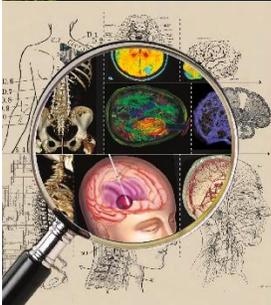


# INDUSTRY SUPPORT PROSPECTUS

*{Sponsorships, Advertising & Educational Grants}*



**CNS**

**2021 ANNUAL  
MEETING**

AUSTIN, TEXAS | OCTOBER 16-20, 2021

**VISION FOR THE FUTURE**

# 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 Theater during the Afternoon Break on Monday and Tuesday. 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).



*Cost is for one 10-minute session. Multiple sessions may be purchased to allow for more time.*

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

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 any neurosurgical topic Monday, Tuesday, or Wednesday (September 14, 15, 16). And to help you attract more attendees, the CNS does not allow any other lunch symposium on a similar topic to take place during your session. This opportunity includes use of a lecture space that can accommodate up to 100 attendees; a standard A/V set (projector, screen, podium, microphone) and promotion of the symposium via onsite signage and meeting's 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 is 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 Sponsors.*

## Symposia Breakout Session \$15,000

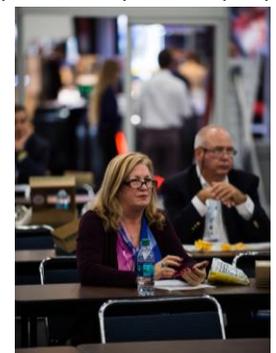


There will be two full day pre-meeting symposia courses. These courses offer didactic CME lecture on various topics. Utilize this time to host a hands-on training session or demonstration on the technology and product of the sponsoring company's choice. There will be a morning break and an afternoon break for each symposia course on Saturday and Sunday. Choose from a variety of subspecialty 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 and a standard A/V set (projector, screen, podium, microphone).

*Program with topics and times will be provided.*

## Symposia 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.



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

*Subject to change per the latest guidelines.* 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 neurosurgical attendees!

This opportunity is a two hour time slot on Monday or Tuesday. It includes the use of one lab station and promotion of your session via onsite signage and the meeting's mobile app. Anatomical specimens, C-arms, and other specialty equipment must be ordered through our cadaver lab provider.



## 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 promotion, as well as the opportunity for sponsoring company 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 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 and afternoon breaks on Monday and Tuesday, as well as the morning break on Wednesday. This opportunity includes 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. *CNS staff will provide our Program with dates and times.*



## 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 during the meeting. This is an opportunity for your company to connect with a targeted neurosurgical audience by hosting this half-hour networking reception prior to a scheduled dinner seminar. This includes promotion of the reception and access for up to 10 company representatives to join attendees.

*Program for exact availability of Receptions will be provided.*

## Satellite Symposia

**Exclusive: \$30,000**

**Non-Exclusive: \$15,000**



The CNS goes to great lengths to bring over 2,700 surgeons and allied professionals to town for this 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 registration list for invitation purposes and will promote the symposium.

On evenings when a Non-Exclusive Satellite Symposium spot is reserved, the CNS will open these opportunities up to three companies per evening.

This opportunity is available on Saturday from 4:15pm–10:30pm, Sunday from 8:30–10:30pm, and Monday and Tuesday from 7:15-10:30pm.

## ADVERTISING OPPORTUNITIES

### Headquarter Hotel Key Cards \$20,000



Place your logo or advertisement in the hands of every attendee staying at the headquarter hotel.

Company sponsor is responsible for the production and processing fees in addition to the above price. CNS is glad to assist with this process.

### Sitting Cubes \$20,000

These sitting cubes are a great opportunity to display your logo, slogan, and company design. Placed throughout the three floors of the convention center, these cubes offer the attendees a chance to rest while on the move.



### Pre-Meeting Attendee List \$500

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 \$750

Available approximately 45 days after the 2021 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.

### Door Drop Insert \$4,500



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 \$6,000

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.



### Badge Lanyards \$15,000



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

### 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 CNS Annual Meeting 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.



The production and processing costs are additional.

## 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 screen while attendees peruse through the scientific program on the 2021 Annual Meeting Mobile App.

- \*Analytics (average numbers)**
- Total Impressions: 9,457
- Unique User Views: 454

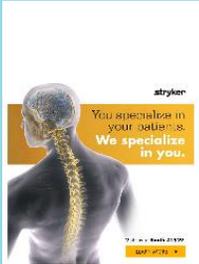
## CNS Social Media Message \$10,000

Price is for one (1) social media message. Limited to three messages per day. The CNS will distribute your product/booth information via Facebook, Twitter, LinkedIn, and Instagram during the CNS Annual Meeting.

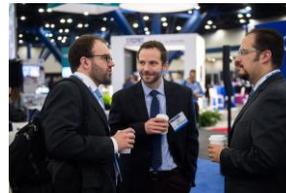
CNS Social Media	
	12,017 Followers 11,505 Likes
	10,400 Followers 4,932 Likes
	7,742 Followers
	5,650 Followers

## Mobile App Splash Page \$15,000

This is an exclusive opportunity to have your company artwork displayed every time an attendee launches the 2021 CNS Annual Meeting Mobile App which will be used as the main source for the Scientific Program and the meeting's activities.



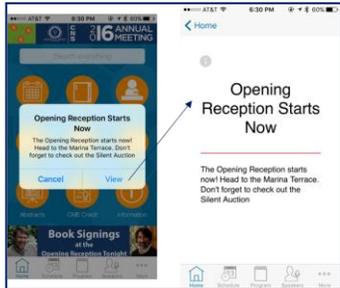
## Beverage Breaks \$7,500 Each



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.)

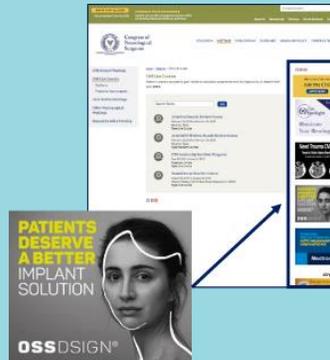
## Mobile App Push Message \$10,000



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.

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

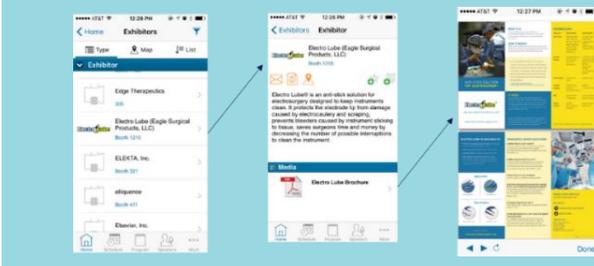


Highlight your company with a skyscraper advertisement on the CNS Website. Your ad will be hyper-linked and you may choose the link whether it is your website or a specific page that promotes a product launches or campaign.

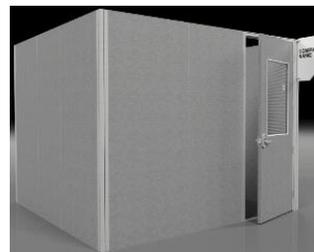
*\*This is available in six (6) month increments for \$6,000.*

## 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 / literature.



## Meeting Suite \$3,600 per 10'x10' space



If you are looking for a more private place to conduct your business in addition to your exhibit booth, then a Meeting Suite is just what you need. Room sizes can be created in most configurations, and are conveniently located in the

exhibit hall, so both you and your customers can take care of business without having to travel far. Cost includes a suite, listing on convention map, and signage with company logo outside of suite. (Furniture and electric needs to be ordered at the expense of your company)

## Floor Shoeprints \$12,500



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.

*This opportunity is exclusive to one company.*

## Meter Boards \$7,500



Prefer another creative way to advertise an event or product? A 38" x 87" inch meter board will be placed by the CNS within the convention center. These single-sided boards allow for a more detailed, close up message. This opportunity includes production and labor. Multiple locations are available.

## Floor Stamp \$15,000

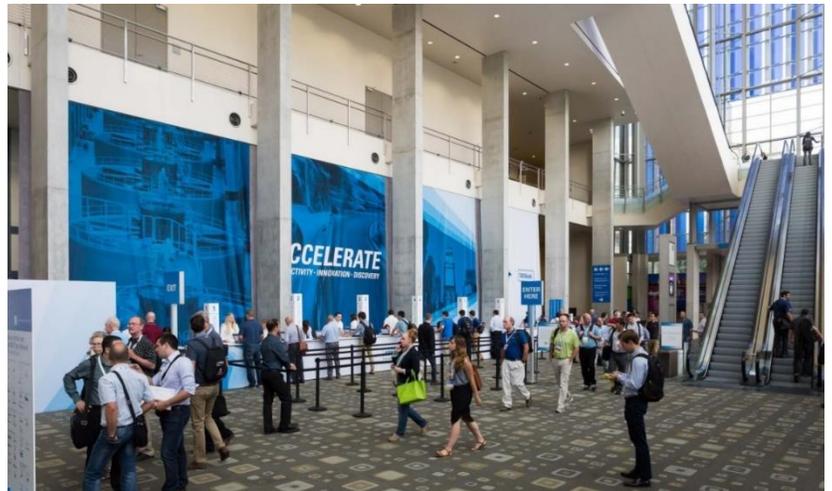
Design an advertisement of your choice which will be placed directly outside of the entrance to the Exhibit Hall. This opportunity allows your company to take advantage of a high traffic area of medical attendees entering the Exhibit Hall before they see any booths. Provide them with a preview of your products and technology, and remind them of your booth number, so they can visit for more details.



## Branding Opportunities at the Convention Center, HQ Hotel or 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), or Sydney Manola at [smanola@cns.org](mailto:smanola@cns.org), for options to advertise on larger scale.



## EDUCATIONAL GRANT OPPORTUNITIES

### Symposia Grant \$15,000

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 program book, mobile app, website, and onsite signage.

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

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 program book, mobile app, website, and onsite signage.

### Luncheon Seminar Grant \$10,000

Support continued learning during our CME luncheon seminars that take place Monday, September 14 to Wednesday September 16 from 12:15 pm – 1:45 pm. These sessions provide CME credit to attendees. Support of this course will result in your company's recognition in the program book, mobile app, website, and onsite signage. *Program for the 2021 Luncheon Seminars will be provided.*

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

This educational grant provides complimentary Annual Meeting Registration to the first 100 Resident Members. This will result in your company's recognition in the program book, mobile app, website, and onsite signage.

### Honored Guest Grant \$25,000

Show your support of our two Honored Guests, Dr. Mark L. Rosenblum and Dr. Bob S. Carter. This opportunity includes support of the Honored Guest luncheon on Monday, September 14 from 12:15-1:45, 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 program book, mobile app, website, onsite signage, and an announcement made during the Honored Guest luncheon.

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

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 recognition in the program book, mobile app, website, and onsite signage.

