

INS 45th Annual Meeting

New Orleans 🌸 February 1-4, 2017



CELEBRATING 50 YEARS



BINDING THE PAST & PRESENT

Exhibitor & Sponsor Prospectus

www.the-ins.org

Exhibit & Sponsor Opportunities

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

The INS offers a limited number of meeting sponsor opportunities allowing your organization to support the INS educational mission. INS is also offering a limited number of banner ads in the widely-used Annual Meeting mobile app, which will be freely available online both before and throughout the year after the conference.

Your organization will also benefit from other promotional opportunities, including exhibit booth space located in

the heart of the INS meeting, program advertisements, and distribution of your flyer or media to all attendees.

All exhibitors and sponsors of the INS 45th Annual Meeting receive a complimentary listing and URL link in the official meeting program book (a valuable paper resource for attendees that is also available online), and in the official INS mobile meeting app.

We are always striving to find new ways to improve your sponsor, exhibitor and advertiser experience and ensure you get the most out of your investment with INS. Many organizations return to our meetings year after year! We look forward to seeing you in New Orleans in 2017!

Cover photo courtesy New Orleans Convention and Visitors Bureau.

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 4300 active members from more than 60 different countries. INS members represent every U.S. state, including D.C., and Puerto Rico, and eight 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, non-members, professionals and students alike. Attendees represent neuropsychology and a variety of other disciplines.

Since it began in 1973, the **INS Annual Meeting** has become one of the premier scientific and educational meeting venues for international neuropsychology. Over the past five years, the Annual Meeting has averaged approximately 1700 attendees per year.

The **INS Mid-Year Meeting** began in 1977 and has been held in a 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.

The INS 45th Annual Meeting

Binding the Past and Present to Enhance the Future

The INS 45th Annual Meeting kicks off the **50th Anniversary Year of the INS** by returning to the setting of the very first Annual Meeting: New Orleans, Louisiana.

Among our Keynote Speakers for the 2017 conference will be: INS President, Dr. Kathleen Haaland; Dr. Robert T. Knight, a pioneer in the functions of the prefrontal cortex and brain-machine interface; Dr. Maurizio Corbetta, a leader in attention in neurorehabilitation; Dr. Edith V. Sullivan, an expert on the effects of alcohol on the brain, and Dr. Faraneh Vargha-Khadem, who is renowned for her study of memory and developmental brain injury.

Our bi-annual **Birch Memorial Lecture** at the New Orleans meeting will be given by Dr. Richard Andersen, who is using neuralprosthetics to overcome brain and spinal cord injury. Additionally, we are thrilled to announce that the first annual **Edith Kaplan Memorial Lecture** will be given by Dr. Nina Dronkers, who is a leader in multi-method assessment of language and aphasia.

The Meeting has received over 1,180 unique abstract submissions and is anticipated to have between 1800 to 2000 attendees, comprised of neuropsychologists as well as neurologists, neuroscientists, and many others.

**Reserve Your Spot at
INS New Orleans 2017!**

**Applications & Materials DUE
Monday, December 19, 2016**

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



Photo courtesy of the New Orleans Marriott

New Orleans Marriott

555 Canal Street, New Orleans,
Louisiana, 70130, USA

Telephone: 504-581-1000

Toll-Free (US Only): 888-771-4429

Fax: 504-523-6755

Venue & Accommodations

The 45th Annual Meeting will be headquartered at the New Orleans Marriott in the celebrated French Quarter district. Enjoy easy access to New Orleans' eclectic culture, live music, vibrant restaurants--and the world-famous Bourbon Street nightlife--in one of the most exciting cities in the USA!

INS has arranged a special room rate for meeting attendees, starting at just \$185 USD per night!

To receive the special INS conference room rate, you must book online by January 8, 2017 at <https://resweb.passkey.com/go/INSAM2017>

General Information

Application Deadlines & Instructions

Mon Dec 19, 2016	Advertising and Sponsor Applications Due Print Ad Artwork and Sponsor Logo Dues
Wed Dec 28, 2016	Exhibitor Applications Due (to be included in the printed program book)
Fri Jan 6, 2017	Mobile App Artwork Due

Applications must be accompanied by full payment in U.S. funds. Please submit the completed and signed application form with your exhibitor, advertising, and/or sponsorship selections along with full payment in U.S. funds (U.S. checks or all major credit cards are accepted) by the deadlines.

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 visit 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 1, 2017	10 AM–3 PM
Exhibit Hours	Wednesday February 1, 2017	3 PM–7:30 PM
	Thursday February 2, 2017	7:45 AM–6:30 PM
	Friday February 3, 2017	7:45 AM–6 PM
	Saturday February 4, 2017	8 AM–11:30 AM
Exhibitor Move-Out	Saturday February 4, 2017	11:30 AM–2 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.

General hotel security will be provided, and the exhibit hall will be locked during non-exhibit hours.

Our contracted exhibit decorator is Freeman. Freeman will send an exhibitor kit with shipping details to you after your application is received and your booth space has been assigned by INS.

Please thoroughly review all of the information in this prospectus regarding INS exhibit space and policies.

Sponsorship Opportunities

Become an INS New Orleans 2017 Meeting Sponsor

You are invited to take advantage of a limited amount of sponsor opportunities offered for the INS New Orleans 2017 Meeting, celebrating the 50th Anniversary of the INS!

Support the educational mission of INS, increase market reach and engagement, and enhance awareness of your organization's brand by becoming an **INS 45th Annual Meeting Sponsor**. INS sponsors are offered special recognition at the New Orleans 2017 Meeting for their support of INS scientific and educational programs, thereby strengthening relationships with neuropsychologists from North America and from around the globe.

NEW! INS is offering Premier and Major Sponsors two new advertising opportunities in the sponsor benefit packages (next page):

Educational Sponsorship

This sponsorship allows you to select a Keynote Address or Invited Symposium to sponsor, via an unrestricted educational grant* to the INS, for which your company will receive:

- Verbal acknowledgement during the Program
- Acknowledgement with onsite meeting signage
- Recognition in the INS 2017 print and online program
- The presentation will be filmed and archived on the new INS website, making it available to all INS Members throughout the year (with the speaker's permission)

Industry-Sponsored Demonstration: *Demonstrate your product or service!*

This sponsorship allows you to benefit from an opportunity to provide a live 45-minute scientific demonstration and educational session to INS 45th Annual Meeting attendees:

- Dedicated demonstration space
- Nearby signage will be provided
- Listing of your event in the INS New Orleans program as an industry-sponsored educational opportunity
- One pre-conference use of the INS Annual Meeting attendee email list

** Educational sponsors provide unrestricted educational grants to support the educational mission of the INS. All content and speaker selection are solely the responsibility of the INS.*



Sponsorship Packages

Select a Sponsorship Level

Choose the level of sponsorship that is best for your organization from those outlined below, or contact the INS to custom design a sponsorship package that fits your marketing goals. **Submit your sponsorship reservation and application by Monday, December 19, 2016!**

Sponsorship Level	Sponsorship Recognition Benefits
<p>Premier Sponsor \$7,500</p>	<ul style="list-style-type: none"> • Educational Sponsorship of a Keynote Address or of an Invited Symposium (and associated benefits) • Industry-Sponsored Demonstration (and associated benefits) • Verbal sponsor acknowledgement during Welcome • One Exhibit Booth and four registration badges • Banner ad on INS Mobile Meeting App (rotating) • Logo on sponsor page of the print and online program book • Logo on conference webpage • Two conference bag inserts • Listing and URL link in the official meeting program book • Listing and URL link in the official INS mobile meeting app
<p>Major Sponsor \$5,000</p>	<ul style="list-style-type: none"> • Choice of Educational Sponsorship (and associated benefits) OR Industry-Sponsored Demonstration (and associated benefits) • Verbal sponsor acknowledgement during Welcome Reception • One Exhibit Booth and two registration badges • Banner ad on INS Mobile Meeting App (rotating) • Logo on sponsor page of the print and online program book • Logo on conference webpage • One conference bag insert • Listing and URL link in the official meeting program book • Listing and URL link in the official INS mobile meeting app
<p>Contributing Sponsor \$2,500</p>	<ul style="list-style-type: none"> • Be recognized as the Sponsor of an INS Coffee Break: <ul style="list-style-type: none"> • Recognition as the break's sponsor in the INS 2017 print and online program • Nearby signage will highlight your organization as sponsor of the coffee break • Verbal sponsor acknowledgement during Welcome • One Exhibit Booth and two registration badges • Banner ad on INS Mobile Meeting App (rotating) • Logo on sponsor page of the print and online program book • Logo on conference webpage • One conference bag insert • Listing and URL link in the official meeting program book • Listing and URL link in the official INS mobile meeting app

Exhibitor Opportunities

Exhibit Booth Space

The exhibit hall for the INS 45th Annual Meeting is located in the Acadia Room at the New Orleans Marriott. To maximize attendee flow through the exhibit hall, INS will host the Wednesday night reception, meeting-wide coffee breaks and ten poster sessions (with a total of up to 1000 presenting authors) in the exhibit hall. Exhibitors who submit applications by Dec 28 receive a complimentary listing in the official meeting program book (a valuable paper resource for attendees that is also available online), and in the official INS mobile meeting app.

\$995 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)

\$1695 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)

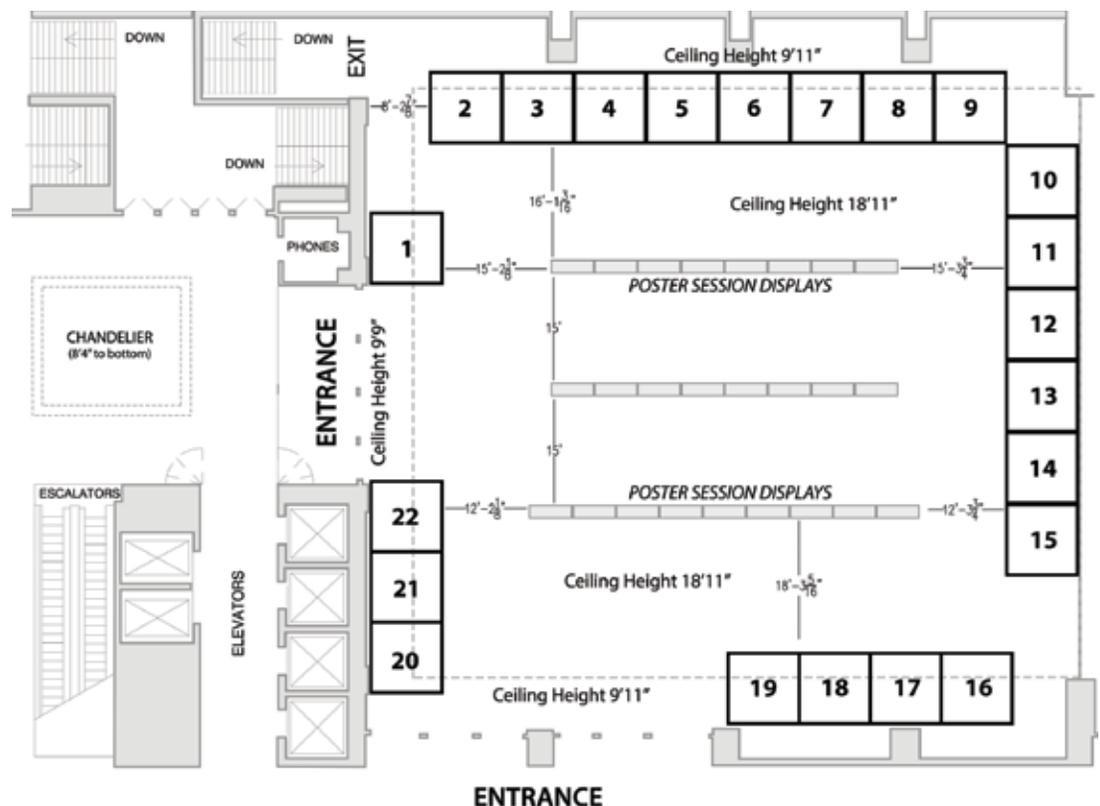
† Individuals with exhibitor badges are eligible to attend all activities of INS meetings with the exception of continuing education workshops, which require an additional fee, and meetings at which INS members may vote. *Exhibitors who wish to attend continuing education workshops need to register and pay for CE courses using the Meeting registration form found at www.the-ins.org/annualmeeting_2017.*

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

Booths are 10 feet by 10 feet, and 8 feet tall. Booth packages include one 6-foot plum draped table, two side chairs, and a wastebasket. Each booth will have an 8-foot high gold back drape, 3-foot high gold side dividers, and a 7-inch by 44-inch, one-line identification sign.

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

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).



Advertisement Opportunities

Meeting Program Advertisements *Ads from \$500 to \$1600*

INS offers several ad placements in the official meeting program, including premium cover locations as well as half or full-page ad spots. **Please review all artwork guidelines below prior to submitting ads to INS.**

Program advertisements get more views in 2017! The official meeting program will be also available online as a digital archive that can be referred to both before, during and after the Meeting, for months following the Annual Meeting. The printed program is also a critical on-site guide for attendees at the meeting.

Available Placements:

- \$1600 Outside back cover (full color, glossy)**
- \$1300 Inside back cover (full color, glossy)**
- \$800 Inside program body, full page (B&W)**
- \$500 Inside program body, ½ page (horizontal only, B&W)**

Deadline:	Please submit all program ads and accompanying artwork to INS@utah.edu by no later than December 19, 2016.
Guidelines:	<p>All advertisement applications must include a sample of the ad or item, and are subject to advance approval by INS. 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.</p> <p>Ad placements are assigned according to the order in which applications are received. Please contact the INS Executive Office to check availability of ad placements.</p>
Artwork:	<p>Please submit ad artwork in BOTH black and white and full color CMYK (unless you have purchased a full color ad). The online program book will feature color ads for all spots.</p> <p>All artwork and embedded graphics must be in CMYK format—do not use RGB or spot colors. Please submit artwork in high-resolution PDF format, with all fonts supplied separately or embedded in the PDF (as an embedded subset with no compression). Alternatively, Adobe InDesign files may be submitted if all supporting fonts and graphics are embedded or otherwise supplied. We may be able to accept other file formats upon inquiry. Embed only high resolution graphic files (e.g., eps, tif or jpg). For maximum clarity, color and greyscale images must be a minimum of 300 dpi, or a minimum of 600 dpi for B&W images or images that contain line art or text. Do not set any file security.</p> <p>Cover Ad Guidelines: Artwork cannot exceed dimensions of 8.375" width x 10.75" height. A bleed of 0.125" may be set beyond the finished page size. Please set a minimum safe margin of at least 0.5 inches on all sides and do not include any important logos or copy in the margin space to ensure visibility after trimming and binding. Cover artwork will be printed on 100# coated cover stock (with glossy lamination and CMYK color for outside cover ads, and color ink for inside cover ads).</p>

Meeting App Advertisements ^{\$500}

Take advantage of digital branding opportunities with the INS 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 New Orleans. The app will be available in January 2017, and attendees will be encouraged to download in advance. We are offering a limited number of premium banner ad spots that can link to a customized landing page or your website.

\$500 Banner Ad on App Home Screen

5 rotating high-visibility banner ads available; each banner ad can be linked directly to your website or an optional landing page with additional details and your URL

Deadline: All app artwork (including banner ads and optional landing pages) is due January 6, 2017.

General Guidelines: Please contact INS@utah.edu for detailed mobile app artwork specifications.

Bundle and get more!

Purchase a mobile app banner ad, and receive a 20% discount on your exhibit booth rentals and meeting program ads!



Conference Bag Flyer Inserts ^{\$500 per flyer/\$1000 per promotional item}

Give every INS Annual Meeting delegate a promotional item: logo-inscribed pens, paper pads, notebooks, flash drives, or more! Insert a flyer or promotional item with your message or logo into every conference bag. Attendees will enjoy using your promotional item during the meeting and then taking it home for year-round use too!

\$500 One-page Flyer or Brochure Conference Bag Insert

\$1000 One Promotional Item Conference Bag Insert

Deadline: All items must be received by INS at the hotel by Monday morning, January 30, 2017. Special shipping instructions for Conference Bag Inserts will be sent separately.

General Guidelines: Flyer and brochure inserts are limited to one sheet of paper; all other inserts will be considered a promotional item. Promotional items must fit into the conference bags—if necessary, please contact the INS office to check the conference bag size.

Attendee Mailing List ^{\$200 per usage}

Extend your reach past the Annual Meeting by purchasing the attendee mailing list. The list includes all registered attendees of the 45th Annual Meeting (1800-2000+ anticipated). Mailing lists will be provided in excel format.

Deadline: Sample mailing piece artwork is due a minimum of 2 weeks prior to desired deployment date.

General Guidelines: 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.

Application Form

All applications must be accompanied by full payment

Please Submit Applications to INS at:
2319 S Foothill Dr, Ste 260, Salt Lake City, UT 84109
Fax: 801-487-6270 · Email ads to INS@utah.edu

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

PAYER CONTACT Information:

Date of Application _____

Company Name & Contact _____
Mailing Address _____
City, State/Province _____ Postal Code _____
Country _____
Email _____
Phone _____ Fax _____

LISTING Information:

Sales Contact _____
Email Address _____
Website _____
Phone _____ Fax _____

Please check the appropriate boxes in each section below for each sponsorship, exhibitor, and advertisement opportunity you wish to select. Please provide the total of ALL your selections under "Payment Summary" on the next page.

Selected Sponsorship Opportunities:

INS SPONSORSHIP

Application Due: Mon Dec 19, 2016

- \$7500 Premier Sponsor Level**
- \$5000 Major Sponsor Level**
- \$2500 Contributing Sponsor Level**

Selected Exhibitor Opportunities:

BOOTH SPACE

Application Due: Wed Dec 28, 2016 to be included in the printed program book

- \$995 One Booth** (includes 2 badges—provide attendee names below)
- \$1695 Two Booths** (includes 4 badges—provide attendee names below)
- Specify Other # of Booths:** _____ (each booth includes 2 badges; provide names below)
- # of Additional Badges (\$75 each):** _____ (max. 2 additional per booth; provide names below)

Please provide attendee names for badges: 1. _____
(use a separate page if additional space is needed) 2. _____
3. _____
4. _____
5. _____
6. _____

Participant 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, 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).

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%.

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.

Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit area is strictly 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 anywhere outside of the designated exhibit area (such as in the convention hotel rooms or hallways) unless approved by the Executive

Director in consultation with the convention management of the hotel in advance.

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.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

5. FEES AND FACILITIES. The charges for an exhibitor's booth shall be at the rate of \$995.00 for one booth, or \$1695.00 for two booths (all amounts in \$USD). The \$995.00 rate entitles the exhibitor 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 \$1695.00 rate entitles the exhibitor 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.

6. TERMS OF PAYMENT. Payment for the total amount must accompany the application and agreement. Applications and agreements received without payment will be returned. All exhibitors' application fees must be in U.S. currency. Checks are to be made payable to INS (only U.S. checks accepted). Discover, Visa, Diners Club, Master Card, and American Express are also accepted.

7. CANCELLATION POLICY. All cancellations must be received in writing and are subject to a \$50 administrative fee. Any cancellations received on or after January 6, 2017 will be refunded minus 50% of the total cost. No refunds available for cancellations received on or after January 27, 2017. Exhibitors who fail to show at the meeting will forfeit all monies paid.

8. SECURITY. INS will provide general hotel security and the exhibit hall will be locked during non-exhibit hours. It is recommended that each exhibitor take the necessary precautions to protect their exhibit space, products and display materials.

10. 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.