

# ***NORTH AMERICAN SKULL BASE SOCIETY***



**“History, Education, and Futuristic Techniques”**

***17TH ANNUAL MEETING***  
***SCIENTIFIC MEETING & EXHIBITION***

***INVITATION TO EXHIBITORS & SPONSORS***

**FEBRUARY 16-19, 2006**  
**POINTE SOUTH MOUNTAIN RESORT**  
**PHOENIX, ARIZONA**

# NORTH AMERICAN SKULL BASE SOCIETY

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## Officers

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### Treasurer

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### Immediate Past President

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Ehab Y. Hanna, MD (2008)  
Carl B. Heilman, MD (2007)  
Michael J. Holliday MD (2006)  
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Patrick J. Gullane, MD (2010)  
Ian T. Jackson, MD (2006)  
Jon H. Robertson, MD (2008)  
Jatin P. Shah, MD (2009)

## *Invitation from the President*

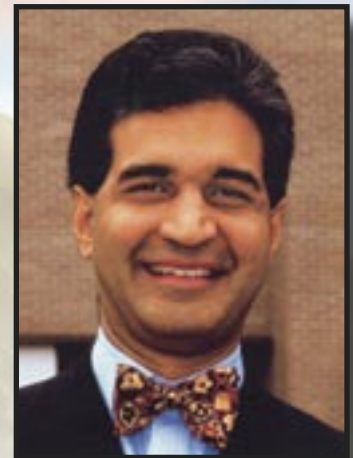
*On behalf of the membership of the North American Skull Base Society, it gives me great pleasure to invite you to the Pointe South Mountain Resort in Phoenix, Arizona, February 16-19, 2006.*

*The theme for this year's meeting is "History, Education, and Futuristic Techniques," celebrating skull base education and its history, and exploring the trends and directions of the future. We're proud to welcome Dr. Robert Spetzler of Barrow Neurosurgical Associates and Dr. Robert Jackler of Stanford University as honored guest speakers. A new feature to the meeting is the First Annual Sugita World Educational Video Symposium, a video series in honor of pioneering Japanese neurosurgeon Kenichiro Sugita.*

*This year's meeting promises to be both informative and entertaining as a number of exciting social activities have also been planned. I look forward to seeing you in Phoenix in February.*

*Sincerely,*

*Anil Nanda MD, FACS*



# MEETING AND EXHIBIT INFORMATION

**Location: Pointe South Mountain Resort, Phoenix, Arizona**

## Exhibit Dates and Times

### Installation/Registration:

Friday, February 17                      12:00 noon – 5:00 pm

### Exhibit Show Dates and Times:

Friday, February 17                      6:00 pm – 8:00 pm – Wine & Cheese Reception

Saturday, February 18                    7:00 am – 3:30 pm

Sunday, February 19                    7:00 am – 3:30 pm

### Exhibit Dismantling:

Sunday, February 19                    4:00 pm – 6:00 pm

### Exhibit Contact:

***Robin Turner***

North American Skull Base Society

12100 Sunset Hills Road, Suite 130

Reston, VA 20190

Phone: 703-437-4377

Fax: 703-435-4390

### Note:

Please note that hours are subject to change. Please be sure to view the Preliminary Program.

### Official Service Contractor:

GES will provide all exhibit services. The exhibitor shall provide only the material and equipment that it owns and is to be used in its exhibit space. All other items used in the booth are to be provided only by the official service contractor. GES will have complete control of all dock and loading facilities and will receive and deliver all direct and advance shipment and provide all rigging, labor and equipment. All services not ordered in advance must be obtained through the GES service center, which will be maintained in the exhibit area during setup hours.

### Exhibitor Service Kits:

Exhibitor Service Kits containing order forms and information on furnishings, signs, accessories, electrical requirement, labor, drayage, shipping, audiovisual equipment, floral/plants, etc. will be mailed to you in November. Save money by placing your orders in advance.



# RULES & REGULATIONS

## Purpose of Exhibits

The exhibits provide information regarding medical products and services that are relevant to the professions of our members and guests. The exhibit is subject to the rules and regulations as agreed on by the North American Skull Base Society. The application for space serves as a contract between the Exhibitor and NASBS to observe these regulations with full cooperation. Any detail not specified in the contract is subject to decision by the NASBS.

## Contract for Space

The application for space and the official notice of assignment serves as the contract for the rights to use the allotted space. Payment must be received in full with the application for space. Send the contract and final payment by mail or fax (if paid by credit card) to NASBS headquarters no later than **January 7, 2006**.

## Space Rental Fees:

Booth Size: 8' x 10'

Rental Fee: \$ 2,500

To include: 6" table, 2 chairs, and 1 waste paper basket

Note – Companies that exhibited at the 2005 NASBS Annual Meeting will receive a 10% discount off the exhibit booth fee.

## Terms of Payment

Payment in full must accompany the application for space. No application will be processed without full payment. Booths will be assigned on a first come, first served basis.

## Cancellation

Cancellation of space prior to December 15, 2005 will result in a charge of 25% of the total cost of the space assigned. No refunds will be granted after December 15, 2005.

## Exhibits

All exhibit booths are 8' x 10'. The height of any exhibit may not exceed 8' and the sidewalls must not be higher than 36". All back walls and side rails must remain as set by the decorator.

Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors having covered exhibits must submit plans to the NASBS for review and approval. All display materials must be fireproof. Exhibits must be arranged so as not to obstruct the sightline or otherwise interfere with the displays of other exhibitors.

## Space Assignments

Review the floor plan and select three exhibit booth spaces, and then indicate these choices on the application. If the selected booths are not available, the exhibitor must accept the space assigned. The NASBS reserves the right to modify the designated exhibit space in the event a change is necessary.

## Sharing Space

Subletting of space is not permitted.

## Non-Contracted Exhibit Space

Any person, firm or organization not having contracted with the NASBS for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes or services, solicit orders, or distribute advertising materials in the meeting hotel. Any non-compliance will result in the prompt removal of the offending person and property from the exhibit area.

## Signs

A 7" x 44" booth identification sign will be furnished to each exhibitor by NASBS. Fill out the sign request form and return to the Official Service contractor. Additional signs may also be ordered on this form.



# RULES & REGULATIONS

**Labor**  
The exhibitor's employees are responsible for the assembly, dismantling, packing and unpacking of displays. They may also handle, place and set out merchandise that is to be displayed. Union labor will be available at the Official Service Coordinator's service desk should any exhibitor require assistance. Street labor cannot be brought in to assist an exhibitor.

**Set-Up by Non-Official Contractors**  
The unpacking, erection, assembling, dismantling and packing of displays and equipment must be done by the correct type of union labor. The official contractor will have skilled craftsmen available to assist exhibitors. Arrangements for labor should be made through the official service contractor, in advance whenever possible. Official labor forms will be included in the exhibitor service kit.

Exceptions will only be considered if the NASBS receives the request, in writing, 30 days prior to opening day of the exhibit program. No exceptions will be made for the following services: electrical, plumbing, telephone, drayage, rigging, booth cleaning, and millwright work.

**Worker Passes**  
All unregistered personnel must have a worker pass and present it to security officers to access the exhibit hall. Passes may be obtained at the Official Service Contractor's desk.

**Equipment Passes**  
Exhibitors who wish to remove equipment while the exhibit program is still in progress, must obtain an Equipment Pass from NASBS and show it to security officers when leaving the exhibit hall.

**Badges & Booth Staffing**  
Each exhibiting company is limited to four (4) representatives per 8' x 10' booth. Identification badges may be picked up at the Exhibitor Registration Desk, however no badge will be issued without identification of company affiliation. Additional badges may be purchased for an additional \$150 per person.

**Conference Fees**  
All exhibitors may register for the conference at the member rate.

**Audio Visual Equipment Restrictions**  
The NASBS reserves the right to restrict exhibits which, because of noise, method of operation or for any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the NASBS may detract from the general character of the exhibit program.

**Liability**  
It is mutually agreed by the exhibitor and NASBS that the North American Skull Base Society shall have no liability whatsoever to an exhibitor, his employees or his business invitees, nor any liability for loss or damage to the property of the exhibitor, his employees or business invitees resulting from any cause. It is further understood and agreed that all claims against the NASBS for any such damage, loss or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility.

Space is leased with the understanding that the NASBS, GES and the Pointe South Mountain Resort will act for the exhibitor and its representatives only in the capacity of agent, and not as principal, and that the NASBS, GES and the Pointe South Mountain Resort are held harmless for any and all liabilities for loss ensuing from any cause.

It is further understood and agreed that the NASBS shall in no event be liable to an exhibitor for any loss of profits, sales or business opportunities or any other type of direct or consequential damages alleged to be due from breach of this contract. It is understood and agreed that the sole liability of NASBS to any exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract as an exclusive remedy.

# GENERAL INFORMATION

## Security

Security will be provided in the exhibit hall during all off-hours of the conference.

## Entertainment and Social Functions

Exhibitors intending to host entertainment or social functions must submit a written request to NASBS for approval in advance. NASBS will coordinate scheduling and space release for exhibitor functions. No entertainment or social function may be scheduled to conflict with the official NASBS program.

Information on the hotel reservations, airlines, and other accommodations will be provided in the Preliminary Program.



## Additional Marketing Opportunities

Advertisement in the Final Program: (Black & White Only)

1/4 Page:	\$500
1/2 Page:	\$750
Full Page:	\$1000
Outside Back Cover:	\$1500

### Specifications: **Electronic submissions for Advertising Purposes**

We prefer electronic files and will accept ads and graphics in the following formats provided they are of sufficient resolution to print. (Resolution required: Raster or picture should be 300 ppi, logos or vector graphics should be 600ppi or higher.) All elements and fonts must be included. We work on a PC platform.

- **eps** format **with fonts converted to outlines**
- **pdf** format (**print** or book resolution of 300ppi) with fonts included  
[ebook, screen resolution and or low resolution pdfs are not acceptable for print purposes]
- **tif** files (flattened with a resolution of **300ppi at actual ad size**)

Send the electronic files on CD with a paper hardcopy proof of how the ad should appear. Some ads may be small enough to be emailed. Please call before sending by email to verify and send paper hardcopy proof also. If there are any questions, please call or email Rita Jacobson, Director of Communications at 703-234-4060 or [rjacobson@drohanmgmt.com](mailto:rjacobson@drohanmgmt.com).

# SPONSORSHIP

*NASBS has developed additional sponsorship opportunities for vendors to maximize their exposure at the annual meeting. All of these opportunities are available on a first come, first served basis*

## Platinum Sponsorship \$60,000

(Limited to one sponsoring company)

Includes:

- 2006 Annual Banquet

The sponsor of this event will have the most significant and unique exposure, visibility and recognition from the entire membership and a public expression of appreciation by the NASBS president during the banquet for support of the event. The invitation cards for this banquet will identify this support and there will also be appropriate signs in the banquet hall to recognize the sponsor.

- 2 complimentary exhibit booths
- Outside back cover advertisement in the 2006 Annual Meeting Final Program Book
- One full-page advertisement in the 2006 NASBS Newsletter

## Gold Sponsorship \$40,000

(Limited to one sponsoring company)

Includes:

- 2006 Presidential Opening Reception

This is the first evening event of the conference wherein the sponsor will have exposure to all meeting attendees and will have the first opportunity to meeting with board members, registrants, honored guests, and speakers at a cocktail reception. The sponsor will be appropriately recognized in the program and with signs in the cocktail/reception area. The NASBS president will welcome the membership and acknowledge the sponsor at this event.

- Board of Directors Dinner Honoring the Past President's

This dinner is for the NASBS Board of Directors honoring the past presidents of the society. Support of this event will be recognized in the program, in appropriate signage, and by the President during his welcome address.

- 2 complimentary exhibit booths
- One full-page advertisement in the 2006 Annual Meeting Final Program Book
- One full-page advertisement in the 2006 NASBS Newsletter

## Silver Sponsorship \$25,000

(Limited to one sponsoring company)

Includes:

- Wine and Cheese Reception

This is the second evening event of the conference wherein the sponsor will have exposure to all meeting attendees and will have the opportunity to meet with board members, registrants, honored guests, and speakers at a cocktail reception. The sponsor will be appropriately recognized in the program and with signs in the cocktail/reception area.

- 2 complimentary exhibit booth
- ½ page advertisement in the 2006 Annual Meeting Final Program Book
- ½ page advertisement in the 2006 NASBS Newsletter

# SPONSORSHIP

Conference Tote Bag: **5,000**

(limit to one sponsor per break)

Have your logo on the arm of every attendee! Every meeting attendee will receive a tote bag to carry exhibitor and speaker handouts. In addition, your sponsor sign will be located at the very popular refreshment table.

Speaker Sponsorship: **3,000**

(limit to one sponsor per break)

Help bring a scientific speaker to the conference. Sponsor a speaker by providing them with round-trip transportation from their city of origin and the cost of their hotel stay. The sponsor will be recognized in the program book and acknowledged by the President during the banquet.

Afternoon Refreshment Break **3,000**

Morning Refreshment Break **3,000**

(limit to one sponsor per break)

All attendees will be encouraged to spend their refreshment break in the exhibit hall. Your sponsor sign will be located at the refreshment table for all to see.

Lanyard or Badge Holder: **2,500**

(limit to one sponsor per break)

Make everyone wear your logo! Badges are required for admission to the Meeting, so your logo will be seen and worn by all!

## SPONSOR BENEFITS

- **Advanced publicity and recognition in all printed material distributed by NASBS**
- **Signage with your company's name prominently displayed at the event(s) you are sponsoring in the exhibit area**
- **Special badge indicating your status as a sponsor**
- **Recognition on NASBS Website**

# APPLICATION FOR EXHIBITION/SPONSORSHIP

Pointe South Mountain Resort • Phoenix, Arizona • February 16-19, 2006



Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

**Exhibit:** Please list booth preferences: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

If possible, we do not wish to be located near: \_\_\_\_\_

If possible, we would like to be next to: \_\_\_\_\_

**Booth Cost:** 8' x 10' @ \$2,500 each

Number of Booths Needed: \_\_\_\_\_ x \$2,500 Amount: \_\_\_\_\_

-10% Discount for Returning Companies Amount: \_\_\_\_\_

Additional exhibitor registration badges at \$150\*  
(four included per booth) Amount: \_\_\_\_\_

**Sponsorship:** Events: \_\_\_\_\_ Amount: \_\_\_\_\_  
\_\_\_\_\_ Amount: \_\_\_\_\_  
\_\_\_\_\_ Amount: \_\_\_\_\_

**Advertising:** Final Program \_\_\_\_\_ Size \_\_\_\_\_ Amount: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

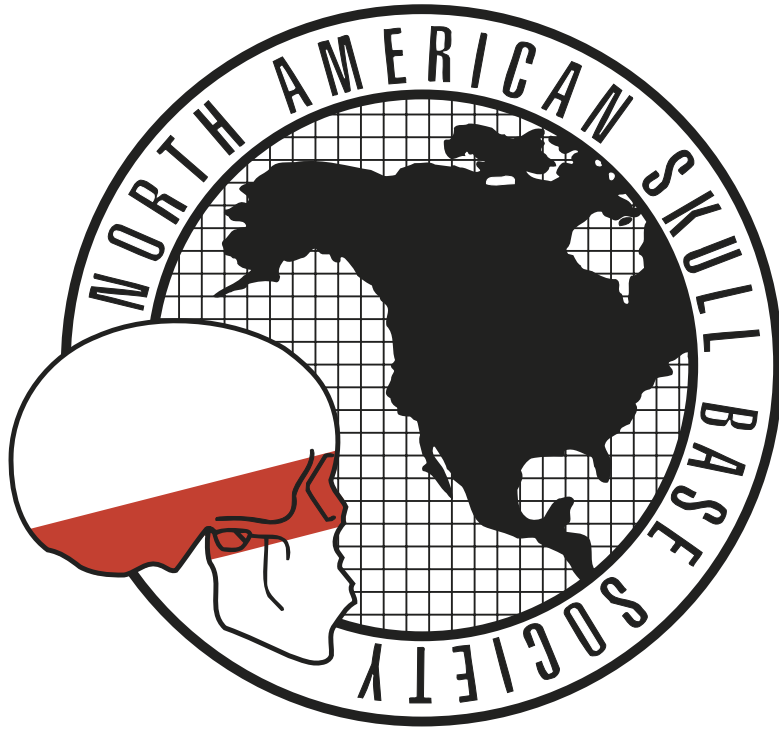
Name of Booth Personnel
1. _____
2. _____
3. _____
4. _____
The badges do not permit attendance at conference functions.

Payment in full must accompany this application to ensure booth space, sponsorship and advertising requested. Make check payable to the North American Skull Base Society. Registrations will not be processed without full payment. Cancellation of space before December 15, 2005 will result in a penalty of 25% of the total cost of the space assigned. No refunds will be given after December 15, 2005.

**As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the 17<sup>th</sup> Annual Meeting of the North American Skull Base Society exhibit invitation. I understand and agree to accept and abide by these rules and regulations. The acceptance of our application by the NASBS and full payment of rental charges constitutes a contract.**

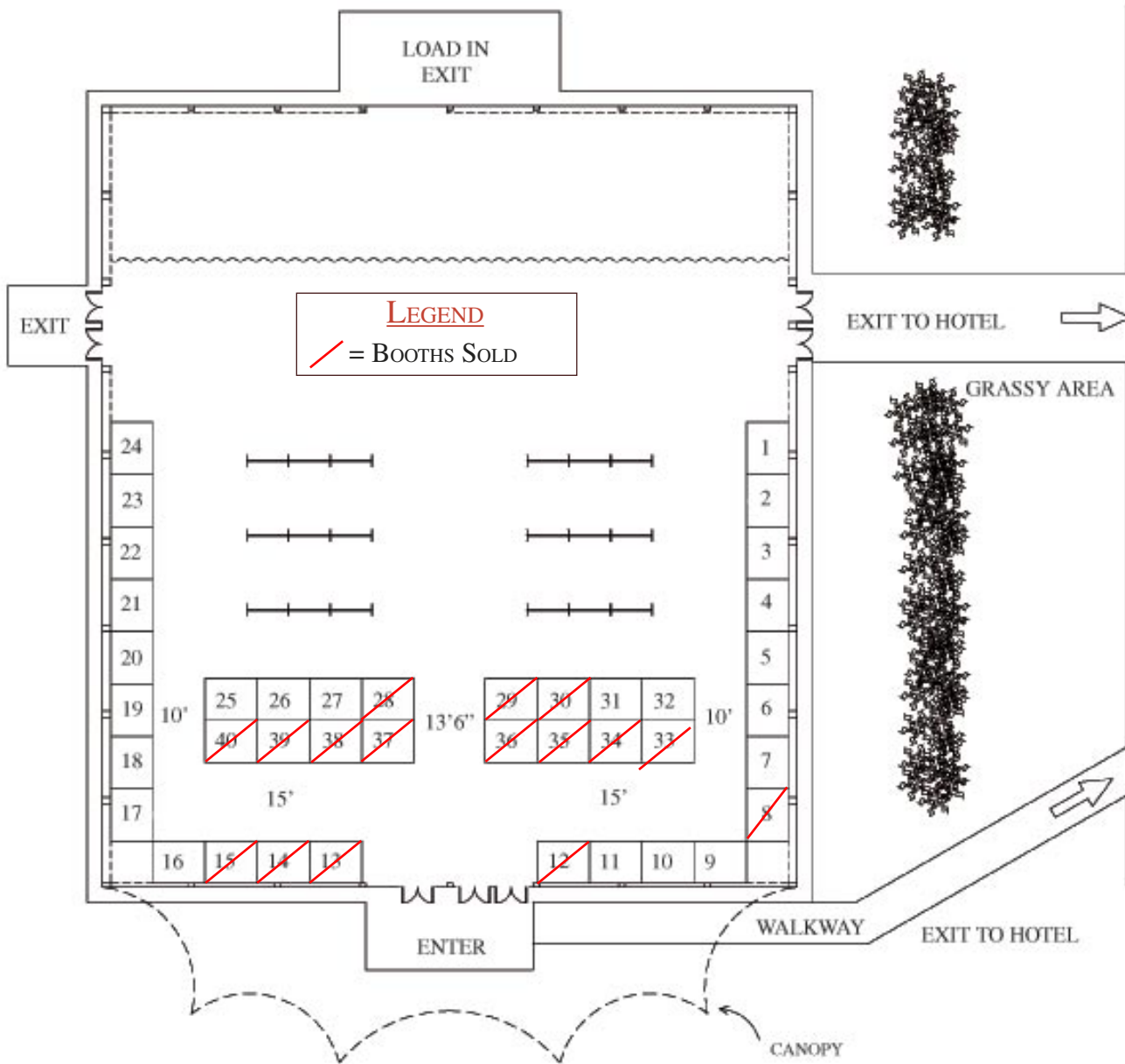
Amount \$ \_\_\_\_\_  Check/Money Order  MasterCard  VISA  AMEX  
Card number \_\_\_\_\_ Expiration date \_\_\_\_\_  
Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Mail or Fax Payment To:**  
North American Skull Base Society, 12100 Sunset Hills Road, Suite 130, Reston, VA 20190  
Fax: 703-435-4390



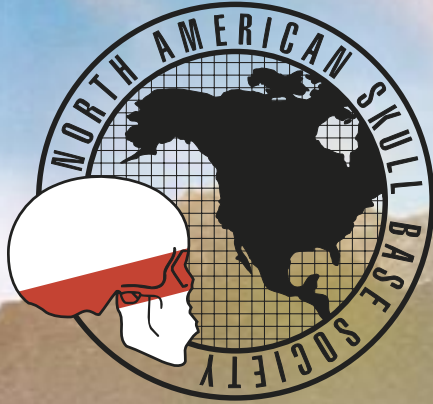
# UPDATED EXHIBIT HALL FLOOR PLAN

## NASBS 17TH ANNUAL MEETING



## POINTE SOUTH MOUNTAIN RESORT PHOENIX, ARIZONA





## ***DATES TO REMEMBER***

**25 Word Company Description**

**December 5, 2005**

**Ads for Final Program**

**December 5, 2005**

**Contracts and Final Payment Due  
No Later Than**

**January 7, 2006**

**Promotional Flyer to NASBS**

**January 7, 2006**

**All Booth Employees to Register By**

**January 15, 2006**

**17th Annual Meeting in Phoenix**

**February 16 - 19, 2006**

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