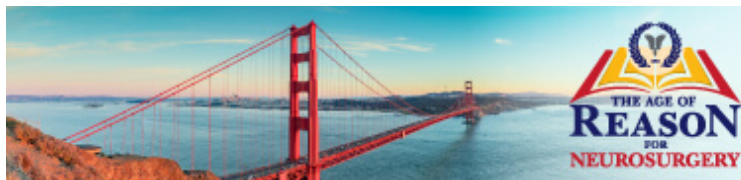




**2019 CNS Annual Meeting**  
San Francisco, California  
October 19–23, 2019



Industry Support  
Opportunities



## 2019 CNS Annual Meeting San Francisco, California October 19–23, 2019

### SPONSORSHIP OPPORTUNITIES

#### Device Innovation Showcase \$5,000

Give attendees a glimpse of your newest products, services, and technologies by demonstrating them live from our Technology Theaters during the Afternoon Break on Tuesday. Make a greater impact by inviting one of your reputable consultant physicians to deliver the presentation. Accommodations can be made for 3-D or VR presentations (additional fees apply).

*This opportunity is for a 10-minute presentation. Multiple sessions may be purchased to allow for more time.*

#### Lunch Symposia (Non-CME) \$25,000



This enables your company to connect with neurosurgeons beyond your exhibit booth in a meaningful way that is valuable to them. In fact, more surgeons come to the CNS Annual Meeting to attend educational sessions on specific topics than for any other reason. As a lunch symposium sponsor, your company invites faculty of your choosing to present a 60- to 90-minute presentation on any neurosurgical topic Monday, Tuesday, or Wednesday (October 21, 22, 23). And to help you attract more attendees, the CNS does not allow any other lunch symposia on a similar topic to take place during your session. This opportunity includes use of a lecture space that can accommodate 100 attendees; a standard AV set; and promotion of your Sponsored Lunch via onsite signage, the Annual Meeting app, and the printed pocket guide. You are responsible for arranging food and beverages with the convention center caterer. The CNS can facilitate online registration for your symposium, and you are allowed to distribute promotional materials at the exhibit hall entrance.

*There is a maximum of three (3) sponsored lunches per day.*

#### Charging Station \$25,000

Gain prominent advertising space and help attendees stay in touch with the home and office by supporting the charging Station. This opportunity includes a completely branded charging tower that is fully interactive. These stations can charge up to 18 devices simultaneously and include an up to 20 sq. ft. of branding.

*This opportunity is open to two (2) sponsors.*



#### NEW Symposia Breakout Sessions \$15,000



An opportunity for an exclusive 30-minute timeslot during either the morning or afternoon non-CME beverage breaks in our full day CME Symposia on Saturday and Sunday. Utilize this time for either a hands-on demonstration/training or a didactic presentation. With 20 symposia over the two days, you are sure to find the audience you are looking for.

*Please see the Agenda for a complete list of topics.*

#### Symposia Breakout Lunch \$25,000

During the full day pre-meeting symposia there will be a lunch break for all attendees. This opportunity includes an exclusive 45 minute lunch on Saturday and Sunday, in which a company can educate the attendees on new products and services as well as a demonstration.

#### NEW Hands-on Cadaveric Session \$7,500

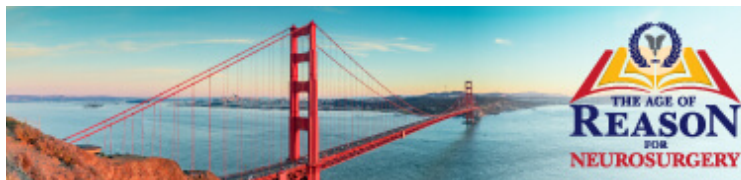
This opportunity provides a forum for CNS Annual Meeting exhibitors to hold hands-on workshops during the meeting, in a private setting. Take advantage of being able to put your latest devices



and equipment in the hands attendee Neurosurgeons! This opportunity is for a two hour time slot on Monday or Tuesday. Anatomical specimens (must be ordered through our specimen provider), C-arm, and other equipment can be provided at an additional fee.







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### International Reception \$15,000



Help the CNS make our international guests feel welcome. The International Reception takes place Saturday evening and is an opportunity to network with our international guests. Co-support with the CNS of the International Reception includes recognition in the program book, onsite signage, and mobile app, as well as the opportunity to provide branded napkins, cups, etc. Support also includes invitations to this event.

*This opportunity is open to only two sponsors.*

### Live Surgery \$50,000

Our live surgery sessions continue the education in the exhibit hall by bringing attendees right into the OR via telemedicine technology to observe surgical procedures. Your company will be front and center as experts walk attendees through one of two surgical procedures daily. These 30-minute presentations will take place during the breaks in the morning of the plenary session and Tuesday afternoon, and feature cutting-edge approaches and technologies each day. Company is responsible for choosing a topic, faculty, and institution.

*Please see the Agenda for exact times of the four opportunities for live surgery.*



### Pre-Dinner Networking Receptions \$7,500

Each year, the CNS hosts a series of popular Dinner Seminars on clinical and non-clinical topics important to neurosurgery.



These dinners, held at popular local restaurants during the CNS Annual Meeting, attract between 40 and 70 attendees and are among the most highly regarded sessions at the annual meeting. Take advantage of this opportunity to connect with a targeted neurosurgical audience by hosting a pre-dinner reception for a dinner in an area of clinical relevance to your company. Reception sponsors will gain access for up to 10 company representatives to join attendees during a 30-minute reception prior to the start of the seminar.

*Please see the Agenda for availability of Receptions.*

### Satellite Symposia (Exclusive: \$30,000 Non-Exclusive: \$15,000)



The CNS goes to great lengths to bring over 2,500 surgeons and allied professionals to town for the Annual Meeting.

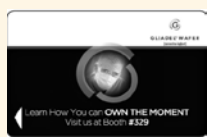
Hosting an exclusive satellite symposia allows your company to bring targeted educational experiences to this elite audience. There are no industry competitive sessions during this time, however, there may be a CNS social event or alumni event taking place. The CNS will provide access to attendee mailing addresses for invitation purposes and will promote the symposia via onsite signage and a listing in the final program.

On evenings when an exclusive Satellite Symposium spot is not reserved, the CNS will open these opportunities up to as many as three companies per evening.

This approved hours are Saturday 10:30am–4:15pm, Sunday 8:30–10:30pm, and Monday and Tuesday 7:15–10:30pm.

# ADVERTISING OPPORTUNITIES

## Headquarter Hotel Key Cards \$20,000



Put your logo or advertisement in the hand of every attendee staying at the headquarter hotel. Pricing Options available for CNS to handle production and expenses or alternatively for your company to produce and cover expenses of production.

## Eblast \$7,500

### Pre-meeting E-Blast

Generate interest and enthusiasm in your company's activities at the meeting via email. Limit one per year. Price includes vetting by the Education Committee, with feedback provided relative to perceived innovativeness and value. (Note: CNS must approve topic and format) *This opportunity is limited to 3 companies.*

### Post-meeting Eblast

Continue the conversation after the meeting, by sending an email to meeting attendees. Limit one per year. Price includes vetting by the Education Committee, with feedback provided relative to perceived innovativeness and value. (Note: CNS must approve topic and format).

*This opportunity is limited to 3 companies.*



## Pre-meeting Attendee Mailing List \$500

The CNS provides one complimentary mailing list you're your booth that is available approximately one month before the

2019 CNS Annual Meeting, the attendee mailing list is a great opportunity to plan ahead for the meeting and to utilize to send out a physical mailing inviting attendees to visit your booth or sponsored event. Lists contain institutions and physical mailing addresses only. Should you wish to get a more complete list closer to the meeting or send out more than one communication, additional lists may be purchased.



## Post-meeting Attendee Mailing List \$750

Available approximately 45 days post 2019 CNS Annual Meeting, the attendee mailing list is a great opportunity to follow up with meeting attendees. Lists contain institutions and physical mailing addresses only.

## Program Book Cover Ad \$6,000

The CNS Program Book provides attendees a handy reference of all key events and exhibitor information. Distributed to all attendees onsite at registration. (Approximately 2500 medical attendees) Place your customized message on one of the covers for all to see.

## Sitting Cubes \$20,000



These sitting cubes are a great way to display your logo, slogan, and company design. Placed throughout the three floors of the convention center, these sitting cubes are a great place for attendees to

rest and recharge while on the move.

## Program Book Interior Ad \$4,500

The CNS Program Book provides attendees a handy reference of all key events and exhibitor information. Distributed to all attendees onsite at registration. (Approximately 2500 medical attendees)

## Door Drop Insert \$4,500

Delivered to all medical attendees on Sunday night, over 650 rooms at the headquarter hotel, this is the perfect opportunity to preview your product launches, in-booth demonstrations, and other activities attendees will not want to miss. (Maximum of two-sided, 8.5" x 11"). Multiple inserts may be purchased.

## Door Drop Bag \$6,000

Stand out from the rest by including your logo and message on the bag that will hold all inserts delivered to attendees before the exhibit hall opens.



## Badge Lanyards \$15,000

Place your brand front and center with every Annual Meeting attendee. Pricing Options available for CNS to handle production and expenses, or alternatively for your company to produce and cover expenses of production.





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### NEW Registration Insert \$6,000



Provided to all attendees at registration, this is the perfect opportunity to preview your products, and gain information about your company. Maximum size of piece is 8.5" x 11", double sided.

### Registration Bags \$15,000

Put your company logo and product information in the hand of every Annual Meeting attendee. Your company selects and produces the bag of your choice and can insert up to one promotional/product literature piece per bag (all items subject to CNS approval.) Will be given to all attendees as they register on-site. Options available for CNS to handle production at additional cost.



### Carpet Footprints \$12,500



Help attendees find your booth with these directional floor advertisements. This sponsorship includes shoeprints—featuring your chosen artwork—leading from the entrance of the exhibit hall to your booth.

*This opportunity is exclusive to one company.*

### Carpet Stamp at Entrance to Exhibit Hall \$15,000

Your logo or advertisement will be prominently displayed at the entrance to the exhibit hall.



### Escalator Wraps \$20,000

Your logo or advertisement will be prominently displayed on the interior panels of the escalators between levels in the convention center. Opportunity includes 4 panels and 1 runner. Multiple locations available.



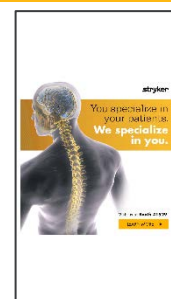
### Escalator Floor Decals \$15,000

Your logo or advertisement will be prominently displayed at the top or base of the escalators. Multiple locations available.



### Mobile App Splash Page \$10,000

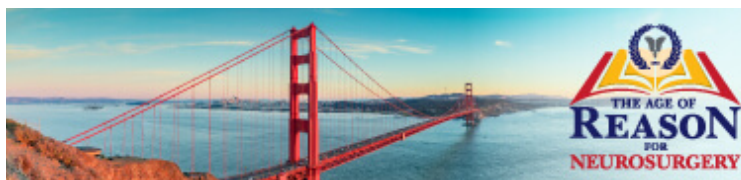
This is an exclusive opportunity to have your company artwork displayed every time an attendee launches the CNS 2019 Mobile App.



### Mobile App Banner Ad \$5,000

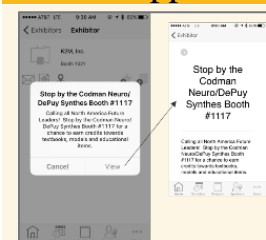


This is a limited opportunity to have your company banner ad be displayed 25% of the time while attendees use the CNS 2019 Mobile App. *This opportunity is limited to 4 companies.*



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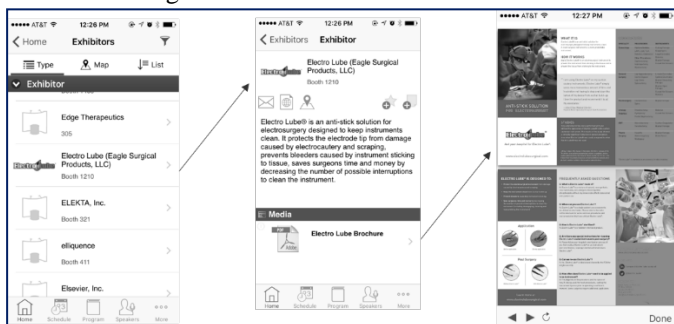
### Mobile App Push Message \$7,500



Limited to three messages per day, the CNS will distribute your product/booth information to an opt-in list of attendees via push message during the Annual Meeting.

### Mobile App Enhanced Listing \$500

If you're not ready for banner advertising, an enhanced listing is an easy cost-effective way to gain additional exposure at the Annual Meeting. This will include a display of your logo as well as links to your product information and literature in your exhibitor listing.



### CNS Social Media \$5,000/message

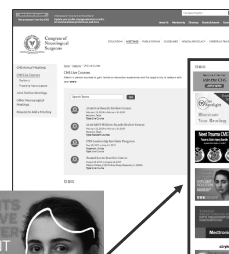
Limited to three messages per day, the CNS will distribute your product/booth information via Twitter and Facebook during the Annual Meeting.



### Beverage Breaks \$7,500 Each

Beverage Breaks take place in the exhibit hall for 1 hour each, with a total of 5 breaks over the course of the 3 days. Support of these daily beverage breaks in the exhibit hall includes signage onsite, recognition in the program book, and the opportunity to brand the beverage stations. (Napkins, cups, etc. at company expense.)

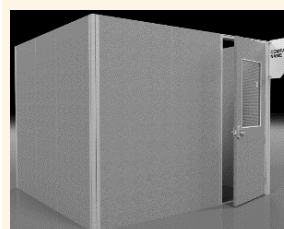
### Sponsor Ad-Skyscraper on CNS Website \$6,000\*



Promote new product launches or just highlight your company year round with a skyscraper advertisement on one or more pages within the CNS Website.

\*This is available in 6 month increments for \$6,000.

### Meeting Suite \$3,300 per 10'x10'



If you are looking for a more private place to conduct your business then your booth, meeting space is just what you need. Room sizes can be created in most configurations, and are conveniently located on the second floor, so both you and

your customers can take care of business without having to travel far. Cost includes carpeted suite, listing on convention map, and signage with company logo outside of suite. (Furniture and electric needs to be order through Freeman at the expense of the company.)

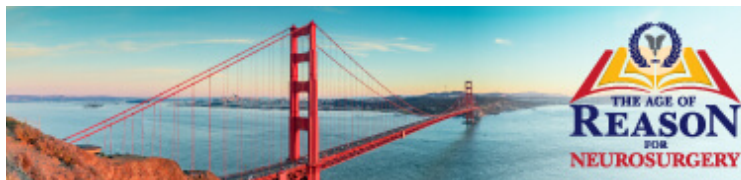
*See additional sheet for location information.*

### Additional Branding Available

Options at Headquarter Hotel, Convention Center, and City-Wide. Please contact staff if interested.







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## EDUCATIONAL GRANT OPPORTUNITIES

### Symposia Educational Grant \$25,000

The CNS provides twenty full day pre-meeting symposia. These full-day, pre-meeting symposia offer didactic CME lecture on various topics. Support of one or more of these courses with an educational grant will result in recognition in program book, mobile app, website, and onsite signage.

*Please see the Agenda for this year's list of Symposia.*

### Complimentary Resident Course Registration \$10,000



Your \$10,000 grant can be applied to either 110 Lunch Seminar tickets, 45 Dinner Seminar tickets or 20 symposia, or any combination thereof. Support of this opportunity will result in recognition in program

book, mobile app, website, and onsite signage.

### Complimentary Resident Meeting Registration \$17,500

Provide an educational grant for 100 Resident Member Registrations. This opportunity provides complimentary Annual Meeting Registration to the first 100 Resident Members who register to attend. Support of this opportunity will result in recognition in program book, mobile app, website, and onsite signage.

### Luncheon Seminar Educational Grant \$10,000

Support continued learning during our CME luncheon seminars that take place Monday October 21<sup>st</sup>- Wednesday October 23<sup>rd</sup> from 12:15 pm – 1:45 pm. These sessions provide CME credit to attendees. Support of this course will result in recognition in program book, mobile app, website, and onsite signage.

*Please see the Agenda for this year's list of Lunch Seminars.*

### Honored Guest Grant \$25,000

Show your support of our Honored Guest, Dr. Raymond Sawaya. Opportunity includes support of the Honored Guest luncheon on Monday, October 21 from 12:15-1:45, as well as the three talks on the General Session Stage on Monday, Tuesday, and Wednesday. Benefits of support include recognition via onsite signage, in the printed program book, on the mobile app, and an announcement made during the Honored Guest Lunch.

### General Meeting Educational Grant \$1,000+

If you want to support the CNS Annual Meeting in general and do not want to apply it to a specific course or session, a general meeting grant would be the route to go. Support through a general educational grant will result in recognition in program book, mobile app, website, and onsite signage.



## CONTACT US

Please reach out if you have any questions or would like to participate in any of the above opportunities. Is there something you would like to do that isn't shown above? Just ask, we will do our best to work with you to ensure a successful meeting. Thank you for your support of the CNS and its activities.

**Sandy Englander**

Corporate Development Coordinator

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