

# ART OF NEUROSCIENCE EXHIBIT PROSPECTUS



**Walter E. Washington Convention Center**  
Washington, DC  
L Street Bridge

Meeting Dates: October 24 – 28  
Art of Neuroscience Exhibit Dates: October 24 – 28

[www.sfn.org/exhibits](http://www.sfn.org/exhibits)

Questions about Art of Neuroscience? Email [exhibtis@sfn.org](mailto:exhibtis@sfn.org)

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# TERMS FOR EXHIBITING in the ART OF NEUROSCIENCE

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## Eligibility for Exhibiting

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

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

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## Exhibit Space Assignments

**Space is limited. Preference will be given to SfN members, or those sponsored by a SfN member.**

The Society for Neuroscience retains the right to approve or deny exhibit applications based on its sole discretion. Applications from individuals/organizations that have not previously participated in the Art of Neuroscience will be reviewed by the Society for eligibility before assignment is made. Exhibitors are assigned space based on membership/sponsor status, and the date the application is received. Nonmembers/nonprofits will be notified of acceptance after the **July 10** deadline as preference is given to SfN members.

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## Applications

Applications and full payment must be received by **July 10**. See Terms of Payment for further instruction. The application can be found on the Art of Neuroscience [website](#).

The materials required for review are:

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

Email company information to [exhibits@sfn.org](mailto:exhibits@sfn.org) or mail to:

Society for Neuroscience  
Attention: Art of Neuroscience 2020  
1121 14th Street, NW Suite 1010  
Washington, DC 20005

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## EXHIBIT FEE INFORMATION

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<b>Contract for Space</b>	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.	
<b>Terms of Payment</b>	Full payment is due with the application by <b>July 10, 2020</b>  Society's Tax ID # 52-0895843	
<b>Booth Fees</b>	\$370, Fee includes an ACORD 25 policy. ACORD 25 is SfN's approved insurance program for exhibitors. For additional insurance information, see Insurance Requirements. The fee also includes two exhibitor badges per booth space.	
<b>Payment Information</b>	<b>Credit Card Payment:</b>  To pay by credit card, please indicate so on your application. Once the application has been approved, you will receive an email message from SfN with instructions on how to make the payment. This payment process provides a more secure avenue for our exhibitors.	<b>Check Payment:</b>  Society for Neuroscience Attn: Art of Neuroscience 2020 1121 14th Street, NW, Ste. 1010 Washington, DC 20005
<b>Cancellations or Space Reductions</b>	Cancellation or reduction of space between the date the application is received and <b>July 10</b> will result in an administrative fee of \$50. Cancellation of space between <b>July 11</b> and <b>August 14</b> will result in a charge equal to 50 percent of the total cost of the canceled space. Refunds will not be granted after <b>August 14</b> .	
<b>Failure to Occupy Space</b>	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.	

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## CONTRACTUAL CONSIDERATIONS

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### 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.

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### Insurance Requirements

Insurance is included in your booth fee.

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### 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.

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### 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. If the event is cancelled pursuant to this paragraph, then the application and contract for exhibit space will be terminated. In the event of such termination neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

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## BOOTH INFORMATION

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### 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.

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### 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](#).

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### Booth Layouts

Each 10 ft. x 10 ft. exhibit space will have an 8 ft. high back drape and 36 in. side rail defining the confines of the space, one (1) 6 ft. x 42 ft. draped table, two (2) stools, (1) 500W electrical drop and (1) wastebasket. Exhibit area is carpeted. A booth identification sign measuring 7 in. x 44 in. and showing only the company name will also be supplied in all booths. **Please remember to supply your own methods to hang display material in the booths** (eg. binder clips to secure signs to hanging drape).

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### Standard Booths

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.

[Example Image](#)

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## EXHIBITOR REGISTRATION AND SESSION INFORMATION

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**Exhibitor Registration Desk Dates & Hours**      **Friday, October 23 & Saturday, October 24**  
8 a.m. – 6 p.m. EDT  
**Sunday, October 25 - Wednesday, October 28**  
7 a.m. – 5 p.m. EDT  
*The exhibitor registration is desk located in **Concourse B***

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**Exhibit Dates & Hours**      **Saturday, October 24 – Wednesday, October 28, 2020**  
10:00 a.m. – 4 p.m. EDT

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**Booth Staffing**      As a courtesy to meeting attendees and your fellow exhibitors, exhibitors must open their exhibit on time and staff it throughout the day. Exhibiting programs are urged to have at least one staff member or security personnel in their booth at all times. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.

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**Badges**      Each exhibiting organization is entitled to 2 exhibitor badges per booth space. Exhibitors may pick up their badges at the exhibitor registration desk located in Concourse B beginning **Friday, October 23 at 8:00am**. Badges must be worn at all times while in the exhibit area. Exhibitor Badges are **necessary** to access the Art of Neuroscience exhibit space for booth installation.

Supplementing SfN badges with business cards, ribbons, or company logos is not permitted. Exhibitor badges will be made out only in the names provided by the program. On-site registrants must submit proof of affiliation with the exhibiting company.

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

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

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## BOOTH ACTIVITIES

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### 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.

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### 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.

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### 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.

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### Photo and Video Release

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.

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.

Learn more about [SfN's policy for photography and recording](#) during scientific meetings and events.

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### 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, Walter E. Washington Convention Center and The Expo Group are not responsible for loss or damage to exhibitor property.

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### Parking at the Convention Center

#### **Convention Center**

801 Mt. Vernon Place NW  
Washington, D.C. 20001

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](#)

#### **Parking**

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).

#### **Metro**

Yellow/Green line: Mt Vernon Sq/7th St-Convention Center. Visit [wmata.com](http://wmata.com) for schedule. Download the [Metro Map](#) (pdf).

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## PROHIBITED PRACTICES

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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
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# INSTALLATION AND DISMANTLE

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Installation and  
Dismantling  
Dates & Hours

## Installation

**Friday, October 23**  
9 a.m. – 4 p.m. EDT

## Dismantling

**Wednesday, October 28**  
4 p.m. - 6:00 p.m. EDT

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Online Exhibitor  
Service Manual

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

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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.

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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).

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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](mailto:dtrimble@theexpogroup.com).

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## 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.

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## 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

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## 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*).

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## 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.

**Note:** Exhibitors are responsible for all return shipping. A business center is located in the convention center for your convenience.

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## Shipping Instructions

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### **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:

Art of 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:

Art of 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](mailto: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](mailto: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.*