Bringing invasive and non-invasive stimulation together to advance neuromodulation

Exhibitor & Sponsor Prospectus

Napa, CA
October 3-6, 2019

FROM NEUROVATIONS EDUCATION AND NEUROMODEC
Broadening Our Community

The Joint 2019 meeting of NYC Neuromodulation and Neuromodulation: The Science combines the two largest conferences established to advance research, dissemination of knowledge, and implementation of new findings within neuromodulation.

Join hundreds of clinician scientists, engineers, and neuroscientists October 4-6, in Napa California, for a dynamic conference on the science of neuromodulation.

About Neuromodulation: The Science

In 1998, Dr. Elliot Krames established the journal Neuromodulation: Technology at the Neural Interface as the preeminent journal to advance the field of neuromodulation.

Neuromodulation: The Science is the next step.

About NYC Neuromodulation

NYC Neuromodulation integrates brain stimulation, imaging, AR/VR wearables, and digital healthcare to provide attendees with relevant and up-to-date insights on emerging science and technologies from bench-top to bedside and home use.
Conference Directors

Eric Grigsby, MD, MBA
Chief Medical Officer, Alfred Mann Foundation; Founder and CEO, The SpectrumCare Group; Napa Pain Institute, Spine and Pain Center of Kauai, Neurovations Clinical Research, N3 Laboratories, and the Napa Surgery Center

Elliot Krames, MD
Founding Editor of Neuromodulation: Technology at the Neural Interface; Past President of the International Neuromodulation Society (INS)

Marom Bikson, PhD
Shames Professor of Biomedical Engineering, Neural Engineering Group, Department of Biomedical Engineering, The City College of New York (CUNY)
Scientific Committee

In addition to the conference directors, an expanded group of experts will contribute to scientific review, rigor, and session development.

**Scientific Committee Chair**
Roy H. Hamilton, MD
Associate Professor of Neurology
Associate Professor of Physical Medicine & Rehabilitation
Director, Laboratory for Cognition and Neural Stimulation
Assistant Dean for Diversity and Inclusion
Perelman School of Medicine, University of Pennsylvania

Sarah Lisanby, MD, PhD
Director, Division of Translational Research (DTR), National Institute of Mental Health (NIMH)

Jacinta O’Shea, DPhil
Research Fellow, Donders Institute, University of Oxford

Sarah Laszlo, PhD
Senior Neuroscientist, Google X, the Moonshot Factory

Maryam Shanechi, PhD
Assistant Professor & Viterbi Early Career Chair, Ming Hsieh Department of Electrical Engineering, University of Southern California

Web  NTSconference.com/exhibits  Phone  707.260.0849
Section Chairs

Leaders from academia, clinical practice, and industry assemble in a “dream team” of neuromodulation experts.

Bioelectronic Medicine

Christopher Czura, PhD
Chief Science Officer, Convergent Medical Technologies

Bioengineering

Marom Bikson, PhD
Shames Professor of Biomedical Engineering, Neural Engineering Group, Department of Biomedical Engineering, The City College of New York

Brain-Machine Interfacing

Chad Bouton, MS
Professor & Center Head, The Center for Bioelectronic Medicine, The Feinstein Institute for Medical Research; Vice President, Advanced Engineering, Northwell Health

Deep Brain Stimulation

Robert Gross, MD, PhD
MBNA Bowman Chair & Professor, Emory University Department of Neurosurgery; Director and Co-Founder, Emory Neuromodulation and Technology Innovation Center (ENTiCe); Director, Translational Neuro-Engineering Laboratory; Director, Stereotactic, Functional Neurosurgery & Epilepsy Surgery, Emory University

Headache, Non-Invasive

Alexandre F. DaSilva, DDS, DMedSc
Associate Professor, Biologic & Materials Sciences Department, University of Michigan Dental School

Non-invasive Brain Stimulation (NIBS)

Sarah H. Lisanby, MD
Director, Division of Translational Research (DTR), National Institute of Mental Health (NIMH)

Spinal Cord Stimulation

Yun Guan, MD, PhD
Professor of Anesthesiology & Critical Care Medicine, Johns Hopkins University School of Medicine
Faculty

Featured Speakers  View NTSNYN2019 Faculty online at:  

Jiande Chen, PhD  
Professor of Medicine & Biomedical Engineering,  
Director, Clinical Gastrointestinal Motility Lab,  
Johns Hopkins University School of Medicine

Gene Civillico, PhD  
SPARC Program Manager,  
National Institutes of Health (NIH)

Sarah H. Lisanby, MD, PhD  
Director of the Division of Translational Research,  
National Institute of Mental Health (NIMH)

Wade Cooper, DO  
Professor of Neurology,  
University of Michigan School of Medicine

Jeffrey L. Ardell, PhD, FAHA  
Director, UCLA Neurocardiology Research Center Of Excellence

Robert M. G. Reinhart, PhD  
Assistant Professor, Boston University

David J. Mogul, PhD  
Professor of Biomedical Engineering,  
Illinois Institute of Technology

Cynthia Chestek, PhD  
Associate Professor, Biomedical Engineering,  
University of Michigan

Sridevi Sarma, PhD  
Associate Professor, Biomedical Engineering,  
The Solomon H. Snyder Department of Neuroscience,  
Johns Hopkins School of Medicine
Publication

Through partnership with the International Neuromodulation Society (INS), conference abstracts will be eligible for publication in *Neuromodulation: Technology at the Neural Interface*.

Publication Reviewers

**Robert D. Foreman, PhD**  
Acting Editor-in-Chief, *Neuromodulation*

**Robert M. Levy, MD, PhD**  
President, International Neuromodulation Society (INS)

In accordance with the INS’s endorsement policy for external events and publications, all abstracts will adhere to the following:

1) Abstracts will be scientific and evidence based, and presenters will remain scientific and objective in their conclusions.

2) As is possible, generic terms for products, techniques and procedures should be employed. Abstracts must not include company or product promotional content.

3) The Neuromodulation: The Science scientific committee will review abstracts, mitigate any commercial biases, and resolve any conflicts of interest.

4) The event organizers will provide equitable funding opportunities to the companies for the conference, to remain fair and balanced.

5) The *Neuromodulation* editorial staff will have the opportunity to review the abstracts for commercial bias prior to publication.
Venue

**THE MERITAGE HOTEL & CONFERENCE CENTER**
875 Bordeaux Way
Napa, CA 94558

The Meritage is home to the award-winning Spa Terra and the renowned Trinitas Cellars Tasting Room. Descend 40 feet underground and arrive at a state of total relaxation and rejuvenation, relishing in the lavishly appointed private treatment rooms, soaking pools, steam grottoes, and water walls of one of America’s Top 100 Spas.

The Meritage offers convenient guest transportation to downtown Napa and Oxbow Public Market on a deluxe 27 passenger shuttle.

Discounted Rooms for Exhibitors & Attendees

$329 and up, + taxes & fees

[Click here to book your room](#)

Save over $350 per night off the regular room rate with conference discounts.

Shipping

The Meritage Hotel will only accept packages as follows:

**Handling Charges**

Exhibitors are responsible for paying any and all handling charges incurred by the hotel.

- Small boxes (&lt;40 lbs. & 2’x3‘): $3.00 ea.
- Larger boxes/display cases: $25.00 ea.
- Pallets: $100 per pallet

Additional labor charges may be incurred depending on the size of a shipment.

Arrival

Boxes/packages may arrive a maximum of 48 hours prior to Group arrival (no earlier than September 30).

Labels

| Attention:   | [Name of your on-site contact] |
| Arriving:    | [Date of arrival]             |
| Conference:  | NTS/NYN2019                   |
| Conference Services: | Julia Paniagua |

The Meritage Resort & Spa
875 Bordeaux Way, Napa, CA 94558
(707) 251-1900
Advertising & Exhibit Packages

The best deals with exclusive items, VIP access and priority booth locations.

We’re committed to making the program successful for sponsors, exhibitors and attendees. Don’t see something you’d like? Let us know, and we’ll see what we can achieve.

Contact us at Education@Neurovations.com or 707.260.0849 to discuss exhibit and sponsorship opportunities.

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<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td><strong>Sponsor a speaker to the agenda</strong></td>
<td>$74,995</td>
<td>$37,495</td>
<td>$24,995</td>
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<td>Exclusive Package Benefit (Must provide a basic-science, R&amp;D talk)</td>
<td>2 speakers</td>
<td>1 speaker</td>
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<td><strong>Premium Exhibit Locations</strong></td>
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<td>Exclusive Package Benefit</td>
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<td><strong>Option to attend the Faculty Dinner (October 4)</strong></td>
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<td>Exclusive Package Benefit</td>
<td>3 seats</td>
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<td><strong>Logo included on conference signs</strong></td>
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<td>Exclusive Package Benefit</td>
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<td><strong>Exhibit space</strong></td>
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<td><strong>Full-color ad in program book</strong></td>
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<td><strong>Conference registrations</strong></td>
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<td><strong>Ribbons for your company representatives</strong></td>
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<td><strong>Registration list of conference attendees</strong></td>
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Web NTSconference.com/exhibits Phone 707.260.0849
Exhibits

Booths & Table Tops

Exhibits are available, but space is limited. Don’t delay; secure the right booth for your company by acting fast.

Have a Question?
Email our team at Education@Neurovations.com.

Reserve a Booth
Reserve your space by completing the Exhibitor Application Form at the end of this prospectus.

Copies of the application form without the prospectus are available at NTSCconference.com/Exhibits.

<table>
<thead>
<tr>
<th>20’X20’ Space</th>
<th>PLATINUM SPONSOR ONLY</th>
<th>10’X10’ Space</th>
<th>$5,950</th>
<th>Table top</th>
<th>$2,950</th>
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</thead>
<tbody>
<tr>
<td>Five (5) Exhibitor Badges</td>
<td></td>
<td>Three (3) Exhibitor Badges</td>
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<td>Two (2) Exhibitor Badges</td>
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<tr>
<td>Two (2) draped 6’ x 30’ tables, trash can</td>
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<td>Draped 6’ x 30’ table, trash can</td>
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<td>Draped 6’ x 30’ table, trash can</td>
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<td>Five (5) chairs</td>
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<td>Three (3) chairs</td>
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<td>Two (2) chairs</td>
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10’ x 10’ Booth Diagram

All Booths & Tables Receive
- 50-word description in print materials
- Company logo [color] in program book
- Registration list of conference attendees
- Company logo on exhibitor website, linked to your homepage

Secure your space

To register or ask questions, please email our events team at Education@Neurovations.com.

Space Assignments
Spaces are assigned according to:
- Sponsorship level
- Date payment is received
- History of exhibiting at Neurovations conferences
- Special needs
Floor plan
Carneros Building

Subject to change

Exhibit Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Exhibitor Registration</th>
<th>Exhibit Installation</th>
<th>Exhibit Hours</th>
<th>Exhibit Dismantle</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>October 3</td>
<td>2:00 pm - 7:00 pm</td>
<td>5:30 pm - 8:00 pm</td>
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<tr>
<td>Friday</td>
<td>October 4</td>
<td>6:00 am - 7:00 am</td>
<td>7:00 am - 5:00 pm</td>
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<tr>
<td>Saturday</td>
<td>October 5</td>
<td></td>
<td>7:00 am - 5:00 pm</td>
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<tr>
<td>Sunday</td>
<td>October 6</td>
<td></td>
<td>1:30 pm - 4:00 pm</td>
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Web NTSconference.com/exhibits   Phone 707.260.0849
Food & Beverage

*Note:* All food and beverage must be paid directly from the Conference to the caterers.

**Faculty Dinner** .......................... $14,450

Limit 1 | Friday Evening, October 4

Sponsor the NTS/NYN 2019 faculty dinner to gain entry into this exclusive gathering of the preeminent scientists in neuromodulation.

Sponsorship includes branded signs, entry into the dinner, and your logo on the dinner menu.

**Wine Reception** .......................... $17,450

Limit 1 | Saturday Evening, October 5

Hors d’oeuvres, wine and your company’s message are on the menu at this unique opportunity. Hosted in the Exhibit Hall, attendees flock to this reception to network, discuss the conference, and spend time with faculty. Wine and conversations flow at this important event.

Stand out from the crowd with signs and a full-color banner highlighting your organization’s sponsorship of the reception. This sign can include your logo and messaging.
Print Advertising

Put your ads into the hands of every attendee; print your material in the conference program or insert a flier into attendee bags.

**Full Page (8½ x 11)** ........................... $3,750

**½ Page (8½ x 5½)** ........................... $2,150

**¼ Page (4¼ x 5½)** ........................... $1,150

Conference Bag Insert .......................... $4,150

**Art due: September 6**

Have your print materials included in attendee bags.

Print materials only. Sponsor must provide printed inserts in advance of the event.
Food & Beverage

Breakfast ........................................ $8,450
Limit 1 per day | 3 Available

85% of attendees eat the conference breakfast.

Sponsorship includes large, full-color banners with your logo, displayed throughout breakfast and acknowledgment in the printed program guide. Make sure attendees start the day with your company in mind.

Beverage Break ............................... $3,250
Limit 1 per day | 3 Available

Conferences run on coffee; be seen by attendees by giving them what they crave. Sponsorship includes acknowledgment in the program guide and on break signs. Signs may include company logos and messaging.

Lunch ............................................. $9,950
Limit 1 per day | 2 Available

Sponsorship includes large, full-color banners with your logo, displayed throughout lunch, your logo printed on associated materials, and acknowledgment in the printed program guide.
Faculty Advertising

Deliver targeted ads to NTS/NYN 2019 Faculty. Make a first impression that lasts throughout the meeting. Sponsor items that faculty will see first, interact with, or use throughout the conference.

Hotel Room Key Cards ........................... $4,495
Limit 1 | Art due: July 29

Put your brand into the hand of every attendee at the host hotel. Be the first and last thing attendees think about each day. Cost is all inclusive - you provide the art - we’ll handle the rest.

Check-in Gift or Room Drop ...................... $4,495
Limit 1

Deliver your gift to all conference faculty. Sponsor must provide items to be delivered. Cost includes delivery.

Branded Do-Not-Disturb Signs .................... $4,495
Limit 1 | Art due: July 29

Display your brand throughout the halls of the faculty hotel with full-color, guest room Do-Not-Disturb signs.
Workshop Sponsorship

Thursday, October 3

Workshop Sponsorship $2,000
Subject to approval

The conference is preceded by intensive hands-on workshops and courses spanning invasive and non-invasive neuromodulation, computational modeling, and best clinical practice.

- Transcranial Magnetic Stimulation (TMS) in neuroscience and clinical practice: Hands-on workshop
- transcranial Direct Current Stimulation (tDCS): Advanced Theory and Hands-on Workshop
- Deep Brain Stimulation and Spinal Cord Stimulation Engineering Principles for Clinicians

Sponsorship

Sponsors will:

1. Have their equipment featured in workshop instruction.
2. Be listed as a sponsor in the program guide and workshop materials.
3. Receive two (2) passes to attend the workshop.

Requirements

1. Workshop sponsorships must also exhibit at the NTS/NYN2019 Conference.
2. Equipment must be loaned to the Conference by the Sponsor for the duration of the workshop.
3. Sponsors will not have editorial influence or control over content, and may not discuss workshop educational elements with faculty or planners.
4. To ensure the relevancy of a device to the workshop content, acceptance of a Workshop Sponsorship requires approval from faculty.
   - This process may take up to two weeks to review.
   - Workshop Sponsors that are not approved will not be charged for this item.
Rules and Requirements

Non Promotional
No commercial promotional materials shall be displayed or distributed in the same room immediately before, during, or after an educational activity takes place.

Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the room where the educational activity takes place.

Exhibit Space and Audiovisual Use
Company displays and materials are limited to the space and place of their exhibit. Materials may not be distributed outside of a company’s exhibit space and booth/table displays may not extend beyond square footage associated with a vendor’s exhibit location.

Audiovisual equipment as part of a display is acceptable; however, sound equipment must be regulated so that it doesn’t disturb neighboring exhibitors (providing headsets for attendees is acceptable). In addition, spectators may not obstruct aisles or interfere with access to other exhibits.

Conference staff reserve the right to determine when sound levels from equipment constitutes interference with others or is unacceptable. In such an event, sound must be reduced or equipment will be removed at the exhibitor’s expense.

Exhibitors are responsible for obtaining appropriate licenses for any copyrighted materials, audio, and/or video utilized as part of an exhibit.

Booth Staff
Exhibits must be staffed each day during exhibit hours. Representatives are expected to dress and conduct themselves in a professional manner consistent with a medical education meeting.

Neurovations representatives and employees shall have free access to any exhibit at all times in the performance of their assigned duties.

Exhibits are required to remain in place during the conference. Contact Education@Neurovations.com in the event that special arrangements are required. No exhibit may be dismantled or packed prior to the official closing of the exhibition, and exhibit dismantling must be completed during the hours specified.

Each exhibitor is responsible for shipping their materials to and from the conference venue. Remember to bring boxes, tape, and return shipping labels.
Respect for the Host Location
Exhibitors may not install any permanent fixtures or deface property in any way. Upon completion of the meeting, exhibitors are expected to leave the exhibit space in the same condition that it was received.

Items and services, such as extra trash cans or wired internet, maybe contracted directly with the property and property’s contractors (as applicable and available) at exhibitor’s expense.

Balloons are not permitted as part of an exhibitor’s display.

Photographing another exhibitor’s booth is grounds for cancellation of an offending exhibitor’s booth, at sole discretion of Neurovations. Exhibitors will not be entitled to a refund in such a situation.

Giveaways
Giveaways of items with company logos, brand logos, or slogans readily visible are not permitted.

Companies regulated by the Pharmaceutical Research and Manufacturers of America’s (PhRMA) codes governing interactions with healthcare professionals and the Advanced Medical Technology Association (AdvaMed), will be limited to giveaways allowed under such rules and codes of conduct. These items are those designed primarily for the education of patients or healthcare professionals.

Due to these codes, companies regulated by PhRMA or AdvaMed are not allowed the following giveaways: pens, pencils, notepads, small desk clocks, pocket calculators, desk calendars and mousepads.

Prescription drug samples may be distributed to physicians only in accordance with the Prescription Drug Marketing Act. Distribution of approved items must not create a nuisance or cause interference with adjoining exhibits.

Conference Diversity and Accessibility
The 2019 Joint Meeting of Neuromodulation: the Science & NYC Neuromodulation is committed to representing the diversity in the field of neurotechnology and supporting activities that enhance diversity now and in the future. This commitment includes the recognition of all people, regardless of race, nationality, creed, disability, or gender identity. As such, harassment or discrimination of any kind will not be tolerated during any conference activities. Concerns and violations should be reported immediately to the Accessibly and Diversity Committee.

The conference is committed to accessibility for all meeting events. Should any individual need assistance or have questions about accessibility, please let the organizers know in advance.
Display of Drugs and Devices Intended for Patient Use Not Approved by the Federal Food and Drug Administration (FDA)

**Investigational Products**

Any investigational product that is graphically depicted within the exhibit is subject to the following rules:

- Contain only objective statements about the product,
- Contain no claims of safety, effectiveness, or reliability,
- Contain no claims about how the product compares with marketed products,
- Must be accompanied by directions for becoming an investigator and a list of investigator responsibilities, and
- Prominently display the statement “Caution—Investigational Device—Limited to Investigational Use” on the product in a type size that is easy to read.

**Marketing for Therapeutic Use**

Exhibitors agree not to sell, promote, or distribute in any fashion any non-approved product, in whole or in part, during or in connection with the meeting to U.S. attendees. Exhibitors may, however, conduct sales activities for, and market and promote, non-approved products, solely to attendees who are non-U.S. doctors, exclusively for sales outside the United States, provided that such activities are in compliance with the relevant laws of any such non-U.S. jurisdiction. In accordance with U.S. Law, exhibitors may not sell and deliver Non-FDA approved products to U.S. physicians at the meeting. Exhibitors may sell and deliver Non-FDA approved products to non-U.S. physicians as long as they adhere to all applicable U.S. laws and regulations.

You can find further information and guidance on the subject at [www.fda.gov](http://www.fda.gov).

Penalties for non-compliance to the FDA rules and regulations include:

- Neurovations, at its sole discretion, will immediately shut down the exhibitor’s booth for the remainder of the meeting.
- The exhibitor will not be entitled to a refund.
- The exhibitor may face legal action from the U.S. government for failing to comply with the appropriate rules and regulations.
- The exhibitor may not be invited to participate in future meetings.

Easily visible signs stating “This device is not cleared by the FDA for distribution in the United States” or “This device is limited by federal law to investigational use only” must be placed near the device or drug and on any graphic depicting the device or drug.
Badges
All company employees, representatives and guests are required to wear conference-issued badges at all times, in an unobstructed manner, while in the function space. Badges may not be altered in any manner. Company badges are not acceptable in lieu of official badges.

Event Photography And/Or Video
Photographs and/or video will be taken by Neurovations Education/NTSNYN. By taking part in this event you grant the event organizers full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieve the group’s aims. This might include (but is not limited to) the right to use them in printed and online publicity and social media applications.
Sponsorship and Exhibitor Application

COMPANY

MAILING ADDRESS

CITY __________________________ STATE _______ ZIP __________

AUTHORIZED REP __________________________ TITLE __________________________

EMAIL __________________________ PHONE __________________________

WE WOULD LIKE TO SECURE THE FOLLOWING SPONSORSHIP/EXHIBITOR OPPORTUNITIES

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Payment Information

☐ Please send an invoice to our Authorized Rep (email above)

☐ Pay by credit card

CARDHOLDER NAME ____________________________________________

CREDIT CARD NUMBER __________________________ CCV __________

BILLING ZIP CODE __________ EXPIRATION __________/__________

Conference Contact

Neurovations Education 707.260.0849 3444 Valle Verde Dr.

Education@Neurovations.com NTSCconference.com Napa, CA 94558
Exhibitor Badges
Please include the name and contact information for the number of exhibitor badges included in the exhibit/sponsorship package that you have selected. Additional copies of this form may be used for packages above 4 badges. Any substitutions must be made prior to September 6.

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TABLE TOP EXHIBITS INCLUDE TWO (2) INDUSTRY BADGES

**Booth Information**
Please include the following information with your application and email everything to: Education@Neurovations.com

- High resolution logo (300 dpi+)
- 50-word company description
- Company press kit, if available

**EXAMPLE**

Driving innovations in Pain & Neuroscience.

Neurovations is a leading clinical trial management and education company with expertise in pain, neuroscience, and the treatment of chronic conditions. Neurovations Education creates unique learning experiences like the Kauai and Napa Pain Conferences, and partners with organizations to provide CME credits at national and regional events.
Location Requests

Identify your 3 preferred booth locations

Spaces are assigned according to the level of support, the date an exhibit payment is received, special needs and compatibility of exhibitors’ products/services, and history of exhibiting at Neurovations events.

TOP THREE (3) DESIRED SPACES

Selections are not guaranteed.

1 _________  2 _________  3 _________

SPECIAL REQUESTS

Such as, “If possible, place us near company X”, or “We would like distance between us and company Y”:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Please Note: This is an application to exhibit. All exhibitor applications are subject to review and approval by Neurovations Education. Moreover, we reserve the right to deny exhibitor privileges to any applicant.

Cancellations

Written cancellation notice must be received via fax, mail, or email by September 2, 2019 to receive a 50% refund on the full amount of the exhibitor/sponsorship opportunity requested. No refunds will be given after this date.

If the conference cannot take place due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy all materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. Neurovations Education and Neuromodec are not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference.