



**NEUROSCIENCE 2012**

# **EXHIBIT PROSPECTUS**

Ernest N. Morial Convention Center  
New Orleans, LA  
October 13 - 17, 2012 (Meeting Dates)  
October 14 - 17, 2012 (Exhibit Dates)  
[www.sfn.org/exhibits](http://www.sfn.org/exhibits)

# TERMS FOR EXHIBITING

## Rules and Regulations

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN Web Site and by all conditions stipulated by the Ernest N. Morial Convention Center.

Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

## Exhibit Space Assignments - Space Assignment Process for Neuroscience 2012

Exhibit space for Neuroscience 2012 will be assigned in priority point order onsite during Neuroscience 2011. Only Neuroscience 2011 Commercial Exhibitors are eligible to select exhibit space at this time. Neuroscience 2011 exhibitors who submit their Exhibit Space Application/Contract by **October 14** will be permitted to select exhibit space onsite.

To take advantage of priority points after onsite space assignments, applications must be received **by May 4**. Applications received after **May 4** may still obtain space, if available. If more than one company has the same number of priority points, assignments will be made in date and time order applications/contracts are received. First-time exhibitors are assigned space based on the date the application/contract is received.

Applications/Contracts for exhibit space are subject to approval by the Society for Neuroscience

## REMINDER – Exhibit Space Priority Points System

Priority in booth assignment will be conducted according to a point-based system. Exhibitors receive one point per 10' x 10' space purchased, for a maximum of five points for exhibiting. In the case of company mergers, SfN will use the highest number of years exhibited in calculating priority points.

Additional points may be accrued by becoming a Sustaining Associate Member (SAM), advertising in the *Exhibit Guide*, *The Journal of Neuroscience*, *Nexus*, *Neuroscience Quarterly*, and by becoming a corporate supporter.

Sustaining Associate Members (SAM) accrue the following additional points per year:

- Platinum Members – 3 points
- Gold Members – 2 points
- Silver Members – 1 point

Advertisers in the *Exhibit Guide*, *The Journal of Neuroscience*, *Nexus* and *Neuroscience Quarterly* accrue the following additional points per year:

- 1 point per \$1,000 for advertising with a maximum of 5 points per publication

Corporate Supporters accrue the following additional points per year:

- 1 point per \$5,000 of corporate support with a maximum of 5 points

## Exhibitor Violations - Neuroscience 2011 Exhibitors Selecting Exhibit Space Onsite

SfN will award priority points prior to Neuroscience 2011. Exhibitors receiving exhibit space assignments for Neuroscience 2012 and found to be in violation during Neuroscience 2011 will have their assigned exhibit space released. The exhibiting company will have to select another exhibit space before the second priority point deadline (May 4).

Below is a list of common violations that cause an exhibitors space assignment to be released if a violation occurs and is not corrected.

- Tearing down prior to 5:00pm Wednesday, November 16 (closing of Neuroscience 2011)
- Exceeding the height limit
- Entering competitors booth space
- Obstructing the view of a neighbor's booth

## Exhibit Space Selections and Assignments

The floor plan should be carefully reviewed and six exhibit preferences selected. Avoid concentrating all choices in one area. Indicate these choices on the application for space. Since prime locations sell quickly, alternate acceptable booths should be indicated. If the selected booths are not available at the time the application is received, the exhibitor agrees to accept the space assigned.

The Society reserves the right to modify the floor plan and reassign exhibit space if a change in the original assignment is necessary.

## 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. The acceptance of an application by the Society and the deposit for rental charges constitute a contract.

### Terms of Payment

A deposit in the amount of \$1,907.50 (commercial applications only) per 100 sq. ft. MUST be submitted no later than **December 16, 2011** if space assignment was made onsite at Neuroscience 2011. A deposit is due by **May 4** for all exhibitors not participating in the onsite exhibit space assignments.

Institute and nonprofit applications will be assigned on the **May 4** priority point deadline.

**NOTE:** Exhibitors receiving exhibit space assignments for Neuroscience 2012 at Neuroscience 2011 must submit deposit by **December 16, 2011**. **If deposit is not received by this date, SfN will release the assigned exhibit space.**

**Payment types accepted:** VISA, MasterCard, American Express, and Check

Society's Tax ID # 52-0895843

### Wire transfer information:

**Please note:** SfN charges a \$25 processing fee, please include this fee in your total amount in addition to fees your bank charges.

Bank of America, Washington, 730 15<sup>th</sup> St., NW, DC 20005  
Routing/Transit #026009593, Swift Code: BOFAUS3N WDC  
For further credit to: Society for Neuroscience, Account #: 001924085100  
Reference the company ID # on this invoice

### Full Payment

Full payment is due by **June 29** (commercial applications only). If payment is not received by this date, exhibit space may be re-assigned and deposit may be returned less 50 % of the total cost of the space assigned. All applications received after **June 29** must be accompanied by full payment. No applications will be processed without full payment after this date.

### Cancellations or Space Reductions

**Exhibit Space Assignments selected during Neuroscience 2011 - Cancellation or reduction** of space between the date the application is received and **May 4** will result in a charge equal to 25% of the total cost of cancelled space.

Cancellation of space or reduction of space between **May 4** and **June 29** will result in a charge equal to 50 % of the total cost of the canceled space.

Exhibiting company must email [exhibits@sfn.org](mailto:exhibits@sfn.org), if cancelling or reducing space.

SfN will cancel exhibitor rooms proportional to the reduction of exhibit space and entire room blocks held by a company canceling the entire exhibit space.

### Refunds

**Refunds** will not be granted after **June 29**.

### 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.

### Mergers

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (whichever is highest) will be used. Exhibit Management must be notified in writing of such changes, including

public announcement of the transaction.

### Sharing Space

No subletting or sharing of exhibit space is permitted. Exhibitors may not release or assign any of their contracted exhibit space to another company.

### Co-Marketing

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must submit the request under comments on the exhibit application with an explanation of why you would like to be located next to each other. Exhibit Management is not responsible for accommodating adjacent booth assignment for booth applications that arrive separately or without documentation. Upon receipt of the application, the booth assignment will be made by averaging the co-marketing companies' priority points. Exhibit Management will locate adjacent space based on the best use of the exhibit floor space. Requests for specific locations may not be honored.

If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All housing, badges, and *Exhibit Guide* listings will be conducted in one name only. Multiple housing blocks and listings are not permitted.

When two or more companies have joint rights to a product and the contract stipulates all company names must appear with the product, the Society reserves the sole right to determine how or if the name of the non-exhibiting company will appear on all exhibit related materials.

Booth Categories	Fees (US \$)	
	By May 4	After May4
Commercial Inline 10'x10' Booth	\$3,815	\$4,135
Commercial Corner 10'x10' Booth	\$4,030	\$4,460
Commercial Island Booth per 100 sq. ft. <i>Commercial Island Booth per 100 sq. ft. *</i> <b>Additional Island Booth Benefits</b> <ul style="list-style-type: none"> <li>• <i>Island booths may hang a sign over their booth.</i></li> <li>• <i>Company name printed in booth on all published floorplans.</i></li> </ul> <p><i>[Note: Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result]</i></p>	\$4,130	\$4,570
Nonprofit Inline or Corner 10'x10' Booth	\$775	\$810
Institute Inline or Corner 10'x10' Booth	\$335	\$350

**Note:** Neuroscience 2011 exhibit space fees will be extended for Neuroscience 2012.

## CONTRACTUAL CONSIDERATIONS

### REMINDER – Violations

As a condition for exhibiting, each exhibitor will agree to observe all Society policies.

Violations will incur a reduction in points for each regulation violated.

- First regulation violated will result in the company not accruing priority points for the year.
- Second regulation violated will result in the company losing one-half of its accrued priority points.
- Third regulation violated will result in the company losing all of its accrued priority points.
- Fourth regulation violated will result in the company not being eligible to exhibit at future Society meetings.

The Society reserves the right to levy a more severe penalty, without successive progression through the preceding regulations.

### REMINDER – INSURANCE REQUIREMENTS

Insurance protection will not be afforded to the exhibitor either by the Society, Ernest N. Morial Convention Center, or The Expo Group. Exhibitors shall carry their own insurance to cover exhibit material against damage. Exhibitors utilizing independent contractors must provide SfN with a certificate of insurance in full compliance with all provisions as stated below by Monday, **September 10, 2012**. Also, a separate certificate of insurance must be provided in the exhibiting company's name.

**Note:** SfN is required to provide similar proof of our insurance including automobile liability, to the convention center.

#### Exhibitor and Exhibitor Appointed Contractor Insurance Requirements:

(i) Commercial General Liability Insurance (CGL), including bodily injury/property damage, products and completed operations, personal injury and contractual liability of at least \$1 million per occurrence and \$2 million aggregate, against injury (including sickness or death) to a person and property of others,

(ii) Commercial Automobile Liability with a combined single limit of not less than \$1 million covering all owned, non-owned, leased and contracted (hired) vehicles placed in service during the dates of the event, and

(iii) Workers' Compensation Insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor or contractor in the jurisdiction where work is performed or services are provided.

- All policies must contain standard waiver of subrogation provisions.
- All coverage to apply as primary and without contribution.
- All insurance companies must maintain a current AM Best rating of A VIII or better.
- Exhibitors from countries other than the United States or Canada please note: the Coverage Territory provision (where coverage applies) of your policy may be limited and in many cases may not include coverage for claims brought in the United States. Novick Group (SfN's contractor for certificate review and compliance) will require evidence (a warranty statement under letterhead from the agent or broker) that coverage applies for claims brought in the US. Many overseas exhibitors have found ShowGuard<sup>®</sup> (see below) as an easy and cost effective method of assuring coverage compliance.

## CERTIFICATE OF INSURANCE REQUIREMENTS

### Exhibiting Companies

Each exhibitor MUST provide a Certificate of Insurance evidencing Commercial General Liability and Hired & Non-Owned Automobile Liability insurance. Policies shall name both the Society for Neuroscience and the Ernest N. Morial Convention Center as additional named insured.

### Exhibitor Appointed Contractors

Each exhibitor appointed contractor MUST provide a Certificate of Insurance evidencing Commercial General Liability and Workers Compensation Insurance. Policies shall name the Society for Neuroscience, Ernest N. Morial Convention Center, and The Expo Group as additional named insured, coverage to apply as primary and without contribution.

The exhibitor shall maintain:

(i) Commercial General Liability Insurance, including bodily injury/property damage, products and completed operations, personal injury and contractual liability of at least \$1 million per occurrence and \$2 million aggregate, against injury (including sickness or death) to a person and property of others,

(ii) Commercial Automobile Liability with a combined single limit of not less than \$1 million covering all owned, non-owned, leased and contracted vehicles placed in service during the dates of the event, and

(iii) Workers' Compensation Insurance in full compliance with all federal and state laws governing all of the exhibitor's employees en-

gaged in the performance of any work for the exhibitor.

Information regarding submission or purchasing of insurance will be available in February in the updated Exhibit Prospectus online.

#### **Limitations of Liability**

The exhibitor assumes full responsibility and liability for the actions of its employees, officers, directors, and agents at the event and also agrees to indemnify and hold the Society for Neuroscience, Ernest N. Morial Convention Center, The Expo Group, their agents, directors, officers, employees, and members harmless from any liability, loss, cost, expense, claim, or damage caused by or resulting from any negligent act or omission of the exhibitor, its agents, or its employees. SfN shall indemnify and hold the exhibitor, its agents, directors, officers, and employees harmless from any liability, loss, cost, expenses, claim, or damage caused by or resulting from any negligent act or omission of SfN, its agents, directors, officers, employees, and members. If more than one of the above mentioned parties is responsible, then the liability shall be apportioned between the parties based on their respective degrees of responsibility. In addition, the exhibitor acknowledges that the Society for Neuroscience, Ernest E. Morial Convention Center, and The Expo Group does not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance of no less than \$1 million covering such losses by the exhibitor.

SfN shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of SfN to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor to SfN only pursuant to the application and contract, as an exclusive remedy.

#### **Cancellation of Meeting and Exhibition**

It is mutually agreed that in the event Neuroscience 2012 is canceled due to acts of God, war, strikes, government regulation or advisory (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in New Orleans, LA and/or the Central Region of the United States, as 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 New Orleans, LA, 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 commercially impracticable, illegal, or impossible and therefore the application and contract for exhibit space will be terminated. In such an event, the affected party shall not 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.

## 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 Ernest N Morial Convention Center 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 via phone at (800) 514-0301 or at [www.usdoj.gov/crt/ada/info.htm](http://www.usdoj.gov/crt/ada/info.htm).

### Booth Layouts

Each 10' x 10' exhibit space will have 8' high back drape and 36" high side rail defining the confines of the space, aisle carpet will be provided in the exhibit hall. Exhibitors must provide carpeting in their booth space. A booth identification sign measuring 7" x 44" and showing only the company name will also be supplied in all linear booths.

### 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. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval. No exhibit may span an aisle by roofing or floor covering.

**REMINDER – Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of Exhibit Management, will install draping and charge the exhibitor.**

### Island Booths

In island booth units (units bound on four sides by aisles), the full cubic content of the space may be used; however, all display material is restricted to 16' in height. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval no later than **August 10**.

Companies with island booths are permitted to hang a sign over their booth. Sign height limit is 20 feet.

Nothing shall be posted, tacked, nailed, or otherwise attached to the walls, floors, or other parts of the exhibit facility or furniture contained in the facility.

### Peninsula Booths

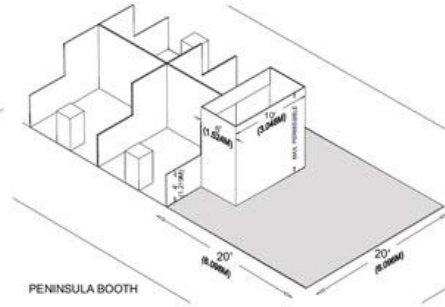
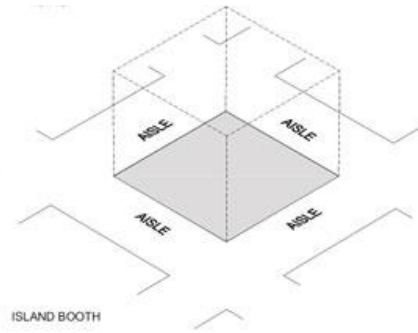
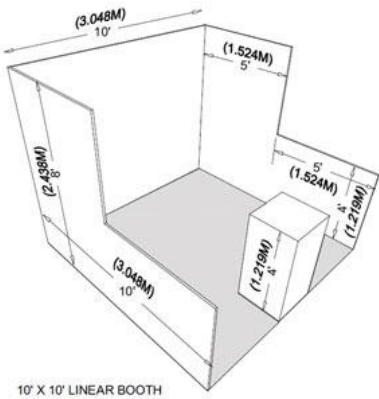
With peninsula booth units, the peninsula should not cause a visual disadvantage to the adjacent exhibits that is greater than would be caused by an in-line booth in the immediately adjacent space. In-line booth restrictions apply to the 10' portion of the exhibit that borders on another exhibitor's booth; island specifications and restrictions apply to the remaining portion of the peninsula booth. Models or schematic drawings of cubic content of exhibits should be submitted in advance to Exhibit Management for approval no later than **August 10**.

### End-Cap Booths

End-cap booths are **not** permitted. An end-cap booth is defined as a booth exposed to aisles on three sides and consisting of two booths.

### Signs

Only companies with island booths are permitted to hang a sign over their booth. **Sign height limit is 20 feet.**



# EXHIBITOR REGISTRATION AND SESSION INFORMATION

## Badges and Booth Staffing

### Exhibitor Registration Dates and Hours

Wednesday, Oct. 10, 8 a.m. – 6 p.m. (Targeted move in, island booths only)

Thursday, Oct. 11 - Saturday, Oct. 13, 8 a.m. – 6 p.m.

Sunday, Oct. 14 — Wednesday, Oct. 17, 7 a.m. – 5 p.m.

### Exhibit Hall Dates and Hours

Sunday, Oct. 14 — Wednesday, Oct. 17, 9:30 a.m. – 5 p.m.

### Booth Staffing

As a courtesy to meeting attendees and your fellow exhibitors, exhibitors must open their exhibit on time each morning and staff it throughout each day of the meeting until the scheduled closing of the exhibits at 5 p.m. on Wednesday, October 17. **Exhibiting companies are urged to have at least one staff member or security personnel in their booth by noon on Saturday, and by 7 a.m. Sunday through Wednesday.** Poster sessions will be held in the exhibit hall and presenters begin setting up at noon on Saturday, and at 7 a.m. Sunday through Wednesday. Poster sessions are open for all attendees at 1 p.m. on Saturday, and 8 a.m. Sunday through Wednesday. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.

### Exhibit Personnel Badges

Each exhibiting company is entitled to seven badges per 10' x 10' booth space.

### Guest Badges

For each exhibiting company, the Society for Neuroscience has made available two (2) complimentary exhibit hall **only** guest badges per 10' x 10' booth. Exhibitor Guests will have access to the exhibit hall and poster sessions only, at no additional charge.

**REMINDER** - Once an exhibiting company has reached the allowable number of exhibitor and guest badges, exhibitors will be required to register booth personnel and guests at a \$110 fee.

### REMINDER – Badge Reprints

Attendees and Exhibitors will incur a \$25 fee for badge reprints. ID will be required to receive badge reprints.

### Admission to Sessions

Badged exhibit personnel may attend scientific sessions.

## INSTALLATION AND DISMANTLE

### Installation Dates and Hours

Wednesday, Oct. 10	8 a.m. – 6 p.m. (Targeted Move-in, Island booths only, 400 square feet and above)
Thursday, Oct. 11	8 a.m. – 6 p.m.
Friday, Oct. 12	8 a.m. – 6 p.m.
Saturday, Oct. 13	8 – 10 a.m. (Product set-up only may continue until 6 p.m.)

**REMINDER** - All wooden crates and empties requiring a forklift for removal must be tagged and ready for removal by 6:00 p.m. Friday, October 12.

### Dismantling Dates and Hours

Wednesday, Oct. 17	5 p.m. – midnight
Thursday, Oct. 18	8 a.m. – noon

### Labor Rates

Current labor rates are:

\$79.20/\$88.00 per hour Straight Time  
Monday thru Friday, 8 a.m. - 5:00 p.m.

\$118.80/\$132.00 per hour Overtime  
Monday — Friday, 4:30 p.m. – 8 a.m.;  
Monday thru Friday, 5:00 p.m. – 12 Midnight,  
6:00 a.m – 8:00 a.m.  
Saturday 6:00 a.m. - 12 Midnight

\$153.00/\$170.00 per hour Double time  
Monday - Friday, 4:30 p.m. – 8 a.m.;  
Monday - Saturday, 12 Midnight – 6:00 a.m.  
Sundays and Holidays all hours