

EXHIBIT PROSPECTUS



Walter E. Washington Convention Center
Washington, DC
Halls A – C

Meeting Dates: October 24 – 28

Exhibit Dates: October 25 – 28

www.sfn.org/exhibits

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TERMS FOR EXHIBITING

Rules and Regulations

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN website and by all conditions stipulated by Walter E. Washington Convention Center.

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

Eligibility for Exhibiting

The purpose of the Society for Neuroscience exhibit program is to further the education of scientists working in the field of neuroscience. Exhibits must be of an educational character. Exhibits must emphasize instruments, products, or services for use in teaching or research. Books or other publications in fields of relevance to the professional interests of the Society's members and meeting registrants are also considered acceptable.

The character of the exhibits 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.

Applications from companies that have not previously exhibited at a Society annual meeting will be reviewed by the Society for eligibility before assignment is made. Please complete the [First Time Exhibitors Form](#).

The materials required for review are:

- Website with the following: Background information on company
 - Promotional brochures/literature for all products and services to be exhibited
-

Booth Assignment

Applications for exhibit space are subject to approval by the Society for Neuroscience. **To take advantage of priority points, applications must be received by May 1.** Applications received after **May 1** 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 are received. First-time exhibitors are assigned space after those with priority points, based on the date the application is received.

Priority Points System

Priority in booth assignment will be conducted according to a point-based system. Exhibitors receive one point per 10 ft. x 10 ft. space purchased, for a maximum of five points for exhibiting. In the case of company mergers, SfN will use the priority points of the company with the highest number of points accrued. Additional points may be accrued by becoming a [Sustaining Associate Member \(SAM\)](#), advertising in the Exhibit Guide, *JNeurosci* and *eNeuro*, *Neuroscience Nexus* and *Neuroscience Quarterly*, renting the Annual Meeting Registration list, and by becoming a corporate supporter.

Priority points accrue per year as follows:

Sustaining Associate Members (SAM)	Platinum Members – 3 points	Gold Members – 2 points	Silver Members – 1 point
Advertisers in <i>JNeurosci</i> and <i>eNeuro</i>	1 point per \$1,000 for advertising with a maximum of 5 points		
Advertisers in the Exhibit Guide	1 point per \$1,000 for advertising with a maximum of 5 points		
Advertisers in <i>Neuroscience Quarterly</i>	1 point per \$1,000 for advertising with a maximum of 5 points		
Advertisers in <i>Neuroscience Nexus</i>	1 point per \$1,000 for advertising with a maximum of 5 points		
Corporate Supporters	1 point per \$1,000 for support with a maximum of 5 points		
Registration List sales	1 point per \$5,000 for list sales with a maximum of 5 points		

Booth 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	<p>A deposit in the amount of \$2,850.00 (commercial applications only) per 100 sq. ft. MUST be submitted with application/contract no later than May 1. No application will be processed without remittance of the deposit. Payment receipt date will be used as the application submission date.</p> <p>Institute and nonprofit applications must be paid in full at the time of submitting the application.</p>															
Payment Information	<p>Payment types accepted: VISA, MasterCard, American Express, Discover, Check (<i>payable in USD</i>) and ACH/Wire Transfer</p> <p>Society's Tax ID # 52-0895843</p> <p>Exhibitors are responsible for all ACH and Wire Transfer fees. If payments are short, invoice will be emailed for the difference.</p> <p>Please reference the exhibiting company name and ID# on bank transfer to receive proper credit.</p> <table><tr><td>Credit Card Payment:</td><td>Check Payment:</td><td>Wire Transfer:</td></tr><tr><td>To pay by credit card, log into the exhibitor portal and navigate to the <i>Account Balance</i> Section.</td><td>Society for Neuroscience Attn: Neuroscience 2020 Exhibits 1121 14th Street, NW, Ste. 1010 Washington, DC 20005</td><td>Branch Banking & Trust (BB&T) Corporate Banking Deposit Officer 8200 Greensboro Drive, Ste. 800 McLean, VA 22102</td></tr><tr><td></td><td></td><td>Wire & ACH Payments: 0005163349053</td></tr><tr><td></td><td></td><td>Routing Number: 054001547</td></tr><tr><td></td><td></td><td>SWIFT Code for International Wires: BRBTUS33</td></tr></table>	Credit Card Payment:	Check Payment:	Wire Transfer:	To pay by credit card, log into the exhibitor portal and navigate to the <i>Account Balance</i> Section.	Society for Neuroscience Attn: Neuroscience 2020 Exhibits 1121 14th Street, NW, Ste. 1010 Washington, DC 20005	Branch Banking & Trust (BB&T) Corporate Banking Deposit Officer 8200 Greensboro Drive, Ste. 800 McLean, VA 22102			Wire & ACH Payments: 0005163349053			Routing Number: 054001547			SWIFT Code for International Wires: BRBTUS33
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		SWIFT Code for International Wires: BRBTUS33														
Full Payment	Full payment is due by June 26 (commercial applications only). If payment is not received by this date, exhibit space may be reassigned and deposit may be returned less 50% of the total cost of the space assigned. All applications received after June 26 must be accompanied by full payment. No applications will be processed without full payment after this date.															
Cancellations or Space Reductions	<p>Cancellation or reduction of space between August 14 and February 17 will result in a charge equal to 25% of the total cost of cancelled space. Cancellation of space or reduction of space between February 18 and June 26 will result in a charge equal to 50% of the total cost of the cancelled space. Institutes and nonprofits will pay an administrative fee equal to 10% of the total cost of the cancelled space.</p> <p>NEW - Island booths downsizing or canceling will have a cancellation fee of 100% for any aisle space that is cancelled.</p> <p>Exhibiting company must e-mail exhibits@sfn.org, if cancelling or reducing space.</p> <p>SfN will cancel exhibitor hotel rooms proportional to the reduction of exhibit space and entire room blocks held by a company cancelling the entire exhibit space.</p>															
Refunds	Refunds will not be granted after June 26 .															

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.

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

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.

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 exhibit space applications that arrive separately or without documentation. Upon receipt of the application, the exhibit space 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 are not permitted.

Exhibitors are provided one complimentary alphabetical listing in the Exhibit Guide. Exhibitors may purchase additional alphabetical listings in the Exhibit Guide for \$900 per listing.

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.

Exhibit Space Fees

Booth Categories	By May 1	After May 1
Commercial Inline 10 ft. x 10 ft.	\$5,700	\$6,180
Commercial Corner 10 ft. x 10 ft.	\$6,025	\$6,660
Commercial Island Booth 100 sq. ft.*	\$6,175	\$6,835
Nonprofit (<i>Universities and Associations</i>) Inline or Corner 10 ft. x 10 ft. Booth	\$1,170	\$1,235
Institute (<i>NIH, NSF/US Government Agencies</i>) Inline or Corner 10 ft. x 10 ft. Booth	\$525	\$545

*** Additional Island Booth Benefits**

- Island booths may hang a sign over booth.
- Company name printed in booth on all published floor plans.

***Note:** Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.

Fees Include:

- 8 ft. high (2.5 meter) back drape and 36 in. high (91.44 centimeter) side rail
- Single line text identification sign showing the exhibiting company and booth number
- Complimentary registration for seven booth personnel per 10 ft. x 10 ft. booth
 - Includes scientific sessions that don't require a ticket/fee
- Two Exhibitor Guest Badges per 10 ft. x 10 ft. booth (Exhibit Hall and Poster Session area only)

CONTRACTUAL CONSIDERATIONS

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.

Below is a list of common violations that cause exhibitors to lose points if a violation occurs and is not corrected.

- › Tearing down prior to **Wednesday, October 28** at 5:00 p.m. EDT (closing of Neuroscience 2020)
- › Exceeding the height limit (see Booth Information section)
- › Entering a competitor's booth space
- › Obstructing the view of a neighbor's booth
- › Distributing/posting advertising or literature outside the exhibitor's exhibit space

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

Insurance Requirements

Commercial General Liability Insurance (CGL), including bodily injury/property damage, products and completed operations, personal injury and contractual liability of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate and Damage to Rented Premises of not less than \$1,000,000.

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 and including Employers Liability with minimum limits of \$500,000/\$500,000/\$500,000.

Automobile Liability including owned (if any), hired and non-owned vehicles with a Combined Single Limit of not less than \$1,000,000.

All Liability insurance must be endorsed to include the following Additional Insured wording and must be evidenced on ACORD 25 Certificates of Liability Insurance:

- › Society for Neuroscience and the Washington Convention and Sports Authority t/a Events DC, its Board of Directors, officers and employees, and the District of Columbia are included as Additional Insureds on all Liability policies with respect to Neuroscience 2020.
- › Such required Liability insurance must be primary and non-contributory to any insurance maintained by the Society of Neuroscience and shall include a waiver of subrogation in favor of the Society for Neuroscience and all required Additional Insureds. All coverage must be in force from set-up on 10/21/2020 to tear-down on 10/29/2020.
- › Use of Umbrella Liability policy is acceptable; Certificate must include Umbrella details such as carrier and limit and specific reference to schedule of underlying coverage and follow the form of the underlying Liability insurance.
- › 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. NFP Property & Casualty, SfN's representative, will require evidence (a warranty statement under letterhead from the agent or broker) that coverage applies for claims brought in the USA. Many overseas exhibitors have found EventDefense to be 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, Automobile Liability and Workers Compensation insurance, if required by law. If your insurance broker is providing the required evidence of coverage, please forward the certificate to sfn2020@nfp.com or fax to (301) 458-2155. If you have any questions, please feel free to call NFP Property & Casualty at (301) 458-2116 and advise the operator that you are calling with regard to the Neuroscience 2020 meeting.

Certificate of Insurance Holder:
Society of Neuroscience
1121 14th St., NW, Ste. 1010
Washington, D.C. 20005

Coverage dates: Oct. 21– 29, 2020

Exhibiting Companies Only

You may secure the required Commercial General Liability and Automobile Liability coverage through EventDefense, SfN's approved online insurance program for exhibitors. The EventDefense premium of \$75 (with Hired/Non-Owned Auto) will meet all CGL and Auto requirements providing coverage for the dates of the show from move in to move out and including the Society for Neuroscience and the Washington Convention and Sports Authority t/a Events DC, its Board of Directors, officers and employees, and the District of Columbia.

Enrolling in [EventDefense](#) is quick and easy (less than five minutes for most exhibitors).

Online enrollment in [EventDefense](#) is open until 6 p.m. EST **Saturday, October 24.**

Additional Resources

Sample Certificate of Insurance

[Download](#) a sample certificate of liability insurance for additional information.

Deadline

The deadline for Certificates of Insurance from Exhibitors in **September 9, 2020.**

Exhibitor Appointed Contractors

See Installation and Dismantling section for complete details on our exhibitor appointed contractors.

Indemnification and Limitations of Liability

The exhibitor shall defend, indemnify and hold the Society for Neuroscience and the Washington Convention and Sports Authority t/a Events DC, its Board of Directors, officers and employees, and the District of Columbia 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 the Washington Convention and Sports Authority t/a Events DC, its Board of Directors, officers and employees, and the District of Columbia 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.

Cancellation of Meeting and Exhibition

It is mutually agreed that in the event Neuroscience 2020 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 Washington, D.C. 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% 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. In the event is cancelled pursuant to this paragraph, that the application and contract for exhibit space will be terminated. In the event of such terminate 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.

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 Walter E. Washington 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 online via [the ADA Information Line](#) at (800) 514-0301. Please also visit [Walter E. Washington Convention Center ADA information](#).

Booth Layouts Each 10 ft. x 10 ft. exhibit space will have an 8 ft. high white back drape and 36 in. white side rail defining the confines of the space, grey aisle carpet will be provided in the exhibit hall. Exhibitors must provide carpeting in their exhibit space. A booth identification sign measuring 7 in. x 44 in. and showing only the company name will also be supplied in all linear booths. Companies with Island & Peninsula booths must submit models or schematic drawings of cubic content of exhibits in advance to Exhibit Management for approval.

Booth Types Only companies with island booths are permitted to hang a sign over their booth. Sign height limit is 20 ft. All Island and Peninsula booths **must** submit drawings no later than **August 21**.

Standard Booths [Example Image](#)

- ▶ Linear (Inline) Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. A Corner Booth is a Linear Booth exposed to aisles on two sides.
- ▶ All display material is restricted to a maximum height of 48 in. except for the back wall of the display, which is limited to 8 ft. in height.
- ▶ The booth height may be maintained up to 50% 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 in. will be permitted.
- ▶ No exhibit may span an aisle by roofing or floor covering.

End-Cap Booths [Example Image](#)

- ▶ 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.
- ▶ End-cap Booths are 10 ft. deep by 20 ft. wide.
- ▶ The maximum back wall height of 8 ft. is allowed only in the back half of the booth space and within 5 ft. of the two sides, with a 4 ft. height restriction imposed on all materials remaining in the remaining space forward to the aisle.

Peninsula Booths [Example Image](#)

***Companies with peninsula booths are **not** permitted to hang a sign over their booth.*

- ▶ A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths (400 sq. ft.).
- ▶ 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.
- ▶ Double-sided signs, logos and graphics shall be set back 10 ft. from adjacent booths.
- ▶ Inline booth restrictions apply to the 10 ft. 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 exhibits should be submitted in advance to Exhibit Management for approval no later than **August 21**.

Island Booths [Example Image](#)

***Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval no later than **August 21**.*

- ▶ An Island Booth is exposed to aisles on all four sides.
- ▶ In island booth units, the full cubic content of the space may be used; however, all display material is restricted to 16 ft. in height.
- ▶ Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits.

EXHIBITOR REGISTRATION AND SESSION INFORMATION

Exhibitor Registration Dates and Hours

Wednesday, October 21
Targeted Move-in, Island booths only
8 a.m. – 6 p.m. EDT

Thursday, October 22 - Saturday, October 24
8 a.m. – 6 p.m. EDT

Sunday, October 25 - Wednesday, October 28
7 a.m. – 5 p.m. EDT

Exhibit Hall Dates and Hours

Sunday, October 25 - Wednesday, October 28
9:30 a.m. – 5 p.m. EDT

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 on **Wednesday, October 28** at 5 p.m. EDT. **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 (7) badges per 10 ft. x 10 ft. booth space.

Note: Badges cannot be altered in any way (i.e., ribbons or buttons)

Guest Badges

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

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 \$180 fee.

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.

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.

Demonstrations/ Presentations

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths.

Laser Guidelines

Exhibitors demonstrating or displaying lasers must comply with the Laser Guidelines.

Reminder: Exhibitors are solely responsible and liable for the safe operation of lasers and other hazardous optical sources in their exhibit.

Safety

Exhibitors assume sole responsibility for operating all lasers or other hazardous optical sources in their exhibit in full compliance with applicable health and safety codes so that no safety hazard is presented to meeting attendees, to other exhibitors or to themselves. The following guidelines are provided as an aid for specifying these responsibilities.

Safety Manager

Each exhibit operating lasers or other hazardous optical sources shall have one knowledgeable individual who is designated safety manager and who is responsible for providing reasonable safety training and surveillance within the exhibit throughout the entire meeting.

Demonstrations

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. All laser maintenance must be performed in accordance with these procedures as well.

Supervision

No laser equipment shall be left unattended in operable condition.

Patient Care

No patient care shall be rendered within an exhibit.

Certification

All operating laser products must have been certified as meeting the requirement of Federal Laser Product Performance Standards, (21CFR1040).

Gifts & Promotional Items

Giveaways will be limited to those items relevant to the professional interests of the registrants and must have a value of \$25.00 or less per item. Exhibitors may conduct contests, lotteries and raffles onsite. Value of prize may not exceed \$1,000. The winner must be announced after the meeting has concluded to avoid congestion in the aisle. **All giveaways and handouts, with the exception of literature, must be on the Society pre-approved [Gift and Promotional form](#).** Giveaway items not on the list must receive written approval from the Society prior to the meeting. Such requests must be submitted to Exhibit Management by **September 21**. Requests received after **September 21** will not be approved.

Food and Drug Administration (FDA)

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

PhRMA Code	SfN recommends that all pharmaceutical companies exhibiting adhere to the updated PhRMA Code.
No Smoking	It is a policy of SfN that the use of tobacco products is strictly prohibited in all areas of the convention center (including set up and dismantle of exhibits) and all hotel meeting rooms hosting SfN events. Thank you for not smoking.
Sales and Order-Taking	Sales and order-taking are permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors selling tangible goods must meet requirements of the District of Columbia Office of Tax and Revenue.
Seller's Permit	Details available at the District of Columbia Office of Tax and Revenue, Customer Service Administration. District of Columbia Office of Tax and Revenue, Customer Service Administration can be reached at (202) 727-4829.
Product Category Listing	<p>Each exhibiting company is asked to select a maximum of eight product categories from the SfN Product Category List that best describes their products being offered to annual meeting attendees. Please refer to the online application for submission of product categories. To ensure inclusion in the Exhibit Guide, exhibitors must submit product category lists by July 22.</p> <p>Note: Only company products and company contact information are published in the Exhibit Guide.</p>
Photo and Video Release	<p>Taking of photographs in the exhibition hall is strictly prohibited except for booth photography contracted through the official show photographer. An exhibitor may not photograph or videotape the exhibits or product of other exhibitors.</p> <p>By attending/exhibiting at Neuroscience 2020 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	<p>Do not store anything of value in crates going into storage. Professional security guard service will be provided for the perimeter of the exposition (not booths) on an around-the-clock basis beginning with the first day of move-in and continuing through move-out. The Society for Neuroscience, Walter E. Washington Convention Center and The Expo Group are not responsible for loss or damage to exhibitor property. Exhibitors wanting to stay past the published times for move-in will need to hire security for their booth.</p> <p>Security Tips</p> <ul style="list-style-type: none"> ▸ Have a booth representative available when your freight is taken off the truck to verify the condition of freight and receipt of complete shipment. ▸ When your freight arrives at your booth, do not unwrap expensive items and giveaways and leave for lunch/dinner. Secure these items. ▸ Do not set up your booth, with your giveaways and laptop computers before the first day of the show. If you are concerned about corporate espionage, do not leave a one of a kind prototype in your booth overnight. ▸ If you must leave during show hours and are the only person manning your booth, ask a neighboring exhibitor to watch your booth until you return. ▸ The second highest number of thefts occur during move-out. When the show closes, secure your items. Label your boxes correctly. ▸ If you have several boxes, shrink wrap them. ▸ Stay with your freight until it is loaded. ▸ If you have it, odds are, someone else wants it. Theft is a crime of opportunity.
Concession Stands	Limited service will be available during installation and dismantling periods.

Exhibitor Lounge	SfN will provide an exhibitor lounge for booth personnel only. An exhibitor badge is required for entry.		
Mailing Lists/ Demographic Information	Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by scanning attendees name badges that visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at Neuroscience 2020 to send follow-up information requested by the attendee. Exhibitors violating these guidelines are subject to loss of all accrued priority points and a one-year suspension from exhibiting at the Society's annual meeting.		
Models	SfN expects exhibitors to use prudent judgment when live models are used. Professional dignity and discretion should be observed at all times. The use of minors as models is prohibited. Models contracted to assist with demonstrations in an exhibitor's booth may not wear tight fitting, revealing, or other inappropriate garments.		
Parking at the Convention Center	<p>Convention Center</p> <p>801 Mt. Vernon Place NW Washington, D.C. 20001</p> <p>Washington is surrounded by three major airports, Amtrak and a first-rate subway system, Metro. The Walter E. Washington Convention Center is located between 7th and 9th Streets and N Street and Mt. Vernon Place in downtown D.C., right across from Apple Carnegie Library. Detailed Directions</p> <table border="0" data-bbox="315 793 1537 972"> <tr> <td data-bbox="315 793 1039 972"> <p>Parking</p> <p>There are over 3000 parking spaces in a three block radius of the facility. These spaces are available on a first come, first serve basis. Advance parking is available through ParkWhiz, book your spot today for the Convention Center. Download the parking map (pdf).</p> </td> <td data-bbox="1073 793 1537 972"> <p>Metro</p> <p>Yellow/Green line: Mt Vernon Sq/7th St-Convention Center. Visit wmata.com for schedule. Download the Metro Map (pdf).</p> </td> </tr> </table>	<p>Parking</p> <p>There are over 3000 parking spaces in a three block radius of the facility. These spaces are available on a first come, first serve basis. Advance parking is available through ParkWhiz, book your spot today for the Convention Center. Download the parking map (pdf).</p>	<p>Metro</p> <p>Yellow/Green line: Mt Vernon Sq/7th St-Convention Center. Visit wmata.com for schedule. Download the Metro Map (pdf).</p>
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Printed Materials	Distribution of printed educational material by the exhibitor or its agents is limited to the area rented by the exhibiting company in the SfN exhibit hall. These materials are not permitted in the registration area, poster session areas, meeting rooms, and corridors of the Walter E. Washington Convention Center or in any official SfN contracted hotel.		
Sound Restrictions	The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management, and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors. Noisy electrical or mechanical apparatus interfering with other exhibitors is prohibited.		
Limited Use of Live Marine Animals	<p>Except for the limited use of live marine animals, Walter E. Washington Convention Center and the Society strictly prohibit the use of live or dead animals in the Center's exhibit halls and meeting rooms. Approval for exhibits that include the use of live marine animals to further the educational intent of the display must be requested upon submission of application for exhibit space. Upon approval by the Society, exhibitors must obtain further approval from the Walter E. Washington Convention Center.</p> <p>Paula Hagan Senior Event Manager Walter E. Washington Convention Center Email: phagan@eventsdc.com</p> <p>The request should set forth the specific purpose, scope, and use of the display. The convention center will respond to each exhibitor's request. If the exhibitor's request is approved and during the event the convention center or the Society determines that the use of the live marine animals is in any way improper or distasteful, the use shall be immediately discontinued by the exhibitor or meeting room instructor.</p>		

Badge Scanning SfN will continue to use the QR code only and not the bar code previously used on badges. The information in the QR code is limited now to First Name, Last Name, and Company. See the details below of how this will work for exhibitors.

CDS Lead Retrieval Unit If an exhibitor is online, they will receive FULL contact information at the time to scan (CDS handhelds are always online). Apps and the PC system can be run in online or offline mode.

If an exhibitor is not offline, then they will only see what is in the QR code. However, exhibitors can still do the qualifiers and make notes. When the unit goes online, exhibitors can sync up with the system to post all leads. Then the information will download to the unit with the full contact information.

Some exhibitors sync up at the end of the day (recommended) and some at the end of the show. CDS offers a wifi connection at their desk in case you need to sync during the day. There will also be wifi in the exhibit hall for exhibitors and attendees.

Third Party Lead Retrieval Units If an exhibitor uses their own lead retrieval unit, they have two options. They can use the CDS API which is a direct sync to the CDS system and receive full information at the time of the scan. Alternatively, exhibitors can scan and collect the first name, last name, and company and then send CDS the file at the end of the show and the scanned information is pulled out of system and a complete file is sent back via data conversion.

Below is the information exhibitors will receive in their full lead file regardless of which option they choose.

Badge ID	First Name	Last Name	Degree
Title	Company	Street 1,2,3	City
State	Zip	Country	Email – <i>If attendee opted in</i>

Demographic questions (7) and answers if completed.

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 Walter E. Washington Convention Center
 - ▶ 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 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
-

INSTALLATION AND DISMANTLE

Installation and Dismantling Dates and Hours

Installation

Wednesday, October 21

Targeted Move-in, Island booths only, 400 sq. ft. and above
8 a.m. – 6 p.m. EDT

Thursday, October 22

8 a.m. – 6 p.m. EDT

Friday, October 23

(All wooden crates and empties must be tagged and ready for removal by 6:00 p.m. EDT)
8 a.m. – 6 p.m. EDT

Saturday, October 24

*(Product set-up only may continue until 6 p.m. If you have a popup booth and will arrive for set up after 10 a.m. EDT, you must be **completely set** by 6 p.m. EDT.)*
8 a.m. – 10 a.m. EDT

Reminder: All wooden crates and empties requiring a forklift for removal must be tagged and ready for removal by **6:00 p.m. EDT Friday, October 23**.

Dismantling

Wednesday, October 28

5 p.m. - 11:00 p.m. EDT

Thursday, October 29

8:00 a.m. - 2:00 p.m. EDT

Online Exhibitor Service Manual

The Online Exhibitor Service Manual containing a complete set of service forms will be available **July 20**.

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.

Workers Passes

All pre-approved exhibitor-designated contractors must obtain work passes for all personnel at the exhibitor registration desk during the hours of registration. Work passes must be visible at all times while on the premises of the convention center. Work passes are valid during installation and dismantle only.

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 hall 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 9:30 a.m. EDT on **Sunday, October 25**.

Small Exhibits

Only (Pop-Ups and Vinyl Case Booths)

A labor crew will be available for the set-up and dismantling of exhibits in accordance with advance orders. Exhibitors are urged to order all services in advance. Booth structures must be set and empty containers tagged by **Friday, October 23, at 6 p.m. EDT**. Crates and containers that are not emptied and tagged will be removed from the floor and will not be returned until after the show ends and the hall has been cleared on Sunday after 5 p.m., therefore missing the first day of exhibits. Exhibitors will be charged overtime, per hour, on Sunday, for any containers that need to be returned to the booth, to unpack, and returned to storage.

No refuse, such as empty cartons, may be placed in the aisles after the final sweeping in the exhibit area on **Friday, October 23, beginning at 6 p.m. EDT**. Exhibitors are urged not to leave or place litter on the floor in the booths or aisles after the final cleaning because time will not permit a sweeping of booths or aisles on opening day.

Only small exhibits that do not require a forklift can set up on **Saturday, October 24**, from 8 a.m. - 10 a.m. EDT. **Freight doors will close at 10 a.m. on Saturday**. Exhibitors wishing to remain in the exhibit hall for light set up (unpacking literature/books, calibrating instruments, etc.) may do so as long as their noise level does not have an adverse effect on the ongoing poster presentations.

Poster session entrances (as indicated on the floor plan) open at noon on Saturday and at 7 a.m. EDT Sunday to Wednesday for presenter setup only. Poster sessions are open for all attendees on Saturday at 1 p.m. EDT and Sunday through Wednesday at 8 a.m. EDT.

Convention Center Rules and Regulations

Exhibitor compliance with the Walter E. Washington Convention Center is mandatory.

Floor Load and General Lighting

The exhibit floor load of Walter E. Washington Convention Center is 350 lbs. per sq. ft. For heavy machinery or displays, contact The Expo Group. 25% of lighting is provided during move-in and move-out. Lighting one (1) hour prior to show opening each day will be 100%. At the close of the show each day, lighting will be reduced to 50%.

Fire Regulations

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the District of Columbia 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 (available **July 20**).

Electricity-Air-Water-Drain

Order forms will be available in the Online Exhibitor Service Manual. Electrical service is 120, 208 volt (single and three-phase).

Exhibitor Appointed Contractor

Exhibitors who plan to use the services of anyone other than the official service contractor must notify The Expo Group on or before **July 20** in writing. Exhibitor Appointed Contractors (EACs) must:

- ▶ Provide The Expo Group with an original Certificate of Insurance by **September 16** (see below for specific requirements)
- ▶ Perform services in accordance with exhibition rules and regulations
- ▶ Not solicit business on the exhibit floor
- ▶ All EACs and contractors, suppliers and vendors who work in the facility must be identified with the WIS Badge or the credential issued by Walter E. Washington Convention Center.

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

Certificate of Insurance

See Exhibitor Service Manual for I & D company insurance information available **July 20**.

EAC Certificate of Insurance only: If your insurance broker is providing the required evidence of coverage please forward the certificate to (972) 751-9540 (fax) or email dtrimble@theexpogroup.com.

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 Washington, D.C. area, we ask you to read the following.

Installation & Dismantling

The installation and dismantling of prefabricated displays comes under the jurisdiction of the carpenters' union. However, two (2) full-time exhibiting company employees may work without Carpenter Labor for one (1) hour on the installation (move-in) and one (1) hour on the dismantle (move-out) without union labor on booths that are larger than 10 ft. x 10 ft. Exhibitors may work in booths 10 ft. x 10 ft. or smaller without the use of union labor.

Exhibitors are not permitted to use POWER TOOLS (electric drills, power saws, etc.) on booths of any size. Manual tools such as hammers, screwdrivers, ratchets, pry bars, etc. are allowable for exhibitor use within size and time limitations. Exhibitors may not borrow tools, ladders or other equipment from the exhibit facility and/or The Expo Group.

Material Handling

One individual from each exhibiting company is permitted one trip to hand-carry items into the facility. The exhibitor use of dollies, hotel baggage carts, flat trucks and other mechanical equipment, is not permitted. The Expo Group will control access to the trade show floor which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or reloading any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled by The Expo Group.

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

Cleaning/Porter Service

The Expo Group is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors are allowed to perform these services.

Labor Rates

Straight Time

\$132.81/\$172.66
Monday - Friday
8:00 a.m. EDT - 4:30 p.m. EDT

Over Time

\$195.09/\$253.62
Monday - Friday
4:30 p.m. EDT - 8:00 p.m. EDT
Saturday – All Day

Double Time

\$255.12/\$331.66
Monday - Friday
8:30 p.m. EDT - 8:00 a.m. EDT
All day Sunday and Holidays

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 (*available July 20*).

Gratuities/Tips

The Expo Group

Our Work Rules prohibit the solicitation of tips by any of our employees. Our employees are paid excellent hourly wages denoting a professional status and we feel that tipping is not necessary. Should you be solicited for a tip, please report the incident to The Expo Group as soon as possible.

Labor

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has 15-minute paid breaks. Meal breaks are one half hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to The Expo Group's show-site manager.

Please refer to the Online Exhibitor Service Manual (*available July 20*) for complete guidelines.

Shipping Information

The Expo Group will receive shipments at the Walter E. Washington Convention Center 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 Walter E. Washington Convention Center 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 Washington, D. C. Many shipments cannot be traced or delivered on the weekend.

USPS, UPS, and Federal Express packages going to the Walter E. Washington Convention Center must be sent directly to The Expo Group, they will then be delivered to the exhibitor's booth.

Shipping Instructions

Advance Warehouse

Advance Warehouse is available to receive shipments on **September 21**. These shipments, which must be prepaid, are consigned to the warehouse and must arrive no later than **Friday, October 16**. Crated advance shipments are to be consigned as follows:

Neuroscience 2020
Company Name
Booth #
The Expo Group
c/o YRC
7600 Preston Dr., Landover, MD 20785

****Uncrated shipments will not be received at the warehouse.**

Direct Convention Center

Direct to Convention Center receiving is available during exhibit setup beginning 8 a.m. on **Thursday, October 22**. Direct prepaid uncrated/crated shipments are to be consigned as follows:

Neuroscience 2020
c/o The Expo Group
Exhibit Company
Booth #
Walter E. Washington Convention Center
801 Mount Vernon Pl., NW
Washington, D.C. 20001

Note: Any freight arriving directly at Walter E. Washington Convention Center before **Thursday, October 22**, that has not been confirmed as an early target move-in by The Expo Group, will be refused and returned to the exhibitor.

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
Attention: Dana Trimble
Phone: 972-751-9440 / Fax: 972-751-9540
Email: dtrimble@theexpogroup.com

Direct 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
Attention: 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 23**. 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. Walter E. Washington Convention Center inspects all exhibits to ensure compliance.

EXHIBITOR ADVISORY COMMITTEE

About the Committee

The purpose of the Exhibitor Advisory Committee (EAC) is to foster communication between SfN and its exhibitors, specifically to:

- Review and comment on current and proposed exhibit regulations and practices affecting exhibitors
- Advise ways in which the exposition could be improved for exhibitors and attendees
- Identify additional information useful to exhibitors
- Provide a forum for exhibitor feedback

The EAC is comprised of members from exhibit booth size representation (3) exhibitors with (1) 10 ft. x 10 ft. booth, 3 exhibitors with (2 - 3) 10 ft. x 20 ft. or 10 ft. x 30 ft. booths, 3 exhibitors with 10 ft. x 40 ft. booth or larger). Members of the EAC may serve up to a four-year term. The committee meets once a year on the Tuesday during the exposition. Exhibitors are encouraged to make their viewpoints and concerns known to SfN and/or a Committee member. Exhibitor Advisory Committee members listed below.

If you would like to become a member of the EAC for one the positions currently available listed below, please complete an [application](#) by **May 31, 2020**.

Industry Representatives

10 ft. x 20 ft. or 10 ft. x 30 ft. (200 – 300 sq. ft.)

Nicole Sanders (2022)
Alzheimer's Association
225 N. Michigan Ave.
Chicago, IL 60601

Donna Johnson (2021)
Pinnacle Technology Inc.
2721 Oregon St.
Lawrence, KS 66046

10 ft. x 40 ft. Booth or Larger (400 sq. ft. +)

Vicky Thoene (2021)
Leica Microsystems
1700 Leider Ln.
Buffalo Grove, IL 60089

Richard Mills (2024)
Stoelting Company
620 Wheat Lane
Wood Dale, IL 60191

Positions Available for 2020:

- 3 – 10 ft. x 10 ft. (100 sq. ft.)
 - 1 – 10 ft. x 20 ft. or 10 ft. x 30 ft. (200 sq. ft. or 300 sq. ft.)
 - 1 – 10 ft x 40 ft. + (400 sq. ft. and above)
-

Society for Neuroscience Representatives

Marty Saggese, Executive Director
Paula Kara, Sr. Director, Meeting Services
Dawn Keane, Director of Meeting Operations
Allison Burns, Sr. Meetings Operations Manager, Exhibits
Jennifer Gross, Meeting Operations Specialist

Exhibit Management

Society for Neuroscience
1121 14th St., NW, Ste. 1010
Washington, D.C. 20005

(202) 962-4000
exhibits@sfn.org
