

EXHIBIT PROSPECTUS



McCormick Place
Chicago, IL
South Building, Hall A

Meeting Dates: November 13 - 17

Exhibit Dates: November 14 - 17

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 McCormick Place.

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 June 25.** Applications received after **June 25** 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 Program and Exhibit Guide, *JNeurosci* and *eNeuro*, *Neuroscience Nexus* and *Neuroscience Quarterly*, renting the Annual Meeting Registration list, by becoming a supporter or sponsor.

Priority points accrue per year as follows:

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 Program and 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		
Registration List sales	1 point per \$1,000 for registration/membership list sales with a maximum of 5 points		
Supporters	1 point per \$5,000 for support with a maximum of 5 points		
Sustaining Associate Members (SAM)	Platinum Members – 3 points	Gold Members – 2 points	Silver Members – 1 point
Sponsorship Tiers	Platinum Members – 5 points Silver Members – 2 point	Gold Members – 3 points Bronze – 1 point	

Booth Selections and Assignments

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

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

EXHIBIT FEE INFORMATION

Contract for Space	Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibit Prospectus and on the Society’s web site, and all policies, rules, and regulations adopted after publication of the Prospectus. The acceptance of an application by the Society and the deposit for rental charges constitute a contract.		
Terms of Payment	A deposit in the amount of \$3,025.00 (commercial applications only) per 100 sq. ft. MUST be submitted with application/contract no later than June 25 . No application will be processed without remittance of the deposit. Payment receipt date will be used as the application submission date. Institute and nonprofit applications must be paid in full at the time of submitting the application. Payment types accepted: VISA, MasterCard, American Express, Discover, Check (payable in USD) and Wire Transfer (Exhibitor is responsible for all ACH and Wire Transfer Fees). Please reference the exhibiting company name and ID# on bank transfer to receive proper credit. SfN’s Tax ID # 52-0895843		
Payment Information	Credit Card Payment: To pay by credit card, log into the exhibitor portal and navigate to the <i>Account Balance</i> Section.	Check Payment: Society for Neuroscience Attn: Neuroscience 2021 Exhibits 1121 14th Street, NW, Ste. 1010 Washington, DC 20005	Wire Transfer: 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
Full Payment	Full payment is due by August 11 (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 August 11 must be accompanied by full payment. No applications will be processed without full payment after this date.		
Cancellation or Space Reductions	Cancellation or reduction of space between May 10 and June 25 will result in a charge equal to 25% of the total cost of cancelled space. Cancellation of space or reduction of space between June 26 and August 11 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. Reminder - Island booths downsizing or canceling will have a cancellation fee of 100% for any aisle space that is cancelled. Exhibiting company must submit the cancellation or space reduction form. 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.		
Refunds	Refunds will not be granted after August 11 .		
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 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 appointments 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 Program and Exhibit Guide. Exhibitors may purchase additional alphabetical listings in the Program and Exhibit Guide for \$950 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	In-Person** By June 25	In-Person** After June 25	Virtual Only*** By June 25	Virtual Only*** After June 25
Commercial Inline 10 ft. x 10 ft.	\$6,050	\$6,550	\$3,025	\$3,250
Commercial Corner 10 ft. x 10 ft.	\$6,385	\$7,060		
Commercial Island Booth 100 sq. ft.*	\$6,545	\$7,245		
*Additional Island Booth Benefits <ul style="list-style-type: none">▶ Island booths may hang a sign over booth.▶ Company name printed in booth on all published floor plans. <i>Note: Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.</i>				
Nonprofit (Universities and Associations) Inline or Corner 10 ft. x 10 ft. Booth	\$1,240	\$1,310	\$800	\$840
Institute (NIH, NSF/US Government Agencies) Inline or Corner 10 ft. x 10 ft. Booth	\$555	\$580	\$400	\$415

**In-person 10 x 10 booth includes 7 Exhibitor Personnel Badges and 2 Exhibit Hall only badges.

***Virtual Booth includes 2 badges with virtual meeting access only.

More information on virtual only exhibits will be available over the summer.

In-Person Fees (USD) Include:

- ▶ 8 ft. high (2.5 meter) back drape and 36 in. high (91.44 centimeter) siderail
- ▶ Single-line text identification sign showing the exhibiting company and booth number
- ▶ Complimentary Virtual Booth

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, November 17** at 5:00 p.m. CST (closing of Neuroscience 2021)
- ▶ 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.

1. 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 \$1,000,000/1,000,000/\$1,000,000.
2. 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 SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees are included as Additional Insureds on all Liability policies with respect to Neuroscience 2021.
- ▶ Such required Liability insurance must be primary and non-contributory to any insurance maintained by the Society for Neuroscience and SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees 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 11/8/2021 to tear-down on 11/18/2021.
- ▶ 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 and be licensed to do business in the State of Illinois.
- ▶ All liability coverage must be written on occurrence form.

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 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 2021 meeting.

NEW In July each assigned exhibitor will receive an email with a link and instruction for submitting a Certificate of Insurance from an email address associated with asuretifyemails.com domain.

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

Coverage dates: November 8 – 18, 2021

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 SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees.

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

Online enrollment in EventDefense (link available **August 2**) will end on **November 5, 2021**.

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 22, 2021**.

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 SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees 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 Society for Neuroscience and SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees 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 2021 is canceled due to the unavailability of the convention center for any reason, or due to acts of God, war, strikes, government regulation or advisory warnings (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Chicago, 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% 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.

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 McCormick Place or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.

Americans with Disabilities Act Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available online via [the ADA Information Line](#) at (800) 514-0301. Please also visit [McCormick Place for additional ADA information](#).

Booth Layouts Each 10' x 10' exhibit space will have 8' high white back drape and 36" white side rail defining the confines of the space, rain forest (green) and black aisle carpet will be provided in the exhibit hall. Exhibitors must provide carpeting in their exhibit space. A booth identification sign measuring 7" x 44" 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 **September 15**.

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 **September 15**.**

- ▶ 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, November 10
Targeted Move-in, Island booths only
8 a.m. – 6 p.m. CST

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

Sunday, November 14 - Wednesday, November 17
7 a.m. – 5 p.m. CST

Exhibit Hall Dates and Hours

Sunday, November 14 - Wednesday, November 17
9:30 a.m. – 5 p.m. CST

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, November 17** at 5 p.m. CST. **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.

Exhibitor Personnel Badges	In-Person Booth	Virtual Booth
	Seven Exhibitor Personnel Badges, per 10' x 10' – includes admission to scientific events that do not require a ticket.	Two badges with virtual meeting access only.
	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 \$190 fee.	
	Note: Badges cannot be altered in any way (i.e., ribbons or buttons)	

Guest Badges

In-Person Booth

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 \$190 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.

Supervision

No laser equipment shall be left unattended in operable condition.

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.

Patient Care

No patient care shall be rendered within an exhibit.

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.

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 **October 11**. Requests received after **October 11** 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 Illinois Department of Revenue.
Seller's Permit	<p>If you are selling products onsite, you must register with the Illinois Department of Revenue by completing the Illinois Business Registration Application.</p> <p>Questions: rev.centreg@illinois.gov</p>
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 Program and Exhibit Guide, exhibitors must submit product category lists by August 20.</p> <p>Note: Only company products and company contact information are published in the Program and Exhibit Guide.</p>
Photo and Video Release	<p>Photography and Recording Policy for SfN's Annual Meeting</p> <p>SfN is committed to honoring the rights of copyright owners and to respectful sharing of scientific research and data. Attendees at SfN-sponsored scientific meetings or events are expected to adhere to this policy. In response to a changing culture, SfN will now permit photography and recording during scientific meetings and events within the boundaries discussed in the following policy.</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, McCormick Place 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 2021 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	Directions and parking information
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 McCormick Place 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, McCormick Place 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 McCormick Place.</p> <p>Marisol Aquino Senior Event Manager McCormick Place Email: MAquino@mccormickplace.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 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 McCormick Place
 - ▶ Suitcasing - canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - ▶ Advertisements including, but not limited to; billboards, displays of signs, promotional items, or any form of technology outside the exhibit space, convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - ▶ Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area
 - ▶ Hanging signs or banners from the ceiling (island booths only are permitted)
 - ▶ Entering another exhibitor's space without permission
 - ▶ Photographing or examining another exhibitor's equipment without permission (see [SfN's 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, November 10

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

Thursday, November 11

8 a.m. – 6 p.m. CST

Friday, November 12

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

Saturday, November 13

*(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., you must be **completely set** by 6 p.m. CST.)*
8 a.m. – 10 a.m. CST

Dismantling

Wednesday, November 17

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

Thursday, November 18

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

Online Exhibitor Service Manual

The Online Exhibitor Service Manual containing a complete set of service forms will be available **July 26**.

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. CST on **Sunday, November 14**.

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, November 12, at 6 p.m. CST**. 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, November 12, beginning at 6 p.m. CST**. 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, November 13**, from 8 a.m. - 10 a.m. CST. **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, available early June) open at noon on Saturday and at 7 a.m. CST Sunday to Wednesday for presenter setup only. Poster sessions are open for all attendees on Saturday at 1 p.m. CST and Sunday through Wednesday at 8 a.m. CST.

Convention Center Rules and Regulations

Exhibitor compliance with McCormick Place is mandatory.

Floor Load and General Lighting

The exhibit floor load of McCormick Place 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 City of Chicago Fire Marshal, McCormick Place Fire Safety Manager or insurance carriers, may be used in any booth.

The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Online Exhibitor Service Manual.

Electricity-Air-Water-Drain

Order forms will be available in the Online Exhibitor Service Manual.

Electrical service is 120, 208, 227, 480 volt (single and three-phase).

Exhibitor Appointed Contractor

Exhibitors who plan to use the services of anyone other than the official service contractor must notify The Expo Group on or before **October 11** in writing. Exhibitor Appointed Contractors (EACs) must:

- ▶ Provide The Expo Group with an original Certificate of Insurance by **October 11** (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 McCormick Place.

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 26.

EAC Certificate of Insurance only: If your insurance broker is providing the required evidence of coverage please forward the certificate to email exhibitorservice@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 Chicago, IL area, we ask you to read the following.

Exhibitor Booth Set-Up/Dismantle Information

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

1. Consistent with safety and the skills and training necessary to perform the task, as determined by the Authority, an exhibitor and exhibitor employees ("Exhibitor employee" means any person who has been employed by the exhibitor as a fulltime employee for a minimum of 6 months before the show's opening date) are permitted in a booth of any size with the use of the exhibitor's ladders and hand tools to:
 1. Set-up and dismantle exhibits displayed on Authority premises;
 2. Assemble and disassemble materials, machinery, or equipment on Authority premises
 3. 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.

Union Jurisdictions

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

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

Riggers

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

Teamsters

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

Display Labor

(Unified Labor Force Combining Carpenters and Decorators)

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

Hanging Signs

Depending on the type of hanging sign, it will be assembled & installed by decorators or electricians.

Exhibitor Bill of Rights

An Exhibitor Employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/SMG. An exhibitor and exhibitor employees are prohibited at all times from using scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises. "Exhibitor Employee" is defined as any person who has been employed by exhibitor as a full-time employee for a minimum of 6 months before the show's opening date. Proof of employment in the form of a W-2, payroll document or other documentation may be required upon request if deemed necessary by McCormick Place management. Documentation must be furnished within 24 hours of notification.

In addition to the work currently performed, exhibitors may also perform the following work within their booth:

- ▶ Setting-up and dismantling exhibits
- ▶ Assembling and disassembling materials, machinery or equipment
- ▶ Installing all signs, graphics, props, other decorative items and drapery, including the skirting of tables
- ▶ Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, computers, audio-visual devices and other equipment
- ▶ Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies

Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies. More information will be available in the Exhibitor Service Manual.

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**

\$165.08/\$214.60
Monday - Friday
8:00 a.m. CST - 4:30 p.m. CST

Over Time

\$247.62/\$321.91
Monday - Friday
4:30 p.m. CST - 8:00 p.m. CST

Saturday – All Day

Double Time

\$330.16/\$429.21
Monday - Friday
8:30 p.m. CST - 8:00 a.m. CST

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.

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 for complete guidelines.

Shipping Information

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

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

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

Shipping Instructions

Advance Warehouse

Advance Warehouse is available to receive shipments on **October 11**. These shipments, which must be prepaid, are consigned to the warehouse and must arrive no later than **Friday, November 5**.

Crated advance shipments are to be consigned as follows:

Neuroscience 2021
Company Name
Booth #
The Expo Group
c/o CCS Trucking
4108 W 52nd Place, Chicago, IL 60632

******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, November 11**.

Direct prepaid uncrated/crated shipments are to be consigned as follows:

Neuroscience 2021
c/o The Expo Group
Exhibit Company
Booth #
McCormick Place – South Hall B
2301 S. Lake Shore Drive, Chicago, IL 60616

Note: Any freight arriving directly at McCormick Place before **Thursday, November 11**, that has not been confirmed as an early target move-in by The Expo Group, will be refused and returned to the exhibitor.

Crate Storage

Empty crates, boxes, and cartons must be ready for removal from the exhibit area by 6 p.m., **Friday, November 12**. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk.

Containers or skids without the "empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds.

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

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, 2021**.

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 2021:

- 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
