

The background of the entire graphic is a blue-tinted image of a surgical team in an operating room. The team members are wearing masks and caps, and are focused on a patient. In the foreground, a white rocket with three boosters is launching upwards from a large, fluffy white cloud. The rocket is emitting a trail of white smoke and fire. The background is also decorated with small, blue, star-like sparkles and a pattern of binary code (0s and 1s) in a light blue color.

**MISSION:**  
**NEUROSURGERY**

CONGRESS OF NEUROLOGICAL SURGEONS

**2018 ANNUAL MEETING**

HOUSTON, TEXAS | OCTOBER 6-10, 2018

Support Opportunities

## Sponsorship Opportunities

### Educational Update Sessions \$5,000

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

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

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

This enables your company to connect with neurosurgeons beyond your exhibit booth in a meaningful way that is valuable to them. In fact, more surgeons come to the CNS Annual Meeting to attend educational sessions on specific topics than for any other reason. As a lunch symposium sponsor, your company invites faculty of your choosing to present a 60- to 90-minute presentation on any neurosurgical topic Monday, Tuesday, or Wednesday (October 8, 9, and 10). And to help you attract more attendees, the CNS does not allow any other lunch symposia on a similar topic to take place during your session. This opportunity includes use of a lecture space in the exhibit hall that can accommodate 100 attendees; a standard AV set; and promotion of your Sponsored Lunch via onsite signage, the Annual Meeting app, and the printed pocket guide. You are responsible for arranging food and beverages with the convention center caterer. The CNS can facilitate online registration for your symposium, and you are allowed to distribute promotional materials at the exhibit hall entrance.

### Charging Lounge \$25,000

Gain prominent advertising space and help attendees stay in touch with the home and office by supporting the charging lounge. This opportunity includes prominent display of your company logo and information within the prominently located charging lounge. A place where attendees can sit and relax while their devices charge. Options to include a video display are available.

### International Reception \$15,000

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

### Live Surgery \$50,000

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

### Mobile Lab \$50,000

This sponsorship allows your company to bring your mobile lab to the meeting. All mobile labs will be set up in Hall C, with access Saturday–Wednesday. The CNS will not require carpeting in the area.

### Symposia Breakout Sessions \$25,000

The CNS provides two full-day pre-meeting symposiums. These full-day pre-meeting symposiums offer didactic CME lecture on various topics. In addition, there are several non-CME breaks throughout the day, in which an exclusive group of companies, each have their own equipment demonstration rooms in which to hold hands-on training sessions or demonstrations on the topic/equipment of your choice. There will be an afternoon lunch break for all medical attendees and corporate representatives, allowing for additional networking time. This opportunity includes an exclusive timeslot during one of the non-CME beverage breaks and general A/V. The 2018 Symposia are:

1. Neurovascular Update: Evidence-based Guidelines in Ischemic and Hemorrhagic Stroke for the Practicing Neurosurgeon
2. Surgical Robotics: Engineering to Bedside

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

The CNS goes to great lengths to bring over 2,500 surgeons and allied professionals to town for the Annual Meeting. Hosting an exclusive satellite symposium allows your company to bring targeted educational experiences to this elite audience. There are no competitive sessions during this time. The CNS will provide access to attendee mailing addresses for invitation purposes and will promote the symposia via onsite signage and a listing in the final program.

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

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

Each year, the CNS hosts a series of popular Dinner Seminars on clinical and non-clinical topics important to neurosurgery. These dinners, held at popular local restaurants during the CNS Annual Meeting, attract between 40 and 70 attendees and are among the most highly regarded sessions at the annual meeting. Take advantage of this opportunity to connect with a targeted neurosurgical audience by hosting a pre-dinner reception for a dinner in an area of clinical relevance to your company. Reception sponsors will gain access for up to 10 company representatives to join attendees during a 30-minute reception prior to the start of the seminar. The 2018 topics include:

1. The Bottom Line in a Changing World - Updates about CPT, ICD-10, MIPS and Bundling
2. Advances and Controversies in Intracranial AVM Management
3. Robotics and Spinal Surgery: The Future is Now
4. Emerging Indications for Functional Neurosurgery: Tourette, OCD, Depression, and Pain

## Advertising Opportunities

### Pre-meeting Eblast \$5,000

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

### Post-meeting Eblast \$5,000

Continue the conversation after the meeting, by sending an email to meeting attendees. Limit one per year. Price includes vetting by the Education Committee, with feedback provided relative to perceived innovativeness and value. (Note: CNS must approve topic and format.) *This opportunity is limited to 3 companies.*

### Pre-meeting Attendee Mailing List \$350

The CNS provides one complimentary mailing list with your booth that is available approximately one month before the 2018 CNS Annual Meeting. The attendee mailing list is a great opportunity to plan ahead for the meeting and to utilize to send out a physical mailing inviting attendees to visit your booth or sponsored event. Lists contain institutions and physical mailing addresses only. Should you wish to get a more complete list closer to the meeting or send out more than one communication, additional lists may be purchased.

## Headquarter Hotel Key Cards \$20,000

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

### Program Book Cover Ad \$6,000

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

### Program Book Interior Ad \$4,500

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

### Post-meeting Attendee Mailing List \$400

Available approximately 45 days post 2018 CNS Annual Meeting, the attendee mailing list is a great opportunity to follow up with meeting attendees. Lists contain institutions and physical mailing addresses only.

### Door Drop Insert \$4,500

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 two-sided, 8.5"x11".) Multiple inserts may be purchased.

## Door Drop Bag \$6,000

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

## Badge Lanyards \$15,000

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

## Registration Bags \$15,000

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

## Carpet Footprints \$10,000 (Per entrance)

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

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

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

## Escalator Wraps \$17,500

Your logo or advertisement will be prominently displayed on the interior panels of the escalators between levels in the convention center. Multiple locations available.

## Escalator Floor Decals \$15,000

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

## Walkway Stamps \$20,000

Lead attendees to the Exhibit Hall and GSS from the Headquarter Hotel with these directional floor advertisements. This sponsorship includes squares—featuring your chosen artwork—leading from the entrance of the headquarter hotel to the Exhibit Hall and GSS.

## Mobile App Splash Page \$6,000

This is an exclusive opportunity to have your company artwork displayed every time an attendee launches the CNS 2018 Mobile App.

## Mobile App Enhanced Listing \$500

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

## Mobile App Banner Ad \$5,000

This is a limited opportunity to have your company banner ad be displayed 25% of the time while attendees use the CNS 2018 Mobile App.

## Mobile App Push Message \$5,000

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

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

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

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

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

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

## Beverage Breaks \$7,500 Each

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

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

If you are looking for a more private place to conduct your business than your booth, meeting space 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 carpeted suite, listing on exhibit hall map, and signage with company logo outside of suite. Furniture and electric needs to be order through Freeman at the expense of the company.

## Additional Branding Available

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

## Educational Grant Opportunities

### Symposia Educational Grant \$25,000

The CNS provides two full day pre-meeting symposiums. These full-day pre-meeting symposiums offer didactic CME lecture on various topics. Support of one or more of these courses will result in recognition in program book, mobile app, website, and onsite signage. To see the symposia being offered at this year's meeting please follow this link:  
<https://www.cns.org/annual-meeting-2018/program/symposia>

### Practical Course Educational Grant \$15,000

Our practical courses are half-day courses that take place on Saturday, October 6 and Sunday, October 7. These courses are a combination of hands-on and didactic and cover all specialties. Support of one or more of these courses will result in recognition in program book, mobile app, website, and onsite signage. To see a full list of courses being offered at this year's meeting please follow this link:  
<https://www.cns.org/annual-meeting-2018/program/practical-courses>

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

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

## Contact Us

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

Alex Waszok  
*Industry Relations and Sales Representative*  
10 N. Martingale Rd. Suite 190  
Schaumburg, IL 60173  
Direct: 847-805-4454  
[awaszok@cns.org](mailto:awaszok@cns.org)

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

Your \$10,000 grant can be applied to either 120 Lunch Seminar tickets, 48 Dinner Seminar tickets or 20 half-day practical tickets, or any combination thereof. (For example, your \$10,000 Educational Grant can be allocated toward 10 Half-Day PC tickets, 12 Dinner Seminar Tickets, and 30 Luncheon Seminar Tickets.) Support of this opportunity will result in recognition in program book, mobile app, website, and onsite signage.

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

Luncheon seminars take place Monday, October 8–Wednesday, October 10 from 12:15–1:45 pm. These sessions provide CME credit to attendees. Help offset the cost of providing this education. Support of this course will result in recognition in program book, mobile app, website, and onsite signage. To see the lunch seminars being provided this year, please follow this link:  
<https://www.cns.org/annual-meeting-2018/program/luncheon-seminars>

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

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

Sydney Manola  
*Associate Director, Corporate Development*  
10 N. Martingale Rd. Suite 190  
Schaumburg, IL 60173  
Direct: 847-805-4480  
[smanola@cns.org](mailto:smanola@cns.org)