

FEBRUARY 23-26, 2011  
DISNEY'S GRAND FLORIDIAN RESORT  
*Orlando, Florida*



62<sup>ND</sup> SOUTHERN NEUROSURGICAL SOCIETY ANNUAL MEETING  
**Tradition and Technology**

**FEATURING**

Walter Edgar, PhD  
as the *Ned Downing Lecturer*

Richard G. Fessler, MD, PhD  
as the *William Henry Hudson Lecturer*

Michael L. J. Apuzzo, MD  
as the *R. Eustace Semmes Lecturer*



American  
Association of  
Neurological  
Surgeons

Jointly Sponsored by AANS

Exhibitor Prospectus

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## Dear Exhibitor:

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We are pleased to invite you to participate in the *62<sup>nd</sup> Southern Neurosurgical Society Annual Meeting: Tradition and Technology* being held February 23–26, 2011, at Disney's enchanting Grand Floridian Resort in Orlando, Florida.

This year's emphasis on tradition and technology will certainly spark lively discussions within the specialty of neurosurgery as we look at the cost and implementation of past, current, and future medical breakthroughs and research.

Historically the SNS Annual Meeting is well attended due to its less hectic pace, outstanding program, and world renowned speakers. As an industry representative, your company will have the opportunity to showcase its product and services to a focused group of buyers. Please review this prospectus and submit your application as soon as possible as space is limited and will sell out quickly.

Thank you for your consideration, and we look forward to seeing you in Orlando!

Sincerely,

Christopher Paramore, MD  
SNS President

Eric Sherburn, MD  
Exhibit Committee Chair

### Key Dates

#### November 1, 2010

Exhibit and commercial support applications due.

#### December 9, 2010

Space assignments, service kits, and badge registration information mailed.

#### January 8, 2011

Advanced registration for booth personnel due. Registrations received after January 8<sup>th</sup> will be charged the late registration fee.

#### January 24, 2011

Housing deadline—A block of rooms has been reserved at Disney's Grand Floridian Resort at a special group rate for those attending the SNS meeting. Room rates at the group rate are limited and will be assigned on a first-come, first-serve basis, so make your reservations early! For details, please see "Housing Information" on page 6.

# Meeting Details

<b>Meeting Dates</b>	<b>February 23-26, 2011</b>
<b>Location</b>	<b>Disney's Grand Floridian Resort</b> 4401 Floridian Way Lake Buena Vista, FL 32830 <a href="http://www.disneyconventionears.com">http://www.disneyconventionears.com</a> (click on Grand Floridian Resort)
<b>Exhibit Dates &amp; Hours</b>	<b>Thursday, February 24</b> 7:00 AM–7:30 AM Exhibit Viewing and Breakfast 9:50 AM–10:15 AM Beverage Break with Exhibitors <b>Friday, February 25</b> 7:00 AM–7:30 AM Exhibit Viewing and Breakfast 9:35 AM–10:00 AM Beverage Break with Exhibitors <b>Saturday, February 26</b> 7:00 AM–7:30 AM Exhibit Viewing and Breakfast 9:35 AM–10:00 AM Beverage Break with Exhibitors
<b>Exhibit Installation</b>	<b>Wednesday, February 23</b> 1:00 PM–5:00 PM
<b>Exhibit Dismantling</b>	<b>Saturday, February 26</b> 1:00 PM–6:00 PM
<b>Annual Meeting Office</b>	<b>SNS Annual Meeting Planning Office</b> c/o BroadWater 1737 S. Naperville Rd., Suite 106 Wheaton, IL 60189 USA
<b>Contact</b>	<b>Christy Gill</b> SNS Annual Meeting Planning Office Tel: (630) 681-1040 ext. 311 Fax: (630) 682-5811 Email: <a href="mailto:cgill@broad-water.com">cgill@broad-water.com</a>

## 2010 Exhibitors

Aesculap, Inc.  
 Amedica Corporation  
 Anspach Companies  
 Anulex Technologies, Inc.  
 Aspen Medical Products  
 Biomet Microfixation  
 Blue Chip Surgical Center Partners  
 Boston Scientific Neuromodulation  
 BrainLAB  
 Carl Zeiss Meditec, Inc.  
 Codman  
 Covidien  
 DePuy Spine  
 DJO, LLC  
 Eisai, Inc.  
 Fehling Surgical Instruments  
 Globus Medical  
 IMRIS  
 K2M, Inc.  
 KLS Martin, L.P.  
 LDR  
 Leica Microsystems  
 Life Spine, Inc.  
 Medtronic DBS  
 Medtronic Surgical Technologies  
 Medtronic Spinal and Biologics  
 Nutech Medical, Inc.  
 Orthofix Spine  
 Paradigm BioDevices, Inc.  
 Pioneer Surgical Technology  
 Spineology, Inc.  
 Spine Wave  
 Stryker Spine  
 Synthes CMP  
 Synthes  
 TeDan Surgical Innovations  
 TranS1, Inc.  
 US Spine  
 Zimmer Spine



# Meeting At-A-Glance\*

Wednesday, February 23, 2011	
1:00–5:00 PM	Exhibitor and Medical Attendee Registration
	Exhibit space installation
Thursday, February 24, 2011	
7:00 AM–1:00 PM	Medical Attendee Registration
7:00–7:30 AM	Exhibit Viewing and Breakfast
7:30–9:50 AM	Scientific Program
9:50–10:15 AM	Beverage Break with Exhibitors
10:15 AM–12:25 PM	Scientific Program
5:30–7:00 PM	Welcome Reception

Friday, February 25, 2011	
7:00 AM–1:00 PM	Medical Attendee Registration
7:00–7:30 AM	Exhibit Viewing and Breakfast
7:30–9:35 AM	Scientific Program
9:35–10:00 AM	Beverage Break with Exhibitors
10:00 AM–12:20 PM	Scientific Program
6:30–9:30 PM	Family Night
Saturday, February 26, 2011	
7:00 AM–1:00 PM	Medical Attendee Registration
7:00–7:30 AM	Exhibit Viewing and Breakfast
7:30–9:35 AM	Scientific Program
9:35–10:00 AM	Beverage Break with Exhibitors
10:00 AM–12:45 PM	Scientific Program
6:00–10:00 PM	Final Banquet ( <i>Black tie optional</i> )

\* Hours and program subject to change

## Exhibit Information

### Fees: \$3,250 per table top includes:

- (1) 6' draped table
- 2 chairs
- 1 Wastebasket
- Two exhibitor registration badges
- Two copies of the Scientific Program Book
- Admissions to scientific sessions based on availability

### Exhibit and Corporate Support Application Deadline

**November 1, 2010**—Turn your application with payment in early to ensure you receive your booth choice!

### Space Assignments & Exhibitor Service Kits Emailed

December 9, 2010

### Exhibit Location

All technical exhibits will be located in St. Augustine Hall at the Grand

Floridian Resort. All sections of the ballroom are carpeted.

### Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one half-hour prior to opening and may remain one half-hour after closing of the hall, with the exception of Wednesday, February 23<sup>rd</sup>, 2011 when set-up begins and Saturday, February 26<sup>th</sup>, 2011 when dismantling begins.

### Exhibitor Packets

An Exhibitor Packet containing table assignments and exhibitor services order forms will be e-mailed to the corporate contact person on December 9, 2010.

### Badge and Program Book Distribution

Badges will be distributed to exhibiting personnel commencing with set-up on

Wednesday, February 23, 2011 and continue through Saturday at the Course Registration Desk located in the Grand Floridian Ballroom Foyer. Exhibit fee includes two (2) complimentary Annual Meeting badges for company personnel. Registration above the free allotment will be charged \$650 each on or before January 8, 2011 and \$750 each after January 8, 2011. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons, or other items to badges is not permitted. Replacements for lost or stolen badges may be purchased for \$750 each. Each exhibitor is entitled to two (2) copies of the Scientific Program book per tabletop contracted. The book(s) may be collected on-site at the Course Registration Desk only by a designated company representative.

# General Information

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Exhibiting personnel and their families and guests are welcome to attend all social events, however, they must register with the SNS Meeting Planning Office. Once your exhibit form has been submitted, you will receive a confirmation letter along with a Corporate Attendee and Guest Registration Form.

## Social Events

Two complimentary tickets to each event are included with each contracted exhibit space. If you purchase additional corporate badges, all social events will be included in the cost of the badge. Guest tickets can be purchased at the prices listed below. You will receive a Social Event Registration Form with your exhibit confirmation letter.

### WELCOME RECEPTION

**Thursday, February 24:**

5:30 PM – 7:00 PM

Sago Cay Lawn,

Disney's Grand Floridian

Guest Tickets—\$100.00

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Enjoy a memorable start to the 62nd SNS! This evening will feature tropical themed music, cocktails, and heavy hors d'oeuvres on a lawn with a view of Cinderella Castle across the Seven Seas Lagoon. Your whole family will want to attend for the magical opportunity to meet several Disney characters in exclusive appearances for our group!

### FAMILY NIGHT

**Friday, February 25**

6:30 PM – 9:30 PM

Cairo Dinner Show,

Disney's Hollywood Studios

Guest Tickets—\$175.00

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Travel to the land of the pharaohs in this interactive and entertaining dinner at the Indiana Jones Epic Stunt Theater. Enjoy an exclusive show with close-up view of two thrilling stunt scenes, and then settle into a lavish feast in the midst of a Cairo bazaar, complete with DJ and belly dancer. Fun for the whole family! Shuttles will be provided.

### FINAL BANQUET

**Saturday, February 26**

6:00 PM – 10:00 PM

(Black Tie Optional)

Guest Tickets—\$250.00

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#### *Cocktail Reception—*

Salon 5 Lobby,

Disney's Grand Floridian

#### *Banquet—*

Salon 5,

Disney's Grand Floridian

Celebrate in style at this festive evening of dancing and fine dining. Featuring an elegant meal and live dance band, it's the perfect way to end your time at the SNS Annual Meeting.

### KIDS' NIGHT OUT

**Saturday, February 26**

6:00 PM – 10:00 PM

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Let your children enjoy their own special event while you enjoy the Final Banquet. An exclusive venue close to the Final Banquet will be equipped with qualified activity coordinators, toys, games, movies, arts & crafts, and a special children's dinner. Reservations are required at least 14 days in advance, and can be made on the Social Event Registration Form that you will receive with your exhibit confirmation letter. (Event subject to cancellation if advance sign-up is insufficient.) Available for children 6 weeks through teens.

Cost is \$75 per child and is non-refundable 72 hours prior to the event.

## Shipping Details

The Grand Floridian will begin accepting materials on Tuesday, February 22, 2011 and will store them until move-in. All shipments must include the following information on the label:

Attention: Guest Name  
SNS 2011

Arriving: (Guest Arrival Date)  
Grand Floridian Resort  
4401 Floridian Way  
Lake Buena Vista, FL 32830

# General Information *(continued)*

## Housing Information

Grand Floridian Resort  
4401 Floridian Way  
Lake Buena Vista, FL 32830

## Room Rates\*

**All rooms are on a first-come, first-serve basis so make your reservation early!**

Single/Double—\$309 per night

*\*All rooms are subject to sales and resort taxes, currently 12.5%. Additional person fee (18 years and older)—\$25.00 per person, per night.*

Make your reservation by January 24<sup>th</sup>!

## To make your reservations you may:

- 1. Call** the Disney reservation department at (407) 824-1383. Inform them that you are with the “2011 SNS Meeting” to ensure you receive the discounted room rate.
- 2. Online** at <http://www.disneyurl.com/SNSAnnualMeeting2011>. Follow the link to Disney’s on-line reservation page, where you can also book discounted theme park tickets and the Disney Magical Express Shuttle, and more.

## Deposit & Cancellation Policy

One night deposit per room required to guarantee each room reservation. Cancellation with no penalty is allowed up to 6 days prior to check-in date. If room is cancelled within 5 days of arrival, the one night deposit is forfeited.

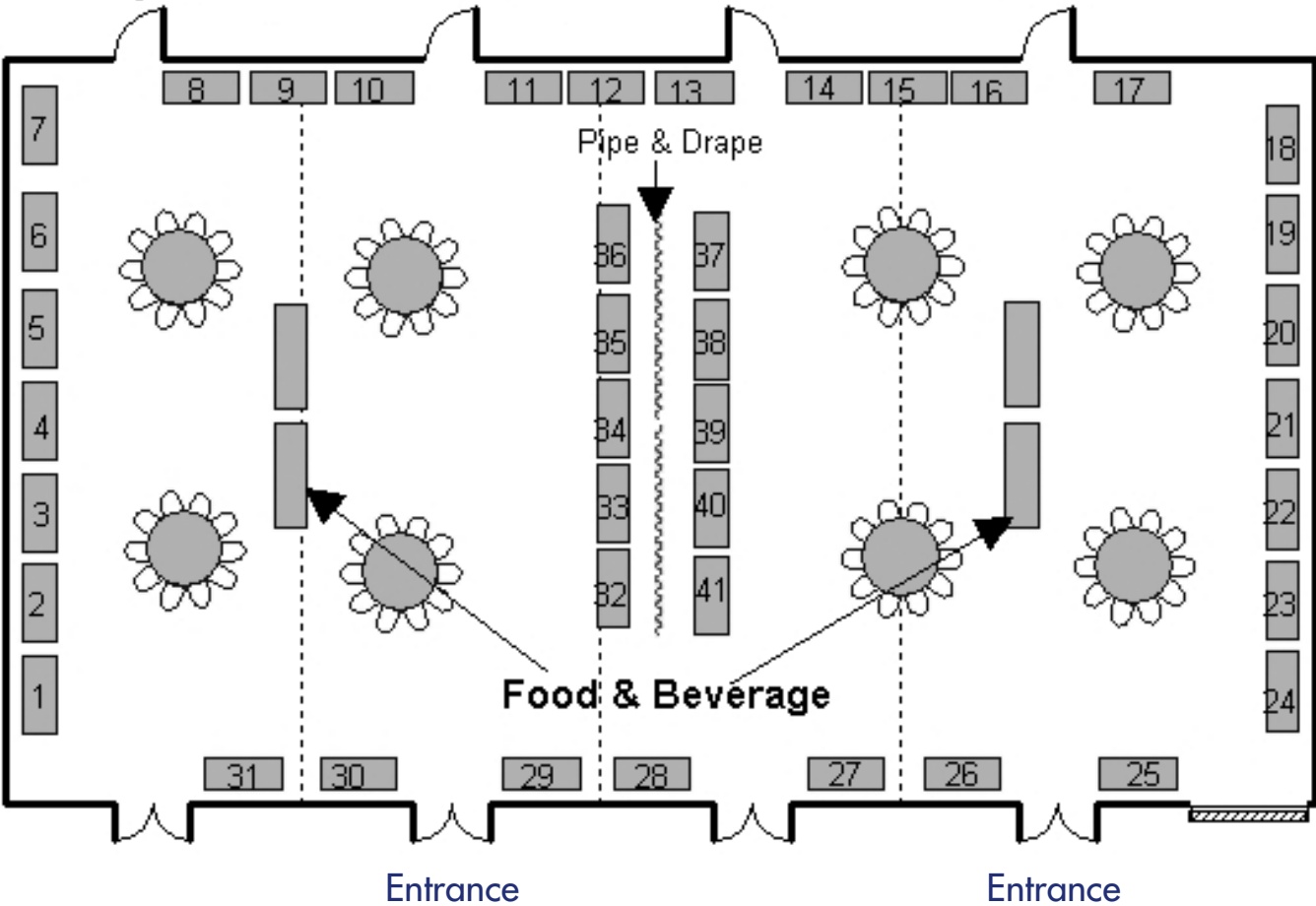
## Extended Stays

The SNS room block includes rooms on Wednesday–Saturday February 23–26, 2011. Rooms are available at the group rate for three days before and three days after these peak nights. However, this is based on availability, and rooms may be limited. We recommend you book your extended stay as soon as possible to ensure availability.



# Exhibit Floor Plan

## St. Augustine Hall



# SNS 2011 Application for Exhibit Space

## Deadline for Submission: November 1, 2010

Number of Booths Requested (\$3,250 each) \_\_\_\_\_

Booth Choices  
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

Competitors we **do not** wish to be near  
1. \_\_\_\_\_  
2. \_\_\_\_\_

Companies we would like to be near  
1. \_\_\_\_\_  
2. \_\_\_\_\_

Space assignment is at the sole discretion of the SNS Annual Meeting Planning Office.

## Company Details

COMPANY NAME (exactly as it should appear in course materials) \_\_\_\_\_

WEBSITE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ CONTACT EMAIL ADDRESS \_\_\_\_\_

## Billing Information

Credit

CREDIT CARD NUMBER (VISA / MC / AMEX) \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

NAME (exactly as it appears on card) \_\_\_\_\_

SIGNATURE (I agree to pay according to the credit card issuer agreement) \_\_\_\_\_

A 3% processing fee will be added to all credit card payments of \$5,000 or above.

Check (made payable to the Southern Neurosurgical Society)

Check Number \_\_\_\_\_

## We Agree

1. Payment in full by November 1, 2010, must accompany this application. The cost of each tabletop exhibit is: \$3,250. Checks must be made payable to: Southern Neurosurgical Society. A 3% processing fee will be added to all credit card payments of \$5,000 or above.
2. All provisions of the Rules and Regulations and General Information, as hereby published, shall be a part of this contract. Application Deadline is November 1, 2010. We hereby apply, subject to terms of the SNS printed Rules and Regulations, for exhibit space for our occupancy.

## Mail

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES and return this original application with the appropriate payment information by November 1, 2010 to:

SNS Annual Meeting Planning Office  
c/o BroadWater  
1737 S. Naperville Rd., Ste. 106  
Wheaton, IL 60189 USA

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811

## Cancellation Policy

Request for cancellation of exhibit space must be made in writing. Written cancellations received on or before November 1, 2010, will receive a full refund, less a \$250 administrative fee. Cancellations received after November 1, 2010, will forfeit the entire cost of the table.

## FOR OFFICE USE ONLY:

Payment Amount Received \_\_\_\_\_

Check # \_\_\_\_\_ Date Received \_\_\_\_\_

Booth Assigned \_\_\_\_\_

**Deadline for Submission:  
November 1, 2010**

# Corporate Support Opportunities

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## Program Opportunities

### PROGRAM BOOK

*\$7,500*

These valuable publications are distributed to each medical registrant at the meeting and are used as a reference tool following the meeting.

### GENERAL SESSION

*\$5,000 each or \$12,000 total*

The General Session allows physicians to share their valuable research and methodology.

### Special Lecture / Speaker Support

#### LECTURES

*\$25,000 each*

#### R. Eustace Semmes Lecture

This annual lecture honors both Dr. Semmes and the outstanding neurosurgeon or neuroscientist who delivers the lecture.

#### William Henry Hudson Lecture

Presented in honor of William Henry Hudson, MD, who is recognized as the first Southern neurosurgeon credited for designing several neurosurgical instruments.

#### Edward “Ned” Downing Lecture

In memory of this accomplished Southern neurosurgeon, the leadership of the SNS has established the Edward F. Downing Memorial Lecture. This lecture will feature a topic of general interest to those living and working in the South.

## Social and Food and Beverage Support

### WELCOME RECEPTION

*\$12,000*

This well-attended event welcomes registrants to the Annual Meeting. The event will take place on Thursday evening, February 25<sup>th</sup>, from 5:30–7:30 pm on the Sago Lawn at Disney’s Grand Floridian.

### FAMILY NIGHT

*\$37,500*

This fun packed event is perfect for the whole family at Disney’s Hollywood Studios! SNS attendees will travel to the land of the pharaohs in this interactive and entertaining dinner at the Indiana Jones Epic Stunt Theater. Enjoy an exclusive show with close-up view of two thrilling stunt scenes, and then settle into a lavish feast in the midst of a Cairo bazaar, complete with DJ and belly dancer.

### FINAL BANQUET

*\$47,500*

Celebrate in style at this festive evening of dancing and fine dining. Featuring an elegant meal and live dance band, it’s the perfect way to end your time at the SNS Annual Meeting.

### CONTINENTAL BREAKFAST

*\$3,000 each or \$8,500 for all 3 days*

Make an impression first thing in the morning by supporting the daily continental breakfast.

### BEVERAGE BREAKS

*\$2,500 per day or \$6,000 for all three days*

Provide a pleasant break in the day by supporting a mid-morning beverage break.

### Miscellaneous Support

#### MEETING BAGS OR BADGE

#### LANYARDS

*\$5,000 each plus expenses*

An opportunity to present each Annual Meeting registrant with either a registration bag or badge lanyard bearing your company logo. Corporate supporter provides bags and/or lanyards, and must receive approval from SNS.

#### GENERAL ANNUAL MEETING

#### CORPORATE SUPPORT

*\$1,000 and up*

Show your support for the SNS Annual Meeting with a general support pledge of any amount of \$1,000 and up.

# SNS 2011 Corporate Support Application

**Deadline for Submission: November 1, 2010**

Selection(s)	Cost	Subtotals
<input type="radio"/> <b>Program Book</b>	\$7,500	\$
<input type="radio"/> <b>General Session</b>	<input type="radio"/> Thursday <input type="radio"/> Friday <input type="radio"/> Saturday @ \$5,000 each OR <input type="radio"/> All three days \$12,000 total	\$
<input type="radio"/> <b>R. Eustace Semmes Lecture</b>	\$25,000	\$
<input type="radio"/> <b>William Henry Hudson Lecture</b>	\$25,000	\$
<input type="radio"/> <b>Edward "Ned" Downing Lecture</b>	\$25,000	\$
<input type="radio"/> <b>Welcome Reception</b>	\$12,000	\$
<input type="radio"/> <b>Family Night</b>	\$37,500	\$
<input type="radio"/> <b>Final Banquet</b>	\$47,500	\$
<input type="radio"/> <b>Continental Breakfast</b>	<input type="radio"/> Thursday <input type="radio"/> Friday <input type="radio"/> Saturday @ \$3,000 each OR <input type="radio"/> All three days \$8,500 total	\$
<input type="radio"/> <b>Beverage Breaks</b>	<input type="radio"/> Thursday <input type="radio"/> Friday <input type="radio"/> Saturday @ \$2,500 each OR <input type="radio"/> All three days \$6,000 total	\$
<input type="radio"/> <b>Meeting Bags</b>	\$5,000 <i>each plus expenses</i>	\$
<input type="radio"/> <b>Badge Lanyards</b>	\$5,000 <i>each plus expenses</i>	\$
<input type="radio"/> <b>Corporate Support</b>	\$1,000 <i>and up. Amount: _____</i>	\$
<b>Total</b>		<b>\$</b>

## Billing Information

CONTACT NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

Credit

CREDIT CARD NUMBER (VISA / MC / AMEX) \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SECURITY CODE \_\_\_\_\_

NAME (*exactly as it appears on card*) \_\_\_\_\_

SIGNATURE (*I agree to pay according to the credit card issuer agreement*) \_\_\_\_\_

A 3% processing fee will be added to all credit card payments of \$5,000 or above.

Check (*made payable to the Southern Neurosurgical Society*)

Check Number \_\_\_\_\_

## We Agree

Payment in full by November 1, 2010, must accompany this application. Checks must be made payable to:

**Southern Neurosurgical Society.**

A 3% processing fee will be added to all credit card payments of \$5,000 or above.

## Mail

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES and return this original application with the appropriate payment information by November 1, 2010 to:

**SNS Annual Meeting Planning Office**

c/o BroadWater

1737 S. Naperville Rd., Ste. 106

Wheaton, IL 60189 USA

## Fax

If paying by credit card, you may fax this form to: (630) 682-5811

## Cancellation Policy

Request for cancellation of support must be made in writing. Written cancellations received on or before November 1, 2010 will receive a full refund, less a \$250 administrative fee. Cancellations received after November 1, 2010, will not receive a refund.

## FOR OFFICE USE ONLY:

Payment Amount Received \_\_\_\_\_

Check # \_\_\_\_\_

Date Received \_\_\_\_\_

# Corporate Support Recognition

The Southern Neurosurgical Society recognizes the importance of partnership with industry to advance education and research. As a sign of appreciation for our corporate partners who support the Annual Meeting, SNS will offer the following recognition and benefits:

## **PLATINUM SUPPORTER—**

*\$45,000 and above*

- Half-page acknowledgement in SNS Annual Meeting program book.
- Prominent recognition with logo on SNS Annual Meeting signage and course announcements.
- 4 complimentary badges in addition to the 2 complimentary with tabletop space.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

## **GOLD SUPPORTER—**

*\$35,000 and above*

- Acknowledgement in SNS Annual Meeting program book.
- Recognition on SNS Annual Meeting signage and course announcements.
- 2 complimentary badges in addition to the 2 complimentary with tabletop space.
- Badge ribbons for Annual Meeting corporate attendees indicating support level.

## **SILVER SUPPORTER—**

*\$25,000 and above*

- Acknowledgement in SNS Annual Meeting program book.
- Recognition on SNS Annual Meeting signage.

## **Calculation of Support**

The following count towards Total Support Level: Exhibit Fees and all unrestricted educational grants, along with grants supporting additional items as listed on page 9. The following do NOT Count towards Total Support Level: Corporate registration fees, and tickets purchased to social events.

# Rules and Regulations

## **Interpretation of Rules**

The following Rule and Regulations are part of the contract between the exhibitor and the Southern Neurosurgical Society (SNS). All matters not covered in these Rule and Regulations shall be referred to SNS for adjudication and the decision of SNS shall be final. These Rules and Regulations may be amended at any time by SNS and all the amendments made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing before or during the 2011 SNS Annual Meeting and may be given at any authorized agent or representative of the exhibitor.

## **Tabletop Assignments**

Tabletop assignments will be allocated on the following basis: number of tables requested, corporate support dollars contributed to the 2010 and 2011 Annual Meeting, date of receipt of application and payment, and space availability. SNS reserves the right to change the exhibit floor plan if conflict arises regarding space requests or conditions that are beyond SNS's control. SNS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor-producing activities or containing other disagreeable features in the area where the noise or aroma will not interfere with other exhibits. Show management (SNS Annual Meeting Planning Office) reserves the right to determine at what point sound, odor, etc. interferes with others and must be

discontinued. Exhibitors with such equipment must agree to accept space assignments, which will abate reasonable objections to these annoyances.

## **Exhibit Conduct**

SNS reserves the right to approve all exhibits and activities related thereto. SNS may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the Annual Meeting or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application approval. Inspection of the exhibit area will be made during installation hours. An effort will be made to advise exhibitors of any deviation from the rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the SNS for any refund whatsoever. SNS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Meeting. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited and may be cause for expulsion. An exhibit booth may not be photographed or

videotaped without the permission of the legitimate occupants of that booth. SNS does not in any manner endorse any of the products or services related to the exhibits, which have been accepted for display during the Annual Meeting. Exhibitors may not sell any food or beverage on the exhibit floor. Distribution of any literature outside of an exhibitor's own space is prohibited. No procedures may be performed on any live tissue on the exhibit floor.

## **Booth Construction and Arrangement**

All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors of the SNS object to any exposed portions of a display, the exposed portions will be draped or concealed by the SNS and billed to the exhibitor. Two-story booths are not permitted. Signage may not be higher than 8 feet. Booths must maintain a 50% see through to avoid excessively blocking the view of other exhibits. Exhibits may not exceed 8 feet along the back panel, and side panels may not rise above 3 feet 6 inches for more than 3 feet.

## **Children**

Children under 18 years of age will NOT be permitted to enter the exhibit area at any time during the meeting, including the installation and dismantling of exhibits.

## **Contests, Raffles, and Drawings**

Contests, raffles, and drawings are not permitted at the 2011 SNS meeting.

# Rules and Regulations *(continued)*

## **Demonstration and Liability**

Exhibitions, demonstrations or distribution of promotional materials by the exhibitor must be confined within the bounds of the exhibitor's assigned exhibit space and shall not interfere with aisle space. If the premises of the facility are defaced or destroyed by the exhibitor, its agent, or representatives, the exhibitor will be liable to the facility for such an amount as shall be deemed necessary for restoration to the previous condition. No representative of the Grand Floridian Resort has been or is authorized to make any representation, which varies from the express terms of this contract, though the contract may be supplemented in writing. In any legal action or arbitration or other proceeding brought on account of a breach of any provision of this Agreement, the prevailing party shall be awarded its attorney's fees and other cost incurred in such action or proceeding, in addition to any other relief to which it may be entitled. Any modifications or changes to this Agreement must be made in writing, and signed by both parties hereto.

## **Distribution of Printed Materials and Canvassing by Industry**

Canvassing in any part of the facilities used by SNS is strictly forbidden and anyone doing so will be asked to leave the meeting. Distribution of advertising or printed material by the exhibitor outside the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by SNS. These rules begin at 1:00 pm on Wednesday, February 23 and through 1:00 pm on Saturday, February 26.

## **Fire Regulations**

All material used in the exhibit must be flame proofed and fire resistant in order to conform to local fire ordinances and in accordance with the regulations established by the Grand Floridian Resort.

## **Liability/Hold Harmless Agreement**

The exhibitor assumes all responsibility and liability for and agrees to protect, defend, indemnify, save and hold forever harmless SNS, Official Service Contractor/Decorator, Grand Floridian Resort and their respective agents, servants, employees, representatives, successors, and assigns, from any and against all claims, demands, causes of action, damages, costs, and expenses, including attorneys' fees, for injury to person or damage to property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the exhibitor's occupancy or use of the The Grand Floridian Resort and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of the Grand Floridian Resort and its facilities, including but not limited to the installation, maintenance, and removal of the exhibit, and from and against any penalty, damages, or charges

imposed for the violation of any law, ordinances, or regulations arising out of or in conjunction with the exhibitors occupancy or use of the Grand Floridian Resort and its facilities, resulting from the negligent act or acts of its employee(s), or products. The exhibitor waives any and all claims it may have against any or all of the Official Service Contractor/Decorator and their respective agents, employees, representatives, successors, and assigns for injury and damage to persons or property, including theft, misappropriation, or loss of property, arising out of or in conjunction with the SNS Annual Meeting and the use of the Grand Floridian Resort and its facilities, except as may arise solely from the gross negligence of one of the foregoing parties. The exhibitor further waives any claim against SNS and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the SNS Annual Meeting by anyone not an employee of SNS or BroadWater (the SNS Annual Meeting Planning Office) concerning the exhibitor or his/her exhibit. In the event that the Grand Floridian Resort or any portion thereof is destroyed or damaged by fire other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event the SNS, the Grand Floridian Resort, or Official Service Contractor/Decorator cannot use or occupy the premises because of strikes, acts of God, national emergency, or other causes beyond their control, the exhibitor's right to exhibit lease shall terminate and the exhibitor hereby waives any claim it may have against any of the foregoing parties by reason of such termination, except that if such event occurs prior to February 23, 2011 the opening day of the meeting, SNS shall refund the prepaid fee to the exhibitor.

## **Handouts and Giveaways**

Distribution of samples of products and souvenirs is permissible. Approval of samples and souvenirs must be obtained by the SNS Annual Meeting Planning Office prior to the meeting. Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance, and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor. For approval, send a sample of all giveaways and handouts to:

Christy Gill  
SNS Annual Meeting Planning Office  
c/o BroadWater  
1737 S. Naperville Rd., Ste. 106  
Wheaton, IL 60189 USA  
*(Samples will not be returned)*

## **Industry Events**

No entertainment functions, meetings, courses, or social functions may be scheduled to conflict with SNS Annual Meeting program hours, activity hours, or exhibit hours. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The SNS Annual Meeting Planning

Office should be notified in writing of any special activities (whether entertainment, educational, or promotional in nature) planned by an exhibiting company for the period beginning Wednesday, February 23, through Saturday, February 26, 2011. Announcements and invitations addressed to members of the medical profession concerning such industry events should clearly indicate the name(s) of the corporate supporter and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, SNS, or the SNS Annual Meeting.

## **Insurance**

The exhibitor acknowledges that none of the SNS, BroadWater, a Vertical Health Company, Official Service Contractor/Decorator nor the Grand Floridian Resort shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

## **Payment**

Payment in full, \$3,250 per tabletop, must accompany the exhibit application in order for space to be assigned. Submission of a contract does not guarantee booth assignment. A 3% processing fee will apply for credit card payments of \$5,000 or above.

## **Purpose of Exhibit**

The sole purpose for contracting exhibit space is to display and/or demonstrate equipment, supplies, and/or services.

## **Refund for Cancellation**

Requests for cancellation of exhibit space must be made in writing. Written cancellations received on or before November 1, 2010, will receive a full refund, less a \$250 administrative fee. Cancellations received after November 1, 2010, will forfeit the entire cost of the booth.

## **Security**

SNS will coordinate with the Grand Floridian Resort to make sure the Exhibit Hall is locked beginning Wednesday, February 23–Saturday, February 26. Neither SNS, BroadWater–A Vertical Health Company, nor the Grand Floridian Resort will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

## **Subletting of Space**

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.