



NORTH AMERICAN SKULL BASE SOCIETY

NASBS 22nd Annual Meeting
Exhibitor Prospectus

Program Dates: February 17-19, 2012
With Pre-Meeting Practical Dissection Workshop:
February 15-16, 2012

Planet Hollywood Resort & Casino
3667 Las Vegas Blvd. South
Las Vegas, NV 89109
(702) 785-5555
(866) 919-PHRC (7472)
www.planethollywoodresort.com

The **North American Skull Base Society** (NASBS) is committed to the dissemination of information about the anatomy, physiology, pathology, and clinical management of diseases involving the skull base. We also support, coordinate and enhance efforts to generate basic scientific information useful to specialists in the care of diseases of the skull base and further distribution of this information among the various scientific disciplines caring for patients with skull base diseases. We encourage the application of these advances to stimulate further interest in skull base pathology and to re-educate our members in the most recent advances.

Attendee Profile

Physicians within the North American continent are heavily represented; however, international members representing experts in skull base lesions from around the world are welcome to attend. Attendees will include neurosurgeons, otolaryngologists, head & neck surgeons, plastic surgeons as well as ophthalmologists, radiologists, pathologists, audiologists, speech pathologists, PMR doctors and others that both specialize in rehabilitation and/or have an interest in diseases involving the cranial base.

Recent NASBS Meetings

2011: Scottsdale, AZ
2009: New Orleans, LA
2008: Vancouver, BC, Canada
2007: Chicago, IL

Potential Attendance: 350

Exhibit Schedule

Exhibits will be located in the Mezzanine.

Exhibitor Set-Up Hours:

Thursday, February 16, 2011 12:00 pm – 6:00 pm

Dismantling and Removal of Exhibits:

Sunday, February 19, 2011 11:00 am – 3:00 pm

Exhibit Dates & Hours:

Friday, February 17, 2011:

Exhibit Hall Open	10:00 am – 7:00 pm
Refreshment Break in Exhibit Hall	10:15 am – 10:30 am
Lunch For Non-Members in Exhibit Hall	12:00 pm – 1:00 pm
Refreshment Break in Exhibit Hall	3:30 pm – 4:00 pm
Break For Exhibitors/Exhibit Hall Closed	4:00 pm – 5:30 pm
Exhibit Hall Open (Welcome Reception)	5:30 – 7:00 pm

Saturday, February 18, 2011:

Exhibit Hall Open	10:00 am – 4:00 pm
Refreshment Break in Exhibit Hall	10:30 am – 11:00 am
Lunch in Exhibit Hall	12:00 pm – 1:00 pm
Refreshment Break in Exhibit Hall	3:30 pm – 4:00 pm

Sunday, February 19, 2011:

Exhibit Hall Open	7:00 am – 11:00 am
Breakfast in Exhibit Hall	7:30 am – 8:00 am
Refreshment Break in Exhibit Hall	10:00 am – 10:30 am

Dates and times tentative and subject to changes.

Deadlines

September 30, 2011 Early Bird Exhibit Application/Deposit Due

November, 2011 Exhibit Service Kits Sent

December 2, 2011 Exhibit Space Balance Due

January 13, 2012 All Exhibit Forms Due

January 13, 2012 Exhibit Staff List Due

January 13, 2012 Hotel Reservation Deadline

Space Assignment and Fees

Exhibitor Fees and Specifications

Before September 30: 8 x 10 Booth – \$3,300
On or after September 30: 8 x 10 Booth – \$3,500

Included with each booth: 8' high background drape, 3' high side drape, one (1) 7" x 44" one-line identification sign, (company name and booth number) one (1) 6' draped table, two (2) side chairs, and one (1) wastebasket.

Payment Schedule

A deposit of 50% of the total exhibit fee must accompany signed application

Total balance due **December 2, 2011**

Please make check payable to **NASBS**

Applications not accompanied by at least a 50% deposit will be considered invalid. All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to NASBS from any previous year will not be processed without full payment of delinquent accounts.

Services Excluded

Booth rental fee does not include the following services: drayage, floral, electricity, supplementary furniture or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit from the show contractor.

Exhibitor Registration

Exhibit registration includes a maximum of 4 (four) personnel per 10'x10' space. **The deadline for the exhibit staff list is January 13, 2012** and badges may be picked up on-site. Exhibit badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Exhibitors may attend sessions as long as they do not engage in sales while in the session rooms.

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the booth purchase will be charged at \$25 per badge (as outlined in item #6 below).

Exhibitor Staff Conduct

Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor's representatives, misuse of exhibitor badges or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition, or barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth.

When food and beverage are served in the Exhibit Hall during lunch and breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

Exhibitor Guest Policy

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$25.00 per badge (as outlined in #4 above).

Subletting of Space

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

Cancellation and Reduction/Relocation Policy

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to the NASBS by the Exhibitor shall be retained as follows:

\$500 per space if application is canceled on or prior to September 30, 2011

\$1,000 per space if application is canceled or reduced after September 30, 2011 and prior to December 2, 2011

NO REFUND for any cancellations or reductions after December 2, 2011

9. Priority Placement

The assignment of booth space will be on a first-come, first-served basis, upon receipt of exhibitor application and booth deposit.

10. Booth Installations and Dismantle

Set-up Hours:

Thursday, February 16: 12:00 pm – 6:00 pm

Teardown Hours:

Sunday, February 19: 11:00 am – 3:00 pm

All set-up must be completed by 9:00 am on Friday, February 17. Exhibitors who have not checked in with the registration desk and set-up by this time are

considered to be “no shows” and may have their booth dismantled by Show Management. Exhibitors may not begin dismantling until 11:00 am on Sunday, February 19. All exhibits must be packed and ready for shipment by 3:00 pm.

12. Show Management

North American Skull Base Society (NASBS)
11300 W. Olympic Blvd., Suite 600
Los Angeles CA 90064
Fax: (310) 437-0585

Exhibit Coordinator: Jenay Root
Phone: (310) 424-3326 ext. 127
Email: jenay@nasbs.org

SUPPORT OPPORTUNITIES

Educational Support

All activities are developed according to Advamed, Pharma Code and IOG guidelines. A Letter of Agreement will need to be signed for all Level Support. Questions about any of the above opportunities may be directed to Danielle Vannatter at 310-424-3326 ext. 117 or danielle@nasbs.org

PLATINUM LEVEL SUPPORT \$20,000

- Acknowledgment in all promotional meeting materials as a Platinum Level Supporter (when support confirmed by production deadlines)
- Platinum Level Support acknowledged in *Skull Base Surgery Journal*, the official journal of NASBS
- Introduction of new products by an NASBS leader in the Exhibit Hall
- Acknowledgment in the 2012 NASBS Newsletter
- Acknowledged as Platinum Level Supporter in Advance and Final Program
- Logo Hyperlink on NASBS website
- Platinum Level sign for display in Exhibit Booth (*booth not included with levels support*)
- Acknowledged as supporter of one Concurrent Session of your choice
- Acknowledged as supporter for the meeting social event
- Acknowledged as supporter of the Scientific Posters
- Pre and post-meeting registration list

GOLD LEVEL SUPPORT \$12,000

- Acknowledgment in all promotional meeting materials as a Gold Level Supporter (when support confirmed by production deadlines)
- Gold Level Support acknowledged in *Skull Base Surgery Journal*, the official journal of NASBS
- Introduction of new products by an NASBS leader in the Exhibit Hall
- Acknowledgment in the 2012 NASBS Newsletter
- Acknowledged as Gold Level Supporter in Advance and Final Program
- Logo Hyperlink on NASBS website
- Gold Level sign for display in Exhibit Booth (*booth not included with levels support*)
- Acknowledged as supporter for the meeting social event
- Pre and post-meeting registration list

SILVER LEVEL SUPPORT \$6,000

- Acknowledgment in all promotional meeting materials as a Silver Level Supporter (when support confirmed by production deadlines)
- Silver Level Support acknowledged in *Skull Base Surgery Journal*, the official journal of NASBS
- Acknowledgment in the 2012 NASBS Newsletter
- Acknowledged as Silver Level Supporter in Advance and Final Program
- Silver Level sign for display in Exhibit Booth (*booth not included with levels support*)
- Post-meeting registration list

BRONZE LEVEL SUPPORT \$3,000

- Acknowledgment in all promotional meeting materials as a Bronze Level Supporter (when support confirmed by production deadlines)
- Bronze Level Support acknowledged in Skull Base Surgery Journal, the official journal of NASBS
- Acknowledgment in the 2012 NASBS Newsletter
- Acknowledged as Bronze Level Supporter in Advance and Final Program
- Bronze Level sign for display in Exhibit Booth (booth not included with levels support)

PRACTICAL DISSECTION WORKSHOP - \$25,000

This is a two-day, hands-on endoscopic and open skull base surgery course held on February 15-17, 2012 from 8:00 am – 6:00 pm. The course will have 15 stations to accommodate a minimum of 30 participants. For more information, please contact Danielle Vannatter at 310-424-3326 ext.117, danielle@nasbs.org.

MORNING SATELLITE SYMPOSIA - \$6,000

A limited number of companies will have the opportunity to present an educational event of their choosing which may include, for example, a panel discussion or an invited speaker. Rooms for this event will be assigned on a first-come first-served basis. Symposia will be promoted in the final program and on event signage. If you are interested in hosting a symposium, or for more information, please contact Danielle Vannatter at 310-424-3326 ext.117, danielle@nasbs.org.

Rules and Regulations

Exhibitor Programs and Presentations

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations including tele-surgery require written permission from Show Management. Request forms for these educational events will be included in your exhibitor confirmation packet and must be completed and returned to the show office.

Direct Sales on Exhibit Floor

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the NASBS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

Contain only objective statements about the product.

Contain no claims of safety effectiveness or reliability.

Contain no comparative claims to other marketed products.

Be displayed solely for the purpose of obtaining investigator responsibilities.

Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

Insurance and Liability

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless North American Skull Base Society (NASBS) and Show Management, their officers, directors, agents, members and employees, and the designated convention facilities, their agents, and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save and keep the NASBS, Show Management and Planet

Hollywood Resort & Casino forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents as well as strictly to comply with the applicable terms and conditions contained in the agreement between Planet Hollywood Resort & Casino and the NASBS regarding the exhibit premises and further an exhibitor shall at all times protect indemnify save and keep harmless the NASBS and Planet Hollywood Resort & Casino against any and all loss cost damage liability or expense arising from, or out of or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof. While Show Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of the NASBS or Show Management, their members, officers, representatives or official services contractors, or Planet Hollywood Resort & Casino to modify in any way the assumptions or risk provided herein.

If any part of the exhibit hall is damaged or destroyed in such a way as to prevent the NASBS or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, acts of God, national emergency, or other causes beyond the control of NASBS or Show Management, exhibitors will be charged for space during the time it was, or could have been, occupied and exhibitors hereby waive any claim against NASBS or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

Photography

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

Hotel Reservation Policy

Exhibitors are required to reserve rooms within the meeting room block. Exhibitors may book their hotel rooms directly with the hotel, Planet Hollywood Resort & Casino, by calling the toll free reservation number, 877-244-9474. All reservations must be made by January 13, 2012 in order to receive the discounted group rate. Please reference the North American Skull Base Society when making the reservation in order to receive the discount.

PROGRAM SCHEDULE

Friday, February 17, 2012

Breakfast Seminars:

- Otology (Middle Fossa)
- Sinonasal Malignancy
- Vascular
- Brain Tumor (Temporal Bone, Far-Lateral Approach)

Exhibit Hall Open 10:30 am – 4:00 pm

Exhibit Hall Open (Welcome Reception) 5:30 – 7:00 pm

Break With Exhibitors 10:30 – 11:00 am

Concurrent Sessions:

- Vascular Injury: Dealing With Risk
- Intracranial Neoplasia: Minimizing Risk; Making Choices For Craniopharyngioma
- Extracranial Neoplasia: Managing Risks of JNA
- Neuro-Otology: Minimizing Risk; Making Choices for Vestibular Schwannoma
- Neuromonitoring: Prediction of Risks
- Dural Reconstruction: Dealing With Risk

Imaging Panel

Break With Exhibitors 3:30 – 4:00 pm

Welcome Reception in Exhibit Hall 5:30 – 7:00 pm

Saturday, February 18, 2012

Breakfast Seminars:

- Otology
- Trauma
- Vascular
- Brain Tumor

Exhibit Hall Open 10:30 am – 4:00 pm

Break With Exhibitors 10:30 – 11:00 am

Lunch in Exhibit Hall 12:00 – 1:00 pm

Concurrent Sessions:

- Ophthalmology
- Intracranial: Managing Risk – Chordoma
- Otology: Temporal Bone Resection

Break With Exhibitors

3:30 – 4:00 pm

Sunday, February 19, 2012

Exhibit Hall Open

7:30 am – 11:00 am

Breakfast in Exhibit Hall

7:30-8:30 am

Concurrent Sessions:

-Training

-Cranial Reconstruction

Break With Exhibitors

10:00 – 10:30 am



NORTH AMERICAN SKULL BASE SOCIETY

EXHIBITOR APPLICATION FORM

We, the undersigned, apply for technical exhibit space at the North American Skull Base Society Annual Meeting to be held February 17-19, 2012 at Planet Hollywood Resort & Casino in Las Vegas, Nevada. By signing below, you agree to accept the conditions, rules, regulations, terms and policies printed in the Exhibitor Prospectus, which form part of this agreement.

EXHIBITOR INFORMATION

Please indicate company information exactly as it should appear in all official publications.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

CONTACT INFORMATION

Pre-show Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Onsite Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

EXHIBIT RESERVATION

Included in your exhibit fee are **8' high background drape, 3' high side drape, one (1) 7" x 44" one-line identification sign (company name and booth number), one (1) 6' draped table, two (2) side chairs, and one (1) wastebasket.** Additional items may be purchased in your exhibitor kit that will be sent to you.

Yes, please reserve ____ 8' x 10' booth(s) **Total Cost of Booth: \$3,300 (Before Sept 30, 2011); \$3,500 (after Sept 30, 2011)**

We prefer not to be in proximity to the following exhibitors (please list no more than two):

Booths will be assigned at the sole discretion of show management and will be based on the date that the Application is received and consideration of competition. Floor plan will be provided. No specific booth guarantees will be made until payment is received.

Signature

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the **NASBS Exhibitor Prospectus** and kit, and have read the rules and agree to distribute them to those involved with your booth.

PAYMENT SCHEDULE:

50% Deposit is due upon receipt of application. **Balance is due by December 2, 2011. Please make check payable to NASBS**

Credit Cards accepted are Visa or MasterCard

Check Enclosed Credit Card Payment: CC# _____ Exp. ____ / ____ / ____

Card Holders Name: _____ Card Holders Signature: _____

Please complete and return this application to: Jenay Root, NASBS, 11300 W. Olympic Blvd, Suite 600, Los Angeles, CA 90064 or via fax: (310) 437-0585.

