

# ART OF NEUROSCIENCE EXHIBIT PROSPECTUS



**McCormick Place, Chicago, IL  
October 17 -21 (Meeting & Exhibit Dates)**

## **TERMS FOR EXHIBITING in the ART OF NEUROSCIENCE**

Please see Appendix for additional information.

**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. 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.

**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 31** deadline as preference is given to SfN members.

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 [registration@sfn.org](mailto:registration@sfn.org) or mail to:

SfN

Attention: Art of Neuroscience 2015

1121 14th Street, NW Suite 1010

Washington, DC 20005

## **Exhibit Dates and Hours**

**Saturday, October 17– Wednesday, October 21, 2015 10:00am – 4:00pm**

## **Badges**

Each exhibiting individual/organization is entitled to two exhibitor badges per booth space. Exhibitors may pick up their badges at the exhibitor registration desk located in Hall A beginning **Friday, October 16** at 7:00am. Badges must be worn at all times while in the exhibit area.

## **Admission to Sessions**

Badged exhibit personnel have access to the exhibit hall and may attend scientific sessions.

## **EXHIBIT FEE INFORMATION- Applications including full payment must be received by July 31.**

**Contract for Space** - Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibit Prospectus, the appendix, 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 payment for rental charges constitute a contract.

**Booth Fee** - \$300, fee includes a ShowGuard® policy. ShowGuard® is SfN's approved insurance program for exhibitors. For additional information on ShowGuard®, see appendix. The fee also includes two exhibitor badges per booth space.

**Terms of Payment** - Full payment is due with application by **July 31**. No application will be processed without remittance of the payment. Payment receipt date will be used as the application submission date.

Society's Tax ID # 52-0895843

## **Credit Card 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. Through the CDS call center. This payment process provides a more secure avenue for our exhibitors

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

## **Check payment:**

SfN  
Attention: Art of Neuroscience 2015  
1121 14th Street, NW, Ste. 1010  
Washington, DC 20005

**Cancellations** - Cancellation of exhibit space between the date the application is received and **July 31** will result in an administrative fee of \$50. Cancellation of space between **July 31** and **August 28** will result in a charge equal to 50 percent of the total cost of the canceled space. Refunds will not be granted after **August 28**.

**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** - As a condition for exhibiting, each exhibitor will agree to observe all Society policies, inclusive of, but not limited to the following:

- No tearing down **prior to 4:00pm Wednesday, October 21**
- No exceeding the height limit
- No obstructing the view of a neighbor's booth

**Limitations of Liability** - The exhibitor assumes full responsibility and liability for the actions of its employees, officers, directors, contractors, subcontractors and agents at the event and also agrees to indemnify and hold the Society for Neuroscience, the SMG, Metropolitan Pier and Exposition Authority, Chicago Park District, The Expo Group, their agents, directors, officers, employees, and members harmless from any liability, loss, cost, expense, claim, or damage, including reasonable attorney fees, caused by or resulting from any act, omission or negligence of the exhibitor, its agents, or its employees. In addition, the exhibitor acknowledges that the Society for Neuroscience, the SMG, Metropolitan Pier and Exposition Authority, Chicago Park District, and The Expo Group do not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property insurance as in their judgment may be required. 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 2015 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 Chicago, IL and/or the Midwest 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 Chicago, IL , 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**

**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/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm)

**Booth Layouts** - Each 10' x 10' space will have 8' high white back drape and 36" high 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.

**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. No obstructions in the front half of the booth above the height of 48" will be permitted.

**Installation Dates and Hours**- Friday, October 16 9:00am – 4:00pm

**Dismantling Dates and Hours**- Wednesday, October 21 4:00pm – 6:00pm

In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the exhibit area during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening of the exhibits at **10:00 a.m., Saturday, October 17.**

### **Exhibit Set-up**

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 exhibit materials will be shipped to the convention center, material handling fees will apply. See appendix.

### **BOOTH ACTIVITIES**

**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 companies are urged to have at least one staff member in their booth at all times. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.

**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, 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** - An exhibitor may not photograph or videotape the exhibits or art of other exhibitors without their permission.

**Photo and Video Release** - By attending/exhibiting at Neuroscience 2015 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.

By attending/exhibiting at Neuroscience 2015 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.

**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.

**Fire Regulations** - No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the City of Chicago Fire Prevention Bureau 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.

**Prohibited Practices** – See appendix for prohibited practices.

Parking at the Convention Center – McCormick Place address is 2301 South Lake Shore Drive, Chicago, IL

- Transportation [Information](#) (includes maps of Convention Center area)

## Appendix

**Badges** - Supplementing SfN badges with business cards, ribbons, or company logos is not permitted. Exhibitor badges will be made out only in the name of the company shown on the application for space. 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. Identification will be required to receive badge reprints.

**Insurance Requirements** - Insurance requirements will be fulfilled as part of your \$300 exhibit fee through Show Guard. ShowGuard® is SfN's approved online insurance program for exhibitors. The ShowGuard® premium of \$75 will meet all CGL and Automobile Liability requirements providing coverage for the dates of the show from move in to move out and including the Society for Neuroscience and McCormick Place as additional insured. Enrolling in ShowGuard® is quick and easy. If you have any questions, please feel free to call the Novick Group, Inc. at 301-917-6599 and advise the operator that you are calling with regard to the Art of Neuroscience 2015.

**Exhibitor Appointed Contractors** - Exhibitors utilizing independent contractors must provide SfN with a certificate of insurance in full compliance with all provisions as stated below by **Aug. 28**. See [Exhibitor and Exhibitor Appointed Contractor Insurance](#) Requirements:

### INSTALLATION AND DISMANTLE

**Online Exhibitor Service Manual** - In the Society's effort to be environmentally friendly, the Online Exhibitor Service Manual containing a complete set of service forms will be available online in late June. Exhibitors wishing to receive a hard copy of the Online Exhibitor Service Manual must submit a request in writing to [exhibits@sfn.org](mailto:exhibits@sfn.org). Please allow 10 business days for delivery.

<b>Installation Dates and Hours</b>	<b>Friday, October 16</b>	<b>9:00am – 4:00pm</b>
<b>Dismantling Dates and Hours</b>	<b>Wednesday, October 21</b>	<b>4:00pm – 6:00pm</b>

In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the exhibit area during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening of the exhibits at **10:00 a.m., Saturday, October 17**.

**Service Desk** - The Exhibitor Service Desk 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.

**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.

## **Union Regulations**

### **Display Installation & Dismantle**

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.

(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 full-time 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; and (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.

(4) 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

### **Labor Rates**

Current labor rates are:

\$110.00/\$143.00 per hour straight time

(Monday — Friday, 8 a.m. — 4:30pm, except holidays)

\$165.00/\$214.50 per hour overtime

(Monday — Friday, 4:30pm — 8:30pm; All Day Saturday)

\$220.00/\$286.00 per hour double time

(Monday-Friday, 8:30 p.m. — 8:00am; after 4:30pm on Saturday, all day Sunday and holidays)

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 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.

## **Material Handling**

**Teamsters Union** - Should you choose to utilize a contractor for your labor, the following guidelines apply at McCormick Place.

McCormick Place is a union building, and jurisdictions are clearly established.

**Riggers** – Riggers are responsible for uncrating, un-skidding, positioning and re-skidding of all machinery.

**Teamsters** – Teamsters are 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.

**Due to new legislation passed by the state of Illinois, the following changes have been made that affect your exhibitor rights:**

### **EXHIBITOR RIGHTS**

In order to control costs, increase the competitiveness, and promote and provide for the economic stability of Authority premises, all Authority contracts with exhibitors, contractors, and managers shall include the following minimum terms and conditions:

(1) Consistent with safety and the skills and training necessary to perform the task, as determined by the Authority, an exhibitor and exhibitor employees 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; and (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 premises (excluding hanging signs).

(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 materials, machinery, and equipment on Authority premises.

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

(5) The Authority shall designate areas, in its discretion, where exhibitors may unload and load exhibitor materials from privately owned vehicles at Authority premises with the use of non-motorized hand trucks and dollies. TEG shall be the

sole authority on all matters in the dock area. This shall include by not be limited to such items as assignment of dock space and loading or unloading of all materials and equipment.

Any conflicts or disagreements regarding the union jurisdiction or interpretations thereof should be resolved with representatives of TEG and Show Management

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 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. Material handling fees are the responsibility of the exhibitor.

**Shipping Information** - Shipping fees are the responsibility of the exhibitor. 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 McCormick Place must be sent directly to The ExpoGroup, they will then be delivered to the exhibitor's booth.

**Shipping Instructions** –Advance Warehousing is available to receive shipments on **September 14**. These shipments, which must be prepaid, are consigned to the warehouse and must arrive no later than **Friday, October 9**. Uncrated shipments will not be received at the warehouse. Crated advance shipments are to be consigned as follows:

Art of Neuroscience 2015  
Company Name/Booth# The Expo Group  
YRC  
c/o CCS Trucking  
4108 West 52<sup>nd</sup> Place Chicago, IL 60632

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

The Expo Group  
Attention: Dana Trimble  
E-mail: [dtrimble@theexpogroup.com](mailto:dtrimble@theexpogroup.com)  
5931 W. Campus Circle Dr.  
Irving, TX 75063  
Phone: 972-580-9000 x 1440  
Fax: 972-465-1196

**Direct to Convention Center** - Receiving is available during exhibit setup beginning **8 a.m. on Thursday, October 15**. Direct prepaid uncrated/crated shipments are to be consigned as follows:

Art of Neuroscience 2015  
c/o The Expo Group  
Exhibiting Company Name/Booth Number  
McCormick Place  
South Building, Hall A, 2301 Lake Shore Drive, Chicago, IL



**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 McCormick Place
- 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, the 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
- Entering another exhibitor's space without permission
- Photographing or examining another exhibitor's display without permission
- Taking of photographs and/or recording any scientific session
- Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official SfN exhibitor badge
- Use of minors as models
- Noisy electrical or mechanical apparatus interfering with other exhibitors
- The 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