



Exhibitor Prospectus



10th SNIS Practicum

and 2nd International Endovascular Stroke Conference (IESC)

April 27-28, 2012

Sheraton New York Hotel & Towers

Prospectus



Prac-ti-cum [prak-ti-kum] n.
A course of study designed especially for the preparation of teachers and clinicians that involves the supervised practical application of previously studied theory.

New York, New York

Society of
NeuroInterventional
Surgery
SNIS



SNIS Celebrates 10

with an Encore International Stroke Conference (IESC)



SNIS has much to celebrate in 2012. This year marks the tenth anniversary of the Practicum, a popular and anticipated forum. Over the last decade, this event has served multiple purposes – a touchbase opportunity, refresher course, networking venue, introduction for the novice, fellow, or undecided. And the list goes on. But despite these thematic ways in which it has proven its value to members, it has come with its share of evolution as well. Last year, the Practicum entered a new chapter with the debut of a new format dedicated to stroke. It had all the markings of a SNIS Practicum – intensity, engagement and innovation – but newly focused on perhaps what could be called the centerpiece condition of the endovascular table.

Given the prevalence of stroke – and multiple treatment advances – it's not surprising that last year's inaugural event was such a big success. Physicians of different backgrounds consider it part of their treatment purview; media have tracked stroke in increasing regularity in recent years; there are no shortage of legislative initiatives around stroke; and SNIS, along with some of our endovascular partners, have published treatment standards designed to ensure that those who treat this devastating condition are truly qualified to do it. Indeed, stroke continues to dominate the conversation in the neurointerventional arena – and, for that reason, SNIS feels strongly about facilitating the dialogue.

In 2012, we look forward to yet another stimulating meeting. In a 48-hour period we'll cover the hot topics relating to caring for the stroke patients, explore the approach to and future of stroke treatment within the context of what we know today and get down to the key considerations involved in building a stroke program. And, as always, amidst the sessions, panel discussions and always-interesting debate sessions, we'll reserve plenty of meet and greet opportunities to facilitate the kind of engagement between physicians and industry that makes forums such as these worth your time and investment.

As SNIS continues to evolve its offerings in order to meet the needs of the neurointerventional practitioner, we are so very grateful for your support and mutual commitment to "firsts." After all, it's as much your vision and passion that make it possible for us to continue to innovate in an ongoing quest to stay relevant. Our hope is that once again, this forum will exceed all expectations as we bring together the various stakeholders that are responsible for the doing and facilitating where it concerns advancing stroke treatment. Many thanks for your willingness to engage in both!

As always, please feel free to call Marie Williams at 703-691-2272 with any questions. Thank you in advance for your partnership.



Sponsorship

Sponsorship Opportunities: The following sponsorship opportunities are available...

SNIS Corporate Members		Non-members	
Friday Morning Symposium, 9:30 am-10:30 am	\$30,000	Friday Morning Symposium, 9:30 am-10:30 am	\$40,000
Friday Lunch Symposium, 12:30 pm-1:30 pm	\$30,000	Friday Lunch Symposium, 12:30 pm-1:30 pm	\$40,000
Friday Afternoon Symposium, 3:30 pm-4:30 pm	\$30,000	Friday Afternoon Symposium, 3:30 pm-4:30 pm	\$40,000
Saturday Morning Symposium, 10:00 am-11:00 am	\$30,000	Saturday Morning Symposium, 10:00 am-11:00 am	\$40,000
Saturday Lunch Symposium, 12:30 pm-1:30 pm	\$30,000	Saturday Lunch Symposium, 12:30 pm-1:30 pm	\$40,000
Demonstration Station (per station)	\$5,000	Demonstration Station (per station)	\$7,500
Hotel Room Keys	\$5,000	Hotel Room Keys	\$7,500
Pads/Pens	\$5,000	Pads/Pens	\$7,500
Lanyards	\$5,000	Lanyards	\$7,500
Friday, 10:30 am-11:00 am Break	\$5,000	Friday, 10:30 am-11:00 am Break	\$7,500
Friday, 1:30 pm-2:00 pm Break	\$5,000	Friday, 1:30 pm-2:00 pm Break	\$7,500
Saturday, 1:30 pm-2:00 pm Break	\$5,000	Saturday, 1:30 pm-2:00 pm Break	\$7,500
Full-page Ad in Final Program	\$3,000	Full-page Ad in Final Program	\$5,000
½ -page Ad in Final Program	\$2,000	½ -page Ad in Final Program	\$3,000

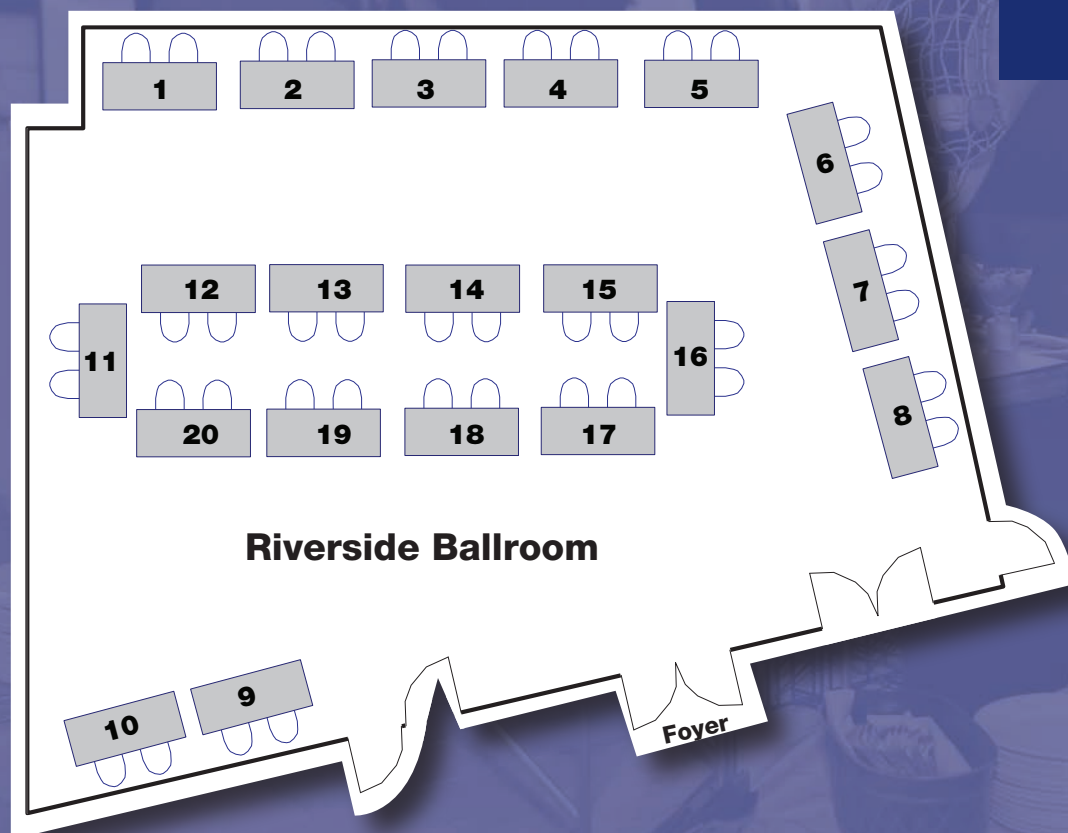


Exhibit Hall Floor Plan

Benefits

Official Meeting Support Levels and Benefits

■ **Gold** – \$10,000 - \$19,999 ■ **Emerald** – \$20,000 - \$29,999 ■ **Platinum** – \$30,000 and above

Benefit	Gold	Emerald	Platinum
On-site signage	■	■	■
Recognition from Podium	■	■	■
Recognition on SNIS's website	■	■	■
Recognition in <i>The Embolus</i>	■	■	■
½-page Ad in Final Program	■		
Full-page Ad in Final Program		■	■
One complimentary room drop			■

General Information and Descriptions

Morning, Lunch & Afternoon Symposia

Sponsored symposia times are specifically set aside for industry sponsors to have a forum to present their latest studies, trials, etc. SNIS will not provide CME credits for these symposia. Content for the symposia are at the discretion of the industry sponsors.

Demonstration Stations

Once again this year, in order to enhance the attendee and exhibitor experience and in order to save our corporate partners significant shipping fees to meetings, SNIS has moved from a formal exhibit hall at the Practicum to “demonstration stations”. No modular booths will be allowed at the meeting. The demonstration stations will be in the meeting space immediately adjacent to the meeting room. You may purchase as many 6’ tables as you wish. The idea behind the demonstration stations is to allow attendees to have a true “hands-on” experience at your station. Please see the back of the registration form for a complete list of rules and regulations.



Hotel Room Keys

Your company's logo and message will be displayed on all of the room keys distributed at the SNIS headquarters hotel.

Pads/Pens

Your company's logo will be displayed on 8 ½ by 11 pads of paper and attractive pens distributed at the SNIS Registration Desk.

Badge Lanyards

Let each participant promote your company name for you! This highly visible sponsorship reminds participants of your continued support of the SNIS Practicum with every look at a name badge.

Breaks

Each break brings all attendees into the demonstration area. Your company's logo will be displayed on napkins and cups to let everyone know who to thank for the food and beverage. Your company will also be able to give input as to the type of food offered at the break.

Note: Napkins and cups are to be provided by the sponsoring company.

Ads

Take this opportunity to reach all attendees by placing an ad in the final program which is handed out to all attendees of the meeting. Full and ½-page ads are available.

Auxiliary Meeting Requests – deadline April 6, 2012

If you require meeting room space for company sales meetings or other SNIS approved activities, you are required to complete this form and return it to Marie Williams by April 6, 2012. Auxiliary meeting space will be assigned on a first-come, first-served basis, and space assignments will be confirmed by April 13, 2012. Fees may apply.

Note: The SNIS prohibits the scheduling of exhibitor/sponsor events, including those for company personnel only, whether they are scientific, technical, or social, at times which conflict with the society's scientific program activities. Only vendors exhibiting at the SNIS Practicum will be able to reserve function space at the SNIS headquarters hotel during meeting dates. Please see the request form for further rules and regulations.

Corporate Membership

For information on becoming a Corporate Member of SNIS, please contact Marie Williams at williams@snisonline.org or 703-691-2272.



Sponsorship Registration Form

10th SNIS Practicum

and 2nd International Endovascular Stroke Conference (IESC)

April 27-28, 2012

Sheraton New York Hotel & Towers

New York, New York

	Member	Non-Member
<input type="checkbox"/> Friday Morning Symposium, 9:30-10:30 am	\$30,000	\$40,000
<input type="checkbox"/> Friday Lunch Symposium, 12:30-1:30 pm	\$30,000	\$40,000
<input type="checkbox"/> Friday Afternoon Symposium, 3:30-4:30 pm	\$30,000	\$40,000
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<input type="checkbox"/> Saturday Lunch Symposium, 12:30-1:30 pm	\$30,000	\$40,000
<input type="checkbox"/> Demonstration Station (# requested _____)	\$5,000	\$7,500
<input type="checkbox"/> Hotel Room Keys	\$5,000	\$7,500
<input type="checkbox"/> Pads/Pens	\$5,000	\$7,500
<input type="checkbox"/> Lanyards	\$5,000	\$7,500
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<input type="checkbox"/> Saturday, 1:30-2:00 pm Break	\$3,000	\$7,500
<input type="checkbox"/> Full-page Ad in Final Program	\$3,000	\$5,000
<input type="checkbox"/> 1/2-Page Ad in Final Program	\$2,000	\$3,000

If you need more information or would like to discuss sponsorship opportunities, please call Marie Williams at **(703) 691-2272** or **williams@snisonline.org**. The deadline for reserving sponsorships is **Friday, April 6, 2012**.

I have read and understand this entire Agreement including but not limited to the Rules and Regulations (listed on back). I do hereby certify that I am a duly authorized agent of the Sponsor/Exhibitor and that I am authorized to make and execute an Agreement for sponsorship/exhibition space in its behalf. I further acknowledge that I accept all Rules and Regulations as an integral part of this Agreement incorporated herein by reference and that I have received a copy of this Agreement.

Authorized Signature: _____

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Please return completed form to:
SNIS
 3975 Fair Ridge Drive, Suite 200 North
 Fairfax, VA 22033
 Tel: (703) 691-2272
 Fax: (703) 537-0650

Society of NeuroInterventional Surgery

Rules and Regulations

1. CONTRACT FOR SPACE AND ELIGIBILITY

These Rules and Regulations constitute part of the Contract for Exhibit Space ("Contract") between Exhibitor and Society of NeuroInterventional Surgery (SNIS) for the right to exhibit at the SNIS Practicum (the "Show") held at the Sheraton New York Hotel & Towers, New York, New York.

2. USE OF EXHIBIT SPACE

A. ASSIGNMENT AND SUBLEASE—Exhibitors shall not assign, sublet or share the whole or part of their exhibit space without written consent of SNIS. No person, firm or organization that has not contracted with SNIS for space will be permitted to display or demonstrate any products, processes or services, to solicit orders, wear identification other than that of the contracting exhibitor without SNIS prior written consent, or to distribute advertising or other materials at the Show. Any infringement of this regulation will result in prompt removal of the offending person from the Show.

B. PROHIBITED ACTIVITIES—No activities are permitted in any exhibit space that are contrary to law or the rules of the Show, or which will disturb exhibitors in the immediate area. Exhibitors must remain within their own exhibit space in distributing literature, product samples or other materials. The aisles may not be used for this purpose. Exhibitors may not serve or dispense food or beverages of any type from their exhibit space without prior approval of SNIS.

C. SAFETY PRECAUTIONS—All construction material must conform to standard safety practices. All display material and decorations must be flame retardant. No combustible decorations, such as crepe or tissue paper, cardboard or corrugated paper, may be used at any time. All packaging containers and materials are to be removed from the floor. All electrical equipment must be in good operating condition and must meet the requirements of all local safety codes. Displays are subject to inspection and approval for safety by the Sheraton New York Hotel & Towers, SNIS Show Manager and by the local fire department.

D. DISMANTLING—Exhibits may not be dismantled before the close of the Show. Exhibits must be removed by the Exhibitor from the premises no later than the time indicated in the official guidelines. Exhibitor shall be liable for all storage and handling, holdover and/or overtime charges resulting from failure to remove exhibit material from the Show before conclusion of the dismantling period as specified by SNIS.

3. TABLES AND SIGNS

All tables are 6' long and draped. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8' from the floor. No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other Exhibitor. Exhibitors desiring to use other than standard booth equipment or any signs, decorations or arrangements of display material conflicting in any way with these Rules and Regulations must submit two (2) copies of a detailed sketch or proposed layout at least 90 days before the opening of the Show, and receive written approval from SNIS.

4. VIOLATIONS

Any Exhibitor who fails to comply with the Exposition Rules and Regulations is subject to immediate cancellation/dismissal by SNIS.

5. INDEMNIFICATION

Exhibitor hereby agrees to indemnify, defend and hold SNIS harmless from and against any and all claims, demands, causes of action, suits, losses, costs, expenses, liabilities and obligations (including attorney's fees and costs) of any nature whatsoever arising out of, incurred in connection with, or relating to the actions or inactions by or participation of Exhibitor in the show. This includes, but is not limited to suits for libel, plagiarism, copyright, infringement, and unauthorized use of a person's name or photograph.

6. INSURANCE

Exhibitors shall at their sole cost and expense, procure and maintain through the Show dates, April 27-28, 2012, Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to SNIS or its agent or representative upon request.

7. BILLING

Exhibitor agrees to pay total amount for all services provided by SNIS. Discrepancies on billing statement must be reported, in writing to Accounts Receivable at SNIS, within 30 days of invoice date. After 30 days, invoices will be considered accurate and Exhibitor will be liable for the balance. If delinquent accounts are referred for collection, the Exhibitor agrees to pay reasonable fees for such collection, including reasonable attorney's fees in addition to the full price of the booth plus service charges and court costs. Any litigation resulting from above will be filed in Virginia. In the event payment is not made, SNIS reserves the right to hold Exhibitor and/or its agency jointly and separately liable for such monies as are due and payable to SNIS.

8. HOTEL POLICIES and STANDARDS

Exhibitor will abide by all codes of conduct and standards required by the Sheraton New York Hotel & Towers, as set forth in the official guidelines which will be forwarded to all Exhibitors 30 days prior to the Show.

9. SNIS will not be bound by any conditions or provisions (oral or otherwise) which conflict with or are not stated in this Agreement. Exhibitor further agrees to hold SNIS harmless for failure to produce Show as scheduled due to acts of God, labor strikes, work stoppage, terrorism or any other reasons beyond SNIS' control. SNIS assumes no liability for omissions, listing information, Exhibitor map locations, indexes or table of contents as they relate to the Show.

10. This Agreement represents the entire understanding and agreement between the parties with respect to the subject matter and supersedes all other negotiations, understanding and representations (if any) made by and between such parties. This Agreement may not be amended, supplemented, waived or changed verbally, but only in writing signed by the Executive Director of SNIS.



Request For Auxiliary Meeting Or Event

10th SNIS Practicum

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Sheraton New York Hotel & Towers

New York, New York

Contact Name: _____

Company: _____

Phone: _____ E-mail: _____

Date of Meeting/Event: Day _____ Date _____

Time of Meeting/Event: From _____ To _____

Name of Meeting/Event: _____

Purpose of Meeting/Event: _____

Food Requested: Breakfast Lunch Dinner A.M. Break P.M. Break Off-Site Event

Approximate Number of People to Attend: _____

Room Setup: Schoolroom Theater Conference Hollow Square Off-Site Event

All auxiliary meetings & events must be approved by SNIS, whether or not they are being held on the hotel property. Return completed form to Marie Williams before Friday, April 6, 2012. You will receive an acknowledgment letter after your request has been approved advising you of the room where space has been assigned or merely giving you approval to hold the event. All charges for auxiliary meetings are the responsibility of the hosting company.

SNIS Official Program Hours

Auxiliary Meetings & Events may not take place during official program hours listed below without prior approval from Marie Williams.

Friday	April 27, 2012	7:00 am – 7:00 pm
Saturday	April 28, 2012	7:30 am – 3:30 pm

E-MAIL OR FAX TO: Marie Williams
SNIS
williams@snisonline.org
Phone: 703-691-2272
Fax: 703-537-0650

For SNIS Use Only

Date Received: _____ Approved By: _____ Date: _____

Meeting Room: _____ Contact Name: _____