

43rd Annual Meeting

of the International Neuropsychological Society

February 4–7, 2015

Hyatt Regency Denver

Denver, Colorado, USA

Exhibitor Prospectus

www.the-ins.org



About INS

The International Neuropsychological Society (INS) is a non-profit, professional organization dedicated to promoting the collaborative, interdisciplinary, and global study of brain-behavior relationships, with emphasis on science, education, and the applications of scientific knowledge.

Who Are INS Members?

Founded in 1967, INS now has more than 4800 active members from more than 60 different countries. INS members represent every U.S. state, including D.C., Puerto Rico and the Northern Mariana Islands, and nine of ten Canadian provinces.

INS members include cognitive and clinical neuropsychologists, psychologists of other disciplines, neurologists, psychiatrists, speech-language pathologists, and related specialties. They include esteemed scientists and clinicians from the world's most prestigious universities and institutions, as well as students and trainees just beginning their careers.

About INS Meetings

INS holds two meetings each year, including its Annual Meeting in North America every February and its Mid-Year Meeting internationally every July. Each meeting offers four days of scientific programming and continuing education workshops. Both meetings are open to members and non-members, and to professionals and students. Attendees represent neuropsychology and a variety of other disciplines.

Since it began in 1973, the **INS Annual Meeting** has become one of the premiere scientific end educational meeting venues for international neuropsychology. The Annual Meeting averages between 1400 to 1700 attendees each year.

The **INS Mid-Year Meeting** began in 1977 and has been held in a different city outside of North America every year since. With attendance averaging between 400 to 800, the Mid-Year Meeting is a highly anticipated event on the international scene.

Exhibit & Sponsor Opportunities

Each INS meeting provides a venue for cognitive and clinical neuroscientists from around the world to network and share their research, **and an unparalleled marketing and sales opportunity for your organization.**

Our exhibitors and sponsors are very important to us, and we are always striving to find new ways to improve your experience and ensure you get the most out of your investment with INS. Many organizations return to our meetings year after year.

We have many promotional opportunities for the upcoming 43rd Annual Meeting, including exhibit booth space prominently located in the heart of the INS meeting, program advertisements, and distribution of your flyer or media to all attendees.

For the first time in 2015, INS is offering a limited number of banner ads in its first-ever mobile meeting app, which will be freely available online both before and after the conference.



Hyatt Regency Denver at Colorado Convention Center

650 15th Street
Denver, Colorado, USA, 80202

Tel: +1 303 436 1234
Fax: +1 303 486 4450

Must use link to receive group discount

43rd Annual Meeting

Networks, Connectivity, and Neuropsychology

The 43rd Annual Meeting of INS will be held February 4–7, 2015 in Denver, Colorado, USA. The Meeting has received over 1100 unique abstract submissions and is anticipated to have between 1700 to 1800 attendees.

With the meeting's focus on brain connectivity and neuroimaging correlates, we anticipate an attendee base of neuropsychologists as well as neurologists, neuroscientists, and others.

Venue & Hotel Accommodations

The 43rd Annual Meeting will be held at the **Hyatt Regency Denver** in the heart of downtown Denver—mere steps from *The Mile-High City's* incredible selection of arts, entertainment, shopping and numerous other attractions.

Room rates begin at only \$149 per night.

Please book online by January 10, 2015 in order to receive the INS conference rate.

Online Hotel Reservations:

<https://resweb.passkey.com/go/ins43rdannualmeeting>

All exhibitors and sponsors of the INS 43rd Annual Meeting receive a complimentary listing and URL link on the INS website, in the official meeting program book (a valuable paper resource for attendees that is also available online for the first time in 2015), and on the official INS mobile meeting app.

We sincerely appreciate your interest in partnering with the INS, and hope to see you in Denver in February 2015!

Reserve Your Spot Today

Please submit all required application materials by Friday December 19, 2014.

Questions? Please contact the INS Executive Office at INS@utah.edu or by phone at 801-487-0475.

General Exhibit Information

Application Deadlines & Instructions

Wed Dec 10, 2014	Deadline for Mobile App Splash Page Artwork Artwork must be accompanied by completed application and full payment
Fri Dec 19, 2014	Deadline for All Sponsor Applications & Other Artwork Applications must be accompanied by full payment in U.S. funds
Fri Jan 2, 2015	Deadline for Mobile App Banner Ad Artwork

Please submit the completed application form with your sponsorship selections along with full payment, in U.S. funds only (check or all major credit cards accepted), on or before Friday December 19, 2014.

Exhibit booth locations will be assigned according to the receipt of the application, with requests being considered in the order they are received and paid. Advertisements are also considered on a first received-first assigned basis.

Please check the INS website at www.the-ins.org for updated meeting information. If you have questions, please contact the INS Executive Office at INS@utah.edu or 801-487-0475.

Onsite Exhibit Dates

Exhibitor Move-In	Wednesday February 4, 2015	8 AM–3 PM
Exhibit Hours	Wednesday February 4, 2015	3 PM–7:30 PM
	Thursday February 5, 2015	8:30 AM–5 PM
	Friday February 6, 2015	8:30 AM–5 PM
	Saturday February 7, 2015	8:30 AM–2 PM
Exhibitor Move-Out	Saturday February 7, 2015	2 PM–5 PM

Onsite exhibit hours and install/dismantle hours are subject to change. All registered exhibitors will be notified by email of any change in published exhibit hours.

Security will be provided in the exhibit hall during non-exhibit hours.

Our contracted exhibit decorator is Freeman. Freeman will send booth assignments and shipping details to you after your application is received and processed.

Please thoroughly review all of the following information regarding INS exhibit space and policies.



Exhibitor Opportunities

Exhibit Booth Space

The exhibit hall for the INS 43rd Annual Meeting is located in the *Centennial Ballroom Foyer*, at the heart of the action and immediately adjacent to where all INS plenary and concurrent sessions will be conducted. To maximize attendee flow through the exhibit hall, INS will also host meeting-wide coffee breaks and up to ten poster sessions in the exhibit hall.

\$950 **One Booth (includes two exhibitor badges for exhibit/meeting admittance†)**
Additional badges may be purchased for \$75.00 each (maximum 2 additional badges per booth)

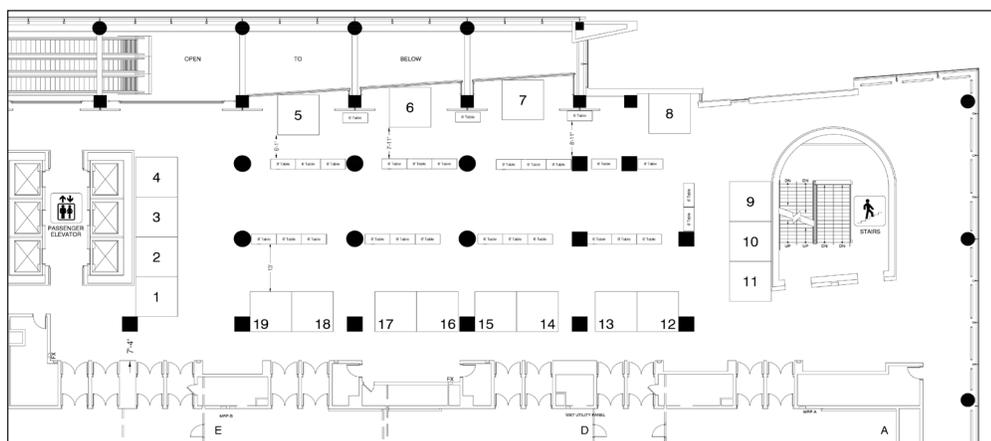
\$1600 **Two Booths (includes four exhibitor badges for exhibit/meeting admittance†)**
Additional badges may be purchased for \$75.00 each (maximum 2 additional badges per booth)

† Individuals with exhibitor badges are eligible to attend all activities of INS meetings with the exception of continuing education workshops, which require an additional fee, and meetings at which INS members may vote.

Booths will be assigned based on receipt of application/payment. Booth locations are shown below.

Booths are 10'x10'. Booth packages include one 6' red draped table, two side chairs and a wastebasket. Freeman will set each 10'X10' booth with 8' high flax and red back drape, 3' high flax side dividers and a 7"X44" one-line identification sign.

To rent additional tables or equipment please contact Freeman directly (contact information will be provided when you receive the exhibitor kit).



INS 43rd Annual Meeting Exhibit Hall Floorplan

No other exhibitor services will be provided by INS or the hotel. Signs are not provided by INS; these are the responsibility of the exhibitor (signs may be ordered through Freeman).

Take-One Exhibit Table

Non-profit organizations and publishers are invited to take advantage of the Take-One Exhibit Table in Denver. One table in the exhibit hall will be reserved for "Take-One" exhibit items (this table will not be attended). As with all exhibit content, "Take-One" exhibit items are subject to INS approval (a sample of the item must be included with your application).

\$125 **Display of one item at the Take-One Exhibit Table**
A journal issue, a flyer, or a book or booklet shall constitute a single item

Items may be shipped directly to the contracted exhibit manager, Freeman, or may be hand-carried to the Hyatt Regency Denver beginning on Wednesday February 4, 2015. Please indicate your preference in the order section of this application. **If shipping items, please refer to specific shipping instructions in the Freeman Exhibitor Packet, which you will receive upon submitting your application,** and prominently mark all boxes with: "TAKE ONE TABLE".

Exhibit Policy & Guidelines

Please review this entire policy carefully, as well as the information on the previous page.

By signing and submitting a completed application for exhibit booth space or take-one exhibit space, you indicate your agreement to abide by this policy. Failure to abide by this policy will result in forfeiture of all monies paid or due under this agreement.

The following is policy for acceptance of exhibits for all meetings of the International Neuropsychological Society (INS), as approved by the INS Board of Governors. It may be changed from time to time at the discretion of the Board in consultation with or at the request of the INS Executive Director. Interpretation of this policy for specific applications, exhibits, or exhibit personnel shall be the responsibility of the Executive Director and/or his/her designated officer(s).

1. EXHIBIT CONTENT. Exhibits must be non-political, consistent with the Ethical Principles, Standards for Providers, and Standards for Tests of the American Psychological Association, and shall not be offensive to public decency on either a local or international basis. The character of the exhibits is subject to the approval of the Executive Director. INS reserves the right to refuse applications on concerns of not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Only exhibits which relate to the science and practice of neuropsychology may be displayed. Contests, lotteries, raffles, and games of chance may not be conducted without prior approval by INS. Airing of either side of a controversial or professional issue will not be allowed.

2. ACCEPTANCE OF EXHIBITS. Applications for exhibits are subject to review by the Executive Director to determine suitability for the meeting and to ensure conformity with convention standards.

Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representatives, or both, will subject the exhibitor or said representatives to dismissal from the meeting, in which event it is agreed that no refund shall be made by the INS and further that no demand for redress will be made by the exhibitor or the exhibitor's representatives.

3. EXHIBIT OPERATION. Soliciting or demonstrating by an exhibitor must be confined to the area immediate to the exhibitor's table area. Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own area. Aisles in front of tables must be kept clear. Objectionable sound devices may not be operated. Engines or any other kind of equipment may be operated only with the consent of convention management of the hotel or facility where the exhibits are being displayed. All property destroyed or damaged by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense.

Books, products, etc. which are part of the exhibit must be offered to meeting participants at a discount from retail price of at least 10%.

Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit area is prohibited. Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the convention hotels or facilities. No exhibits, displays, or advertising material of any kind will be allowed in the convention hotel rooms or hallways unless approved by the Executive Director in consultation with the convention management of the hotel.

4. LIABILITY AND INSURANCE. The exhibitor, upon contracting to exhibit, expressly releases the INS or any of its officers, directors, employees, or committee members, or the Local Arrangements Committee, or representatives of any of the meeting hotels or facilities from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the exhibitor's contract, including but not limited to any responsibility or liability or negligently caused injury, loss, or damage; and further, the exhibitor agrees to hold harmless and indemnify the INS and any hotel or facility against any and all claims made against the INS and/or hotel or facility by any person and arising out of the exhibitor's acts or omissions.

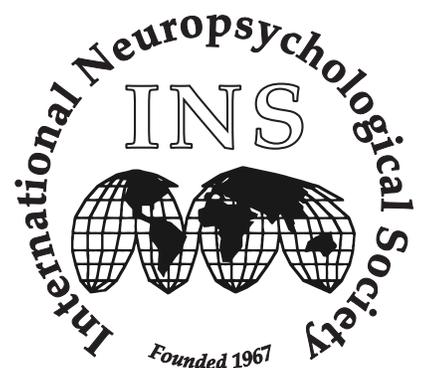
5. FEES AND FACILITIES. The exhibitor policy for INS meetings applies to both: A) exhibitor's booth or B) take-one exhibit for display purposes as specified above.

A. Exhibitor's Booth. The charges for an exhibitor's booth shall be at the rate of \$950.00 for one booth, or \$1600.00 for two booths. The \$950.00 rate entitles the exhibitor to up to two badges for personnel to attend the exhibit/meeting, and one table or 100 square feet of space, as specified above, for display purposes. The \$1600.00 rate entitles the exhibitor to up to four badges for personnel to attend the exhibit, and two tables or 200 square feet of space, as specified above, for display purposes. Additional badges (maximum of two per booth) may be purchased at the rate of \$75.00 each. Individuals with exhibitor badges are eligible to attend all activities of INS meetings with the exception of continuing education workshops and meetings at which attendees may vote.

B. Take-One Exhibit. The charge for a Take-One Exhibit shall be \$125.00 for each item displayed. One table shall be reserved for Take-One Exhibit items and this table shall not be attended. Take-One Exhibit items shall be reserved for items from non-profit organizations and journals or publishers of single volumes of neuropsychological interest. A journal issue, a flyer, or a book or booklet shall constitute a single item.

6. CONTRACTUAL AGREEMENT. It is agreed that the exhibitor will abide by the rules and regulations cited above before, during, and after the exhibit, and by other reasonable rules considered necessary by the INS or the meeting hotels or facilities, provided these rules do not materially alter the exhibitor's contractual rights.

All matters and questions not covered by these regulations are at the decision of the INS Executive Director.



Advertisement Opportunities

All advertisement applications must include a sample of the ad or piece to be mailed, and are subject to INS approval. INS reserves the right to decline any proposed ad that does not conform to INS standards, principles and ethics. The INS in no way endorses the products, services or source represented in advertisements.

Ad placements are assigned according to the order in which applications are received.

Please email advertisements to the INS Executive Office at INS@utah.edu.

Please contact the INS Executive Office to check availability of ads.

Mobile app splash page artwork is due no later than December 10, 2014. Mobile app banner ad artwork is due by Friday January 2, 2015. Sample mailing piece or email artwork is due a minimum of two weeks before desired deployment date. All other artwork is due by December 19, 2014.

Meeting Program Advertisements Ads from \$600 to \$1800

INS offers several ad placements in the official meeting program, including premium cover locations as well as half- or full-page ad spots.

Ad sponsors get more in 2015! Beginning in 2015, the official meeting program will be available online as a digital archive that can be referred to both before and for months following the Annual Meeting. The printed program is also a critical onsite guide for attendees at the meeting.

Available Program Ad Placements:

\$1600	Outside back cover (full 4 color, varnished finish)
\$1300	Inside front cover (B&W)
\$1100	Inside back cover (B&W)
\$800	Inside program body, full page (B&W)
\$500	Inside program body, ½ page (horizontal only, B&W)

Program Ad Artwork Guidelines:

For inside page ads: Please submit ads in high resolution PDF format (we may be able to accept native files in Adobe InDesign or Quark Xpress if all supporting fonts and graphics are supplied, but this is not preferred). The size of inside body ads should not exceed 7.5" width x 10" height for full page ad or 7.5" width x 4.875" height for half page. For artwork containing bleeds, add 1/8" image past the final trim size of 8 3/8" x 10 3/4". No File Security is to be set on any files. All fonts must be embedded into the PDF file as an "Embedded Subset" with "No Compression".

For cover ads: Please submit ads in high resolution PDF format, or submit native files in Adobe InDesign or Quark Xpress with all supporting fonts and graphics supplied. Ad size should not exceed 7 inches wide by 9.75 inches tall (live area). For artwork containing bleeds, add 1/8" past the final trim size of 8 3/8" x 10 3/4". (Caution for the inside front and back covers so as not to lose any sensitive logos or copy in the bind edge: if a cover ad bleeds, the art should extend .125 inches past the trim size of the project on each side that will bleed.)

Fonts & Graphics: In addition to sending your art file, you must also include all fonts and graphics used in your artwork. It is helpful to organize all the fonts and graphics inside the same directory as your artwork.

Graphic Resolution: Please use high resolution graphic files such as eps, .tif or .jpg set. Color or greyscale images should be at least 300 dots per inch (pixels per inch). B&W images containing line art or text should have a minimum resolution of 600 ppi.

Colors: Color profile should be set to 4 color-CMYK. Do not submit color graphics in RGB mode.

NEW in 2015!

Official Meeting App Advertisements \$500 up to \$2500

Take advantage of new ad opportunities with our first mobile meeting app! The app will be available not just for attendees, who will refer to it multiple times daily at the Annual Meeting, but also to INS members who can't make it to Denver. The app will be available in January 2015 and attendees will be encouraged to download in advance. We are offering a limited number of premium ad spots:

- \$2500 Exclusive Sponsor Banner at App Startup
With this exclusive spot, app users will see your ad every time they open the app
- \$500 Sponsor Banner on App Home Screen
5 Rotating Spots Available

The deadline for splash page artwork is December 10, 2014. Banner ad artwork is due by January 2, 2015. Please contact INS@utah.edu for mobile app artwork specifications.

Bundle and get more!

If you purchase an advertisement in the mobile app, you will receive a 20% discount off your exhibit booth rentals and other print advertisements!

Conference Bag Flyer Inserts \$500 per item

With this option, you can insert one or more items into the delegate bags. A brochure, a flyer, or a promotional item (e.g. logo inscribed pen, pad of paper) shall constitute a single item. The charge for inserting the materials into the conference bags is \$500.00 for a single item.

Please ship items directly to the contracted exhibit manager, Freeman.

If shipping items, please refer to specific shipping instructions in the Freeman Exhibitor Packet, which you will receive upon submitting your application and please prominently mark all boxes with: "CONFERENCE BAG INSERTS."

Items can be received at the Freeman warehouse between January 6 and January 27. Items received after January 27 will be subject to an additional after deadline charge. Items may also be shipped directly to the facility beginning on February 3, 2015 (items received earlier may be refused by the Hotel).

Attendee Mailing List \$200 per usage

Extend your reach past the Annual Meeting by purchasing the attendee mailing list or selecting a broadcast email. The list includes all registered attendees of the 43rd Annual Meeting (1700 anticipated). Mailing lists will be provided in excel format, or you may choose a broadcast email which is distributed on your behalf by INS. Other lists are also available.

Sample mailing piece or email artwork is due a minimum of 2 weeks prior to desired deployment date. All mailing list rentals are for one-time use only and may only be used to send material pre-approved by INS. Mailing lists may not be stored or kept (in part or whole) for future uses or altered in any way. Unauthorized uses are subject to additional fees and possible legal action. Additional uses may be rented by contacting the INS office.



Sponsor Application

Date of Application: _____

Please mail or fax both pages of completed application and full payment on or before December 19, 2014 to:

International Neuropsychological Society
 2319 South Foothill Drive, Suite 260
 Salt Lake City, Utah 84109, USA
 Fax: 801-487-6270
 Email advertisements to INS@utah.edu

Please contact the INS Executive Office with any questions regarding sponsor opportunities, pricing and discounts, or to check ad availability: INS@utah.edu or call 801-487-0475

Company Name _____

Contact Name _____

Mailing Address _____

City _____

State/Province _____ Postal Code _____

Country _____

Email _____

Phone _____ Fax _____

Selected Exhibitor Opportunities

Please check the boxes for your selections below and provide the total of all selections under Payment Summary on the next page.

Booth Space

Application Due:
 Fri Dec 19, 2014

- \$950 One Booth (includes 2 badges—provide attendee names below)
- \$1600 Two Booths (includes 4 badges—provide attendee names below)
- Other—Specify # of Booths: _____ (each booth includes 2 badges)
- \$75 Each Additional Badges: _____ (max. 2 additional per booth)

Please provide attendee names for badges:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Take-One Table

\$125 Per Item

- Required sample included? **Application & Artwork Due: Fri Dec 19, 2014**
- Items will be shipped directly to Freeman per exhibitor kit instructions
- A representative will deliver item(s) to the Take-One Table at the meeting

