



NORTH AMERICAN SKULL BASE SOCIETY

NASBS 20TH ANNUAL MEETING

“Recover, Rehabilitation, & Renewal: Achieving Optimal Outcomes in Skull Base Surgery”

EXHIBITOR PROSPECTUS

WHO The North American Skull Base Society (NASBS)

WHEN October 14 - 18, 2009

WHERE The Astor Crowne Plaza
739 Canal Street
New Orleans, LA 70130

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

2008: Vancouver, BC, Canada

2007: Chicago, IL

2006: Phoenix, AZ

Potential Attendance: 275

The North American Skull Base Society
20th Annual Meeting

Exhibit Hall Hours

Exhibitor Set-Up

Thursday, October 15 11:00 am – 5:00 pm

Friday, October 16, 2009:

10:00 am – 3:00 pm	Hall Open (closed 3:00 – 5:00 pm)
5:00 pm – 7:00 pm	Hall Open
10:30 am – 11:00 am	Break in Exhibit Hall
12:00 pm – 1:00 pm	Lunch
2:00 pm – 2:30 pm	Break in Exhibit Hall
3:00 pm – 5:00 pm	<i>Break for Exhibitors/Exhibit Hall Closed</i>
5:30 pm – 7:00 pm	Reception in Exhibit Hall

Saturday, October 17, 2009:

10:00 am – 3:30 pm	Hall Open
10:30 am – 11:00 am	Break in Exhibit Hall
12:00 pm – 1:00 pm	Lunch in Exhibit Hall
2:00 pm – 2:30 pm	Break in Exhibit Hall

Sunday, October 18, 2009:

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

Exhibitor Tear-Down

Sunday, October 18 11:00 am – 3:00 pm

Deadlines

May 8, 2009	Early Bird Exhibit Application/Deposit Due
May 22, 2009	Abstract Submission Deadline
September 4, 2009	Exhibit Space Balance Due
September 11, 2009	All Exhibit Forms Due
September 16, 2009	Hotel Reservation Deadline
September 16, 2009	Exhibit Staff List Due

Space Assignment and Fees

1. Exhibitor Fees and Specifications

Before May 8, 2009:	8 x 10 Booth – \$2,300
After May 8, 2009:	8 x 10 Booth – \$2,500

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.

2. Payment Schedule

- A deposit of 50% of the total exhibit fee must accompany signed application.
- Total balance due **September 4, 2009**.
- 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.

3. 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, Freeman.

4. Exhibitor Registration

Exhibit registration includes a maximum of 4 (four) personnel per 8'x10' space. The deadline for the exhibit staff list is **September 16, 2009** 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).

5. 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.

6. 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).

7. 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).

8. 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:

- \$100 per space if application is canceled on or prior to **August 1, 2009**.
- \$800 per space if application is canceled or reduced after **August 1, 2009 and prior to September 11, 2009**.
- **NO REFUNDS** for any cancellations or reductions after **September 11, 2009**.

9. Priority Placement

The assignment of booth space will be based on date of exhibitor application receipt, a first-come, first-served basis.

10. Booth Installation and Dismantle

Set-up Hours: Thursday, October 15, 11:00 am – 5:00 pm
Teardown Hours: Sunday, October 18, 11:00 am – 3:00 pm

All set-up must be completed by 5:00 pm on Thursday, October 15. 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, October 18. Dismantle of an exhibit booth prior to this time may lead to exhibit placement penalties in the preceding years. All exhibits must be packed and ready for shipment by 3:00 pm.

11. Official Show Service Contractor

Kathy Sens
Freeman
1000 Elmwood Park Boulevard
New Orleans, LA 70123
(504) 733-7469

12. Show Management

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

Exhibit Coordinator: Kelly Honecker
Phone: (310) 424-3326 ext. 117
Email: kelly@nasbs.org

Rules and Regulations

1. 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 by **September 11, 2009**.

2. 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.

3. 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.

4. 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 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 North American Skull Base Society, Show Management and the Astor Crowne Plaza 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 the Astor Crowne Plaza and the North American Skull Base Society regarding the exhibit premises and further an exhibitor shall at all times protect indemnify save and keep harmless the North American Skull Base Society and the Astor Crowne Plaza 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 North American Skull Base Society or Show Management, their members, officers, representatives or official services contractors, or the Astor Crowne Plaza 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 North American Skull Base Society 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 North American Skull Base Society 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 North American Skull Base Society or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.

5. 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.

6. Hotel Reservation Policy

Exhibitors are required to reserve rooms within the meeting room block. Exhibitors may book their hotel rooms directly with the hotel, the Astor Crowne Plaza, by calling the toll free reservation number, 866-750-4202. All reservations must be made by September 16, 2009 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.



NORTH AMERICAN SKULL BASE SOCIETY

EXHIBITOR APPLICATION FORM

We, the undersigned, apply for technical exhibit space at the 2009 North American Skull Base Society Annual Meeting to be held October 14 - 18, 2009 at the Astor Crowne Plaza in New Orleans, LA. We 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. Please confirm your needs by selecting a choice below:

Yes, please reserve _____ 8' x 10' booth(s) **Total Cost of Booth: \$2,300 (Before May 8, 2009); \$2,500 (after May 8, 2009)**

BOOTH CHOICES 1ST _____ 2nd _____ 3rd _____ 4th _____

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

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 September 4, 2009. 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: Kelly Honecker, NASBS
11300 W. Olympic Blvd, Suite 600, Los Angeles, CA 90064 or via fax: (310) 437-0585**

