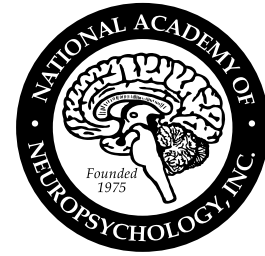


# NAN



October 25-28, 2017  
The Westin Boston Waterfront  
Boston, MA

NATIONAL ACADEMY OF NEUROPSYCHOLOGY 37TH ANNUAL CONFERENCE



## 2017 Exhibitor & Sponsor Prospectus

Marketing Opportunities | Exposure | Face-to-Face Contact

# About NAN

The National Academy of Neuropsychology (NAN) is a non-profit professional membership association for specialists who are experts in the assessment and treatment of brain injuries and disorders. NAN members work in the most prestigious universities, hospitals and private practices throughout the world and are at the forefront of cutting-edge research and rehabilitation in the field of brain behavior relationships.

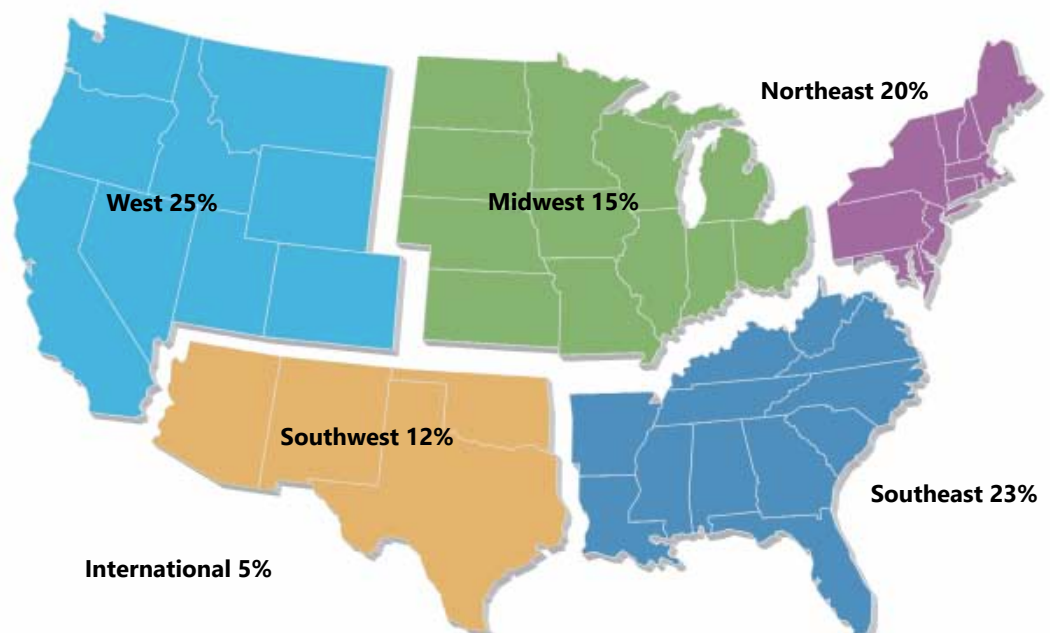
NAN was founded in 1975 and has witnessed steady growth in its membership since its inception. It has developed into a vibrant organization of scientist-practitioners, clinicians, and researchers in the field of neuropsychology. Current membership totals over 3,300 members, with representation by 23 countries. The involvement and contributions of the diverse membership will ensure NAN's continued success as a professional organization well into the future.

We understand that you need return on investment for your sponsorship, exhibiting, and advertising dollars. Partnering with NAN gives you strategically focused access to an influential audience of scientist-practitioners, clinicians, and researchers in the field of neuropsychology. This alliance offers many key opportunities, including high visibility, hospitality, and networking.

## Benefits of Membership

- Complimentary electronic subscription to the *Archives of Clinical Neuropsychology*
- Up to 40% discount on DistanCE online learning opportunities
- Reduced registration rates for conferences
- 20% member-only discount on all Oxford University Press books
- Exclusive access to professional resources including continuous updates on CPT Codes, CMS requirements, HIPPA, insurance primers, sample letters and forms for use in private practice settings, handouts and brochures for patients and physicians, and relevant legislation efforts
- Eligibility for Fellow membership status in recognition of professional members who have contributed significantly to the science and/or profession of neuropsychology
- Volunteer opportunities to help shape the field of neuropsychology while networking with your colleagues and acquiring new business contacts

## Geographic Distribution of Members by Region

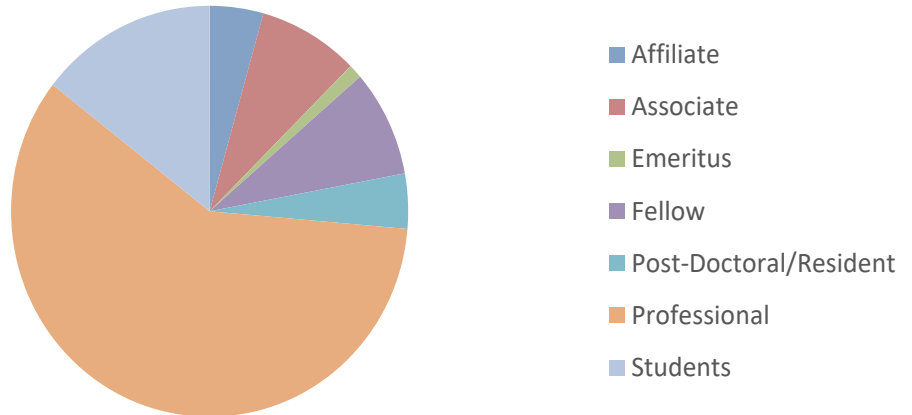


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# About NAN

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## Distribution of Members by Membership Category



## NAN Members are interested in the following **types of information**:

- Cutting-edge neuropsychology testing materials for practitioners and patients
- Innovative publications on the field of neuropsychology today - what's new and what does the future hold

## Who attends **NAN Educational Events**?

- Professors in Neuropsychology, Psychiatry, Neurology, Psychology
- Clinical Neuropsychologists
- Licensed Psychologists
- Independent Practitioners
- Research Assistants & Data Analysts
- Students at All Levels

# Annual Conference Sponsorships

**Maximize your return on investment!** By optimizing your dollars through sponsorship with NAN, you ensure that your exhibit will attract the attention of NAN attendees at the conference and throughout the year. Your company will be front and center with our influential community.

This sponsorship provides you with an exclusive opportunity to cultivate mutually beneficial relationships with our members in ways that are best suited to meet the individual needs of your business.

All sponsors will receive the following benefits:

- Sponsorship designation on the NAN website for one year
- Acknowledgement on sponsor signage at the Annual Conference
- Sponsorship recognition in meeting marketing materials, depending on publication schedule

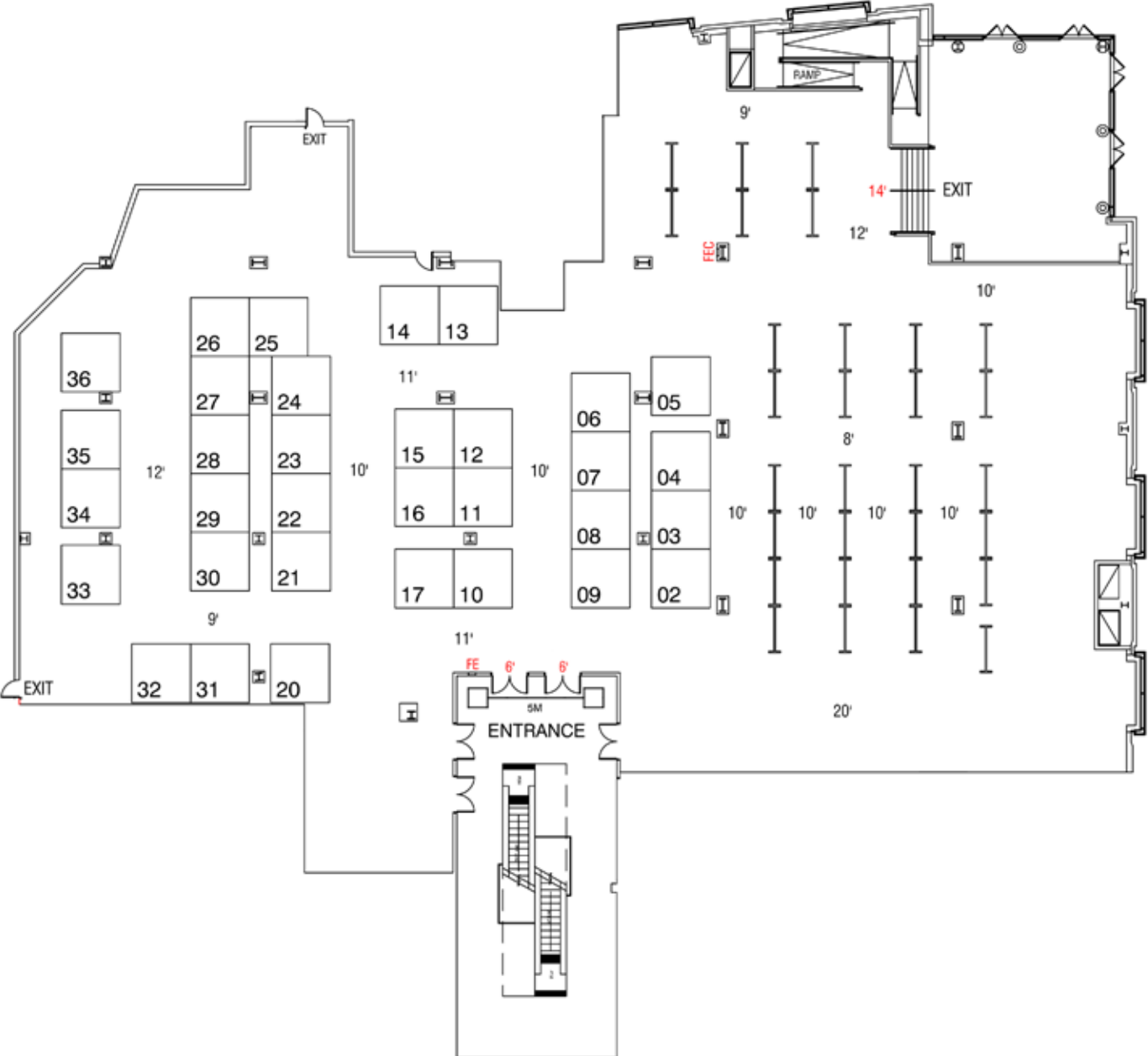


Your sponsor package includes:	Gold \$12,000	Silver \$8,000	Bronze \$3,000
Company logo on attendee tote bags as "NAN Sponsor"	x		
Company logo on attendee lanyards		x	
Sponsorship of one morning coffee break			x
One article in a NAN e-mag publication	x		
Priority consideration for your company's test-focused workshop proposal	x		
Recognition in all NAN media promotions	x		
Banner advertisement in the NAN Newsflash for twelve months	x		
Banner advertisement on the NAN Conference webpage for twelve months with link to your company's website	x		
A mailing list of conference attendees for pre-conference use, one time use only per list	x		
Full-page advertisement in the NAN <i>Bulletin</i>	x		
Opportunity to provide a one-page advertisement flyer for inclusion in attendee portfolios	x	x	
Full-page advertisement in the Conference Registration and Conference Program books	x	x	x
Sponsor recognition in conference publications	x	x	x
Sponsor recognition in conference mobile app	x	x	x
A mailing list of conference attendees for post-conference follow-up, one time use only	x	x	x
Complimentary conference registrations	12	6	3
Exhibit booth space	up to 8 x 40	up to 8 x 30	8 x 10

# Exhibit Booth Space

## Basic Exhibit Booth Option - \$1,100

- 8' x 10' exhibit booth space
- Two complimentary registrations (valued at \$950)
- Recognition in conference publications





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# Additional Conference Sponsorships

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Combine any of the sponsorship options below with an exhibit booth to maximize your exposure at the 2017 NAN Annual Conference and customize your experience.

## Conference Mobile App - \$3,500

NAN's conference mobile app is quickly becoming the go-to resource for attendees both leading up to the conference and onsite. It features powerful functionality to enhance the attendee experience and can be customized to feature your brand prominently.

*Benefits include:*

- Exposure on the app's opening splash page
- Logo placement on app's main navigation screen
- Rotating banner ad on popular subpages

## Online Poster Gallery - \$2,000

The online poster gallery, with 4,000+ pageviews annually, is available to both attendees and non-attendees as a resource and way to stay connected to the latest research.

*Benefits include:*

- Banner ad featuring your brand at the top of each page in all possible view modes

## Notepads with Sponsor Logo - \$2,500

Your brand will be front and center with your logo featured on a notepad given to every conference attendee. This take-away piece will be utilized by attendees long after the conference ends.

*Benefits include:*

- Custom branded notepads (sponsor to provide print-ready artwork, NAN to provide notebooks)

### Sponsorship Policy

In instances where more than one party has requested the same sponsorship item or activity prior to the June 30, 2017 deadline, NAN will make every effort to accommodate all sponsors to the best of its ability.

## Afternoon Breaks - \$2,000 each

Sponsor has the opportunity to brand its company to conference attendees as they relax between sessions. Each break ranges between 15 - 30 minutes and gives the sponsor the ability to clearly display a company logo.

*Benefits include:*

- Recognized as a Sponsor of an Afternoon break
- Logo prominently displayed in sponsored break area during designated time
- Custom branded napkins (sponsor to provide one color print-ready artwork, NAN to provide napkins)

## Student Luncheon - \$2,000

Sponsor has the opportunity to expose its company to student attendees as they gather for a student-only lunch.

*Benefits include:*

- Recognized as a Sponsor of the Student Lunch in the onsite program guide
- Logo prominently displayed in lunch area during designated time
- Custom branded napkins (sponsor to provide one color print-ready artwork, NAN to provide napkins)

## President's Reception in Exhibit Hall - \$4,000

The audience for the President's Reception is comprised of NAN leaders and attendees and is a prime networking event for attendees.

*Benefits include:*

- Recognized as a Sponsor of the President's Reception
- Appropriate signage surrounding the reception
- Custom branded plastic cups (sponsor to provide one color print-ready artwork, NAN to provide cups)
- Ten custom branded foam core table toppers (sponsor to provide print ready artwork, NAN to provide table toppers)

# Promotional Opportunities

## Vendor Promotional Eblast Message

**Reach your potential customers AND maximize your presence before arriving in Boston!** NAN's goal is to assist you, our exhibitor, to increase your exposure by targeting key prospects with pre-show marketing in the weeks leading up to the conference. This eblast message will serve as a resource for attendees to learn more about your company and conference discounts. This promotional opportunity is FREE for all 2017 exhibitors.

To participate in this program please provide a brief company profile and/or 2017 special bargains (50 words or less) with your agreement and NAN will include your message in our special vendor eblast message to be sent prior to the Annual Conference!

## Media or Promotional Item Distribution

Maximize your marketing effort by inserting a flyer or promotional item in each attendee registration bag for a fee of \$1,000. All items must be pre-approved. Please include a copy of flyer or description of promotional item with your booth application. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline. NAN reserves the right to refuse inappropriate materials.

### Size Requirements:

- No flyers larger than 8½" x 11" and no more than 1 page. Printing on front and back is permitted.
- Promotional items must be able to fit inside a small tote bag

## Program Advertising

NAN offers advertising in the registration book, onsite program guide, and mobile app to heighten your reach and provide optimal visibility among meeting attendees. As the primary tool for attendees to navigate the educational, networking and exhibitor offerings of the conference, the registration book and onsite program guide are referred to by attendees months prior to the meeting as a resource, as well as multiple times daily throughout the event.

**Registration Book Advertising** – Place an ad in our online program that is sent electronically to 3,500 potential attendees!

- \$750 - Full-page, full-color
- \$350 - Half-page, full-color

**Onsite Program Guide Advertising** – Reach approximately 1,000 Annual Conference attendees in the onsite guide that attendees keep close at all times.

- \$750 - Full-page, full-color
- \$350 - Half-page, full-color

**Mobile App Advertising** – The NAN mobile app will be available not just for attendees, who will refer to it throughout the conference, but also to NAN members who cannot make it to Boston!

- \$350 - Rotating banner ad at the top of popular app subpages

## Year Round Advertising Opportunities

### Website Advertising

Advertising on the NAN website offers customizable options to fit your needs and budget. Your company can choose to be visible on the homepage or one of the most visited pages with your ad linking to your company's website!

#### Homepage Ad:

- Monthly: \$500
- 12 Months: \$5,000 - SAVE \$1,000 over a year!

#### Web Banner:

- Monthly: \$250
- 12 Months: \$2,500 - SAVE \$500 over a year!

### Newsflash Advertising

NAN sends a monthly member update e-newsletter to its 3,300 members at all levels with the latest happenings in NAN and the neuropsychology field. You can reach the core of the NAN membership every month.

- Monthly: \$250
- 12 Issues: \$2,500 - SAVE \$500 over a year!

### NAN *Bulletin* Advertising

NAN publishes and distributes the NAN Bulletin electronically to members twice per year. Our Bulletin reaches every member, with full-page and half-page advertising opportunities available. Additionally, past issues are posted online and can be accessed by the general public.

- Full-page: \$300
- Half-page: \$150

Visit the NAN website to learn more and download the Advertising Order Form today!

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# General Information

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## Purpose of Exhibits

The purpose of the exhibits, an integral part of the NAN's educational activities, is to complement the professional clinical sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies and services which are recommended for use in the field of neuropsychology.

## Eligibility

The National Academy of Neuropsychology reserves the right to determine the eligibility of any company, product and promotion, or part thereof, that in their opinion is not in keeping with the character and purpose of the show. Exhibits that detract from the character of the show; including persons, conduct or printed matter may be evicted by NAN. In the event of an eviction NAN is not liable for refunds.

## Exhibitors Installation and Dismantle

Exhibitor installation	Wednesday, October 25, 2017	9:00 a.m. - 5:00 p.m.
Exhibitor dismantle	Saturday, October 28, 2017	9:00 a.m. - 1:00 p.m.

*\*Exhibit Hall installation and dismantle hours are subject to change.*

Exhibit space is defined as one booth, 10' wide by 8' deep, with an 8' high back curtain and 3' high side curtains. Standard equipment includes one skirted table, two folding chairs, a wastebasket and one identification sign. No walls, partitions, decorations, or any other obstructions may be erected that in any way interfere with the view of any other exhibit.

## Exhibit Dates & Times

Thursday, October 26	7:30 a.m. - 9:00 a.m., 12:00 p.m. - 3:30 p.m., 6:30 p.m. - 8:00 p.m. (Reception)
Friday, October 27	7:30 a.m. - 9:00 a.m., 12:00 p.m. - 3:30 p.m.
Saturday, October 28	7:30 a.m. - 9:00 a.m.

*\*Exhibit Hall hours are subject to change.*

## Westin Boston Waterfront

This AAA Four Diamond award-winning hotel is located in Boston's thriving Seaport District. The Westin Boston Waterfront is just a few miles away from Logan International Airport, the historic North End, the Financial District, and scenic Back Bay. With this central location, you will be able to explore the Seaport District neighborhood and enjoy a number of nearby waterfront dining options. Once you have registered for the Annual Conference, you will be provided with the necessary code to book your hotel reservation either online or by phone at the conference rate of \$279/night plus applicable taxes and fees. The deadline to make a reservation is September 29, 2017.





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# Rules & Regulations

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## Application for Exhibit Space

Please review the entire prospectus prior to applying for space. NAN regulations and guidelines included within are important to the success of the show. Applications for space must be made on the enclosed Application & Agreement. No telephone requests will be accepted. Please return the completed and signed application with a check in the amount of the exhibit package desired.

The deadline for receipt of the Exhibitor Application & Agreement for space is June 30, 2017. Applications received after that date will be assigned to the available booth space once assignments from applications received prior to June 30, 2017 have been made.

NAN reserves the right to decline any application, or prohibit an exhibit based on the criteria established for the meeting.

Confirmation of booth assignment will be sent to the contact by July 17, 2017. NAN reserves the right to rearrange the floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet, or otherwise disposed of without consent of NAN.

## Terms of Payment

Payment for the total amount must accompany the Application & Agreement. Applications & Agreements received without payment will be returned. All exhibitors' application fees must be in U.S. currency. Checks are to be made payable to NAN. Visa and MasterCard payments are also accepted.

## Cancellation of Exhibit Space

Cancellations received before July 17, 2017 are subject to a refund, less a \$50 administrative fee. Cancellations received after July 17, 2017 are subject to a cancellation penalty equal to 100% of the total cost of the space cancelled, unless the spaces are all sold out. In that event, the cancellation penalty is equal to 25% of the total cost of the exhibit package cancelled. All cancellation notices must be received in writing.

## Registration of Company Representatives

Exhibit area attendance is restricted to qualified exhibitors and those covered under the NAN Registration procedures. Exhibitor representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Badges are to be worn at all times. Anyone in the working area of a booth who is not wearing an identifying badge may be asked for identification by security personnel.

Exhibitor badges may be made out only in the name of the company shown on the application for exhibit space. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor will be cause for expelling the violator from the exhibit area,

banning further entrance to the exhibit floor, and/or removing the exhibit from the floor without obligation on the part of NAN whatsoever.

## Conference Registration Badges

A pre-registration form will be sent to each eligible exhibiting company after forms and payments are received. In order to receive an authorized name badge for the Annual Conference, the registration form must be returned. A badge will be waiting at the registration desk at the Westin Boston Waterfront beginning on Wednesday, October 25, 2017. Pre-registration is required to gain access to conference sessions and exhibit hall. Each person attending the exhibition will be required to register and wear a badge. The transfer of a badge will bar all involved from participating in this and future meetings. Additional badges are available for purchase at \$375 each.

## Assignment of Exhibit Space

When two or more same-level partners ask for the same booth location, assignments will be based on the outcome of a lottery system for premium booth spaces. Otherwise, exhibit space assignment will be based on total money spent in the best interest of the conference. NAN will make booth assignments on June 30, 2017. Contracts received after June 30, 2017 will be considered on a space available basis.

NAN reserves the right to assign space, reassign booths and/or redesign the exhibit area as may be necessary for any reason bearing on the best interests of the conference, regardless of when your contract and payment are received. NAN reserves the right to refuse or restrict space for any reason.

## Exhibit Hall Security

NAN will provide general security at the Westin Boston Waterfront. It is recommended that each exhibitor take the necessary precautions to protect his/her exhibit space, as exhibitors will be responsible for their products and space materials.

## Subletting Of Space

No exhibitor shall assign, sublet, or apportion the whole or any portion of space allotted, nor shall the exhibitor be permitted to exhibit therein any goods other than those manufactured or distributed by the company in the regular course of business. Violation of this rule shall be cause for eviction from the show without refund. Displays or demonstration by exhibitors may not be held in any area other than the designated exhibit space.

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# Rules & Regulations

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## Solicitation by Non-Exhibitor Personnel

Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business during the Annual Conference. Violators will be promptly ejected from the convention area.

## Exhibitor Events

Exhibitors are prohibited from holding any events during official NAN program hours. NAN reserves the right to control suite reservations and meeting space at the hotel. No exhibitor will be allowed access to a hotel suite to circumvent the NAN exhibits. No social functions may be scheduled during the NAN conference events. Requests for use of function space at the facility must be made in writing to NAN. Upon receipt of a request for function space, NAN will notify you if space is available and if any space rental fees are required. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

## Liability

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 National Academy of Neuropsychology, 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.

## Care of Building

Exhibitors will be held responsible for any damage done to the building by them, their agents or employees. Building walls, woodwork or floor must not be defaced or altered. Tacking, taping or nailing of signs, banners, etc. to any walls or woodwork is prohibited.

## Relocation of Exhibits

NAN reserves the right to alter the location of exhibitors, or of spaces shown on the official floor plan if deemed advisable in the best interest of the exposition. NAN shall have the further right to prohibit, bar, prevent and remove any exhibit, or proposed exhibit, or any part or portion thereof, which in NAN's judgment is unsuitable or inappropriate for the exhibitors or purposes of the NAN Annual Conference. Such right shall extend, but shall not be limited to all equipment, material, displays, installations and other items of things constituting part of, or used, or distributed in connection with any such exhibit.

## Interpretation and Enforcement

These regulations become a part of the contract between the exhibitor and NAN. NAN has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decision of NAN and all decisions so made shall be binding on all parties. Those who fail to observe these conditions, in this contract or, in the opinion of NAN, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

## Violations and Penalties

Upon evidence of substantial violation, NAN may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall forfeit to NAN all monies paid or due, and pay all expenses and damages that NAN may incur through the enforcement of this rule.

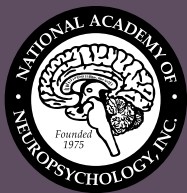
## Sales During Show

Exhibitors selling merchandise on-site at the Conference must have the applicable tax licenses for the state of Massachusetts and the city of Boston. Otherwise, orders may be placed for delivery shipped from exhibitor's regular place of business. NAN reserves the right to place additional restrictions on the sale and filling of orders as it may deem necessary. Violation of these rules will result in ejection from the convention area.

## For Additional Information

Should you require additional information, please feel free to contact:

Maggie Selinske  
Meetings & Events Manager  
National Academy of Neuropsychology  
7555 East Hampden Avenue, Suite 525  
Denver, CO 80231  
303-691-3694 (Phone)  
303-691-5983 (Fax)  
mselinske@nanonline.org



# NAN 2017 Annual Conference

October 25 – 28, 2017 | The Westin Boston Waterfront | Boston, Massachusetts

**Exhibitor Information:** This information will appear in conference publications exactly as you provide it. Please print legibly or type.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website/URL: \_\_\_\_\_

**Primary Contact:** This person will be the primary point of communication and will be sent all information related to your participation.

Contact Name & Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### Additional Exhibitor Representative(s):

\_\_\_ Conference Representative(s) at \$375 each

**Exhibit & Sponsor Packages:** Please select the appropriate option below.

- Gold Sponsor \$12,000
- Silver Sponsor \$8,000
- Bronze Sponsor \$3,000
- Basic Exhibit Booth Option \$1,100

### Company Listing for Vendor Eblast:

Please email your brief company profile or special offers (50 words or less) to Maggie Selinske at [mseilnske@nanonline.org](mailto:mseilnske@nanonline.org) for inclusion in the promotional vendor eblast that NAN will send on your company's behalf.

### Media or Promotional Item Distribution:

NAN will place your flyer or promotional item in each attendee's registration bag. Please distribute \_\_\_ item(s) in the tote bags at \$1,000 per pamphlet, pen, etc. NAN reserves the right to accept or reject materials and issue a refund of the fee if rejected.

### Booth Location Request:

PLEASE LOCATE US NEAR ....

We prefer to be located NEAR one of the following companies or type of businesses, not specific booth number(s):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

DO NOT LOCATE US NEAR ....

"Located away" means not directly next to or across the aisle. We prefer to be located away from the following, competing businesses:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Exhibit spaces will be assigned at the sole discretion of NAN with careful consideration to utility requirements and all other matters relating to the successful conduct of the exhibits. Top-level partners will be assigned premier display spaces. We cannot guarantee your booth placement and will try to avoid placing direct competitors immediately next to or directly across from each other.

### Additional Sponsorship:

Yes! We would like to sponsor the NAN Annual Conference with the items checked below.

- Conference Mobile App - \$3,500
- Online Poster Gallery - \$2,000
- Notepads with Sponsor Logo - \$2,500
- Afternoon Refreshment Breaks - \$2,000 each
- Student Luncheon - \$2,000
- President's Reception in Exhibit Hall - \$4,000

We are pleased to commit a total of \$\_\_\_\_\_

### Advertising:

#### Registration Book Advertising Order

- \$750 - Full-page, full-color
- \$350 - Half-page, full-color

#### Onsite Program Guide Advertising Order

- \$750 - Full-page, full-color
- \$350 - Half-page, full-color

#### Mobile App Advertising

- \$350 - Rotating banner ad

**Exhibitor Acceptance:** 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 National Academy of Neuropsychology, 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.

**Exhibitor acknowledges that he/she has read and understands the Exhibitor Terms, Rules & Regulations governing exhibitors incorporated with this Agreement. Exhibitor agrees that the use and occupancy of the assigned space shall be in all respects subject to such rules and regulations and exhibitor agrees to comply with such rules.**

This Agreement is not effective until accepted and signed by an authorized representative of the National Academy of Neuropsychology. Only an authorized National Academy of Neuropsychology representative is authorized to amend this agreement.

Company Name (print): \_\_\_\_\_

Contact Person & Title (print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ACCEPTED** on behalf of the National Academy of Neuropsychology:

By: \_\_\_\_\_ Date: \_\_\_\_\_

### Fee Summary:

Partnership & Exhibit Booth(s)	\$_____
Additional Exhibitor Pass(es)	\$_____
Sponsorship	\$_____
Media Distribution	\$_____
Advertising	\$_____
<b>TOTAL ENCLOSED</b>	\$_____

### Payment Method:

Check (Please make check payable to NAN)

Visa    Master Card

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_    CVV Code: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Signature: \_\_\_\_\_

### Cancellation Policy:

Cancellations received before July 17, 2017 are subject to a refund, less a \$50 administrative fee. Cancellations received after July 17, 2017 are subject to a cancellation penalty equal to 100% of the total cost of the space canceled, unless the spaces are all sold out. In that event, the cancellation penalty is equal to 25% of the total cost of the exhibit package canceled. All cancellation notices must be received in writing.

Send Completed Form and Payment to:

Maggie Selinske | National Academy of Neuropsychology | 7555 E Hampden Ave, Suite 525 | Denver, CO 80231  
Phone: (303) 691-3694 | Fax: (303) 691-5983 | mselinske@nanonline.org | www.nanonline.org