

# INDUSTRY SUPPORT PROSPECTUS

*Sponsorships, Advertising, Educational Grants & Branding*



CNS

| **2023** ANNUAL  
MEETING

IMAGINE  
INNOVATE  
INSPIRE

WASHINGTON, D.C. • SEPTEMBER 9-13, 2023



## 2023 Industry Allies Council Support Benefits & Recognition

Support consists of **Sponsorships, Educational Grants, and Advertising** throughout the year supporting CNS Online Education, CNS Live Courses, and 2023 CNS Annual Meeting (Washington, DC). Support also includes **Exhibit Booth Space** at the 2023 CNS Annual Meeting (Washington, DC). Total support contribution is determined by the opportunities acquired for activities taking place from **January 1, 2023 – December 31, 2023**.

BENEFITS	Transformational	Ambassador	Premier Partner	Partner	Collaborator	Associate
<b>Logo Acknowledgement at CNS Annual Meeting</b>						
Logo on All Supporter Thank You Banner at the 2023 CNS Annual Meeting (convention center/exhibit hall)	X	X	X	X	X	X
Individual banner at the 2023 CNS Annual Meeting	1 Double-Sided	1 Single-Sided	1 Single-Sided	1/2 Single-Sided		
Logo on All Supporter Thank You Meter boards at the 2023 CNS Annual Meeting (convention center/exhibit hall)	X	X	X	X	X	X
Individual meter board at the 2023 CNS Annual Meeting	4 Double-Sided	3 Double-Sided	2 Double-Sided	1 Double-Sided	1 Single-Sided	
Logo acknowledgement in the Meeting Mobile App within Exhibitor Listing	X	X	X	X	X	X
Logo on All Supporter Thank You Slide (Walk-in Slides during all GSS, Sunrise and Section Sessions)	X	X	X	X	X	X
Individual Logo Thank You Slide (Walk-In Slides during all GSS, Sunrise and Section Sessions)	X	X	X	X		
<b>Logo Acknowledgement (Year-Round)</b>						
Logo on All Supporter Thank You in the Year End Report	X	X	X	X	X	X
Year-round logo on the CNS web site.	X	X	X	X	X	X
Year-round profile on CNS web site Industry Allies Council Page (includes hyperlink and 20-word description)	X	X	X	X	X	
Logo in the 2024 CNS Annual Meeting Preliminary Program Book by supporter level (Spring 2024)	X	X	X	X	X	X
Logo on Recognition signage at all CNS Live Courses	X	X	X	X	X	X
Logo on All Supporter Thank You Slide (Walk-in Slides during Live & Virtual Courses)	X	X	X	X	X	X
Individual Logo Thank You Slide (Walk-In Slides during Live and Virtual Courses)	X	X	X	X		
Acknowledgement in Industry Allies Council Ad – 6 issues of Neurosurgery annually	X	X	X	X	X	X
Acknowledgment in Industry Allies Council Ad – 6 issues of Operative Neurosurgery annually	X	X	X	X	X	X

## 2023 Industry Allies Council *Support Benefits & Recognition*


<b>BENEFITS</b>	<b>Transformational</b>	<b>Ambassador</b>	<b>Premier Partner</b>	<b>Partner</b>	<b>Collaborator</b>	<b>Associate</b>
Individual half-page acknowledgement in the Spring 2024 issue of Congress Quarterly.	X	X	X			
Recognition in logo banner on CNS email communication - 2 annually	X	X	X	X	X	
<b>Verbal Acknowledgement</b>						
Podium Recognition during the CNS Annual Meeting opening & closing session	X	X	X	X	X	X
Podium Recognition during any supported course stating IAC level.	X	X	X	X	X	X
Award Announcement and Presentation during Tuesday General Scientific Session	X	X	X	X		
Opportunity for 2-3 Minutes Speaking Time during Tuesday GSS Award Announcement	X					
Podium recognition during all live CNS programs stating IAC Level	X	X	X	X		
<b>Electronic Communications</b>						
Thank you message via CNS social media stating IAC Level with all companies	X	X	X	X	X	X
One-time individual feature via CNS social media outlets annually-CNS provides content	X	X	X	X		
One-time individual feature via CNS social media outlets annually-Company provide content	X	X				
Individual feature article in one CNS e-newsletter annually (CNS Weekly News) -Company provide content	X	X	X			
Individual banner ad on CNS website	Year-Round	6 months	3 months			
<b>Print Communications</b>						
Complimentary CNS Member mailing list	2 times	2 times	2 times	1 time		
Editorial Feature in one (1) issue of the Congress Quarterly.	X	X	X	X		
<b>CNS Annual Meeting</b>						
Badge Ribbons at the 2023 CNS Annual Meeting stating support level	X	X	X	X	X	X
Priority Booth Picks for the 2024 CNS Annual Meeting in order of support	X	X	X	X	X	X
Housing Reservations prior to General Exhibitor Block in order of support	X	X	X	X	X	X
Early Move-in at the CNS Annual Meeting	Thursday (PM)	Thursday (PM)	Thursday (PM)	Thursday (PM)	Friday (AM)	Friday (AM)
Discount on purchased advertising opportunities	25%	20%	15%	10%	5%	2.5%

## 2023 Industry Allies Council *Support Benefits & Recognition*

<b>BENEFITS</b>	<b>Transformational</b>	<b>Ambassador</b>	<b>Premier Partner</b>	<b>Partner</b>	<b>Collaborator</b>	<b>Associate</b>
<b>Networking Benefits</b>						
Seat for company representative on the CNS Industry Allies Council which meets twice annually.	6	5	4	3	2	1
Opportunity to meet with CNS Executive Committee Members	4	4	2	2	1	1
Complimentary tickets to the CNS Opening Reception (held during the Annual Meeting)	12	10	8	6	4	2
Invitations to the CNS International Reception (held during the Annual Meeting)	12	10	8	6	4	2
Invitations to the CNS President's Reception (held during the Annual Meeting)	8	6	4	2	0	0

### Support Levels

Transformational	\$800,000+
Ambassador	\$500,000 - \$799,999
Premier Partner	\$250,000 - \$499,999
Partner	\$100,000 - \$249,999
Collaborator	\$50,000 - \$99,999
Associate	Up to \$49,999

Thank You for your support of the  
 Congress of Neurological Surgeons

*\*To qualify for the "Associate" level and receive the above benefits, support must include the following:*

*Support via **Sponsorship** or **Educational Grant**. Advertising and Exhibits will contribute to the total of your support, but will not count towards a Support Level without **Sponsorship** or **Educational Grant** Contribution.*

*Collaborator, Partner, Premier Partner, Ambassador, and Transformational levels must have a minimum of \$15,000 in Sponsorships or Educational Grants.*

*If you would like additional information, please contact your dedicated Industry Relations & Sales Representative:*

*Colleen Dunphy: ([cdunphy@cns.org](mailto:cdunphy@cns.org)), Alex Waszok: ([awaszok@cns.org](mailto:awaszok@cns.org)), Stephanie Garrow: ([sgarrow@cns.org](mailto:sgarrow@cns.org))*



# SPONSORSHIP OPPORTUNITIES

## Device Innovation Showcase \$6,000

Give attendees a glimpse of your newest products, services, and technologies by demonstrating them live from our Technology Theater during the Afternoon Break on Monday and Tuesday. **SOLD OUT** Make a greater impact by inviting one of your reputable consultant physicians to deliver the presentation. Standard A/V set is included (projector, screen, podium, and microphone.) Accommodations can be made for 3-D or VR presentations (additional fees apply). Recognition of your session via onsite signage and Annual Meeting Mobile App. *Cost is for one 10-minute session. Multiple sessions may be purchased to allow for more time.*



*\*Recordings are available for purchase upon request.*

## Lunch Symposium (Non-CME) \$30,000

This opportunity 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 a neurosurgical topic of your choice on Monday or Tuesday, (September 11 or 12). And to help you attract more medical attendees, the CNS does not allow any other lunch symposium on a similar topic to take place during your session. This opportunity includes the use of a lecture space that can accommodate up to 100 attendees; a standard A/V set (projector, screen, podium, microphone) and recognition of your symposium via onsite signage and the Annual Meeting Mobile App. Sponsoring company is responsible for arranging food and beverages with the convention center caterer. The CNS can facilitate online pre-registration for the symposium, and the sponsoring company can distribute promotional materials at the exhibit hall entrance. **SOLD OUT**

*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 Sponsors.*



## SYM Course: Breakout Session \$15,000

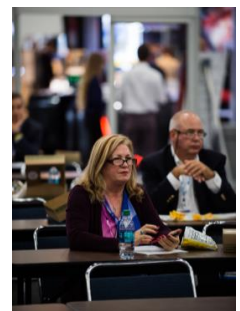


There will be two full day pre-meeting symposia courses. These courses offer didactic CME lecture on various topics. Utilize this time to host a hands-

on training session or demonstration on the technology and product of the sponsoring company's choice. There will be a morning break and an afternoon break for each symposia course on Saturday and Sunday. Choose from a variety of sub-specialty topics, and the CNS will bring in the audience as well as provide the beverages. This opportunity includes an exclusive timeslot for 30 minutes in a lecture space during one of the non-CME beverage breaks, a standard A/V set (projector, screen, podium, microphone), and recognition of your session via onsite signage and the Annual Meeting Mobile App. **Here is the link to view:** [Symposia Courses at 2023 CNS](#)

## SYM Course: Lunch Session \$25,000

During the full day pre-meeting symposia courses, there will be a lunch break for all of the medical attendees and industry representatives, which allows for additional networking time. This opportunity includes an exclusive 45 minute breakout lunch session on Saturday or Sunday, in which your company can educate the attendees on the technology/product of your choice. This opportunity includes the use of a lecture space, a standard A/V set (projector, screen, podium, microphone) and promotion of your lunch session. Food and beverage will be provided by the CNS.



**Here is the link to view:** [Symposia Courses at 2023 CNS](#)

**\*\*\*SYM13 & SYM14 Lunches are sold out**

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

This unique opportunity provides a forum for you to hold a hands-on workshop in a private setting. Take advantage of placing your latest technology in the hands of the neurosurgeon attendees! This opportunity is a two-hour time slot on Monday or Tuesday. It includes the use of one lab station and recognition of your session via onsite signage and the Annual Meeting Mobile App....**Anatomical specimens, C-Arms, and other specialty equipment must be ordered through our cadaver lab partner, MERI.**



## 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.



Connect with your target neurosurgical audience by hosting this half-hour networking reception prior to a scheduled dinner

seminar. Opportunity includes promotion of your reception via onsite signage and the meeting's mobile app.

## International Reception \$15,000

Gold, Silver, Bronze.....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. Support includes invitations to attend and promotion of your support and ability to provide branded napkins or cups.

*This opportunity is open to two industry sponsors.*

## Live Surgery \$60,000

Our live surgery sessions take place in the CNS Xperience Lounge within the Exhibit Hall. This dynamic experience brings attendees right into the OR via telemedicine technology. Your company will be front and center as experts walk attendees through a surgical procedure featuring your cutting-edge approaches and technologies. These 30-minute presentations will take place during the morning breaks on Monday, Tuesday and Wednesday. This opportunity includes

**SOLD OUT**



A/V and an enhanced theater experience, as well as promotion of the session. Company sponsors are responsible for choosing a topic, faculty, and institution.

**\*Recordings are available for purchase upon request.**

## Beverage Break Sponsor \$12,500 each

Beverage Breaks take place in the exhibit hall for 1 hour each. There are five (5) breaks over the course of the three days. Support of these daily beverage breaks in the exhibit hall includes promotion and the opportunity to brand the beverage stations. Napkins, cups, and any other promotional materials are at your company's expense.



## Satellite Symposium

**Pricing Range: \$5,000 - \$20,000**



The CNS goes to great lengths to gather over 2,500 surgeons and allied professionals to Washington, D.C.

This year we're expecting even greater attendance numbers based on over 3,000 abstracts received. Hosting a satellite symposium event allows your company to bring targeted educational experiences to an elite audience. The pricing ranges from \$5,000 to \$20,000 depending on how many invited and expected surgeons/physicians are attending.

**Please contact [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org) with your invited and expected attendee count.** The CNS will provide you with an Application. The CNS will provide access to medical attendee registration lists for invitation purposes and will inform about any CNS Social Events that are taking place on the same evening.

Timeframes: Saturday from 4:15pm–10:30pm, Sunday from 8:30–10:30pm, and Monday and Tuesday from 7:15–10:30pm.

### CNS Resident Social Sponsor

Gold - \$15,000, Silver - \$10,000, Bronze - \$5,000

*Date:* Saturday, September 9th, 5:00 - 7:00pm

*Location:* Planet World Museum

#### Sponsor Levels:

- **GOLD \$15,000**
  - (6) Invitations for representatives to attend
  - Recognition via on-site signage and Meeting Mobile App
- **SILVER \$10,000**
  - (4) Invitations for representatives to attend
  - Recognition via on-site signage and Meeting Mobile App
- **BRONZE \$5,000**
  - (2) Invitations for representatives to attend.
  - Recognition via on-site signage and Meeting Mobile App



### L. Nelson Hopkins Symposium \$25,000

*Date:* Sunday, September 10th, 8:00 am - 4:15 pm

*Location:* Washington Convention Center

#### Support includes:

- (4) Invitations for representatives to attend
- Recognition via on-site signage, on-site podium announcement, and Meeting Mobile App

The **L. Nelson Hopkins Symposium** will be devoted to *Endovascular Neurosurgery* and focus on topics related to:

- Endovascular Oncology
- Endovascular Functional
- Aneurysm Treatment
- Transvenous AVM Treatment
- Stroke
- Carotid Disease
- Hydrocephalus
- Trauma

### CNS SANS Challenge Sponsor

Gold - \$15,000, Silver - \$10,000, Bronze - \$5,000

#### **Resident SANS Challenge Preliminary Rounds**

*Date:* Sunday, September 10th, 1:00 – 3:00pm

#### **Resident SANS Challenge Championship Round,**

*Date:* Tuesday, September 12th, 1:45 - 2:45pm

#### Sponsor Levels:

- **GOLD \$15,000**
  - (6) Invitations for representatives to attend Preliminary Rounds and Championship Round.
  - Recognition via on-site signage and Meeting Mobile App
- **SILVER \$10,000**
  - (4) Invitations for representatives to attend Preliminary Rounds and Championship Round.
  - Recognition via on-site signage and Meeting Mobile App
- **BRONZE \$5,000**
  - (2) Invitations for representatives to attend Preliminary Rounds and Championship Round.
  - Recognition via on-site signage and Meeting Mobile App



### Crossroads of Innovation \$3,000

Have a 10-minute presentation ready to share with attendees as they are guided to your exhibit space during Exhibit Hall break times on a rotation basis. Attendees will be guided to participating Crossroads of Innovation Exhibitors for these engaging 10-minute presentations. Your participation will be recognized on the registration site, Annual Meeting Mobile App, and on the agenda during the daily beverage breaks. Submit the [Crossroads of Innovation Sign Up Form](#) to secure your spot!

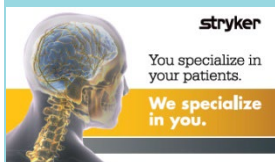


**This opportunity is open to four industry sponsors per neurosurgical specialty:**  
 Tumor, Spine, Pediatrics, Trauma/Critical Care, Functional/Pain, Peripheral Nerve, Cerebrovascular/Endovascular, Anatomy, Education & Research, or Stereotactic/Epilepsy.



# ADVERTISING OPPORTUNITIES

## HQ Hotel Key Cards \$20,000



**SOLD OUT**  
Place your logo and advertisement in the hands of every attendee staying at the headquarter hotel.

Company sponsor is responsible for the production cost and any associated fees in addition to the above price.

## Badge Lanyards \$15,000



**SOLD OUT**  
Place your brand front and center with every Annual Meeting attendee. Production and processing fees are additional.

## Pre-Meeting Attendee List \$1,000



After the complimentary attendee registration list is provided to all exhibitors (1 month prior to meeting), this is an opportunity to purchase an updated attendee registration list closer

to the meeting's start date. All lists contain only names, institutions, physical mailing addresses, and membership status.

## Post-Meeting Attendee List \$1,500

Available approximately 45 days after the 2023 CNS Annual Meeting, this attendee registration list is a great opportunity to follow up with meeting attendees. All lists contain only names, institutions, physical mailing addresses, and membership status.

## Registration Insert \$6,000

This is provided to all medical attendees at registration, and it is the perfect opportunity to preview your products, technology and allow each attendee the chance to gain the most up-to-date details of your company's offerings in the neurosurgical field. The maximum size of an insert piece is 8.5" x 11", double sided.



## Registration Bags \$15,000



Place your company logo and product information in the hands of every medical attendee. Your company selects the bag and notifies the CNS of your choice. Once approved, you are able to

produce one (1) piece of product literature which will be inserted into each registration bag that will be provided to all medical attendees once they are registered on-site.

Company sponsor is responsible for the production cost and any associated fees in addition to the above price.

## Door Drop Insert \$5,000



Delivered to all medical attendees on Sunday night, over 600 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 \$7,500

Stand out from the rest of the industry crowd by including your company's logo and message on the bag that will hold all inserts delivered to medical attendees at the headquarter hotel on Sunday night, prior to the Exhibit Hall opening the next day.



## Insulated Bottle \$15,000

Help all the medical attendees keep their water cold or coffee hot. Add your name and logo. Handed out at registration to all medical attendees. Corporate supporter pays for production and shipping.

*CNS approval of the bottle design and imprint is needed prior to production.*



## Mobile App Banner Ad \$7,500



This is a limited opportunity to have your company's banner ad displayed 25% of the time at the top of the the 2023 Annual Meeting Mobile App's home screen and hyperlinked to a URL of your choice. Specs are 640 px wide x 160 px high in .PNG file

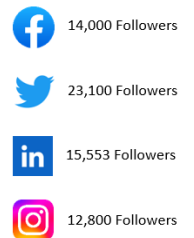
### \*Analytics (average numbers)

- Total Impressions: 9,457
- Unique User Views: 454

## CNS Social Media Message \$12,500

Price is for one (1) social media message. (a company can only purchase up to three messages per day). The CNS will distribute your message with the content of your choice via Facebook, Twitter, LinkedIn, and Instagram.

### CNS Social Media



## Meeting Suite \$6,250 per 10'x10' space



A perfect opportunity to have a more private place to conduct your business in addition to your exhibit booth. The sizes can be created in most configurations, and are located in the Exhibit Hall. Cost includes the suite, listing

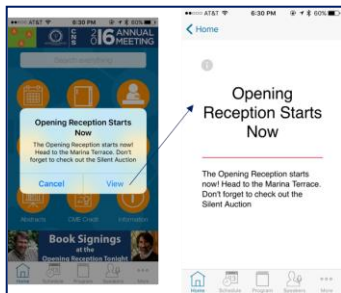
in the Exhibit Hall Map, and signage with company logo outside of the suite. **(Furniture and Electricity to be ordered at the expense of your company)**

## Mobile App Splash Page \$15,000

This is an exclusive opportunity to have your company artwork displayed every time an attendee launches the 2023 CNS Annual Meeting Mobile App which will be used as the main source for the Scientific Program and the meeting's activities.



## Mobile App Push Message \$10,000



Price is for one (1) push message. There is a company limit of three messages per day. The CNS will distribute your push message containing content such as your product/exhibit booth

information to an opt-in list of attendees using the Mobile App during the CNS Annual Meeting.

## Branded Meeting Suites \$2,000 per panel

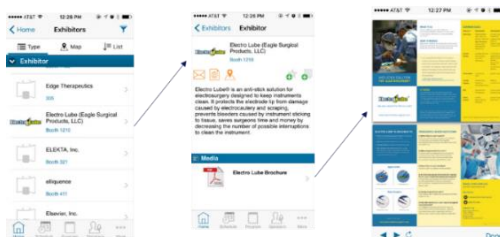
Customize your Meeting Suite with branded flexible panels that can cover your entire suite or just an area that you desire. Panel is 38 1/8" x 87". CNS needs to approve artwork by **8/1/23**.

*(Opportunity is only available to companies with an exhibit booth)*



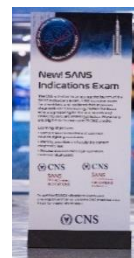
## Mobile App Enhanced Listing \$1,000

An enhanced listing is a easy way to gain additional exposure at the CNS Annual Meeting. This will include a display of your logo, an enhanced profile, as well as links and PDF's leading to your product information and literature.



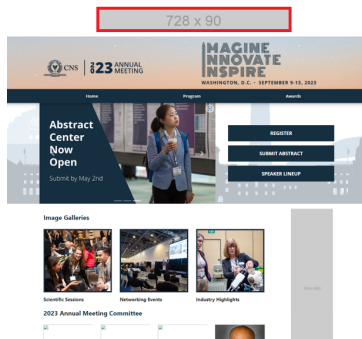
## Meter Board \$7,500 single-sided

\$15,000 double-sided



Design a 38" x 87" inch meter-board advertisement which will be placed by in ACCME compliant areas of the convention center. This board allows for a more detailed, close up message. This opportunity includes production and labor.

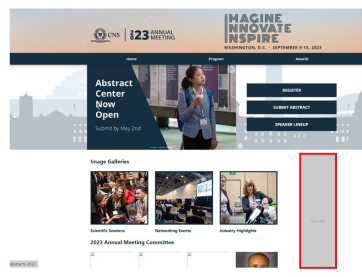
## Leaderboard Ad on CNS Annual Meeting Microsite, Homepage \$7,500 (for 3 months)



Highlight your company with a leaderboard banner advertisement on the CNS Annual Meeting microsite homepage that will rotate between 4 ads. Your ad will be hyper-linked with the link of your choice.

\*Four (4) Leaderboard Banner Ads are available for a minimum of three (3) months. Additional three (3) month increments can be purchased. Specs: 728 px wide x 90 px high.

## Skyscraper Ads on CNS Annual Meeting Microsite \$4,500 (for 3 months)



Highlight your company with a skyscraper advertisement on the CNS Annual Meeting microsite Homepage.



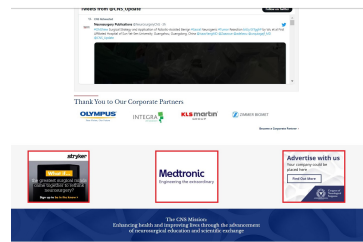
Your ad will also appear throughout the CNS Annual Meeting microsite on the Right Column! Both spots will rotate between 4 ads, and your ad will be hyper-linked with the link of your choice.

\*Four (4) Skyscraper Ads are available for a minimum of three (3) months. Additional three (3) month increments can be purchased.

Homepage Ad Specs: 160 px wide x 600 px high.

Right Column Ad Specs: 240 px wide x 400 px high.

## Rectangle Ad on CNS Annual Meeting Microsite, Footer \$4,500 (for 3 months)



Highlight your company with a stagnant banner advertisement on the CNS Annual Meeting microsite, which will show up on the footer of all ACCME compliant pages. Your ad will be hyper-linked with the link of your choice.

\*Three (3) Banner Ads are available for a minimum of three (3) months. Additional three (3) month increments can be purchased. Specs: 300 px wide x 250 px high.

## E-Daily Banner Ad \$12,500



Gain company exposure through a banner advertisement on the 2023 CNS Annual Meeting E-Daily E-Blast sent to attendees each day of the live meeting. We send one E-blast on each evening of the meeting, giving highlights for what's happening the next day.

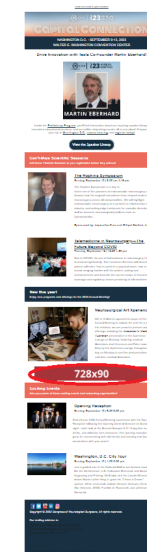
Your ad will be hyper-linked with the link of your choice. This particular offering is reserved only for exhibitors.

\*Limit to One (1) Company per E-Daily.  
Specs: 728 px wide x 90 px high.

### 2022 Open Rates:

Saturday: 68.5%  
Sunday: 64.9%  
Monday: 58.1%  
Tuesday: 52.4%  
Wednesday: 51.7%

## CNS Capital Connection Banner Ad \$12,500



Gain company exposure through a banner advertisement on the 2023 CNS Annual Meeting E-blast, known as the CNS Capital Connection. This weekly E-blast is sent to registered medical attendees for a total of five (5) weeks leading up to the meeting, providing information on exciting events!

Your ad will be hyper-linked with the link of your choice. This particular offering is reserved only for exhibitors.

\*Limit to One (1) Company per E-blast.  
Specs: 728 px wide x 90 px high.



## Floor Shoeprints \$15,000



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

## Floor Decals (*various sizes below*)

Design a floor decal advertisement of your choice which will be placed directly in ACCME compliant areas of the convention center (Exhibit Hall, outside of Exhibit Hall entrance, in front of escalators, etc). Promote your technology in a creative way. This opportunity includes production and labor.

**2' x 2' : \$12,000**

**4' x 4' : \$14,000**

**8' x 8' : \$16,000**

**10' x 10' : \$18,000**



## Branding Opportunities at the Walter E. Washington Convention Center, Marriott Marquis, and City-wide

Please contact your Corporate Development Team: Colleen Dunphy at [cdunphy@cns.org](mailto:cdunphy@cns.org), Alex Waszok at [awaszok@cns.org](mailto:awaszok@cns.org), and/or Stephanie Garrow at [sgarrow@cns.org](mailto:sgarrow@cns.org)

The CNS will provide the options to brand and promote your technology and products on a larger scale at the Walter E. Washington Convention Center, the Marriott Marquis Washington D.C. (which is the CNS Annual Meeting's headquarter hotel) and City-Wide. Options include items such as banners, graphic clings, physical signage, digital signage, etc.

## EDUCATIONAL GRANT OPPORTUNITIES

### Symposia Grant \$17,500

The CNS provides two full day pre-meeting symposia courses that offer didactic CME lecture on various topics. Support of one or more of these courses with an educational grant will result in your company's recognition in the CNS Annual Meeting Mobile App and onsite signage.

### Complimentary Resident Course Registration Grant \$12,500

This grant can be applied to either 110 Lunch Seminar tickets, 45 Dinner Seminar tickets or 20 symposia, or any combination thereof. This support will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Resident Course of your choice.

### Luncheon Seminar Grant \$12,500

Support continued learning during our CME luncheon seminars that take place Monday, September 11 to Wednesday September 13 from 12:20 pm – 1:50 pm. These sessions provide CME credit to attendees. Support of this course will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Luncheon Seminar of your choice. *Program for the 2023 Luncheon Seminars will be provided.*

### Complimentary Resident Meeting Registration Grant \$20,000

This educational grant provides complimentary Annual Meeting Registration to the first 100 Resident Members. This will result in your company's recognition in the CNS Annual Meeting Mobile App and onsite signage.

### Honored Guest Grant \$25,000

Show your support of Honored Guests, Dr. L. Nelson "Nick" Hopkins, III and Dr. Douglas Kondziolka. This opportunity includes support of the Honored Guest Luncheon, as well as the three talks on the General Session stage on Monday, Tuesday, and Wednesday. This support will result in your company's recognition in the CNS Annual Meeting Mobile App, onsite signage, and an announcement made during the Honored Guest luncheon. The Honored Guest Lunch will be complimentary to all residents.

### General Meeting Educational Grant \$1,500+

If you want to support the CNS Annual Meeting and are not sure which specific course or session to apply it to, then a general meeting grant is the route to go. This support will result in your company's in the CNS Annual Meeting Mobile App and onsite signage.

# BRANDING OPPORTUNITIES

*Convention Center & CNS Headquarter Hotel*



CNS

| **2023** ANNUAL  
MEETING

IMAGINE  
INNOVATE  
INSPIRE

WASHINGTON, D.C. • SEPTEMBER 9-13, 2023

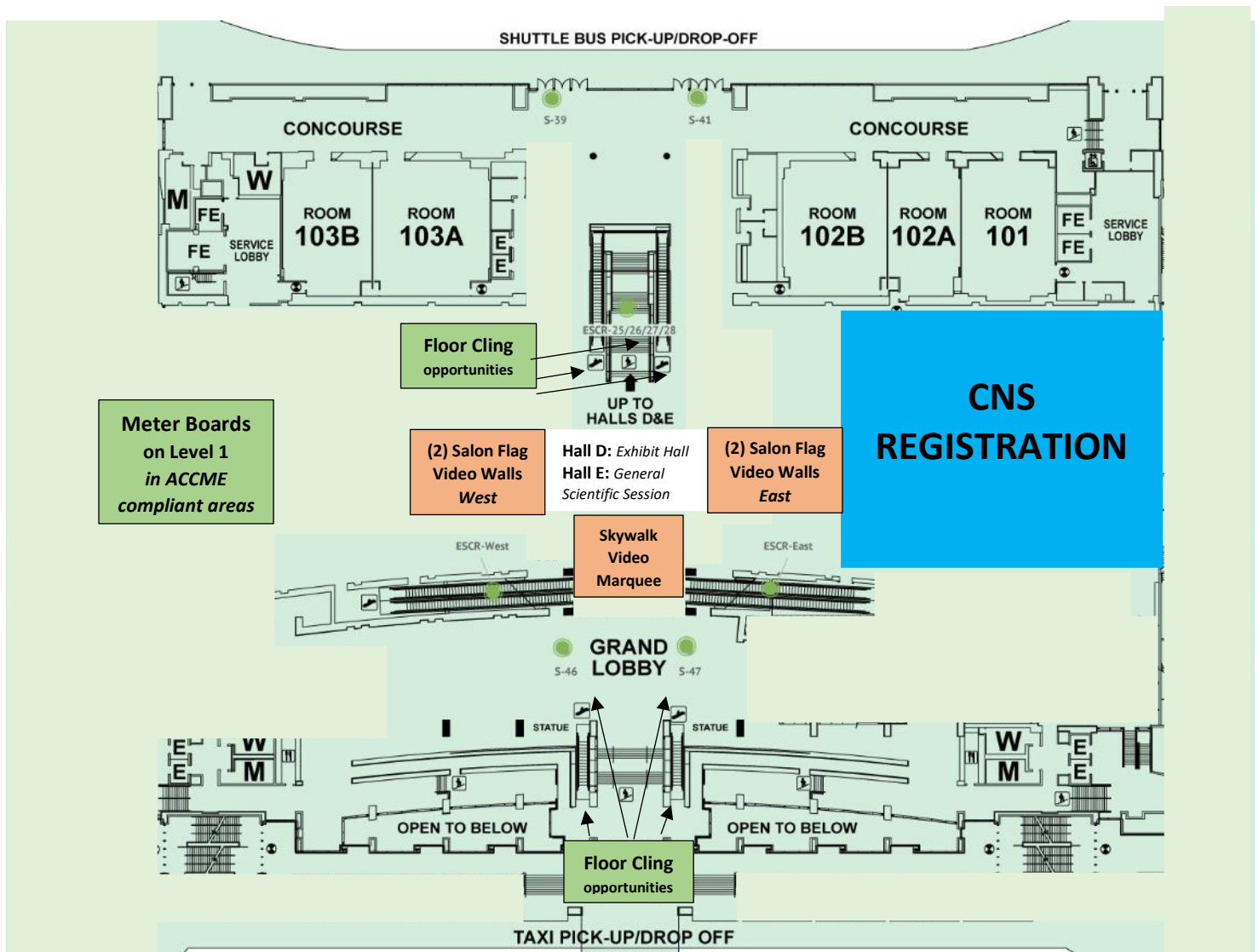




# Walter E. Washington Convention Center

## *DIGITAL SIGNAGE & PRINT BRANDING*

LEVEL 1 (south of L Street): CNS Registration Level & CNS Symposia





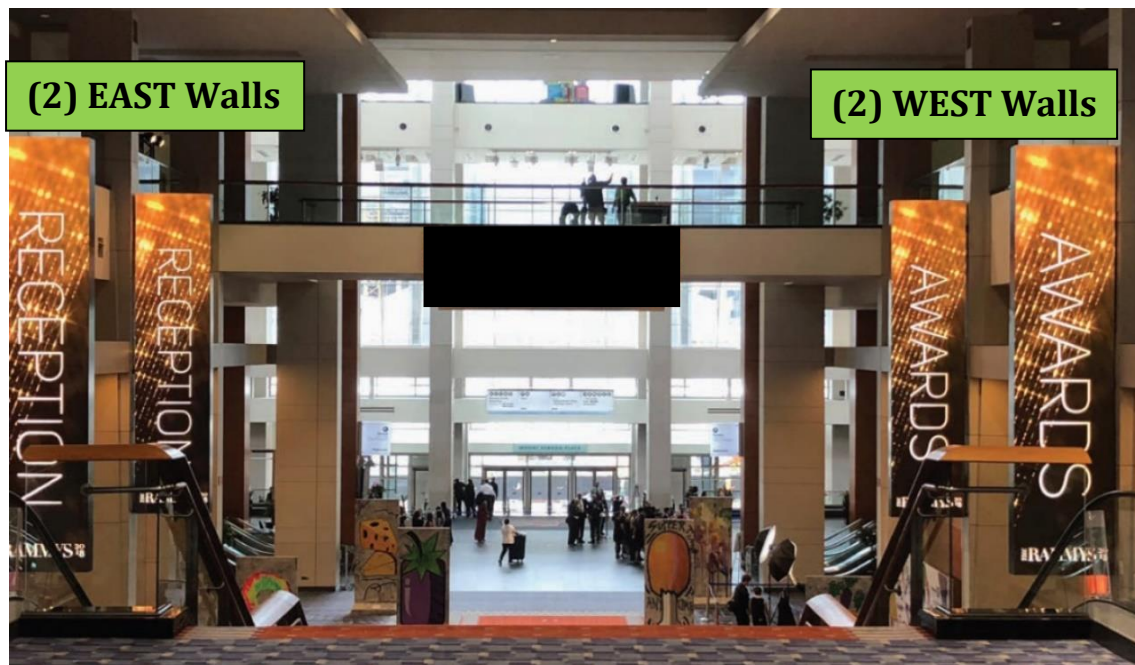


## **DIGITAL SIGNAGE**

**Salon Flags LED Video Walls:** \$20,000 for 20-second timeslot

*\*Maximum of 4 timeslots can be purchased. **1 timeslot has been sold!***

*Attached to the column above east and west sides of the Salon area (CNS Registration)*



**SIZE:** 5ft (w) x 21ft (h) *for each LED Video Wall*

**RESOLUTION:** 384px (w) 1664px (h)

**FILE TYPE:** STILL: .JPEG, .PNG, .TIFF, .PSD, .EPS, .PDF

VIDEO: Quicktime H.264 between 4-9 megabits for video bit rate

**AUDIO Capability:** No

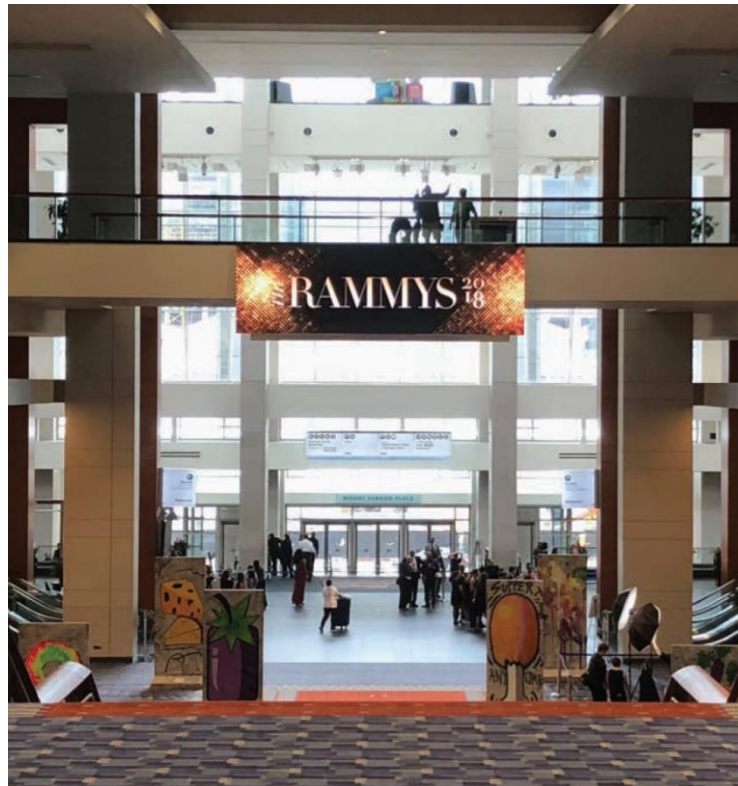
**CONTENT:** all Video Walls will run the same content



**North Skywalk LED Video Marquee:** \$15,000 for 20-second timeslot

*\*Maximum of 9 timeslots can be purchased. **1 timeslot has been sold!***

*Above the Grand Lobby right near the CNS Registration Area*



**SIZE:** 24ft (w) x 7ft (h) *LED Video Wall*

**RESOLUTION:** FULL SCREEN: 1440px (w) x 480px (h)

**FILE TYPE:** STILL: .JPEG, .PNG, .PSD, .EPS, .PDF

VIDEO: Quicktime H.264 between 4-9 megabits for video bit rate

**AUDIO Capability: No**





## **(2) Quantum Video Walls: \$30,000 for 20-second timeslot**

**\*Maximum of 9 timeslots can be purchased. 1 timeslot has been sold!**

*1<sup>st</sup> wall is mobile--- it will be placed by CNS in an ACCME compliant area*

*2<sup>nd</sup> wall is located at the base of the escalator near L Street Concourse Level 1 (refer to Page 16)*

**1st**



**2nd**



**SIZE:** 12ft (w) x 6.75ft (h) *single-sided LED Video Walls*

**RESOLUTION:** FULL SCREEN: 1920px (w) x 1080px (h)

**FILE TYPE:** STILL: .JPEG, .PNG, .PSD, .EPS, .PDF

VIDEO: Quicktime H.264 between 4 megabits for video bit rate

**AUDIO Capability: No**

## **Video Wall on Presentation Stage in Exhibit Hall: \$7,500 for 20-second timeslot**

**\*Maximum of 9 timeslots can be purchased.**

*Content plays Mon through Wed during Non-Beverage Breaks with no Live Surgery activity* **(No Audio Capability)**





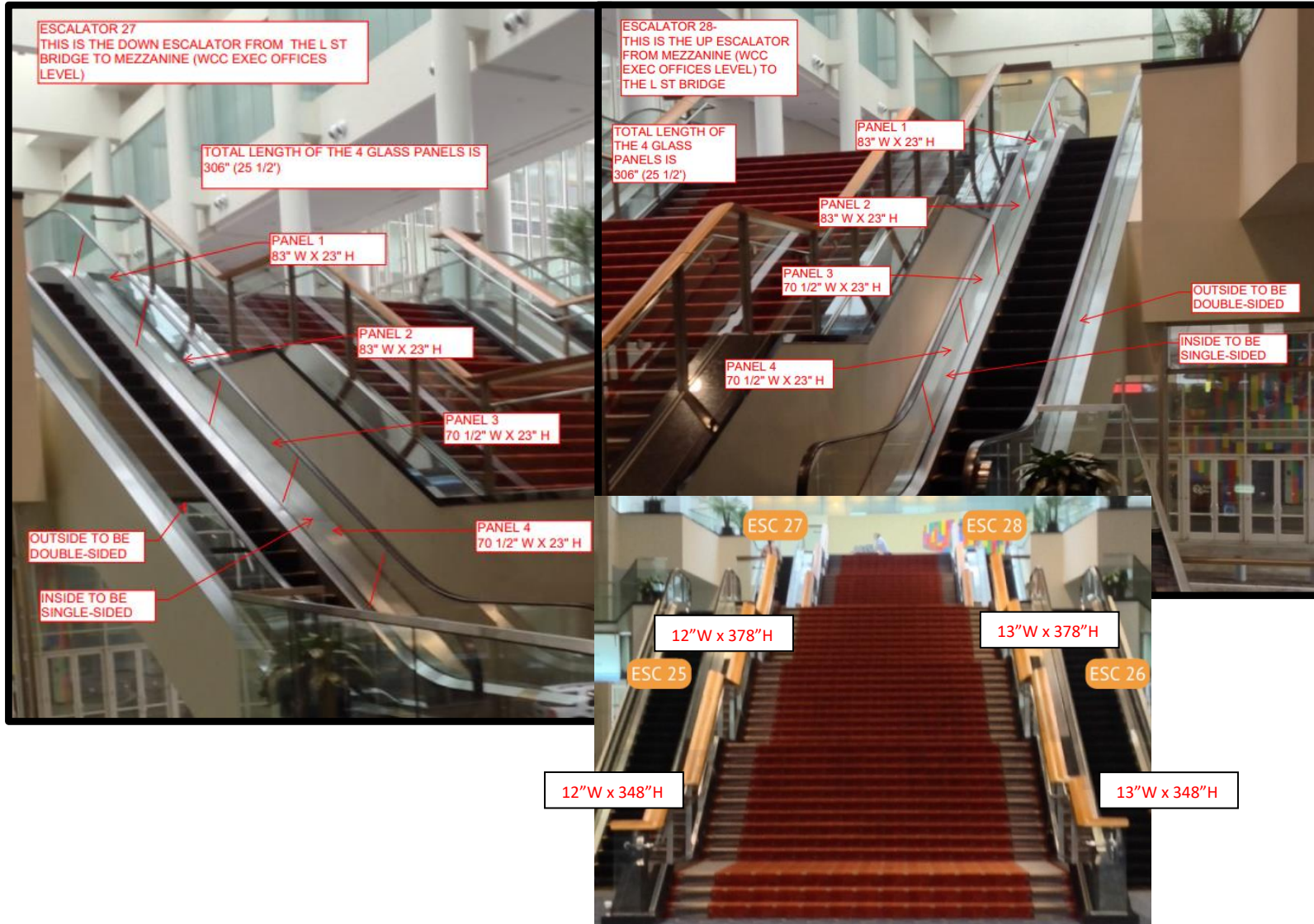
## **PRINT BRANDING**

**Escalator Wrap ( 18 glass panels & 4 runners ) : \$60,000 –**

***SOLD!***

*CNS Registration Level up to L Street Bridge going to 'General Scientific Session & Exhibit Hall'*

- *Location on the Convention Center Map: **ESCR 25/26/27/28***







## Escalator Wrap (continued)

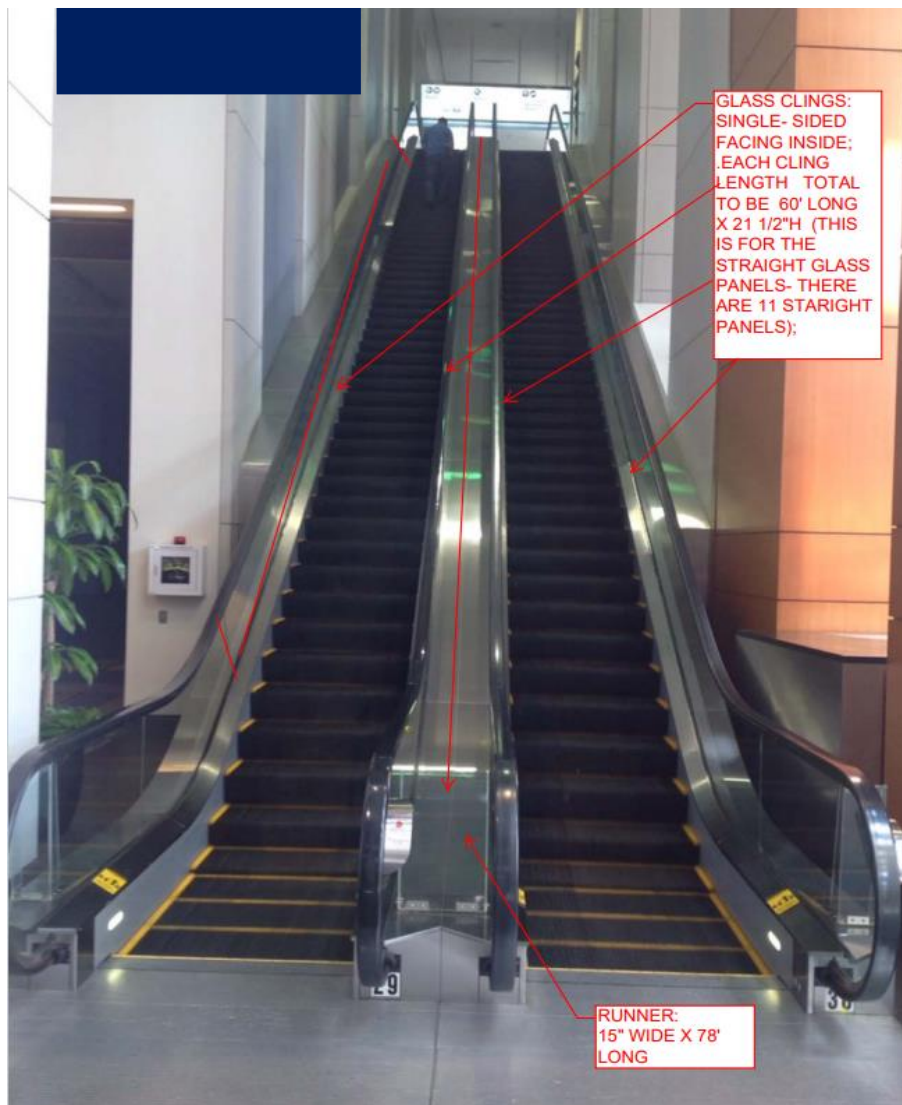




## East Escalator Wrap ( 11 glass panels & 1 runner ): \$45,000

*CNS Registration Level up to Special Symposia, CME Luncheon Seminars, CNS's Committee Lounge*

- *Location on the Convention Center Map: **ESCR East***



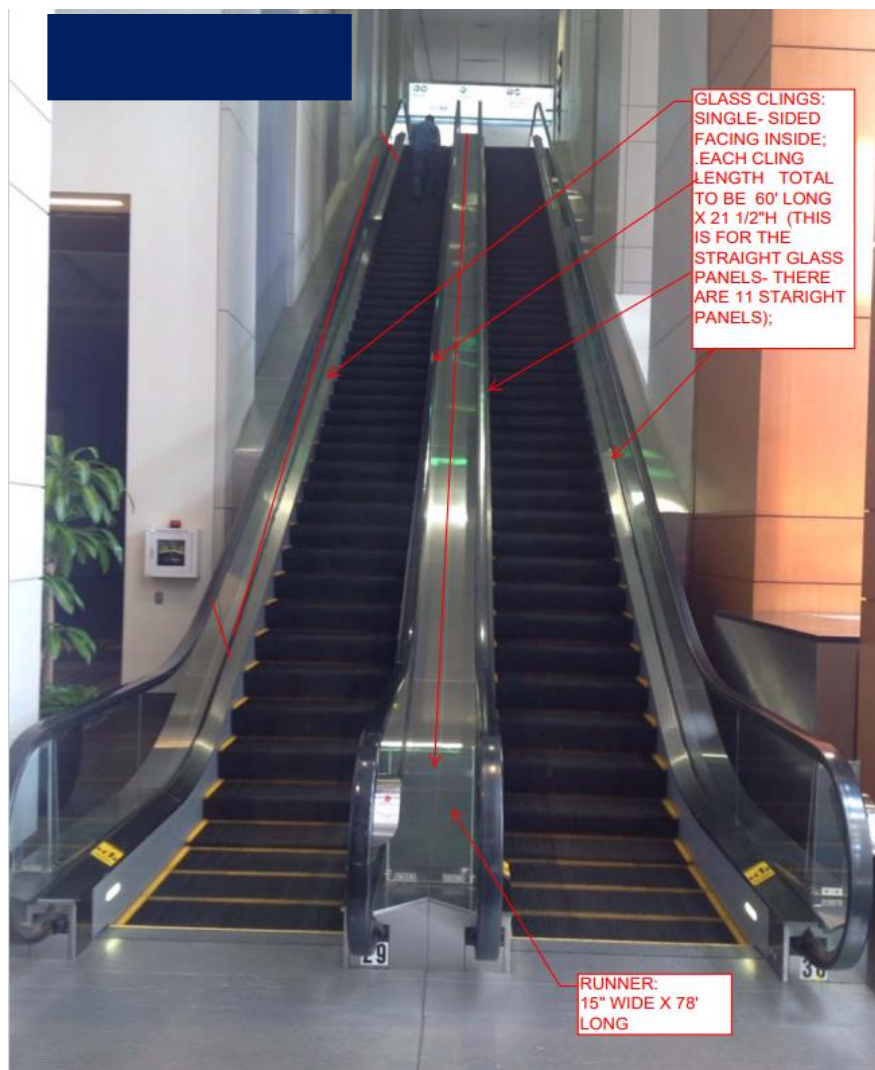




## West Escalator Wrap ( 11 glass panels & 1 runner ): \$45,000

*CNS Registration Level up to the Symposia, ANSPA Session & Industry Sponsored Lunches*

- *Location on the Convention Center Map: **ESCR West***





## **Banner (single-sided): \$15,000**

*Left side exit doors to various CNS Educational Sessions in the next building*

- *Location on the Convention Center Map: **S-39***



## **Banner (single-sided): \$15,000**

*Right side exit doors to various CNS Educational Sessions in the next building*

- *Location on the Convention Center Map: **S-41***







## **Banner (single-sided): \$15,000**

*Left side Grand Lobby of the CNS Registration Level*

- *Location on the Convention Center Map: S-46*



## **Banner (single-sided): \$15,000**

*Right side Grand Lobby of the CNS Registration Level*

- *Location on the Convention Center Map: S-47*





## Floor Clings

*Placement will be in an ACCME compliant area via Level 1 or Level 2*

**3' x 3' : \$13,000**

**6' x 6' : \$15,000**

**9' x 9' : \$17,000**

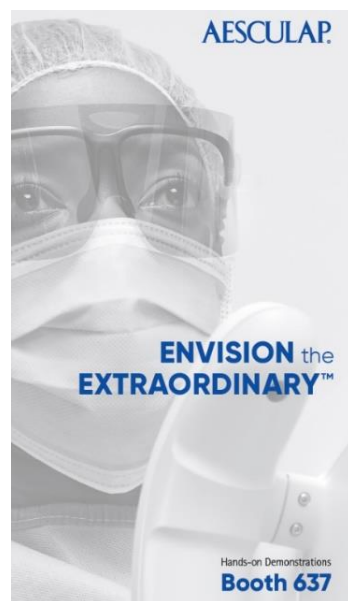


## Meter Boards

**Single-Sided: 38" x 87" : \$7,500**

**Double-Sided: 38" x 87" : \$15,000**

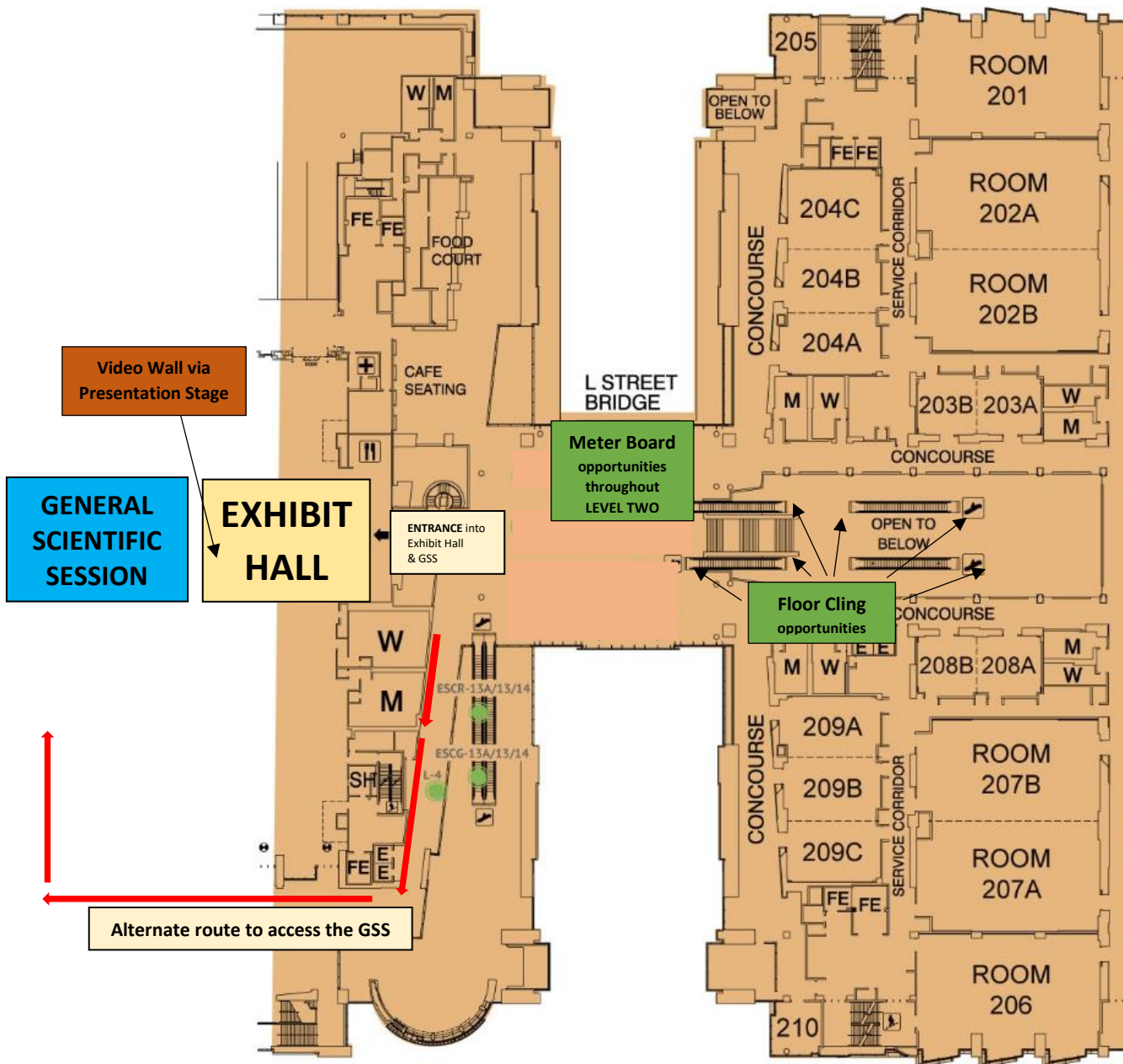
*Placement will be in an ACCME compliant area via Level 1 or Level 2*





**LEVEL 2 (south of L Street): Exhibit Hall & General Scientific Session (GSS)**

*(CNS attendees can walk through the Exhibit Hall to go to the GSS or walk down the corridor)*







## Escalator Wrap: \$50,000

*Up to the Exhibit Hall Entrance and corridor to General Scientific Session Entrance*

- *Location on the Convention Center Map: **ESCG and ESCR 13/A/13/14***





## Banner (single-sided): \$20,000

*Above the escalators heading up to Exhibit Hall & General Scientific Session*

- *Location on the Convention Center Map: L-4*



## Smart Ad Rotating Kiosk: \$40,000

*This is mobile. Placement will be in ACCME compliant area via Level 1 or Level 2*



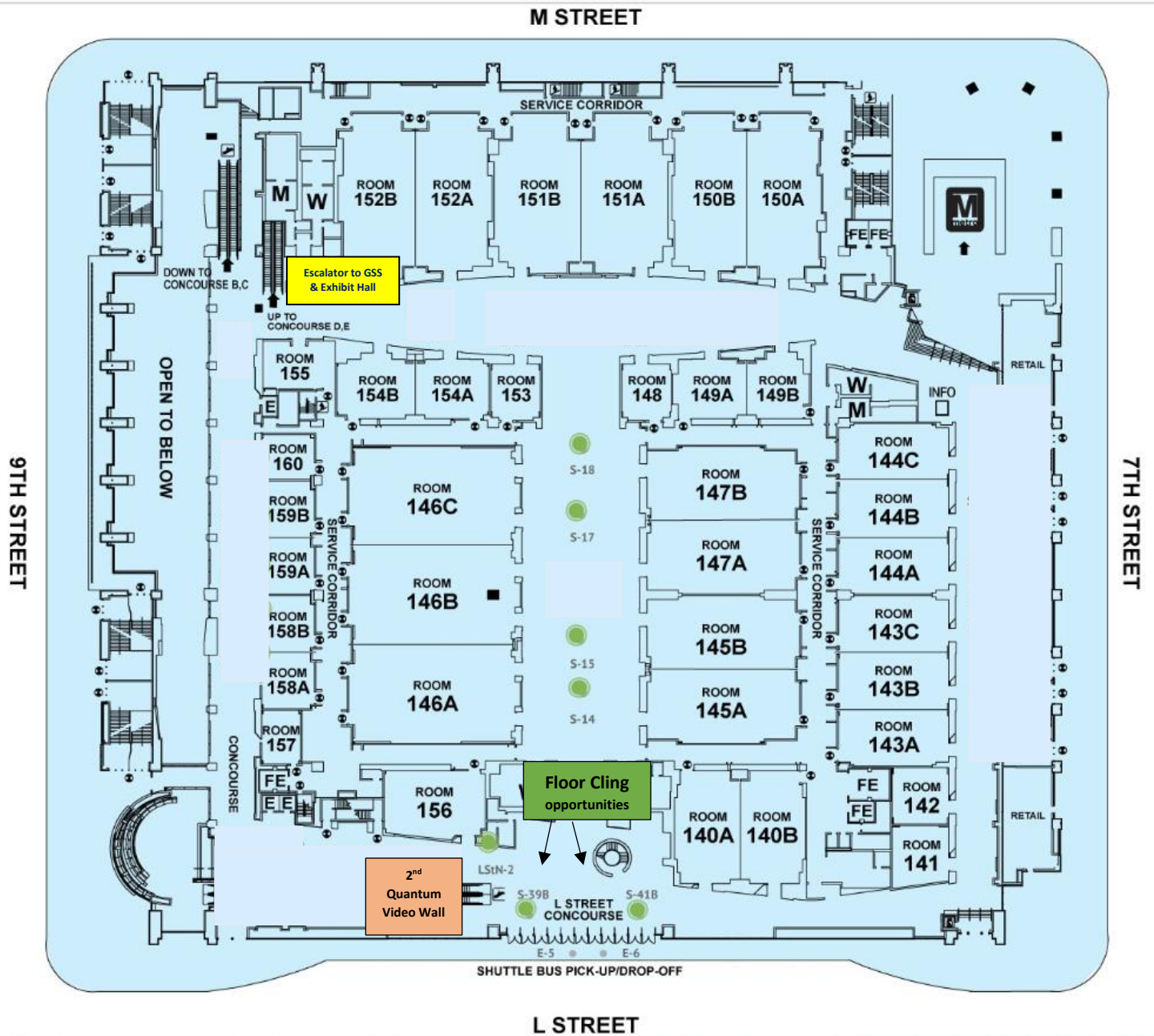
### SPECIFICATIONS

- White laminate finish
- 4 backlit, customized graphics, 42" w. x 68" h.
- Internally lit with LED strip lights
- Rotating on 62" dia. base
- Castors for easy positioning on-site
- Product dimensions: 62" w. x 102" h.
- Total Weight 805 lbs





**LEVEL 1 (north of L Street): CNS Educational Sessions**







## Wall Cling (*single-sided*): \$25,000

*CNS Educational Sessions next door in Room 156 and Rooms down the corridor*

- *Location on the Convention Center Map: LStN-2*





## Banner (single-sided): \$15,000

*Left side of L Street Concourse. Hotels are one block down L Street.*

- *Location on the Convention Center Map: S-39B*



## Banner (single-sided): \$15,000

*Right side of L Street Concourse. Hotels are one block down L Street.*

- *Location on the Convention Center Map: S-41B*





## **Banner (*double-sided*): \$15,000 each**

*CNS Educational Sessions in Rooms 145A to 147B*

- (5) locations: **S-14, S-15, S-17, S-18**
- Consult your CNS Industry Relations Representative for bundle options





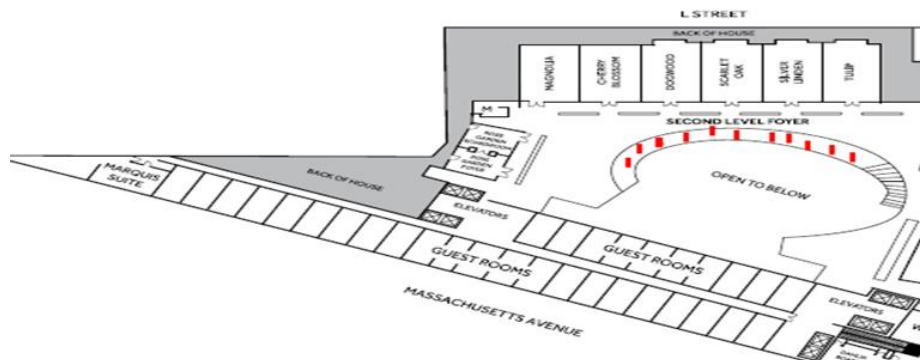


## *Marriott Marquis Washington D.C*

### *CNS Headquarter Hotel*

(Hotel Branding is limited by the Marriott and highlighted areas below are primarily relative to the Opening Session/Reception on Sunday, September 10<sup>th</sup>. Mezzanine Level Glass Panel Branding would be premier and focal point at hotel)

#### Mezzanine Level



**Glass Clings-double sided** located above bar area 12 clings: \$20,000

(12 clings available for industry branding, 12 clings will be CNS branding)

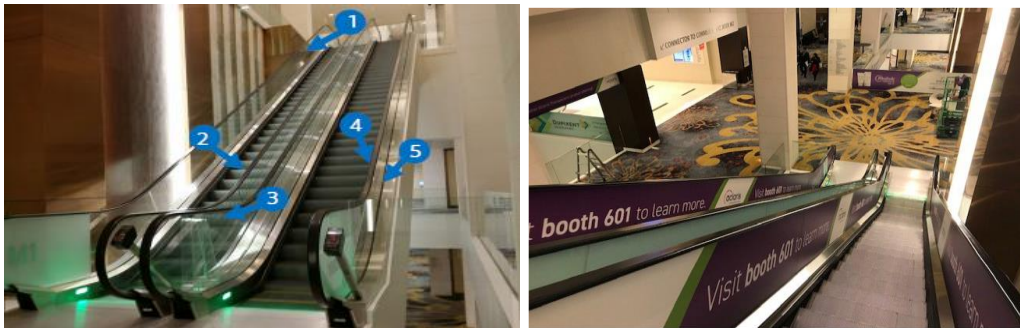




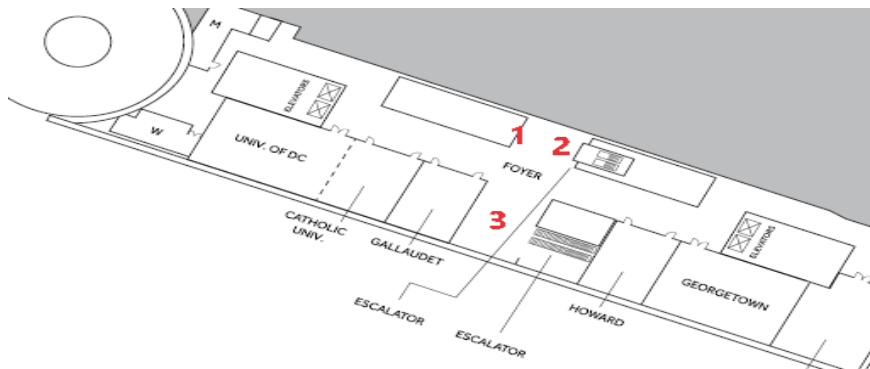
## Lobby Level to M1

(Escalators from Lobby Level to first meeting level – route to Opening Session, Opening Reception and underground pass way to the Walter E. Washington Convention Center)

**Escalator Clings** from lobby level to M1: \$35,000



## M1 Level



**Glass Panel Cling** base of elevator from lobby to M1: \$10,000

1





**Floor Clings:** location is subject to approval. M1 suggested. Other areas are available.

2' x 2' \$12,000

3' x 3' \$13,000

6' x 6' \$15,000

9' x 9' \$17,000



**2** 9' x 9'



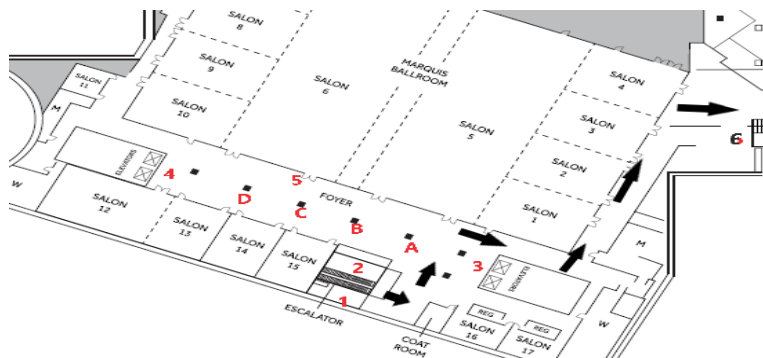
**3** 3' x 3'



**3** 3' x 3'

## M2 Level

(This is the level of the Opening General Scientific Session and Opening Reception located in the Marquis Ballroom, on Sunday, September 10<sup>th</sup>)



**Escalator Clings** located M1 to M2 (4) panels: \$32,500

(4<sup>th</sup> panel double- sided)



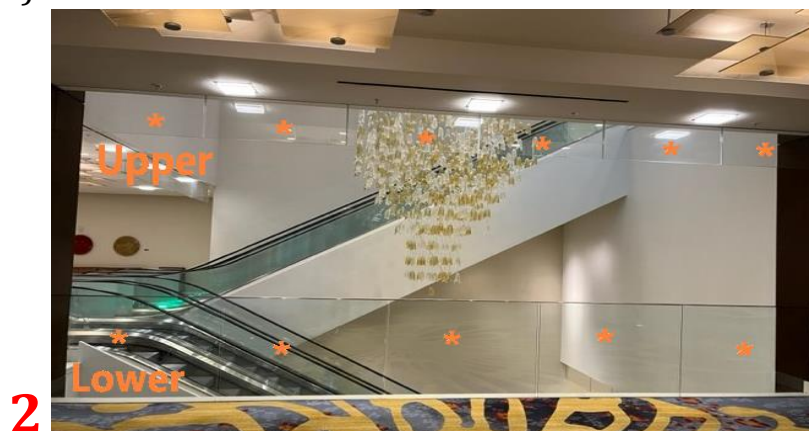




**Escalator Glass Panel** located M2: \$10,000  
(double-sided)



**Glass Panel Clings** located of M2 Escalator Upper & Lower included: \$15,000  
(double- sided)



2

**Elevator Door Clings** located M1-M4 (4 doors) \$30,000

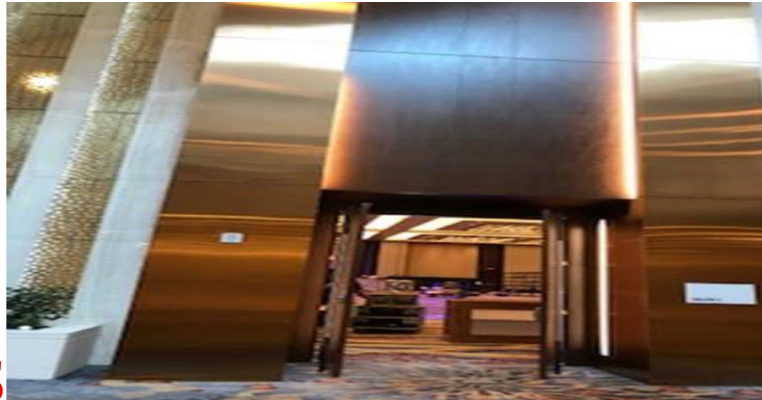
**Elevator Headers** located M2 (4) \$10,000  
(branded on M2 Level)



3 & 4

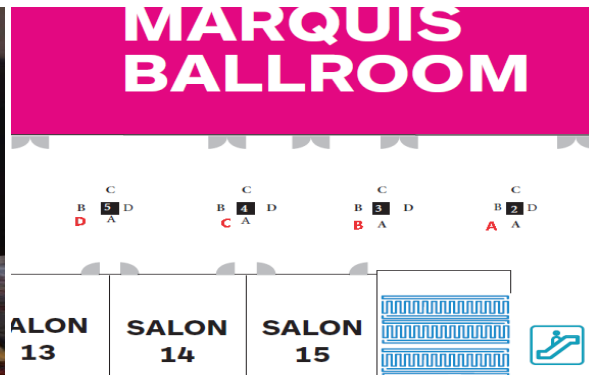
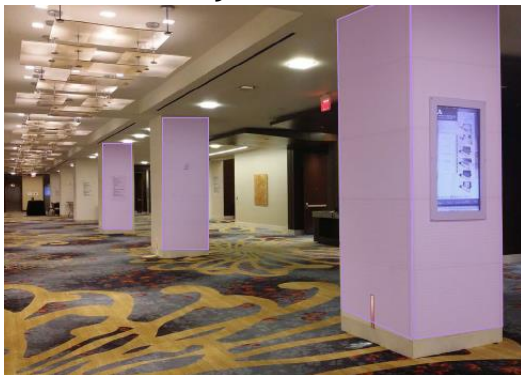


**Doors Clings - Marquis Ballroom (Opening Reception)** located M2: \$15,000



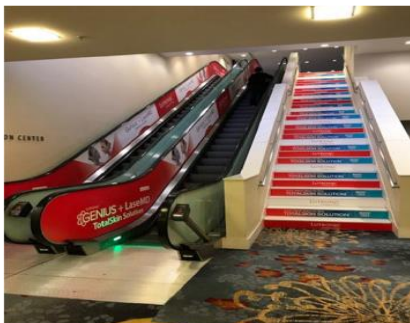
(2 sets of Doors) **5**

**Column Wraps** located M2 outside Opening Reception: \$10,000 each  
(total 4 -A, B, C, D)



**Escalator Clings:** located M2 to Convention Center: \$30,000

**Stair Clings:** located M2 to Convention Center: \$10,000



**6**

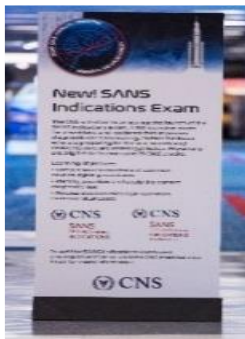


## Meter Boards

Location subject to approval, suggested in M2 hallway to convention center.

**Single-Sided Meter Board** 38" x 87": \$7,500

**Double-Sided Meter Board** 38" x 87": \$15,000



**Artwork - Graphic approval by July 17, 2023**