

AMERICAN SOCIETY FOR STEREOTACTIC AND FUNCTIONAL NEUROSURGERY

# 2022

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## BIENNIAL MEETING

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JUNE 4-7, 2022 | LOEWS ATLANTA HOTEL | ATLANTA, GA



**Dear Industry Partner,**

The American Society for Stereotactic and Functional Neurosurgery invites you to exhibit at the ASSFN 2022 Biennial Meeting, taking place June 4-7, 2022, in Atlanta Georgia, at the Loews Atlanta Hotel.

In what is already a successful meeting, we look to improve our connection with you. The ASSFN 2022 Biennial Meeting is dedicated to the rapidly growing specialty of stereotactic and functional neurosurgery, and emphasizes cutting-edge clinical applications and recent discoveries in the basic neurosciences. The hard work of the scientific program committee has resulted in an unprecedented representation of research and clinical practice, covering the fields of pain, movement disorders, epilepsy, psychiatric diseases, and neuro-imaging.

We look forward to welcoming a group of dedicated neurosurgeons, neurologists, psychiatrists, neuroscientists, and bioengineers who are interested in functional neurosurgery and come from all over the United States to share their experience and expertise.

The 2022 Biennial Meeting is expected to attract 400 participants seeking education on advances and future technology in stereotactic and functional neurosurgery. This event offers you the ability to renew relationships with existing contacts and to interact and meet with attendees. From multiple daily beverage breaks to the opening reception, the ASSFN provides opportunities for you to reach decision makers in multiple disciplines.

We very much value industry support and partnership in developing new therapies and making them available to our patients—and your sponsorship of our scientific meeting facilitates this entire process.

We ask you to consider supporting this valued program with a sponsorship or an educational grant in addition to your exhibit booth space. Page 16 includes the suggested sponsor support levels. All sponsors will be recognized in the meeting's program book and signage, and will have priority placement for your exhibit booth space. Please let us know of your interest in this important meeting by completing and returning the support application on page 20 and exhibitor application on page 21.

As always, feel free to contact our friends at the CNS who are helping to put this meeting together.

I look forward to seeing you in Atlanta!

Sincerely,

Dr. Joseph S. Neimat

*ASSFN President*

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## Overview

The American Society for Stereotactic and Functional Neurosurgery (ASSFN) is dedicated to being the premier organization representing Stereotactic and Functional Neurosurgery. The ASSFN promotes multidisciplinary collaboration among clinicians, scientists, engineers, and others to advance the field through education, research, innovation, and advocacy. Through these efforts, the ASSFN seeks to improve the lives of people suffering from neurological disease through the application of advances in neurosurgery, technology, and translational neuroscience.

## Reach Decision Makers at The ASSFN!

Exhibiting at the ASSFN 2022 Biennial Meeting is an excellent way to:

- Maintain business relationships with your valued customers
- Develop new relationships with leaders in the field of stereotactic and functional neurosurgeons and learn more about the products and services they want
- Increase your company's visibility with key decision-makers looking for the latest information on your products and services
- Educate your company's target audience about products and services



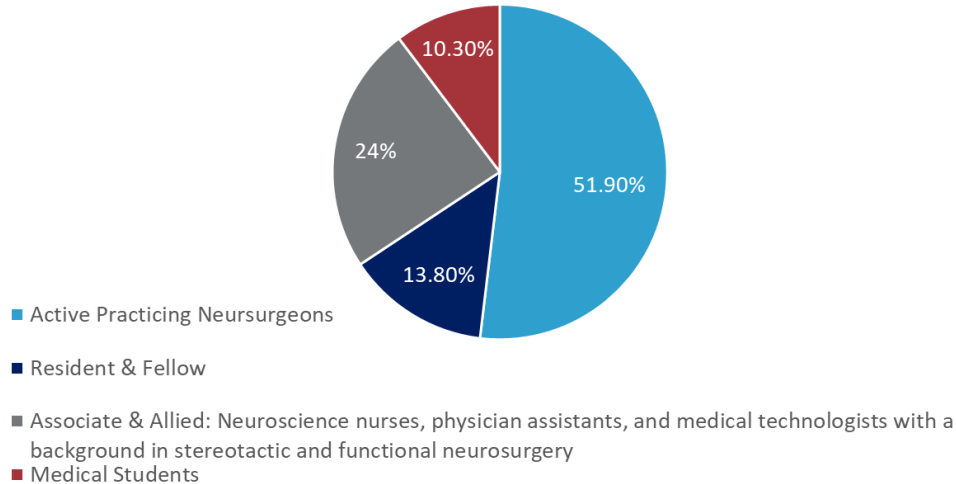
## Attendee Demographics

### Our Attendees Care about Your Products

The American Society for Stereotactic and Functional Neurosurgery Biennial Meeting attracts approximately 500 respected neurosurgeons and allied healthcare professionals from leading universities, hospitals, and private practices across the United States and around the world.

Our attendees are key decision makers and future leaders in the field of stereotactic and functional neurosurgery. They come to the Biennial Meeting seeking information on the latest products and services to improve their practice and quality of patient care. Attendees' top reasons for visiting the exhibit hall are to see new products and network with industry professionals and colleagues.

Attendee Category



### International Reach

The American Society for Stereotactic and Functional Neurosurgery Biennial Meeting has neurosurgical members from around the globe including:

Australia	Colombia	Russia	Taiwan, Providence of
Austria	France	Russian Federation	China
Brazil	India	South Africa	United Kingdom
Canada	Israel	South Korea	Uruguay
China	Japan	Spain	

### Traffic Generators for Exhibitors

Exhibits are an important part of the educational experience for the attendees. To encourage participation:

- Exhibit Hall is conveniently located near the Scientific Session and other meeting rooms.
- Two daily unopposed beverage breaks encourage traffic flow and help maximize exposure in the Exhibit Hall
- Corporate support opportunities allow you to further increase your visibility with attendees. See page #14 for more details.

### 2018 Exhibitors *(last meeting in-person)*

- |                     |                  |                     |                           |
|---------------------|------------------|---------------------|---------------------------|
| ■ Abbott            | ■ Elekta         | ■ Medtronic         | ■ Oxford University Press |
| ■ Ad-Tech           | ■ FHC            | ■ Monteris          | ■ Renishaw                |
| ■ Alphaomega        | ■ INS            | ■ MRI Interventions | ■ Sceneray Co. LTD        |
| ■ ASSFN             | ■ Insightec      | ■ NANS              | ■ Zimmer Biomet           |
| ■ Boston Scientific | ■ Integra        | ■ Neurologica       |                           |
| ■ Brainlab          | ■ Mazor Robotics | ■ NeuroPace         |                           |

## Exhibitor Specifics

Plan now to participate in the 2022 ASSFN Biennial Meeting. Exhibit Space is limited and will sell quickly!

### Meeting Dates

June 4-7, 2022

### Exhibit Dates

June 5-7, 2022

### Location

Loews Atlanta Hotel  
1065 Peachtree St NE, Atlanta, GA 30309  
Phone: 404-745-5000

### Registration

Saturday 7:00 am–6:00 pm  
Sunday 6:00 am–5:00 pm  
Monday 7:00 am–5:00 pm  
Tuesday 7:00 am–4:00 pm

### Installation

Saturday, June 4, 2022

### Exhibit Hours

Sunday, June 5, 2022: 9:30 am – 4:00 pm  
Monday, June 6, 2022: 7:30 am – 5:00 pm  
Tuesday, June 7, 2022: 8:00 am – 10:30 am

### Dismantling

Tuesday, June 7, 2022 starting at 2:00 pm

### Meeting Office:

Congress of Neurological Surgeons  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294  
Tel: 847-240-2500  
Fax: 847-240-0804  
E-mail: [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org)

### Remit all payments to:

Congress of Neurological Surgeons  
Attn: Billing Dept  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294

### Cost of Exhibit Space

Each exhibit space is 8' deep x 10' wide.  
A maximum of four (4) booths can be purchased.  
The cost of each 10' x 10' exhibit space is \$7,500

### Checks for the full amount must be mailed to:

Congress of Neurological Surgeons  
Attn: Billing Dept  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294

### Exhibit Application Deadline

Monday, February 7, 2022

### Exhibit Space Assignments

Monday, February 14, 2022

### Equipment

Each exhibit space will be equipped with an 8' back drape, 3' side rails, and an identification sign. Electricity, audiovisual, telephone, internet access, etc. will be at the expense of the exhibitor. This exhibit facility is carpeted.

### Exhibit Location

All technical exhibits will be located at Loews Atlanta Hotel in Atlanta, GA.

### Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor two hours prior to opening and may remain 30 minutes after the daily closing of the Exhibit Hall, with the exception of Tuesday, June 7, 2022, when dismantling begins. All booth personnel meetings must be conducted within these hours and within the confines of your booth. Admittance other than at the above specified times are not permitted.

### Scientific Session Access

Exhibitors may attend the daily Scientific Sessions free of charge once all attending doctors are seated. Exhibitors may NOT register for special courses or industry sponsored lunches.

### Exhibitor Service Kit

The Exhibitor Service Kit, including shipping instructions and various service order forms, will be e-mailed to exhibiting companies on Monday, April 11, 2022.

### Registration, Badge, and Program Book Distribution

Only confirmed exhibitors may register for the meeting. Distributor or guest badges are not available. The non-member, non-physician category is open to scientists and researchers involved in neurosurgical research and/or product development. This category is not open to representatives of non-exhibiting medical device manufacturers and distributors, pharmaceutical companies or other organizations providing goods and services to the neurosurgical population.

Badges will be distributed to booth personnel at Exhibitor Registration. Exhibitors may register two (2) booth personnel per contracted 8' x 10' booth free of charge. All advance registrations above the free allotment will be charged \$150 each. All registrations after the deadline and all on-site registrations will be

assessed an additional \$50 processing fee. No exceptions will be made. Representatives without a badge or with badges not prepared by the American Society for Stereotactic and Functional Neurosurgery will not be admitted into the Exhibit Hall.

Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted. Replacements for lost or stolen badges may be purchased for \$50 each on site.

Each exhibitor is entitled to two (2) copies of the Program Book per 8' x 10' booth contracted, up to a maximum of four (4) books. A designated company representative must collect the books on site at the exhibitor registration desk.

### Neurosurgical Attendance

Section members, other neurosurgeons, or allied medical professionals who are not considered full-time employees of the exhibiting company may not register as an exhibitor. Neurosurgeon employees may register as representatives of exhibiting companies, but will not receive CME credit or an attendance certificate.

### Opening Reception

Sunday, June 5, 2022 from 6–8 pm at Loews Atlanta Hotel. Exhibitors who book housing through the official ASSFN Meeting housing block will receive two (2) complimentary tickets per 10'x10' booth contracted. Additional tickets may be purchased on-site for \$100.

### Housing Information

A special exhibitor housing block has been reserved at Loews Atlanta Hotel. Housing and registration forms will be live on Monday, March 14, 2022.

## Exhibit Hall Floor Plan

Please contact your CNS Industry Relations Representative or email [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org) for the most up-to-date Floor Plan

### EXHIBIT HALL FLOOR PLAN MERCER BALLROOM Loews Hotel | Atlanta, GA



## Important Deadlines

# 2022

Monday, February 7	Monday, February 14	Monday, February 28	Friday, March 4	Monday, March 14	Monday, April 11	Thursday, May 5	Saturday, June 4	Tuesday, June 7
Payment Is Due Upon Receipt of Exhibitor Application	Exhibit Space Assignments	Deadline for Industry Supporter Application	Last Date for an Exhibit Space Cancellation for Full Refund (less \$500 admin fee)	Exhibitor Registration & Housing Forms	Exhibitor Service Kit	Advanced Registration Deadline	Exhibit Hall Installation	Exhibit Hall Dismantle

## Program At-A-Glance *(subject to change)*

### Saturday June 4

**7:00 am–6:00 pm**  
Registration

**8:00–11:30 am**  
SPECIAL COURSE 1  
Grant Writing Workshop

**SPECIAL COURSE 2**  
Beyond Temporal Lobectomy –  
Novel Techniques for Medical  
Intractable Epilepsy: A Video  
and Hands-On Session

**11:30 am–1:00 pm**  
SPECIAL COURSE 3  
Grant Writing Workshop

### Sunday June 5

**6:00 am–5:00 pm**  
Registration

**7:00–8:00 am**  
BREAKFAST SESSIONS  
Mentorship Workshop &

Establishing Centers for  
Neuromodulation and  
Technology

**8:00–10:00 am**  
PLENARY SESSION 1  
DEI in Functional  
Neurosurgery

**9:30 am–4:00 pm**  
Exhibit Hall hours

**10:00–10:20 am**  
Break with Exhibitors

**10:20 am–12:00 pm**  
PARALLEL SESSION 1  
Pediatric Neuromodulation

PARALLEL SESSION 2  
Functional Neuro-oncology

**12:00–1:00 pm**  
Non-CME Lunch Symposia

**1:00–3:00 pm**  
PLENARY SESSION 2  
Ethics in Neuromodulation

**3:00–3:40 pm**  
Break with Exhibitors

**3:40–6:00 pm**  
PARALLEL SESSION 3 Advances in  
Movement Disorders

PARALLEL SESSION 4 Advances in  
Epilepsy

**6:00–8:00 pm**  
Opening Reception

### Monday June 6

**7:00 am–5:00 pm**  
Registration

**7:00–8:00 am**  
Non-CME Sponsored  
Breakfast Symposia

**8:00–9:20 am**  
PLENARY SESSION 3  
Molecular Neuromodulation

**7:30 am–5:00 pm**  
Exhibit Hall hours

**9:20–10:00 am**  
Break with Exhibitors

**10:00 am–12:00 pm**  
PLENARY SESSION 4  
Motor and Sensory  
Neuromodulation

**12:00–1:00 pm**  
HONORED GUEST LUNCH

**1:00–3:00 pm**  
PARALLEL SESSION 5  
Controversies in  
Neuromodulation  
PARALLEL SESSION 6  
Advancements in Pain

**3:00–5:00 pm**  
POSTER SESSION *with Wine  
and Cheese*

**5:00–5:30 pm**  
ASSFN BUSINESS MEETING

### Tuesday June 7

**7:00–4:00 pm**  
Registration

**7:00–8:00 am**  
Non-CME Sponsored  
Breakfast Symposia &  
ASSFN Research Grant  
Program

**8:00–9:30 am**  
PLENARY SESSION 5  
Neurosurgical Insights into  
Fundamental Neuroscience

**8:00 am–10:30 am**  
Exhibit Hall hours

**9:30–10:00 am**  
Break with Exhibitors

**10:00 am–12:00 pm**  
PARALLEL SESSION 7  
Cognitive and Affective  
Neuromodulation

PARALLEL SESSION 8  
Valley of Death

**12:00–1:00 pm**  
Non-CME Lunch Symposia

**1:00–3:00 pm**  
PLENARY SESSION 6  
Clinical Trials and  
Tribulations

**3:00 pm**  
Awards Ceremony

*\*Hours, special course options, and  
placement are subject to change.*

*\*\*Please visit [cns.org/spine](https://cns.org/spine) for  
most current preliminary program.*

## Rules and Regulations

### About the Rules and Regulations

The rules and regulations were created for the best interest of the exhibitors, attendees, and the ASSFN 2022 Biennial Meeting office. It is important that each exhibitor abide by these regulations. Failure to comply with any rule set forth may result in the denial of future participation.

### Interpretation of Rules

The following rules and regulations are part of the contract between the exhibitor and the American Society for Stereotactic and Functional Neurosurgery (the Association). The Association shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. All matters not covered in these rules and regulations shall be referred to the Association for adjudication and the decision of the Association shall be final. These rules and regulations may be amended at any time by the Association and all the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the ASSFN 2022 Biennial

Meeting, and may be given to any authorized agent or representative of the exhibitor.

### Purpose of Exhibit

The purpose of the exhibits, an integral part of the Biennial Meeting educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by spine and peripheral nerve surgeons. The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Biennial Meeting. The Association reserves the right to determine the eligibility of all exhibit space applicants.

### Product Sales/Solicitation of Orders

The sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with American Society for Stereotactic and Functional Neurosurgery guidelines, and the exhibitor complies with all state and local tax regulations. No signage or advertising of product pricing will be allowed. The Association

reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

### Market Research

Market research can only be conducted by firms hired by an ASSFN meeting exhibitor. With its application for exhibit space, the research company must submit a letter of authorization from its sponsoring company and a list of all premiums proposed for distribution. Market research booths must remain open and staffed throughout the Annual Meeting. All interviews must be conducted within the confines of the booth space—soliciting registrants in the aisles is strictly prohibited. Violations assessed against exhibiting market research companies may also be applied to the sponsoring company.

### Exhibit Application

To be included in the initial assignment of space, potential exhibitors must complete application/contract and return it with full payment on or prior to Monday, February 7, 2022. Applications received without payment will not be processed and no space assigned. If paying by credit card, you may fax or email your application.

### **Space Assignment**

Payment in full (\$7,500 per 8' x 10' booth) is due by Friday, February 7, 2022. Submission of an application does not guarantee booth assignment. Booths will be allocated on the following basis: 1. Number of booths requested, 2. Date of receipt of application, 3. Space availability, 4. Proximity of competitor companies on the exhibit floor.

### **Space Relocation**

The Association reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the Association's control. The Association reserves the right to relocate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits. The Association reserves the right to determine at what point sound or odor interferes with others and must be discontinued. The Association reserves the right to relocate an exhibitor at any time, (with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the ASSFN 2022 Biennial Meeting the payment for exhibit space will be fully refunded, proportionate to the exhibitors' level of participation.)

### **Booth Space Reductions or Cancellations**

Request for booth space reductions and/ or cancellations must be made in writing. Written requests received on or before Friday, March 4, 2022, will receive a full refund of the cost of the space being reduced or cancelled, less a \$500 administrative fee. The Association will retain total cost of space being reduced or cancelled after Friday, Friday, March 4, 2022. An exhibitor's cancellation of booth space will result in the release of all assigned hotel guest rooms and Exhibitor badges. No refund will be allowed for exhibit space left unoccupied during the Annual Meeting. Refunds of cancellations or reductions will not be reimbursed until after the ASSFN 2022 Biennial Meeting.

### **Subletting of Space**

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.

### **Linear Booths**

All linear booths will be equipped with an 8' high back drape, 3' high side rails, and a 7" x 44" identification sign displaying the exhibitor's name and booth number. Linear booths must not exceed 8' in height unless located at the hall perimeter—such booths may be 12' in height. Any construction that exceeds the 3' high side rail dividers shall not extend more than half the distance from the back wall of the exhibit nor will any display be allowed to limit or otherwise interfere with other exhibits.

### **Booth Construction and Arrangement**

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan and all equipment, products, or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or the Association object to any exposed portions of a display, the exposed portions will be draped by the Association and billed to the exhibitor. All tables used in an exhibit space must be skirted.

**Hanging Signs & Banners**

No signs, parts of exhibits or any other exhibit material are to be suspended from or attached to the ceiling or walls of the Exhibit Hall in any manner. All booth identification must be part of the physical structure of the booth itself.

**Booth Conduct**

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the American Society for Stereotactic and Functional Neurosurgery or the Biennial Meeting, or if it exceeds the bounds of good taste as interpreted by the Association. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application for approval. Inspection of the Exhibit Hall will be made during installation hours. An effort will be made to advise exhibitors of any deviation from exhibit rules at that time.

Exhibitors must make all corrections requested by the Association at their own expense or risk removal from the Exhibit Hall without notice and without obligation on the part of the American Society for Stereotactic

and Functional Neurosurgery for any refund whatsoever. The Association reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the American Society for Stereotactic and Functional Neurosurgery Biennial Meeting. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting booth personnel is strictly prohibited and may be cause for expulsion. Exhibitors may not sell any food or beverage on the exhibit floor without prior permission from the ASSFN meeting office. Distribution of any literature outside of an exhibitor's own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor. Exhibitors may not leave their booth unattended for an extended period of time.

Exhibitors are not permitted to dismantle prior to 2:00 pm on Tuesday, June 7, 2022. Dismantle prior to this time will result in the loss of current year priority points.

**Non-Contracted Exhibit Space**

Any person, firm, or organization not having contracted with the Association for the occupancy of

space in the Exhibit Hall will not be permitted to display or demonstrate any products, processes, services, or solicit orders.

**Demonstration and Liability**

Exhibitions or demonstrations by the exhibitor must be confined within the bounds of the exhibitor's assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such amount as shall be deemed necessary for restoration to the previous condition. This Agreement is made and to be performed in Atlanta, GA, and shall be construed in accordance with Georgia law, but not against any party by reason of that party having drafted it. No representative of Loews Atlanta Hotel has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement or to enforce any provision of this Agreement, the prevailing party shall be awarded its attorney's fees and other cost incurred in such action or proceeding, in addition to any other relief to

which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto. Any legal action in connection with this Agreement shall be brought in Atlanta, GA.

### **Fire Regulations**

All material used in the exhibit must be flame proof and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by the hotel.

### **Restrictions**

Booth lighting should be directed to the inner confines of the booth space and should not project onto other exhibits or aisles. Rotating lighting and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event. Exhibitors who use noisy electrical devices, sound-producing movies, or other devices, which prove objectionable because of noise, odor, or other disagreeable features, must agree to keep the noise and/or odor of such devices at an absolute minimum.

Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances. X-ray equipment may be exhibited but not

operated. Laser equipment may be operated only if the laser is contained within a safety shield.

### **Music Licensing**

Exhibitors must receive relevant licenses from ASCAP and BMI if they plan to present live or pre-recorded music at any time during the meeting. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

### **Smoking**

Smoking is prohibited inside the facility.

### **Food and Beverage**

Nonalcoholic beverages and food products are permitted in the Exhibit Hall if ordered through the facility. Food and beverages distributed must not conflict with items served at an Association sponsored event or an event associated with a corporate support opportunity. Information on catering opportunities can be found in the Exhibitor Service Kit.

### **Photography and Video**

Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Service Kit. Exhibitors may photograph, or have their own booth photographed. Videography is

not allowed without the written consent of CNS.

### **FDA Compliance**

All medical devices exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or which are not commercially available in the United States may be displayed only when accompanied by appropriate signs that indicate the device's FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device. Unapproved devices with pending premarket approval (PMA) applications or pre-market notifications (510(k)) submissions must display a sign stating "Pending 510(k)/PMA. This device is not cleared by the FDA for sale in the United States." Unapproved devices without a pending 510(k) or PMA must display a sign stating "This device is not cleared by the FDA for sale in the United States." Products in the development stage must bear a sign stating "Caution: investigational device. Limited to investigational use."

### **Children**

Children under 18 years of age will NOT be permitted to enter the Exhibit Hall at any time during the meeting, including the

installation and dismantling of exhibits.

### **Handouts and Giveaways**

Distribution of samples of products and souvenirs is permitted. Approval of samples and souvenirs must be obtained by the ASSFN Meeting office prior to the meeting. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to:

Congress of Neurological Surgeons Attn: Sydney Manola  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294 by  
Friday, May 6, 2022. (Samples will not be returned).

### **Contests, Raffles, and Drawings**

Approved contests, drawings, or raffles must comply with all local, state, and federal laws governing such contest, raffles, or drawings, and have prior approval of the exhibits department. The rules must be posted at the booth and include: eligibility, date, and time of the drawing, the words “No purchase necessary to enter,” odds of winning, how winners are notified, how participants can find out who won, etc. The exhibitor must agree to indemnify the Association, its

Board of Directors, employees, and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests, drawings, or raffles that it deems inappropriate or unprofessional. Requests for contests, raffles, and drawings must be submitted to the Exhibits Department for approval by Friday, May 6, 2022.

#### **Promotional Materials/Use of Logo**

Any promotional materials advertising your participation in the ASSFN Biennial Meeting or directing attendees to your booth or industry-supported events must be submitted to the Association for approval prior to distribution. The use of the name, insignia or logo, or other identifying marks of the American Society for Stereotactic and Functional Neurosurgery may not be used in signs, advertising, or promotions in any media or on descriptive product literature without express written permission. The only exception is that exhibitors may reference the American Society for Stereotactic and Functional Neurosurgery (with overall dates and location) on their materials associated with the 2022 Biennial Meeting. To prevent any misunderstanding, promotional copy for exhibitor meetings or

functions may not be phrased “In conjunction with the American Society for Stereotactic and Functional Neurosurgery” or use similar language. By allowing the exhibitor to participate in the Biennial Meeting, the Association does not endorse, either expressly or by implication, the exhibitor or its goods or services.

### **Awarding of CME**

The Congress of Neurological Surgeons, as CME provider for the ASSFN 2022 Biennial Meeting, is the only organization authorized to grant CME credit for educational activities conducted during the Biennial Meeting if delivered by an ACCME accredited organization. Companies wishing to provide CME for Satellite Symposia must notify the Association of this intent. No CME credit may be given from any source for activities on the exhibit floor.

### **Security**

The Association will provide uniformed security guard service in the Exhibit Hall beginning with the delivery of exhibits to the hall through 4:00 pm, Tuesday, June 7, 2022. Neither the Association nor Loews Atlanta Hotel will be held responsible for any loss or damage to the exhibitor’s property. Exhibitors must take precautions to protect their property against pilferage.

## **Insurance**

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages, or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss, or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless, and defend the American Society for Stereotactic and Functional Neurosurgery, its officers, directors, agents, members, and employees against all such claims, liabilities, losses, damages, and expenses including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by, or resulting from, the negligence of the American Society for Stereotactic and Functional Neurosurgery, its officers, directors, agents, or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the Biennial Meeting, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such

insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover the American Society for Stereotactic and Functional Neurosurgery as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against the American Society for Stereotactic and Functional Neurosurgery, its officers, directors, agents, members, or employees. The exhibitor further waives any claim against the American Society for Stereotactic and Functional Neurosurgery and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the Biennial Meeting by anyone not an employee of the American Society for Stereotactic and Functional Neurosurgery concerning the exhibitor or their exhibit.

If any part of the Exhibit Hall is destroyed or damaged, preventing the American Society

for Stereotactic and Functional Neurosurgery from permitting an exhibitor to occupy assigned space during part or all of the Biennial Meeting, or in the event occupation Biennial Meeting is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the American Society for Stereotactic and Functional Neurosurgery, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against the American Society for Stereotactic and Functional Neurosurgery, its directors, officers, agents, members, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against the American Society for Stereotactic and Functional Neurosurgery being a refund of exhibit fees for the period it was prevented from using the space.

## **Industry Corporate Support Events**

Except to hold satellite symposia or social functions, exhibitors must confine their activities with medical attendees to their allotted exhibit space. No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with American Society for Stereotactic and Functional Neurosurgery Biennial Meeting program hours, activity hours or

exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The Association should be notified in writing of any special activities (whether entertainment, educational or promotional in nature) planned by an exhibiting company for the period beginning Saturday, June 4, 2022, through Tuesday, June 7, 2022. Announcements and invitations addressed to members of the medical profession concerning such corporate supported events should clearly indicate the name(s) of the corporate support and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, the Association. Function space held by the Association will be released only to companies exhibiting at the American Society for Stereotactic and

Functional Neurosurgery Biennial Meeting.

#### **Satellite Symposia**

Any educational activity designed by or on behalf of industry for attendance by ASSFN meeting attendees is considered a Satellite Symposium, whether or not CME credit is offered. All such activities are bound by the American Society for Stereotactic and Functional Neurosurgery Guidelines for Satellite Symposia (available online) and subject to Satellite Symposia fees.

#### **Americans with Disabilities Act**

Exhibitors are responsible for compliance with the Americans with Disabilities Act for their booth space.

#### **Violations**

Any violation of the Rules and Regulations shall subject the

exhibiting company to the following penalties:

- First Violation: Loss of current year priority points
- Second Violation: Loss of one-half accrued points
- Third Violation: Loss of remainder of points
- Fourth Violation: One-year suspension of exhibit privileges

Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of the Association, without following the above sequence. The Association reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable. In the event of eviction, the Association will not be liable for any refunds on rental or other exhibit expenses.



AMERICAN SOCIETY FOR STEREOTACTIC  
AND FUNCTIONAL NEUROSURGERY



# 2022 | BIENNIAL MEETING

JUNE 4-7, 2022 • LOEWS ATLANTA HOTEL • ATLANTA, GEORGIA

## Industry Support Program

### 2022 Industry Support Levels

Gain increased exposure both inside and outside the Exhibit Hall by becoming an ASSFN 2022 Biennial Meeting corporate supporter. The American Society for Stereotactic and Functional Neurosurgery offers outstanding support opportunities to suit any budget and customized packages to help you target any market. Your support contribution as an Industry Partner provides valuable education programs and networking events throughout the ASSFN meeting. Show your support for the specialty by becoming an ASSFN meeting industry supporter today!

### 2022 Industry Support Benefits

Industry Support consists of a company purchasing an Exhibit Booth along with a Sponsorship or Advertising or approval of an Educational Grant at the ASSFN 2022 Biennial Meeting.

Thank you for your support of the American Society for Stereotactic and Functional Neurosurgery.

If you would like additional information, please contact your CNS Corporate Development Team at [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org).

SUPPORT LEVELS	
<b>Ambassador</b>	\$100,000+
<b>Partner</b>	\$50,000–\$99,999
<b>Benefactor</b>	\$25,000–\$49,999
<b>Supporter</b>	\$10,000–\$24,999

## Industry Support Benefits

Benefits	Ambassador	Partner	Benefactor	Supporter
<b>Signage and Acknowledgement</b>				
Acknowledgement in general supporter signage at the ASSFN 2022 Biennial Meeting (meeting space/exhibit hall)	X	X	X	X
Badge Ribbons at the ASSFN 2022 Biennial Meeting with support level	X	X	X	X
Inclusion in general corporate support slide during scientific session slideshow	X	X	X	X
Podium Recognition during the ASSFN 2022 Biennial Meeting opening reception & opening session	X	X	X	
Individual acknowledgement banner at the ASSFN 2022 Biennial Meeting (Size determined as space permits)	X	X		
<b>Advertising</b>				
Logo acknowledgement in ASSFN 2022 Biennial Meeting Program Book	X	X	X	X
Complimentary pre-meeting attendee registration list	X	X	X	
Complimentary post-meeting attendee registration list	X	X	X	
Individual acknowledgement in the ASSFN 2022 Biennial Meeting Program Book	Full Page	Half Page		
<b>Electronic Communications</b>				
Logo acknowledgement on the ASSFN website ( <a href="http://assfn.org">assfn.org</a> )	X	X	X	X
Logo acknowledgement on the ASSFN page on CNS website ( <a href="http://cns.org/assfn">cns.org/assfn</a> )	X	X	X	X
Recognition in logo banner on one (1) email communication	X	X	X	
Individual banner ad on the ASSFN Page on CNS website ( <a href="http://cns.org/assfn">cns.org/assfn</a> )	X			
<b>Networking</b>				
Additional complimentary tickets to the Opening Reception (held during the ASSFN 2022 Biennial Meeting).	10 tickets	5 tickets	2 tickets	
Invitations to the Faculty Dinner (held during the ASSFN 2022 Biennial Meeting)	4 invites	2 invites	1 invite	

*\*In order to qualify for the Supporter level and receive the above benefits, support must include the following: Booth space and Sponsorship and/or Educational Grants. Advertising will contribute to the total of your support, but will not count towards a level without Sponsorship and/or Educational Grant contribution.*

## Sponsorship Opportunities

Choose from these great industry support opportunities and create your own customized support package to meet your company's sales goals.

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



Connect with neurosurgeons beyond your exhibit booth in a meaningful way that is valuable to them by hosting a sponsored session during their meal breaks. Support of a seminar includes use of a meeting room that can accommodate 180–250 attendees. Also included are a standard A/V set, promotion of the lunch via onsite signage, acknowledgement in the Program Book, and company logo and hyperlink to your company website on the sponsorship page of the meeting website. Sponsoring company responsible for food & beverage.



- ~~Sunday Lunch (2) from 12-1 pm - SOLD~~
- Monday Breakfast (2) from 7-8 am
- Tuesday Breakfast (2) from 7-8 am
- Tuesday Lunch (2) from 12-1 pm



### Beverage Break Sponsor \$7,500 per break

Provide attendees with a pleasant break in the day. Beverage breaks take place in the Exhibit Hall twice daily. Corporate supporter may provide logo cups and napkins at their own expense. Support of this event includes recognition via onsite signage and in the Program Book. Four (4) breaks are available.

### Satellite Symposium (Non-CME) \$5,000 - \$20,000 (depends on attendance numbers)

We are gathering approximately 500 leading stereotactic and functional neurosurgeons in Atlanta. Take advantage of this captive audience to educate your customers and prospects about your latest technology or to host a focus group discussion. Limited time slots are available for Saturday and Sunday.

Contact [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org) and request the Satellite Symposium Application for more details.



### Charging Lounge \$25,000

Gain meaningful advertising space and help attendees stay in touch with the home and office by supporting rapid charging stations throughout the meeting space. This

opportunity includes prominent display of your company logo and information within the centrally located charging lounge. A place where attendees can sit and relax while their devices charge. Options to include a video display are available.



### VIP Social Events Call for Pricing

Whether the Opening Reception or the Faculty Dinner, our VIP Social Events are the perfect networking opportunity. Support of these events would be a co-sponsorship with ASSFN and include complimentary



tickets to supported event, acknowledgement in the Program Book, and company logo and hyperlink to company website on sponsorship page of the meeting website.

## Advertising Opportunities

Choose from these great opportunities and create your own customized marketing package to meet your company's sales goals.

### Hotel Key Cards \$15,000\*

Put your name and logo in the hand of every attendee at Loews Atlanta Hotel. Corporate supporter designs the keycard artwork with ASSFN approval. \*Corporate supporter is responsible for production of sponsored item as well as all associated production costs.



### Doctor's Bag Door Drop Insert \$2,000

Delivered to all attendees on Sunday night, this is the perfect opportunity to preview your product launches, in-booth demonstrations, and other activities attendees will not want to miss. (Maximum of one two-sided, 8.5" x 11" sheet).



### Doctor's Bag for Door Drop \$3,500



Put your logo and booth number on the bag delivered to all attendees on Sunday night.

### Badge Lanyards \$10,000

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



### Registrations Bags \$10,000

Put your company logo and product information in the hands of every ASSFN meeting attendee. Your company selects and produces the bag of your choice and can insert up to one promotional product/ literature piece

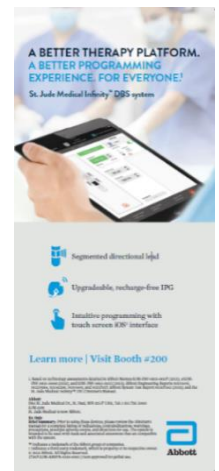
per bag. (All items subject to CNS approval). Will be given to all attendees as they register on-site.

### Registration Insert \$3,000

Provided to all attendees as they pick up their badges, this is the perfect opportunity to preview your product launches, in-booth demonstrations, and other activities attendees will not want to miss. (Maximum of one two-sided, 8.5" x 11" sheet).

### Program Book Cover Advertising \$2,500 each

The Preliminary Program and the Program Book provides attendees a handy reference of all key events and exhibitor information. The Preliminary Program is distributed in advance of the meeting, and the Program Book is distributed to all attendees onsite at registration (approximately 500 medical attendees). Artwork must be received by no later than March 21, and provided in 8.5" x 11" with full crop and bleed. Cover 2 and Cover 4 available in each book.



### Program Book Interior Advertising \$1,500 each

The Preliminary Program and the Program Book provides attendees a handy reference of all key events and exhibitor information. The Preliminary Program is distributed in advance of the meeting, and the Program Book is distributed to all attendees onsite at registration (approximately 500 medical attendees). Artwork must be received by no later than March 21, and provided in 8.5" x 11" with full crop and bleed. Limited Availability.

### Attendee Registration List Rental \$250 each

Send each attendee a special invitation to visit your booth, utilize the list to plan appropriate staff coverage and attendance, or a post-meeting thank you. Attendee mailing lists are available for purchase exclusively to the ASSFN meeting exhibitors.

- Pre-meeting attendee list rental (\$250) - List will be available for rent on May 6, 2022
- Post-meeting attendee list rental (\$250) - List will be available on June 21, 2022

## Educational Grant Opportunities

Set your company apart as a leader in education by supporting the ASSFN 2022 Biennial Meeting with one of our five levels of Neurosurgical Education Partner Grants.

### **Diamond Exclusive \$80,000**

- First priority exhibit placement
- Individual full-page recognition in meeting program book
- Listing on meeting website
- Individual recognition on meeting signs
- Insert in registration bag (A4 size)
- Ten meeting badges for company reps
- Ten complimentary admissions for company reps at welcome reception

### **Platinum \$50,000**

- Premium exhibit placement
- Individual half-page recognition in meeting program book
- Listing on meeting website
- Individual recognition on meeting signs
- Insert in registration bag (A4 size)
- Eight meeting badges for company reps
- Eight complimentary admissions for company reps at welcome reception

### **Gold \$30,000**

- Listing on meeting website
- Insert in registration bag (A4 size)
- Six meeting badges for company reps
- Six complimentary admissions for company reps at welcome reception

### **Silver \$15,000**

- Listing on meeting website
- Four meeting badges for company reps
- Four complimentary admissions for company reps at welcome reception

### **Bronze \$5,000**

- Listing on meeting website
- Two meeting badges for company reps
- Two complimentary admissions for company reps at welcome reception



## Industry Support Application

Companies supporting or co-supporting an event must comply with all applicable rules and regulations set by the American Society for Stereotactic and Functional Neurosurgery and Loews Atlanta Hotel. This agreement, signed by a duly authorized representative of the company and becomes effective upon acceptance by the American Society for Stereotactic and Functional Neurosurgery. An invoice for all opportunities will be sent to company contact upon acceptance of opportunities by the American Society for Stereotactic and Functional Neurosurgery.

### Due date: Monday, February 28

*Industry support agreements received after this date may not be acknowledged in all marketing vehicles. Advertising opportunities are not part of the corporate support program and only contribute to corporate supporter level or benefits when combined with sponsorship/educational grants. All payments must be received **no later** than 30 days prior to the start of the meeting (May 5, 2022)*

**Maximize Your Company's  
Visibility at the 2022 ASSFN  
Biennial Meeting By becoming  
a Corporate Supporter today.**

#### Neurosurgical Educational Partner Grants

Diamond (exclusive)	_____ @ \$80,000	= \$ _____
Platinum	_____ @ \$50,000	= \$ _____
Gold	_____ @ \$30,000	= \$ _____
Silver	_____ @ \$15,000	= \$ _____
Bronze	_____ @ \$5,000	= \$ _____

#### Sponsorship Opportunities

Lunch Symposium (Non-CME)	_____ @ \$25,000	= \$ _____
Breakfast Symposium (Non-CME)	_____ @ \$25,000	= \$ _____
Satellite Symposium	_____ @ \$5,000 - \$20,000	= \$ _____
Beverage Breaks	_____ @ \$7,500	= \$ _____
Charging Lounge	_____ @ \$25,000	= \$ _____

#### Advertising Opportunities

Hotel Key Cards	_____ @ \$15,000	= \$ _____
Badge Lanyards	_____ @ \$10,000	= \$ _____
Registration Bags	_____ @ \$10,000	= \$ _____
Registration Insert	_____ @ \$5,000	= \$ _____
Preliminary Program Cover Ad	_____ @ \$2,500	= \$ _____
Program Book Cover Ad	_____ @ \$2,500	= \$ _____
Preliminary Program Interior Ad	_____ @ \$1,500	= \$ _____
Program Book Interior Ad	_____ @ \$1,500	= \$ _____
Doctor's Bag for Door Drop	_____ @ \$3,000	= \$ _____
Doctor's Bag Door Drop Insert	_____ @ \$1,500	= \$ _____
Pre-Meeting Attendee List	_____ @ \$250	= \$ _____
Post-meeting Attendee List	_____ @ \$250	= \$ _____

Total Amount of Support = \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip Code: \_\_\_\_\_

Phone: Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Signature \_\_\_\_\_

Email completed this application to: [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org)

# EXHIBITOR APPLICATION

Payment in full must accompany this application by Monday, February 7<sup>th</sup>.

The cost of each 8' x 10' exhibit booth is: \$7,500

*\*A maximum of four (4) exhibit booths can be purchased.*

We hereby apply, subject to the terms of the American Society for Stereotactic & Functional Neurosurgery printed Rules and Regulations, for exhibit space occupancy.

## Exhibit Booth Preferences

Number of booths requested: \_\_\_\_\_ Total Amount: \_\_\_\_\_

### Exhibit Booth Choices

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Competitors we do not wish to be near

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Companies we would like to be near

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The assignment of space is at the sole discretion of the American Society for Stereotactic & Functional Neurosurgery. In the event your choices are not available, please indicate which is most important to you:

- ☐ Corner location  
☐ Proximity to one of your booth choices  
☐ Proximity to another exhibitor

## Company Details

Company Name \_\_\_\_\_

*(List that company name exactly as it should appear in the Program Book)*

Company Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Website \_\_\_\_\_

## Contact Details

Main Contact Name \_\_\_\_\_

Main Contact Phone \_\_\_\_\_

Main Contact E-mail Address \_\_\_\_\_

Signature (required) \_\_\_\_\_

Date \_\_\_\_\_

## Exhibitor Package

*In exchange for the above exhibit fee, each Exhibitor will receive the following:*

- 7' x 44" booth ID sign, 8' back drape, and a 3' side rail drape
- Complimentary exhibitor badges for two (2) company representatives per 8' x 10' booth purchased
- Exhibitor listing in the Program Book
- Housing at a reduced rate
- Two (2) Program Books per 8'x10' booth purchased. Max of 4.



AMERICAN SOCIETY FOR STEREOTACTIC  
AND FUNCTIONAL NEUROSURGERY



# 2022 BIENNIAL MEETING

JUNE 4-7, 2022 • LOEWS ATLANTA HOTEL • ATLANTA, GEORGIA

- Opportunity to purchase Medical Attendee Registration Lists

## Billing Information\*

☐ Check enclosed ☐ Charge the following credit card ☐ Invoice me

A Check for the amount of \$\_\_\_\_\_ is enclosed.

Please charge the following Credit Card for \$\_\_\_\_\_

Name (exactly as it appears on card) \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

( Visa / MasterCard / American Express ) \_\_\_\_\_

*I agree to pay according to the credit card issuer agreement.*

Signature\* \_\_\_\_\_

*\*Required if paying by credit card.*

## Checks must be made payable to:

Congress of Neurological Surgeons

## Email (1<sup>st</sup> preference)

Please email this application to your Industry Relations Sales Rep or [corporatedevelopment@cns.org](mailto:corporatedevelopment@cns.org).

## Mail

Congress of Neurological Surgeons  
Attn: Corporate Development  
10 N. Martingale Road, Suite 190  
Schaumburg, IL 60173-2294

## Reductions & Cancellations

All booth reductions and cancellations must be made in writing. Requests received in writing by Friday, March 4 will receive a full refund, less \$500 administrative fee. The Association will retain total cost of space being reduced or cancelled after Friday, March 4. Refunds of cancellations or reductions will not be reimbursed until after the meeting date.

## Terms of Participation

The purpose of the exhibits is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are presented for use by stereotactic and functional surgeons. Monies provided for exhibit booth purchases are not considered commercial support, nor shall support of this year's exhibit program be inferred as a commitment for any future programs. All exhibit fees will be used solely for expenses directly related to the American Society for Stereotactic & Functional Neurosurgery (Association) Annual Meeting. The Association and the exhibitor acknowledge and agree that the funding shall not obligate the Association nor its affiliates to purchase, use, recommend, or arrange for the use of any products of the exhibitor or its affiliates. The Association does not endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor. The Association acknowledges that some drugs or medical devices demonstrated at the Annual Meeting have not been cleared by the FDA or have been cleared by the FDA for specific purposes only. The FDA has stated it is the responsibility of the physician to determine the FDA clearance status of each drug or medical devices he or she wishes to use in clinical practice.