals of other exhibit expenses.
Photographs	Learn more about SfN's policy for photography and recording during scientific meetings and events.
Photo and Video Release	<p>By attending/exhibiting at Neuroscience 2019 or its associated events, you hereby understand that you may be photographed, videotaped, or digitally recorded, as may be your voice, and hereby waive any objection, condition, limit, or right you may have to the photographs or recordings.</p> <p>By attending/exhibiting at Neuroscience 2019 or its associated events, you hereby authorize SfN to use any such photographs, videotapes or other recordings of yourself and your guests for any promotional purposes and to license other relevant people/organizations to use them. You hereby indemnify and hold the Society harmless for any such licensed or unlicensed use.</p>
Security	Do not store anything of value in crates going into storage or leave any items of value unattended. Security will not be provided. The Society for Neuroscience, McCormick Place, and The Expo Group are not responsible for loss or damage to exhibitor property.
Prohibited Practices	See page 9 for Prohibited Practices.
Parking at the Convention Center	A limited number of prepaid guaranteed parking spaces are available at the rate of \$36 per day by advance order of an Exhibitor Parking Permit. This permit allows access to the garages with in-and-out privileges. Parking spaces are guaranteed even if lots fill to capacity. For more information, contact mccormickplace.clickandpark.com .

INSTALLATION AND DISMANTLE

Installation and Dismantling Dates and Hours	Installation Friday, October 18 9:00am – 4:00pm	Dismantling Wednesday, October 23 4:00pm – 6:00pm	
Online Exhibitor Service Manual	The Online Exhibitor Service Manual containing a complete set of service forms will be available July 15 .		
Service Desk	The Exhibitor Service Desk (Hall A) will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The Service Desk will be staffed throughout the meeting.		
Convention Center Rules and Regulations	Exhibitor compliance with the McCormick Place is mandatory.		
	Fire Regulations No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the City of Chicago Fire Marshal, McCormick Place Fire Safety Manager or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Online Exhibitor Service Manual.	Electricity-Air-Water-Drain Order forms will be available in the Online Exhibitor Service Manual. Electrical service is 120, 208, 227, 480 volt (single and three-phase).	
Exhibitor Appointed Contractor (EAC)	All EACs and contractors, suppliers and vendors who work in the facility must be identified with the WIS Badge or the credential issued by McCormick Place.		
Safety	Standing on chairs, tables, or other rental furniture is prohibited. Rental furniture is not engineered to support standing weight. The Expo Group cannot be responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Online Exhibitor Service Manual.		
Labor Rates	Straight Time \$144.19/\$187.44 Monday - Friday 8:00 a.m. - 4:30 p.m.	Over Time \$216.28/\$281.17 Monday - Friday 4:30 p.m. - 8:30 p.m. Saturday 6:00 a.m. - 6:30 p.m.	Double Time \$288.38/\$374.89 Monday - Friday 8:30 p.m. - 8:00 a.m. Saturday before 6:00 a.m. and after 6:30 p.m. All day Sunday and Holidays

Union Regulations

To assist you in planning for your participation in the forthcoming convention, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand the various union jurisdictions in the Chicago, IL area, we ask you to read the following.

Exhibitor Booth Set-Up/Dismantle Information

There are two options available to exhibitors to have their displays set-up and taken down at McCormick Place. Exhibitors can either set-up / dismantle their display with their own employees, or the exhibitor can hire union labor. The guidelines for booth options are detailed below. If you have any questions, please contact your Personal Account Manager.

1. Consistent with safety and the skills and training necessary to perform the task, as determined by the Authority, an exhibitor and exhibitor employees (“Exhibitor employee” means any person who has been employed by the exhibitor as a fulltime employee for a minimum of 6 months before the show’s opening date) are permitted in a booth of any size with the use of the exhibitor’s ladders and hand tools to:
 - i. Set-up and dismantle exhibits displayed on Authority premises;
 - ii. Assemble and disassemble materials, machinery, or equipment on Authority premises
 - iii. Install all signs, graphics, props, balloons, other decorative items, and the exhibitor’s own drapery, including the skirting of exhibitor tables, on the Authority’s premises.
2. An exhibitor and exhibitor employees are permitted in a booth of any size to deliver, set-up, plug in, interconnect, and operate an exhibitor’s electrical equipment, computers, audio-visual devices, and other equipment.
3. An exhibitor and exhibitor employees are permitted in a booth of any size to skid, position, and re-skid all exhibitor material, machinery, and equipment on Authority premises.

An exhibitor and exhibitor employees are prohibited at any time from using scooters, forklifts, pallet jacks, condors, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.

Display Installation & Dismantle

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one full-time employee can accomplish the task in less than one (1) hour without the use of tools. If your exhibit preparation, installation or dismantling requires more than one (1) hour, you must use union personnel supplied by The Expo Group. As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Chicago on a one-to-one basis.

Union Jurisdictions

Should you choose to utilize a contractor for your labor, the following guidelines apply at McCormick Place. (see McCormick Place forms for jurisdictions pertaining to services provided by McCormick Place):

- McCormick Place is a union building, and jurisdictions are clearly established.
- Above all, there should be no need for disputes. If there is a disagreement, contact your Floor Manager. They will contact the appropriate contractor, who will take up the matter with the appropriate union official. There are established procedures for settling disagreements and using them will prevent problems.

Riggers

Responsible for uncrating, un-skidding, positioning and re-skidding of all machinery.

Teamsters

Responsible for the handling of all material (except machinery) in and out of the exhibit hall.

Display Labor (Unified Labor Force Combining Carpenters and Decorators)

Responsible for uncrating of exhibits and display materials; installing, and dismantling exhibits, including cabinets, fixtures, shelving units, furniture; laying of floor tile and carpets; hanging and installation of non-electric signs; re-crating of exhibits and machinery; installing and dismantling scaffolding, bleachers and ganging of chairs; installing of all drape, cloth and/or tacked fabric panels; and Velcro signs.

Shipping Information

The Expo Group will receive shipments at the McCormick Place dock; delivery to the exhibitor's booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the booth and transferring to the outgoing carriers at the McCormick Place dock. Exhibitors are urged to ensure that all materials are delivered to booths on setup days because deliveries cannot be made during exhibit hours.

All exhibitors are urged to verify the delivery of their freight before arrival in Chicago, IL. Many shipments cannot be traced or delivered on the weekend.

USPS, UPS, and Federal Express packages going to the McCormick Place must be sent directly to The Expo Group, they will then be delivered to the exhibitor's booth.

Shipping Instructions

Advanced Warehousing

Advance Warehouse is available to receive shipments on **September 16**. These shipments, which must be **prepaid**, are consigned to the warehouse and must arrive no later than **Friday, October 11**. Crated advance shipments are to be consigned as follows:

Art of Neuroscience 2019
Company Name
Booth #
The Expo Group
c/o YRC, CCS Trucking
4108 W. 52nd Place, Chicago, IL 60632

Uncrated shipments will not be received at the warehouse.

Advance Warehouse Billing

A copy of the bill of lading for motor freight and air shipments should be forwarded to:

The Expo Group
5931 W. Campus Circle Dr.
Irving, TX 75063
Attn: Dana Trimble
Phone: 972-751-9440/ Fax: 972-751-9540
Email: dtrimble@theexpogroup.com

Direct to Convention Center

Direct to Convention Center receiving is available during exhibit setup beginning 8 a.m. on **Thursday, September 17**. Direct prepaid uncrated/crated shipments are to be consigned as follows:

Art of Neuroscience 2019
c/o The Expo Group
Exhibit Company
Booth #
McCormick Place – South Hall A
2301 S. Lake Shore Dr., Chicago, IL 60616

Note: Any freight arriving directly at McCormick Place before **Thursday, October 17**, that has not been confirmed as an early target move-in by The Expo Group, will be refused and returned to the exhibitor.

Direct to Convention Center Billing

A copy of the bill of lading showing the number of pieces, weight, classification, carrier, and routing are to be sent to:

The Expo Group
5931 W. Campus Circle Dr.
Irving, TX 75063
Attn: Dana Trimble
Phone: 972-580-9440/ Fax: 972-751-9540
Email: dtrimble@theexpogroup.com

Crate Storage

Empty crates, boxes, and cartons must be ready for removal from the exhibit area by 6 p.m., **Friday, October 18**. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk. Containers or skids without the "empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds.

Note: Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. McCormick Place inspects all exhibits to ensure compliance.

Return Shipping

Please note that exhibitors are responsible for all return shipping. A business center is located in the convention center for your convenience.

PROHIBITED PRACTICES

The prohibited practices below apply to exhibitors and non-exhibitors:

- › Distributing giveaway items that do not comply with stated policy
 - › Distributing or using stick-on decals and/or similar adhesive-backed promotional items in the McCormick Place
 - › Suitcasing - canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - › Advertisements including, but not limited to; billboards, displays of signs, promotional items, or any form of technology outside the exhibit space, convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - › Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area
 - › Hanging signs or banners from the ceiling (island booths **only** are permitted)
 - › Entering another exhibitor's space without permission
 - › Photographing or examining another exhibitor's equipment without permission (see [SfN's NEW policy for photography and recording](#)). This policy also applies to any scientific session.
 - › Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official SfN exhibitor badge
 - › Altering badges in anyway (i.e., ribbons or buttons)
 - › Operating X-ray equipment
 - › Use of minors as models
 - › Noisy electrical or mechanical apparatus interfering with other exhibitors
 - › Use of the Society's name is forbidden on signs inside or outside the exhibit area and on descriptive product literature
 - › No subletting or sharing of exhibit space
 - › Using helium balloons or glitter products
 - › Selling and/or otherwise distributing demographic information obtained by scanning attendees name badges that visit their booth with lead retrieval devices
 - › Exhibitors or their agents may not negotiate blocks of hotel rooms directly with contracted SfN participating hotels
 - › Tipping contracted labor
-