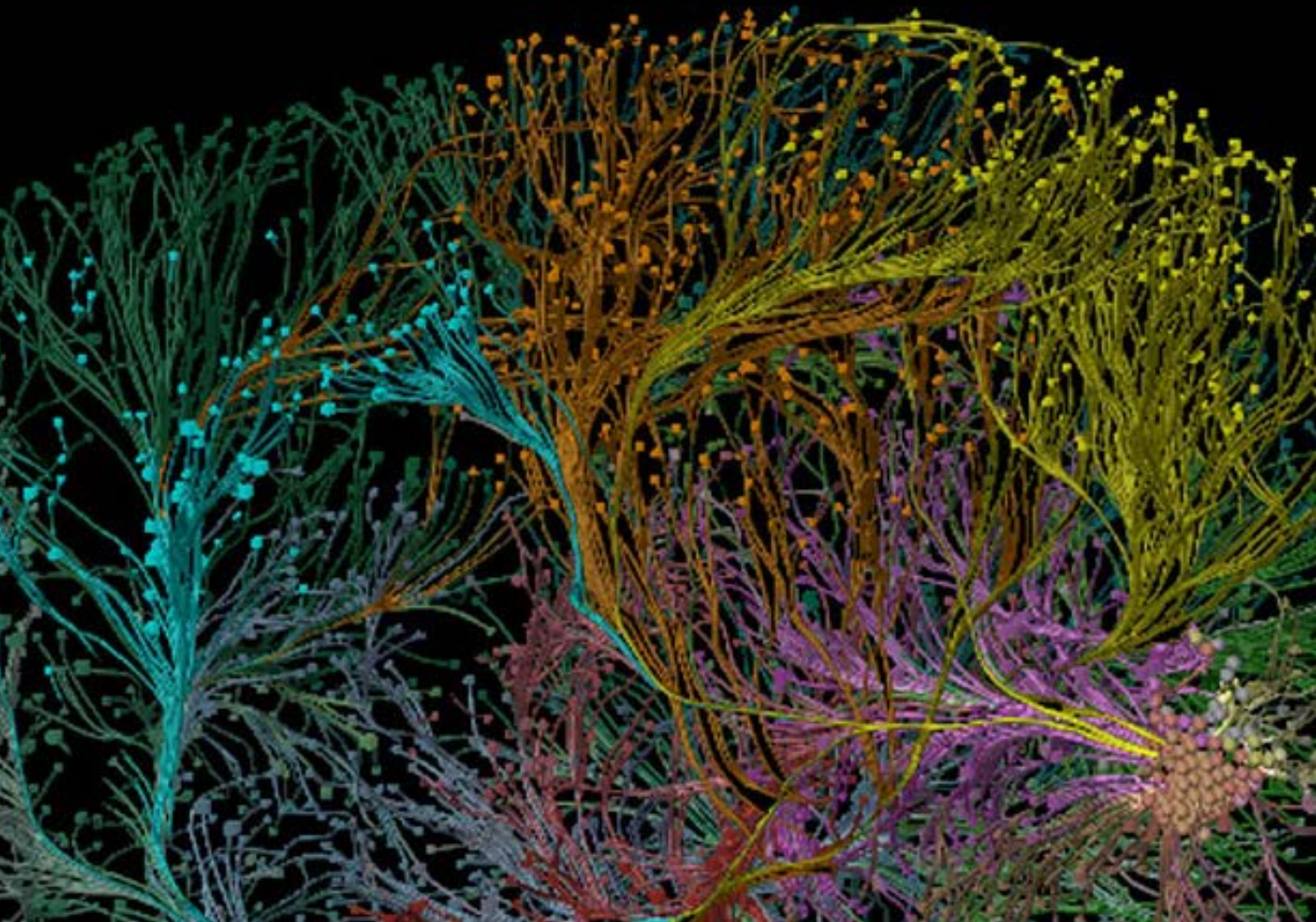
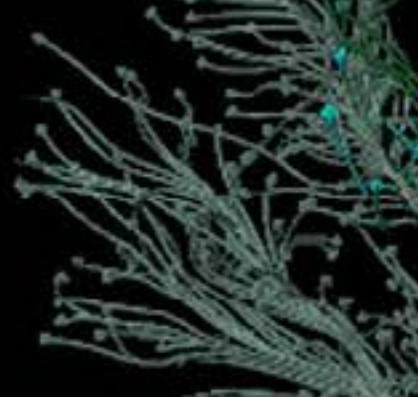


Exhibit Prospectus

A Virtual Event / January 11–13, 2021





EXHIBITOR RATES

Company Type	Rate
Commercial	\$1,000
Non-Profit.....	\$600
Institute.....	\$350

Fee Includes: 4 badges (2 badges full access, 2 for the virtual exhibit hall only)
5 priority points

Terms and Conditions: No refunds for cancellation.

Content: SfN’s virtual meeting provides LIVE and On-Demand opportunities to present educational content as well as product and service content directly to attendees.

Q & A

Q: How long is the platform open/available?

A: The “live” event will be held from January 11–13, 2021, but the online platform will be available for an additional one month for posters and three months for session recordings upon the completion of the virtual event so attendees and exhibitors can revisit at any point during that time to connect or view the content.

Q: What are the hours?

A: 10 a.m.–3:30 p.m. EST with a dedicated hour (12:15 p.m.–1:15 p.m. EST) with no competing sessions.

Q: What can we put in our virtual booth?

A: The assets we will collect are: • Exhibitor Name, Description, Website, and Social Media • Exhibitor Banner Image • Exhibitor Logo Image • Exhibitor Giveaway Feature • Request Additional Information • Provide Representative/Contact Information • Exhibitor PDF Links • Exhibitor Website Links • Exhibitor Video Upload • Exhibitor Products and Categories • Exhibitor Video Chat with Attendees

Q: What information is provided in the virtual booth analytics?

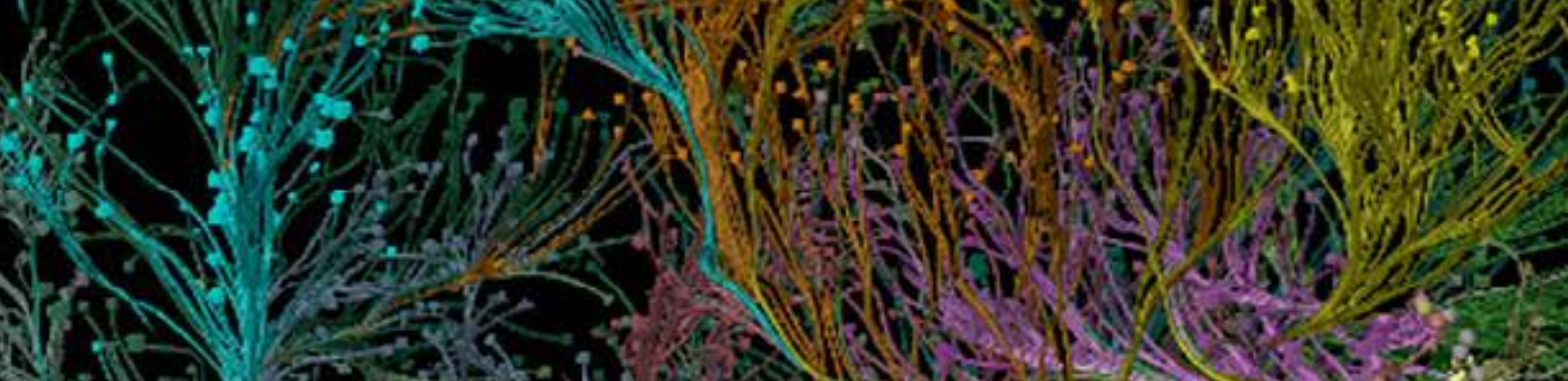
A: The following information can be pulled from your own personal portal at any time during the event: • Attendee impression tracking (name, title, organization, email, phone number, if agreed to by attendee) • Request Information button so attendees can contact the exhibitors and share their information and interests • A Like button so you can see which attendees liked your booth the most

Q: What is the estimated number of attendee registrants?

A: We are estimating around 5,000 attendees

Q: How many exhibitor registrations do we receive with our virtual booth?

A: You receive 4 registrations (2 full access and 2 for the virtual exhibit hall only).



Q: Will Lead Generation be available?

A: Yes

Q: Do you sell a list of registered attendees?

A: No

Q: When is the deadline for companies to purchase a virtual booth?

A: Ideally by December 15, 2020, so you have enough time to submit your content and set up your booth space.

Q: When is the deadline to have all work uploaded and submitted for the virtual booth?

A: January 4, 2021.

Q: Will there be posters presented?

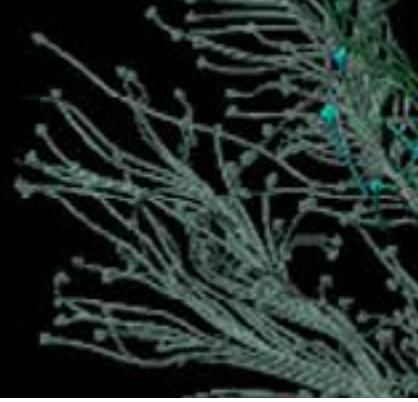
A: Yes, posters will be available beginning January 11, 2021 and for one month after the event concludes.

Q: Will there be educational sessions?

A: Yes, sessions will be available beginning January 11, 2021 and for three months after the event concludes.

Questions?

Contact SfN Exhibits at 202-962-4000 or exhibits@sfn.org



Rules and Regulations

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN website. Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

Code of Conduct at SfN Virtual Events

Digital Learning Community Guidelines

Thank you for being part of the SfN online community. SfN has established this site to serve as another venue for professional networking and communications in support of the neuroscience community. To ensure the best possible experience for all members, SfN has established basic guidelines for participation. The purpose of this code of conduct is to address behavior, not to censor content or to inhibit conversation about latebreaking or controversial ideas. By joining and using this community, you agree that you have read and will follow these rules and guidelines. You also agree to reserve discussions, shared files, and content to those related to the purposes of this forum. For instance, please do not post solicitations, job postings, unrelated blog links, or other general commentary unrelated to this forum. This is a great medium through which to seek the advice of your peers, benefit from their experience, and participate in ongoing conversations about neuroscience broadly defined – scientific questions, professional development issues, opportunities for collaboration, support, etc.

Please take a moment to acquaint yourself with these important guidelines. In order to preserve a climate that encourages both civil and fruitful dialogue, SfN reserves the right to suspend or terminate membership in this community for anyone who violates these rules.

View the entire [Community Guidelines](#) for more information.

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, giveaways and prizes, conduct of persons, etc.

Applications from companies that have not previously exhibited at an SfN event 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:

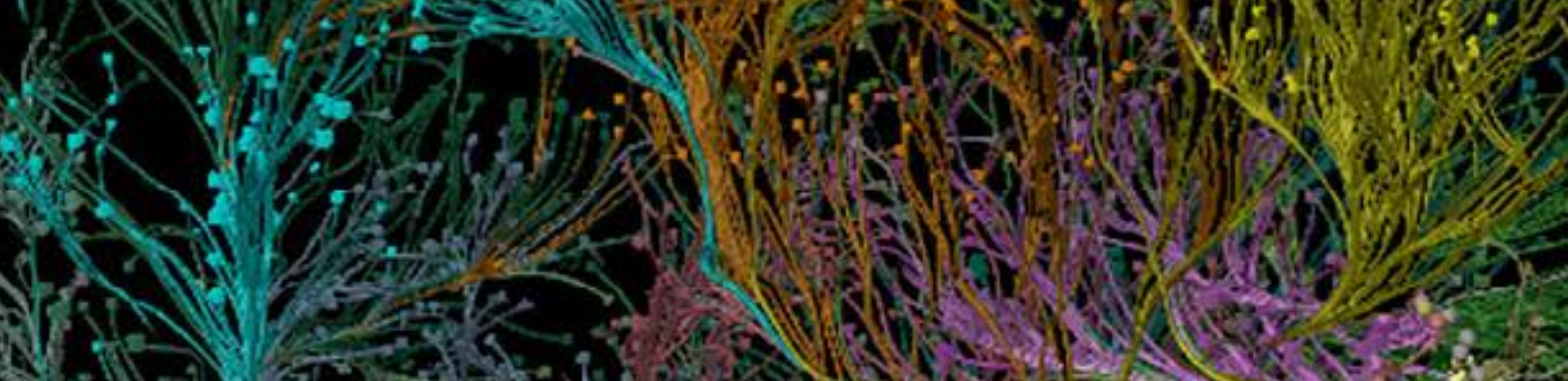
- Website with the following: Background information on company
- Promotional brochures/literature for all products and services to be exhibited

Priority Point System

Each exhibiting company will receive five points for exhibiting at SfN Global Connectome, regardless of the number of booths purchased.

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 booth payment constitute a contract.

Terms of Payment

Payment must be made in full based on your company category and must be submitted with an application no later than December 15. No application will be processed without remittance of payment. The payment receipt date will be used as the application submission date.

Payment

Payment types accepted: VISA, MasterCard, American Express, Discover, and ACH/Wire Transfer Society's Tax ID # 52-0895843 Exhibitors are responsible for all ACH and Wire Transfer fees. If payments are short, an invoice will be emailed for the difference. Please reference the exhibiting company name and ID# on bank transfer to receive proper credit.

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

Cancellation

Due to the virtual nature of the event and the on-demand access that will be available to exhibitors, there will be no refunds for exhibit cancellation. If SfN decides to cancel or is prevented from holding the Event for any reason beyond SfN's control (such as, but not limited to damage to internet infrastructure, riots, acts of government or acts of God, internet connectivity issues), then SfN has the right to cancel the Event or any part thereof, with no further liability to the exhibitor other than a full refund of exhibit fees.

Co-Marketing

If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All badges and Exhibit Guide listings will be conducted in one name only. 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.

Virtual Event Disclaimer

SfN is not liable for any loss sustained by the Exhibitor as a result of the Exhibitor's or any third party's failure to access the conference website, or as a result of any breakdowns, software errors, incomplete or inaccurate transfer of information. The parties agree that this Exhibitor Agreement/prospectus (and any other agreement/prospectus referred to herein) contain the complete obligation between the parties and supersedes any prior understandings, agreements, or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way. The person signing the application on the exhibitor's behalf shall be deemed to have full authority to do so and shall have no right to claim against SfN that such person or persons did not have such authority. The exhibitor is responsible for creating and providing booth content to SfN. If the exhibitor fails to respond in a timely manner for content or otherwise fails to deliver content, SfN shall be under no obligation to change the dates of the event or provide a refund. SfN reserves the right to prohibit, limit or discontinue the distribution of gifts, giveaways or similar promotions. There will be no announcements of exhibitors' contests, drawings or winners during the exhibition. The exhibitor hereby agrees to indemnify and hold forever harmless

the Society for Neuroscience, its officers, agents, and employees against all costs, claims, demands, proceedings, liability, losses and expenses (including reasonable legal fees) whatsoever made against or incurred by SfN as a result of, related to or arising in connection with (i) a breach of these terms by exhibitor, and/or (ii) any acts or defaults of exhibitor, exhibitor's employees or agents in connection with the event and/or (iii) any claim brought against SfN that the content or any services or software supplied by exhibitor infringe, violate, or trespass or constitute the unauthorized use or misappropriation of any intellectual property of any third party. Exhibitors will only promote products and services regularly sold by them. No products and/or services will be directly sold from within the conference platform. No virtual booths may be shared or sublet without prior written permission of SfN. Failure to comply is deemed cause for cancellation of the space.

Changes to Event, Reservation of Rights

SfN reserves the right to change the live date and/or title of the Event, and to change and/or substitute speakers or moderators, in SfN's sole discretion as to what is best for the Event. SfN reserves the right (but has no obligation) to review the content or material to be presented by Exhibitor and/or presenters, and to reject or remove any content or other material presented by Exhibitor and/or presenters if SfN reasonably views such content as potentially obscene, derogatory, unlawful, violative of any third party's rights, or otherwise objectionable.

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 violation will result in the company not accruing priority points for the event.
- Second regulation violation will result in the company losing one-half of its accrued priority points.



- Third regulation violation will result in the company losing all of its accrued priority points.
- Fourth regulation violation will result in the company not being eligible to exhibit at future Society meetings.

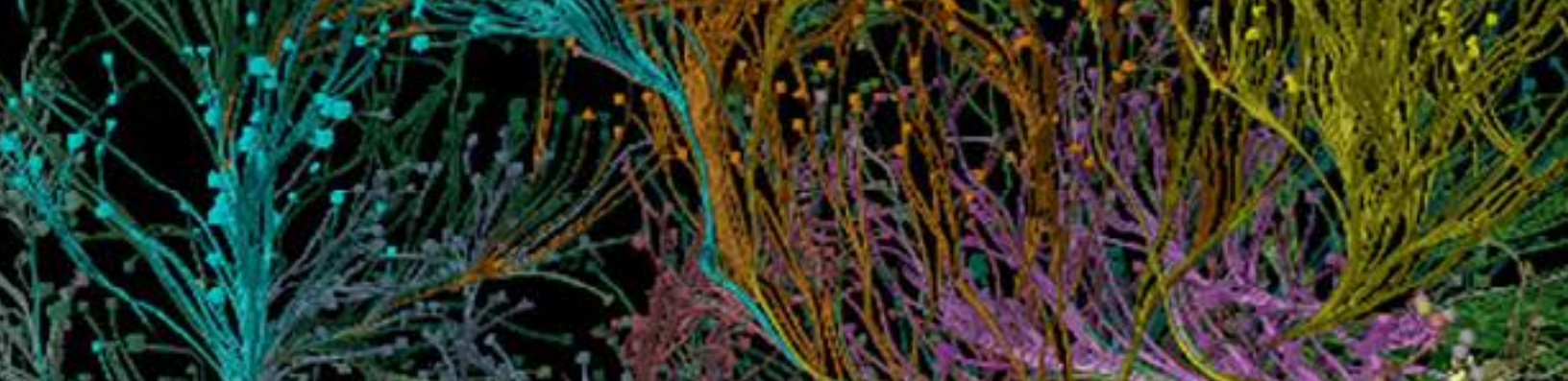
The Society reserves the right to levy a more severe penalty, without successive progression through the preceding regulations.

Exhibit Hall Dates and Hours

Monday, January 11–Wednesday, January 13
10 a.m.–3:30 p.m. EST with a dedicated hour (12:15 p.m.–1:15 p.m. EST) with no competing sessions.

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, January 13 at 3:30 p.m. EST. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.

Exhibit Personnel Badges

4 badges (2 badges full access, 2 for the virtual exhibit hall only.)

Operation of Exhibits and Conduct

SfN reserves the right to restrict exhibits that become objectionable due to method of operation, materials, content, or any other reason, and prohibit or remove 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, digital assets, conduct, printed matter, or anything of a character Exhibit Management determines is objectionable to the exhibit. In the event of such restriction or removal, the Society is not liable for any refunds of other exhibit expenses.

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. The value of the prize may not exceed \$1,000. The winner must be announced after the meeting has concluded. 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 December 15. Requests received after December 15 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.

Product Category Listing

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 SfN Global Connectome: A Virtual Event 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 December 15. Note: Only company products and company contact information are published in the Exhibit Guide.

Mailing Lists/Demographic Information

Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained from attendees that visit their booth. This information is restricted for use only by companies exhibiting at SfN Global Connectome 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 Society meetings.

Prohibited Practices

- Entering another exhibitor's space without permission
- Capturing images or examining another exhibitor's equipment without permission (see SfN's policy for photography and recording). This policy also applies to any scientific session.
- Use of the Society's name is forbidden on descriptive product literature
- No subletting or sharing of exhibit space
- Selling and/or otherwise distributing demographic information obtained from attendees that visit their booth.

SfN **Global
Connectome**

A Virtual Event / January 11–13, 2021

