Exhibitor Prospectus

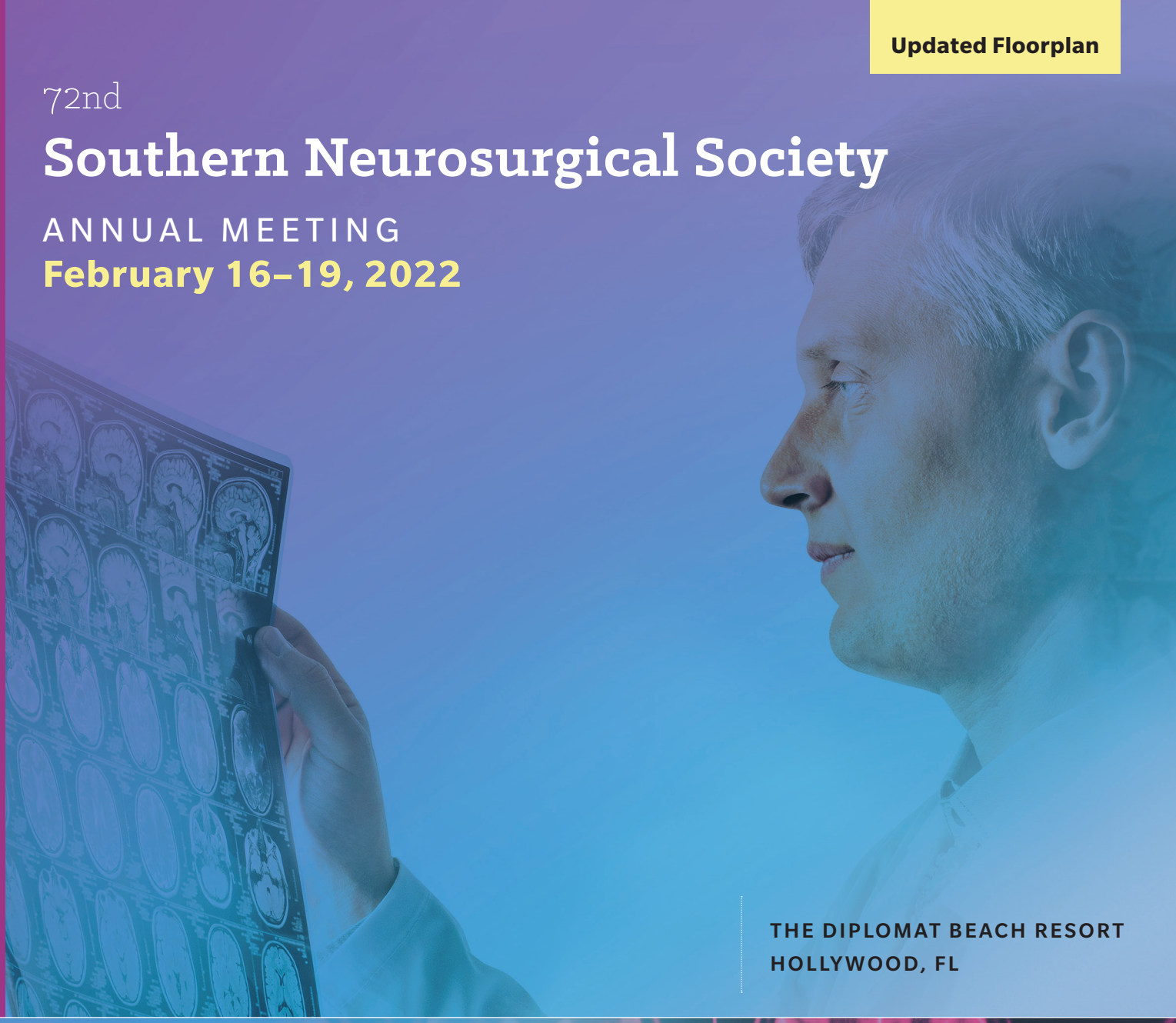
Updated Floorplan

72nd

Southern Neurosurgical Society

ANNUAL MEETING

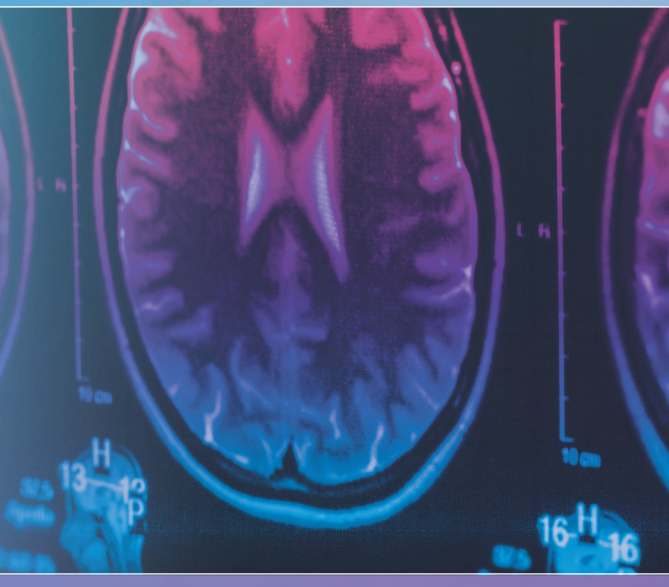
February 16–19, 2022



THE DIPLOMAT BEACH RESORT
HOLLYWOOD, FL

Why Exhibit at SNS 2022?

- Meeting draws 125+ neurosurgeons from around the US, including leaders in the field and fellows just beginning their careers.
- Advertising opportunities to reach all SNS attendees.
- Breakfast, refreshment breaks, and welcome reception in the exhibit hall.
- Ample free time to connect with surgeons in a more relaxed atmosphere.
- Grand Prize Raffle incentivizes surgeons to visit exhibit booths.
- Numerous opportunities for grant support and workshop participation.



Jointly Provided by the AANS

Dear Exhibitor:

WE ARE PLEASED TO INVITE YOU TO PARTICIPATE in the 72nd Southern Neurosurgical Society Annual Meeting, which will be held February 16–19, 2022 at The Diplomat in Hollywood, FL.

While we missed seeing familiar faces in 2021 due to COVID-19, we are looking forward to reconnecting in person in 2022. The SNS Annual Meeting is popular for its well-paced program, collegiality, and world-renowned speakers. As an industry representative, your company will have the opportunity to showcase its products and services to a focused group of buyers, including senior surgeons and those just starting their careers.

This year's meeting will feature:

- **CME program** planned by Dr. Madison Michael and featuring many distinguished speakers
- **Ample opportunities** to exhibit, advertise, and provide workshop support
- **Spotlight Technology Exhibits** to display larger equipment in the exhibit hall

The Diplomat Beach Resort

Please review this prospectus and submit your application as soon as possible as space is limited and will sell out quickly.

Thank you for your consideration, and we look forward to seeing you in Florida!

Sincerely,

Jay Howington, MD—PRESIDENT

EXHIBITS COMMITTEE

Dan Couture, MD—CHAIRMAN

Peter Grossi, MD | Chris Holland, MD | William Clifton, MD

Contents

Exhibit Floor Plan	Exhibit Application	Support Opportunities	Support Application
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2020 Exhibitors & Supporters

7D Surgical
Aesculap, Inc.
Arbor Pharmaceuticals
Armamentarium
Black Diamond Medical
Brainlab
Cerapedics, Inc.
Codman Integra LifeSciences
DePuy Synthes
Florida Neurosurgical Society
Globus Medical
GT Medical Technologies, Inc.
IMRIS Deerfield Imaging
Invenio Imaging
ISTO Biologics
KLS Martin Group
Leica Microsystems
Medtronic
MicroVention, Inc.
Mizuho America, Inc.
Natus
Nico Corporation
NuTech Spine & Biologics
NX Development Corp.
Organogenesis Surgical & Sports Medicine
Orthofix
OssDsign
Osteomed
Penumbra
Rosman Search, Inc.
Spine Wave
Surgeons Capital Management
Sutter Medical USA
Synaptive
TeDan Surgical Innovations
Tobra Medical
US IOM
Varian Medical Systems
ZAP Surgical
Zavation
ZEISS
Zimmer Biomet

Meeting At-A-Glance

MEETING DATES

February 16–19, 2022

LOCATION

The Diplomat Beach Resort
3555 S Ocean Dr., Hollywood, FL 33019
diplomatresort.com

Schedule At-A-Glance

Wednesday, February 16

1:00–5:00 pm	**Exhibit Space Installation**
1:00–5:00 pm	Exhibitor and Medical Attendee Registration

Thursday, February 17

7:00 am–1:00 pm	Exhibitor and Medical Attendee Registration
7:00–7:30 am	**Breakfast with Exhibitors**
7:30–9:30 am	Scientific Program
9:30–10:00 am	**Break with Exhibitors**
10:00 am–12:20 pm	Scientific Program
12:30–1:30 pm	**Non-CME Workshop: Robotics in Neurosurgery**
5:30–7:00 pm	**Welcome Reception in Exhibit Hall**

Friday, February 18

7:00 am–1:00 pm	Medical Attendee Registration
7:00–7:30 am	**Breakfast with Exhibitors**
7:30–10:15 am	Scientific Program

Friday, February 18

10:15–10:45 am	**Break with Exhibitors**
10:45 am–1:00 pm	Scientific Program
6:00–10:00 pm	Family Night

Saturday, February 19

7:00 am–1:00 pm	Medical Attendee Registration
7:00–7:30 am	**Breakfast with Exhibitors**
7:30–9:40 am	Scientific Program
9:40–10:10 am	**Break with Exhibitors**
10:10 am–12:35 pm	Scientific Program & Raffle Drawing
10:15 am–12:30 pm	**Exhibit Dismantling**
7:00–10:00 pm	Final Reception & Banquet

Hours and program subject to change

Key Dates

NOVEMBER 8, 2021
Exhibit and Support Applications Due

DECEMBER 13, 2021
Table Assignments Provided

JANUARY 20, 2022
Corporate Personnel Registration Deadline

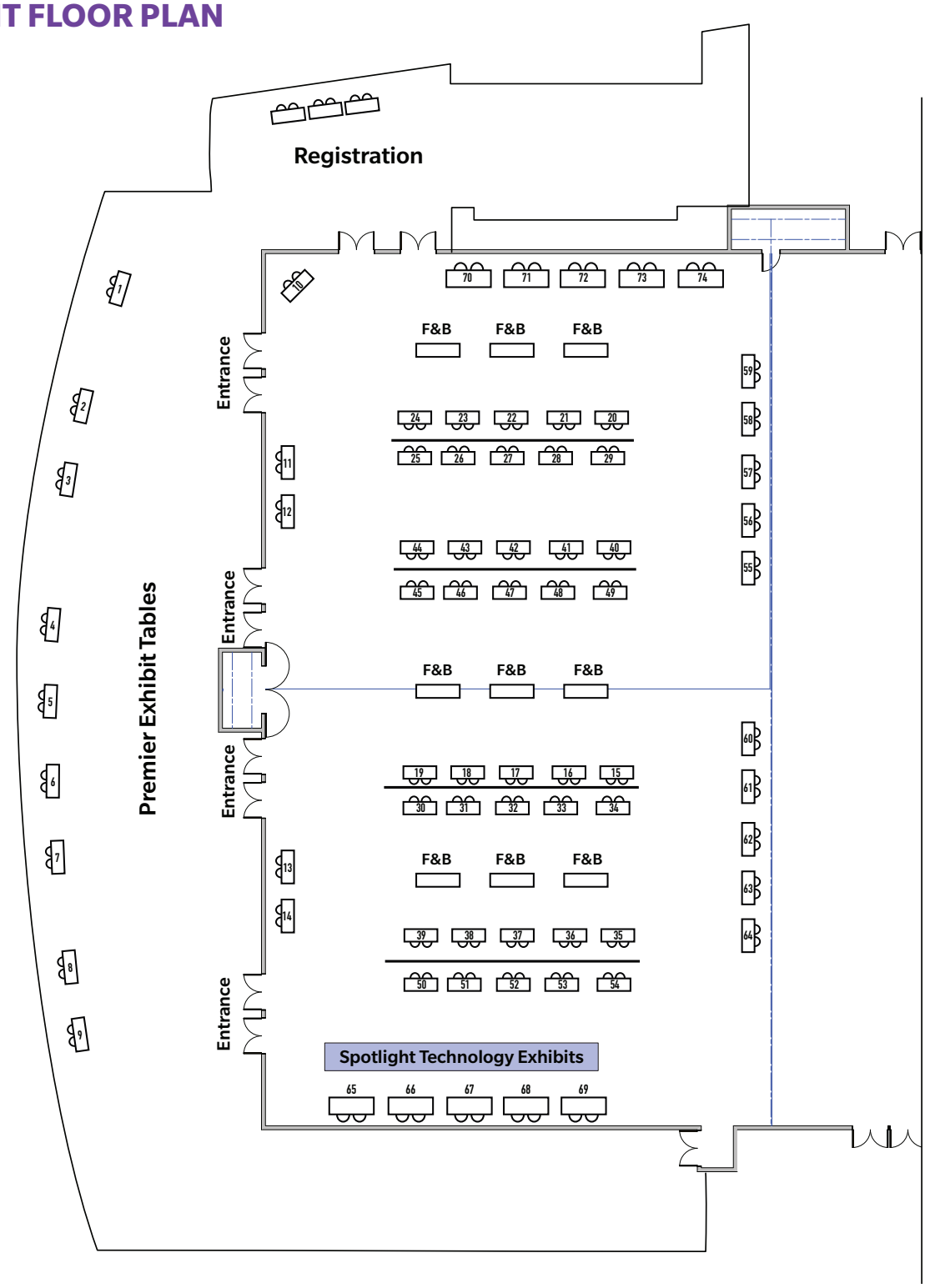
JANUARY 25, 2022
Hotel Reservation Deadline

Contact Info

SNS Annual Meeting Planning Office
c/o BroadWater
301 South County Farm Road, Suite L
Wheaton IL 60187

Carly Franzen
Tel: (630) 681-1040 ext. 302
Fax: (630) 682-5811
Email: **cfranzen@broad-water.com**

EXHIBIT FLOOR PLAN



Attendee Raffle!

Each exhibit booth will be provided with customized raffle entry forms. Every time a surgeon visits your booth and speaks with a company representative, they will receive a raffle entry. Raffles prizes (including free registration and hotel for the 2023 meeting) will be distributed at the end of the course.

TABLETOP EXHIBIT INFORMATION

PREMIER EXHIBIT SPACE

Fee: $5,995 per tabletop includes:

- Foyer location— limited availability (first-come, first-served basis)
- 6' draped table
- Two chairs
- One wastebasket
- Two exhibitor registration badges
- Two copies of the Program Guide

SPOTLIGHT TECHNOLOGY EXHIBIT SPACE

Fee: $5,995 per tabletop includes:

- Located in the back row of the exhibit hall for more room to showcase your larger equipment
- Larger space (8' x 6' footprint)
- One chair
- One wastebasket
- Two exhibitor registration badges
- Two copies of the Program Guide

STANDARD EXHIBIT SPACE

Fee: $4,995 per tabletop includes:

- Located inside the exhibit hall
- 6' draped table
- Two chairs
- One wastebasket
- Two exhibitor registration badges
- One copy of the Annual Meeting Program Guide

Exhibit and Corporate Support Application Deadline

November 8, 2021

Turn application in early to ensure you receive your booth choice!

Note: *Companies submitting applications after January 14, 2022, may not be listed in program materials or featured in drawings.*

Space Assignments & Exhibitor Details Emailed

December 13, 2021

Exhibit Location

Premier exhibits will be located in the Foyer of the Diplomat. Standard exhibits and spotlight technology exhibits will be located in The Great Hall 1 & 2. All exhibit space is carpeted.

Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one half-hour prior to opening and may remain one half-hour after closing of the hall, with the exception of Wednesday, February 16 when set-up begins and Saturday, February 19 when dismantling begins.

Exhibitor Assignments

Exhibit assignments along with audio visual and internet order forms will be emailed to the corporate contact person on or before December 13, 2021.

Badge and Program Book Distribution

Badges will be distributed to exhibiting personnel commencing with set-up on Wednesday, February 16, 2022, and throughout Thursday–Saturday at the Course Registration Desk located in the Foyer. Exhibit fee includes two (2) complimentary Annual Meeting badges for company personnel. All registrations above the free allotment will be charged $650 each before January 20, 2022 and $750 each after January 20, 2022. There will be a $50 change fee for any name changes after January 31, 2022. Representatives without a badge will not be admitted to 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 $750 each.

Exhibit Construction and Arrangement

Please note this meeting is for tabletop exhibits. Large equipment is only allowed in the Spotlight Technology Exhibit area. 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 of the SNS object to any exposed portions of a display, the exposed portions will be draped or concealed by the SNS and billed to the exhibitor. Two-story booths are not permitted. Signage may not be higher than 8 feet. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits. Exhibits may not exceed 8 feet along the back panel, and side panels may not rise above 3 feet 6 inches for more than 3 feet.

COMMERCIAL SUPPORT OPPORTUNITIES

The Southern Neurosurgical Society recognizes the importance of partnership with industry to advance education and research. We are pleased to provide a variety of opportunities for our exhibitors to contribute to this meeting.

CME Grant Opportunities

GENERAL SESSION

$5,000 per day or $12,000 for all three days

The CME-Accredited General Session allows physicians to share their valuable research and methodology. In addition to overall support recognition, supporting company will be recognized from the podium.

ONLINE PROGRAM BOOK

$7,500

This valuable tool is available to each medical registrant at the meeting and is used as a reference following the meeting. In addition to overall support recognition, supporting company will be recognized on the online program book website.

GENERAL ANNUAL MEETING SUPPORT

$1,000 and up

Show your support for the SNS Annual Meeting with a general support pledge of any amount of $1,000 and up.

SPECIAL LECTURE / SPEAKER SUPPORT

$25,000 each

R. Eustace Semmes Lecture

This annual lecture honors both Dr. Semmes and the outstanding neurosurgeon or neuroscientist who delivers the lecture. In addition to overall support recognition, supporting company will be recognized from the podium.

William Henry Hudson Lecture

Presented in honor of William Henry Hudson, MD, who is recognized as the first Southern neurosurgeon credited for designing several neurosurgical instruments. In addition to overall support recognition, supporting company will be recognized from the podium.

Edward "Ned" Downing Lecture

In memory of this accomplished Southern neurosurgeon, the leadership of the SNS has established the Edward F. Downing Memorial Lecture. This lecture will feature a topic of general interest to those living and working in the South. In addition to overall support recognition, supporting company will be recognized from the podium.

Non-CME Grant Opportunities

NON-CME WORKSHOP: ROBOTICS IN NEUROSURGERY

$8,000 (co-support)

This year's workshop will be held with lunch on Thursday, February 17. It will feature a hands-on showcase of robotics and related technology for both the spinal and cranial markets. A limited number of spaces are available so claim your spot early!

COMMERCIAL SUPPORT OPPORTUNITIES, CONTINUED

Food and Beverage Support

WELCOME RECEPTION

$12,000

This well-attended event welcomes registrants to the Annual Meeting with drinks and light hors d'oeuvres. The event will take place on Thursday evening, February 17, from 5:30–7:00 pm in the Exhibit Hall. In addition to overall support recognition, supporting company will be recognized on signage at the event.

CONTINENTAL BREAKFAST

$3,000 each or $8,500 for all three days

Make an impression first thing in the morning by supporting the daily continental breakfast for surgeons and exhibitors. In addition to overall support recognition, supporting company will be recognized on signage during breakfast(s).

BEVERAGE BREAKS

$2,500 per day or $6,000 for all three days

Provide a pleasant break in the day by supporting a midmorning beverage break for surgeons and exhibitors. In addition to overall support recognition, supporting company will be recognized on signage during the beverage break(s).

Advertising Opportunities

EXCLUSIVE EBLAST TO SNS REGISTRANTS

$4,000

Reach SNS attendees 10 days prior to the meeting via an exclusive eblast. You will provide the content and SNS will send on your behalf.

BANNER AD IN EBLAST TO SNS REGISTRANTS

$3,000

Add a banner to an SNS eblast that will be seen by all attendees. With only two of these opportunities available, be sure to sign up early!

COMMERCIAL SUPPORT OPPORTUNITIES

Miscellaneous Support

WIFI ACCESS
$5,000

Help SNS delegates stay in touch and informed by providing wireless internet access in the exhibit hall and general session for all SNS attendees. In addition to overall support recognition, supporting company will be recognized from the podium, in the program book, and on signage in the exhibit hall and general session room.

HOTEL KEY CARDS
$5,000

Reach all SNS attendees with your custom design on each hotel keycard including logo, links, QR codes, and more. Supporter must submit design for SNS approval and pay production costs. *Reservation deadline for this opportunity is December 13th.

MEETING BAGS OR BADGE LANYARDS
$4,000 each

Provide a practical portable reminder of your meeting support. An opportunity to present each Annual Meeting registrant with either a registration bag or badge lanyard bearing your company logo. Corporate supporter provides bags and/or lanyards must receive approval from SNS on design/prototype.

MEETING PENS
$3,000

Provide each meeting attendee with a pen with your logo on it. Corporate supporter provides pens and must receive approval from SNS on design/prototype.

COMMERCIAL SUPPORT RECOGNITION

As a sign of appreciation for our corporate partners who support the Annual Meeting, SNS will offer the following recognition and benefits:

Platinum Supporter
$25,000 and above

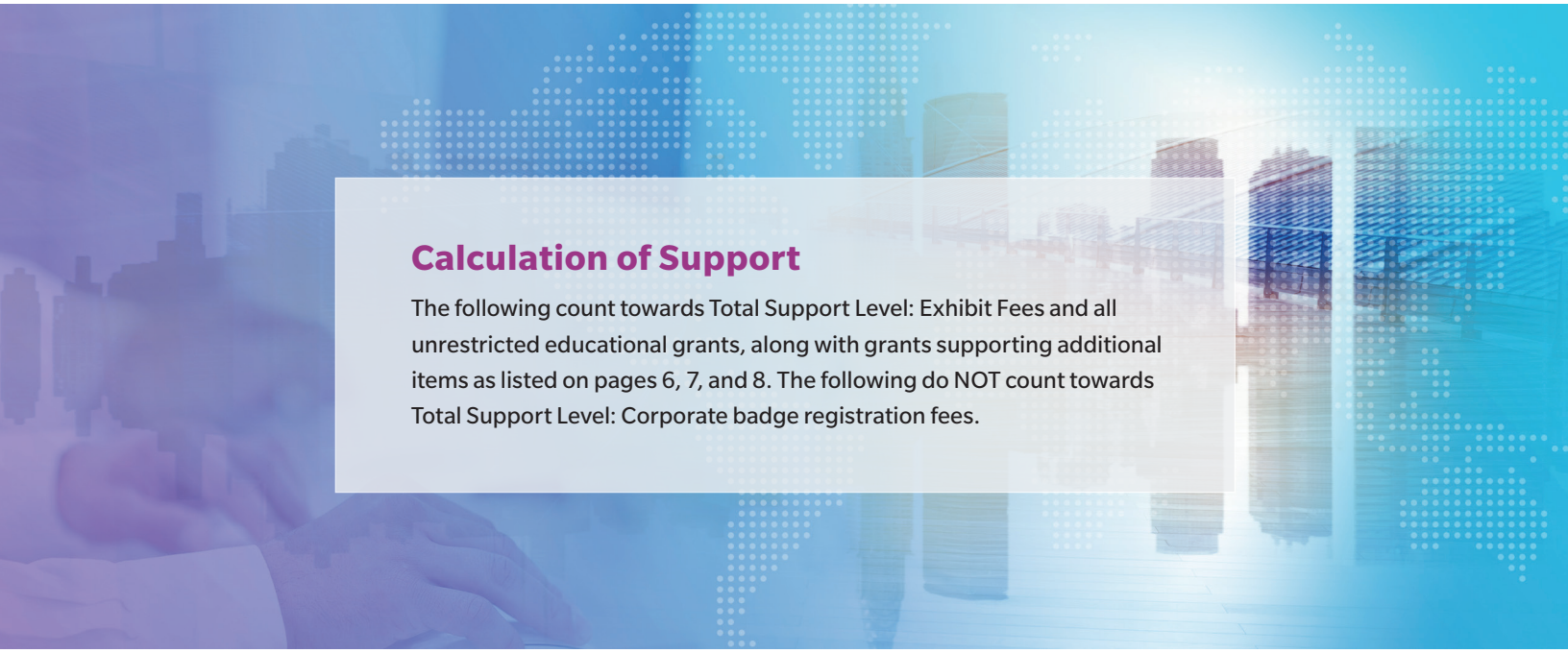
- Half-page acknowledgement in SNS Annual Meeting program book.
- Prominent recognition with logo on SNS Annual Meeting signage and course announcements.
- Four complimentary badges in addition to the 2 complimentary with tabletop space.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

Gold Supporter
$15,000 and above

- Acknowledgement in SNS Annual Meeting program book.
- Recognition on SNS Annual Meeting signage and course announcements.
- Two complimentary badges in addition to the 2 complimentary with tabletop space.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

Silver Supporter
$10,000 and above

- Acknowledgement in SNS Annual Meeting program book.
- Recognition on SNS Annual Meeting signage.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.



Calculation of Support

The following count towards Total Support Level: Exhibit Fees and all unrestricted educational grants, along with grants supporting additional items as listed on pages 6, 7, and 8. The following do NOT count towards Total Support Level: Corporate badge registration fees.

SNS 2022 APPLICATION FOR EXHIBIT SPACE

BOOTH TIER REQUESTED:

◯ **Premier Exhibit ($5,995)**

◯ **Spotlight Technology Exhibit ($5,995)**

◯ **Standard Exhibit ($4,995)**

Booth Choices 1. _____ 2. _____ 3. _____

Competitors we *do not* wish to be near

1. _____

2. _____

Companies *we would like to be near*

1. _____

2. _____

Space assignment is at the sole discretion of the SNS Annual Meeting Planning Office.

COMPANY DETAILS

COMPANY NAME *(exactly as it should appear in course materials)*

WEBSITE

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

CONTACT NAME CONTACT EMAIL ADDRESS

BILLING INFORMATION

◯ **Credit** ☐ **VISA** ☐ **MC** ☐ **AMEX** ☐ **DISCOVER**

CREDIT CARD NUMBER EXPIRATION DATE SECURITY CODE

NAME *(exactly as it appears on card)*

SIGNATURE *(I agree to pay according to the credit card issuer agreement)*

A 3% processing fee will be applied to all credit card payments of $5,000 or above.

◯ **Check** *(made payable to the Southern Neurosurgical Society)*

Check Number _____

WE AGREE

1. Payment in full by **November 8, 2021** must accompany this application. Checks must be made payable to: **Southern Neurosurgical Society.** A 3% processing fee will be added to all credit card payments.
2. All provisions of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract. Application Deadline is November 8, 2021. We hereby apply, subject to terms of the SNS printed Rules and Regulations, for exhibit space for our occupancy.

MAIL

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES and return this original application with the appropriate payment information by November 8, 2021 to:

SNS Annual Meeting Planning Office
c/o BroadWater
301 South County Farm Rd., Suite L
Wheaton, IL 60187 USA

FAX

If paying by credit card, you may fax this form to:
1 (630) 682-5811

EMAIL

Email your applications to Carly Franzen at **cfranzen@broad-water.com**

CANCELLATION POLICY

Request for cancellation of exhibit space must be made in writing. Written cancellations received on or before December 13, 2021 will receive a full refund minus a $200 administrative fee. Cancellations received after December 13, 2021 will forfeit the entire cost of the table.

CANCELLATION DUE TO COVID

In the unlikely event that COVID prevents SNS from being held in person, 20% of the company's support of the meeting will be retained to help offset the significant costs that the meeting will incur prior to its Cancellation.

Deadline for Submission
November 8, 2021

FOR OFFICE USE ONLY:

PAYMENT AMOUNT RECEIVED

CHECK # DATE RECEIVED

BOOTH ASSIGNED

SNS 2022 SUPPORT APPLICATION

Selection(s)	Cost	Subtotals
◯ **General Session**	◯ Thursday ◯ Friday ◯ Saturday @ $5,000 each OR ◯ All three days $12,000 total	$
◯ **Online Program Book**	$7,500	$
◯ **General Annual Meeting Support**	$1,000 and up	$
◯ **R. Eustace Semmes Lecture**	$25,000	$
◯ **William Henry Hudson Lecture**	$25,000	$
◯ **Edward "Ned" Downing Lecture**	$25,000	$
◯ **Non-CME Workshop: Robotics**	$8,000 (co-support)	$
◯ **Welcome Reception**	$12,000	$
◯ **Continental Breakfast**	◯ Thursday ◯ Friday ◯ Saturday @ $3,000 each OR ◯ All three days $8,500 total	$
◯ **Beverage Breaks**	◯ Thursday ◯ Friday ◯ Saturday @ $2,500 each OR ◯ All three days $6,000 total	$
◯ **Exclusive Eblast**	$4,000	$
◯ **Banner Ad in Eblast to SNS Registrants**	$3,000	$
◯ **WiFi Access**	$5,000	$
◯ **Hotel Key Cards**	$5,000	$
◯ **Meeting Bags**	$4,000	$
◯ **Badge Lanyards**	$4,000	$
◯ **Meeting Pens**	$3,000	$
	TOTAL	$

COMPANY NAME

BILLING INFORMATION

CONTACT NAME

TELEPHONE

EMAIL ADDRESS

◯ **Credit** ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

CREDIT CARD NUMBER EXPIRATION DATE SECURITY CODE

NAME *(exactly as it appears on card)*

SIGNATURE *(I agree to pay according to the credit card issuer agreement)*

A 3% processing fee will be added to all credit card payments.

◯ **Check** *(made payable to the Southern Neurosurgical Society)*

Check Number _____

WE AGREE

Payment in full by **November 8, 2021** must accompany this application. Checks must be made payable to: Southern Neurosurgical Society. A 3% processing fee will be added to all credit card payments.

MAIL

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FAX

If paying by credit card, you may fax this form to:
1 (630) 682-5811

EMAIL

Email your applications to Carly Franzen at **cfranzen@broad-water.com**

CANCELLATION POLICY

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Deadline for Submission

November 8, 2021

FOR OFFICE USE ONLY:

PAYMENT AMOUNT RECEIVED

CHECK # DATE RECEIVED

Social Events

Exhibiting personnel and their families and guests are welcome to attend all social events, however, they must register with the SNS Meeting Planning Office. Once your exhibit form has been submitted, you will receive a confirmation letter along with a Corporate Attendee and Guest Registration Form.

WELCOME RECEPTION

Thursday, February 17
5:30–7:00 pm
Exhibit Hall

FAMILY NIGHT

Friday, February 18
6:00–10:00 pm
Diplomat Landing Portico

Housing Information

The Diplomat Beach Resort
3555 S Ocean Dr.
Hollywood, FL 33019

HOTEL RESERVATIONS

We encourage you to make your hotel reservations early, as our housing block typically fills before the deadline!

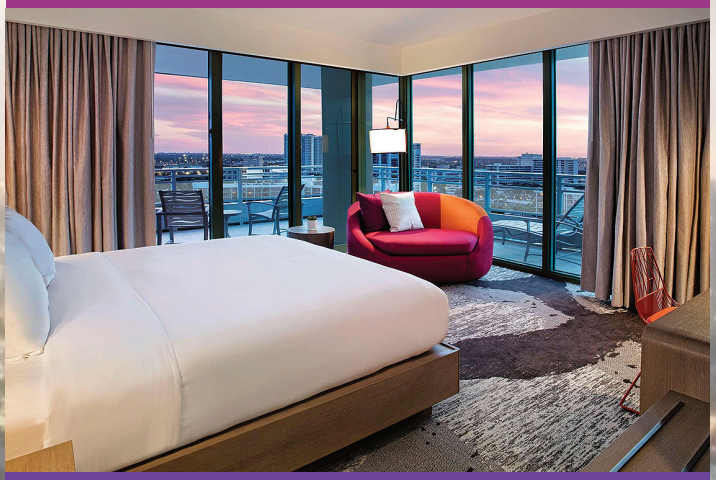
Our discounted rates expire on **January 25, 2022**.

Reservation Instructions

You may make your hotel reservation by either web or phone:

VISIT SOUTHERNNEUROSURGERY.ORG

OR call **855-689-2911** and tell them you are with the **Southern Neurosurgical Society Annual Meeting.**



Single/Double Guestrooms $379* per night
**Plus tax and $20 per night discounted Resort Fee.*

RULES AND REGULATIONS

INTERPRETATION OF RULES

The following Rule and Regulations are part of the contract between the exhibitor and the Southern Neurosurgical Society (SNS). All matters not covered in these Rule and Regulations shall be referred to SNS for adjudication and the decision of SNS shall be final. These Rules and Regulations may be amended at any time by SNS and all the amendments 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 2021 SNS Annual Meeting and may be given at any authorized agent or representative of the exhibitor.

TABLETOP ASSIGNMENTS

Tabletop assignments will be allocated on the following basis: number of tables requested, corporate support dollars contributed to the 2019 and 2020 Annual Meeting, date of receipt of application and payment, and space availability.

SNS reserves the right to change the exhibit floor plan if conflict arises regarding space requests or conditions that are beyond SNS's control. SNS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor-producing activities or containing other disagreeable features in the area where the noise or aroma will not interfere with other exhibits. Show management (SNS Annual Meeting Planning Office) reserves the right to determine at what point sound, odor, etc. interferes with others and must be discontinued. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances.

EXHIBIT CONDUCT

SNS reserves the right to approve all exhibits and activities related thereto. SNS 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 Annual Meeting or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application approval. Inspection of the exhibit area will be made during installation hours. An effort will be made to advise exhibitors of any deviation from the rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the SNS for any refund whatsoever. SNS 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 Annual Meeting. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited and may be cause for expulsion. An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. SNS does not in any manner endorse any of the products or services related to the exhibits, which have been accepted for display during the Annual Meeting. Exhibitors may not sell any food or beverage on the exhibit floor. 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.

BOOTH CONSTRUCTION AND ARRANGEMENT

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 of the SNS object to any exposed portions of a display, the exposed portions will be draped or concealed by the SNS and billed to the exhibitor. Two-story booths are not permitted. Signage may not be higher than 8 feet. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits. Exhibits may not exceed 8 feet along the back panel, and side panels may not rise above 3 feet 6 inches for more than 3 feet.

CHILDREN

Children under 18 years of age will NOT be permitted to enter the exhibit area at any time during the meeting, including the installation and dismantling of exhibits.

CONTESTS, RAFFLES, AND DRAWINGS

Other than those run by the SNS Meeting Planning Office, contests, raffles, and drawings are not permitted at the 2021 SNS meeting.

DEMONSTRATION AND LIABILITY

Exhibitions, demonstrations, or distribution of promotional materials 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 an amount as shall be deemed necessary for restoration to the previous condition. No representative of the Diplomat 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, 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.

DISTRIBUTION OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY

Canvassing in any part of the facilities used by SNS is strictly forbidden and anyone doing so will be asked to leave the meeting. Distribution of advertising or printed material by the exhibitor outside the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by SNS. These rules begin at 10:00 am on Wednesday, February 16 and ends at 1:00 pm on Saturday, February 19.

FIRE REGULATIONS

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

LIABILITY/HOLD HARMLESS AGREEMENT

The exhibitor assumes all responsibility and liability for and agrees to protect, defend, indemnify, save and hold forever harmless SNS, Official Service Contractor/Decorator, The Diplomat and their respective agents, servants, employees, representatives, successors, and assigns, from any and against all claims, demands, causes of action, damages, costs, and expenses, including attorneys' fees, for injury to person or damage to property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the exhibitor's occupancy or use of The Diplomat and its facilities, including but not limited to the installation,

maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of the Diplomat and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of The Diplomat, resulting from the negligent act or acts of its employee(s), or products. The exhibitor waives any and all claims it may have against any or all of the Official Service Contractor/Decorator and their respective agents, employees, representatives, successors, and assigns for injury and damage to persons or property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the SNS Annual Meeting and the use of The Diplomat and its facilities, except as may arise solely from the gross negligence of one of the foregoing parties. The exhibitor further waives any claim against SNS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the SNS Annual Meeting by anyone not an employee of SNS or BroadWater (the SNS Annual Meeting Planning Office) concerning the exhibitor or his/her exhibit. In the event that The Diplomat or any portion thereof is destroyed or damaged by fire other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event the SNS, The Diplomat, or Official Service Contractor/Decorator cannot use or occupy the premises because of strikes, acts of God, national emergency, or other causes beyond their control, the exhibitor's right to exhibit lease shall terminate and the exhibitor hereby waives any claim it may have against any of the foregoing parties by reason of such termination, except that if such event occurs prior to February 16, 2022 the opening day of the meeting, SNS shall refund the prepaid fee to the exhibitor.

HANDOUTS AND GIVEAWAYS

Distribution of samples of products and souvenirs is permissible. Approval of samples and souvenirs must be obtained by the SNS Annual Meeting Planning 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:

Carly Franzen
SNS Annual Meeting Planning Office
c/o BroadWater
301 South County Farm Rd., Suite L
Wheaton, IL 60187 USA

(Samples will not be returned)

INDUSTRY EVENTS

No entertainment functions, meetings, courses or social functions may be scheduled to conflict with SNS Annual 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 SNS Annual Meeting Planning Office 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 Thursday, February 17, through Saturday, February 19, 2022. Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name(s) of the corporate supporter and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, SNS, or the SNS Annual Meeting.

INSURANCE

The exhibitor acknowledges that none of the SNS, BroadWater, Official Service Contractor/Decorator nor The Diplomat shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

PAYMENT

Payment in full must accompany the exhibit application in order for space to be assigned. Submission of a contract does not guarantee booth assignment. A 3% processing fee will apply to all credit card payments.

PURPOSE OF EXHIBIT

The sole purpose for contracting exhibit space is to display and/or demonstrate equipment, supplies, and/or services.

REFUND FOR CANCELLATION

Requests for cancellation of exhibit space must be made in writing. Written cancellations received on or before December 13, 2021 will receive a full refund minus a $200 administrative fee. Cancellations received after December 13, 2021 will forfeit the entire cost of the booth.

SECURITY

SNS will coordinate with The Diplomat to make sure the Exhibit Hall is locked after show hours beginning Wednesday, February 16 through Saturday, February 19. Neither SNS, BroadWater, nor The Diplomat will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage. The SNS Annual Meeting Planning Office will not be responsible for any lost or stolen items left at the 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.

CANCELLATION DUE TO COVID

In the unlikely event that COVID prevents SNS from being held in person, 20% of the company's support of the meeting will be retained to help offset the significant costs that the meeting will incur prior to its Cancellation.