

TOGETHER • APART **virtual**2020

OCTOBER 12-23, 2020



16th International Child Neurology Congress
49th Annual Child Neurology Society Meeting

Sharing Knowledge • Sowing Friendships • Spreading Hope

SPONSOR/EXHIBITOR PROSPECTUS

An Important, Heartfelt Letter to Our Partners



Imagine you have booked a Labor Day weekend for you and some friends at the same romantic B&B you have stayed in every year since your honeymoon 25 years ago. Now imagine that a tornado tore through the region in June, leveling that once gracious Victorian mansion and its splendid oaks, rose gardens and vine-covered patios. The B&B hosts, who you've known for a quarter-century and become friends with, have bravely, but frantically rebuilt and have just sent you an email saying they hoped you will keep

your reservation while forewarning you they can only promise the basics – plumbing, electricity, a comfortable bed, and the same surrounding antique stores, galleries, beachfront, and friendly townfolk a short walk away. But the fireplaces won't be finished, some walls may still be unplastered, no paintings will be hung, and the temporary furniture is all from Ikea. What do you do? You know they're in a bind. You know they're the same wonderful people you've come to know, and like and respect, and you want to support them. But nothing else will be the same. And there's almost no time left to decide on whether to keep or cancel your reservation.

That's pretty much how things sit with this year's Joint CNS-ICNA meeting. After 30 years of inviting corporate and non-profit partners to join us at the upcoming CNS Annual Meeting, you would think nothing could be easier than inviting you to join us for this year's extra-special, once-in-a-generation meeting of the CNS with its global partner, the International Child Neurology Association. That's what I thought back in February following a site visit to San Diego that had me more excited about the October meeting than any I had planned along with Associate Director, Sue Hussman since we began working together in 1994 on the first – and only previous – Joint CNS-ICNA meeting, in San Francisco.

A lot has changed since February. We have all lived through and had to deal with overwhelming anxiety, loss, and grief. We have wrestled with social and economic disruption; with racial injustice, turmoil, and uncertainty; and we have serially negotiated seemingly endless adjustments in our daily lives at home, hospital, office, and school. In the midst of all this, the CNS National Office has made the challenging transition from a live meeting seaside to a virtual meeting onscreen, a change not unlike the B&B scenario sketched above.

As those who have participated in previous virtual meetings know, the options available on-line pretty much come down to four basic elements – all of them more like a pre-fab Ikea-furnished house on an unlandscaped lawn than a quaint, gracious Victorian mansion (no matter how much one dresses up the screen to look like an exhibit hall):

1. Sponsor/Exhibitor logos appearing in tiered order of support
2. Playlists made up of downloadable pdf files or short videos
3. Easy one-on-one and/or small group networking opportunities for company representatives linking up with attendees
4. Lead generation and analytics making post-meeting follow-up in many ways more fruitful than live meetings.

We are offering all four of those elements, as you'll see inside. But not much more. There will be no *faux* exhibit hall that, for two seconds will make an attendee think they are in San Diego. There won't be any tangible, identifiable "sponsorship opportunities," (including gamification, badges, etc; most neurologists hate these).

continued on next page

Letter to Our Partners • continued

“Time” will be – time is – an issue. There will be plenty of opportunity for face-time and eyes-on time during the two week meeting, from October 12-23: four days and 22 total “Open for Business” hours, plus all of the time in-between for connecting in a 24/7 virtual environment. And your booth (the platform provider prefers “microsite”) will be open for thousands of child neurologists to circle back to for product information and company contacts when the virtual meeting goes On Demand from November through December (possibly longer). Gold (\$60,000) and Diamond Level Sponsors (\$120,000) will be also be featured 24/7 in the “Partners” section of the exciting new CNS website scheduled to launch in December.

The biggest issue, for both you and the CNS, is “time”: how much time do we have and do you have to get this all done in time to upload and program this for an October 12 meeting launch? The answer is “insanely little”: the deadline for submitting material to be posted is September 14 for Bronze and Silver level partners, September 21 for Gold and Diamond. I expect, based on my “feedback” from 300+ speakers and 800 poster presenters to hear back from some of you, expressing your legitimate frustration and requesting seemingly reasonable exceptions and extensions. All of which I wish I could agree to. None of which I can. The deadline pressure you will be under in the next two weeks is an extension of the deadline pressure we have been working under the last two months. It’s the new normal in this pandemic year of our discontent.

This year’s disruptions have forced all of us to revisit and revise our sense of “what matters” in our lives. Looking down on San Diego as the plane lifted off last February – the last plan I boarded in 2020 – I thought to myself, “This is what it’s all about. This is *what matters*: bringing 2,500

child neurologists from around the world together, 2,500 child neurologists whose careers – whose calling – is to improve the lives and life prospects of children beset with neurological disabilities and disorders, all gathered in one place for a conference focused on the theme *Sharing Knowledge, Sowing Friendships, Spreading Hope*. “What sponsor, what exhibitor whose business is partnering with those neurologists and the children and families they see daily, wouldn’t want to be part of that, wouldn’t want to support that?” I wondered aloud. I still wonder, but because everything has changed, I may have to revisit and revise what the answer might be. As each of you have and will, as well.

One thing hasn’t changed: the thing(s) that really matter to all of us devoted to making children’s lives better. Whether they all know it or show it, it matters to the child neurologists that they matter to you. I know I have presented you with some difficult choices and demanding deadlines. I hope you will decide to come and to support the meeting in whatever way and at whatever level you can. I will thank you now for even just considering committing your support, and I will thank you again and again throughout the year. And next year, I hope, we will thank you in person in Boston, at the 50th/Golden Anniversary CNS Meeting, when we recognize all the partners who have supported us through the years.

Stay well.

Sincerely,
Roger Larson, CAE
CNS Executive Director

Important Dates

Monday, September 14, 2020

APPLICATION FOR SPONSOR/EXHIBITOR

Application and Payment Due

Monday, September 14, 2020

BRONZE & SILVER SPONSOR/EXHIBITORS

Graphic/Info Files Submitted

Monday, September 21, 2020

GOLD & DIAMOND SPONSOR/EXHIBITORS

Graphic/Info Files Submitted

Thursday, September 24, 2020

CNS CONNECTIONS GRAPHIC ADS

CNS Order Form & Payment Due

Thursday, September 24, 2020

CNS CONNECTIONS GRAPHIC ADS

Graphic Files Submitted to Kim Weeks for Review

Thursday, September 24, 2020

eCONNECTIONS BLAST EMAIL

Last day to place order for last day to send
(14 day lead time required); CNS Order Form and
Payment Due; eConnections Blast Email queue fills fast;
order ASAP. Details page 9.

Wednesday, October 14, 2020

SPONSOR/EXHIBIT HOURS (Pacific time) 10:00 AM – 3:00 PM

Thursday, October 15, 2020

SPONSOR/EXHIBIT HOURS (Pacific time) 10:00 AM – 3:00 PM

Tuesday, October 20, 2020

SPONSOR/EXHIBIT HOURS (Pacific time) 8:00 AM – 2:00 PM

Wednesday, October 21, 2020

SPONSOR/EXHIBIT HOURS (Pacific time) 8:00 AM – 2:00 PM



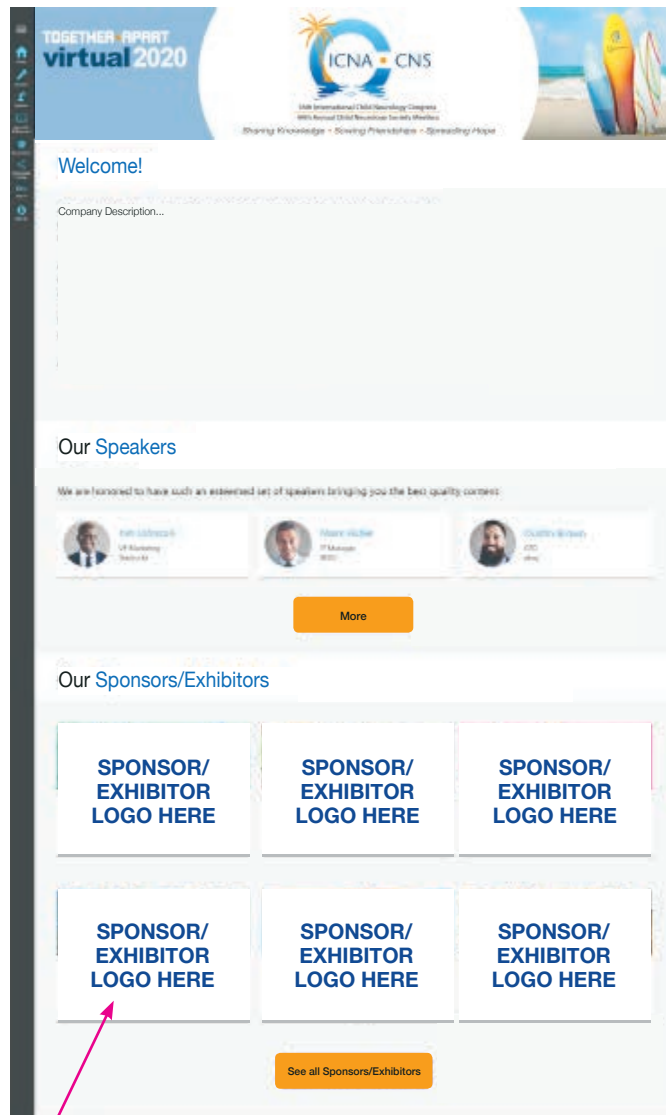
Sponsor/Exhibitor Packages

PACKAGE INCLUSIONS	BRONZE \$2,500	SILVER \$20,000	GOLD \$60,000	DIAMOND \$120,000
Featured year-round in Partner Section of the New CNS Website (Launching this December)	X	X	✓	✓
Logo	✓	✓	✓	✓
Company Description on Virtual Platform (50 Words)	✓	✓	✓	✓
Company Description in <i>CNS Connections</i> Meeting Edition – Text Only	✓	✓	✓	✓
Company Description in <i>CNS Connections</i> Meeting Edition – Highlighted with Company Logo	X	✓	✓	✓
Roundtable Meetings at Booth/Microsite	X	X	✓	✓
Booth/Microsite Reps	2	5	8	12
Playlist (# of Media Items; Video Length <5 Minutes)	3	6	10	Unlimited
Lead Generation with Custom Forms	X*	✓	✓	✓
Leads Dashboard (Visitor Contact Info by Individual Consent)	✓	✓	✓	✓
Logo Placement, Sponsor/Exhibitor Level Acknowledgment on Event Home Page	X	X	✓	✓
Logo Placement, Sponsor/Exhibitor Level Acknowledgment on the Sponsors/Exhibitors Page	✓	✓	✓	✓
Include Recommendations/Areas of Interest	X	X	✓	✓
MATERIAL SUBMISSION DEADLINE	SEPT. 14	SEPT. 14	SEPT. 21	SEPT. 21

*BOOTH/MICROSITE LEAD RETRIEVAL

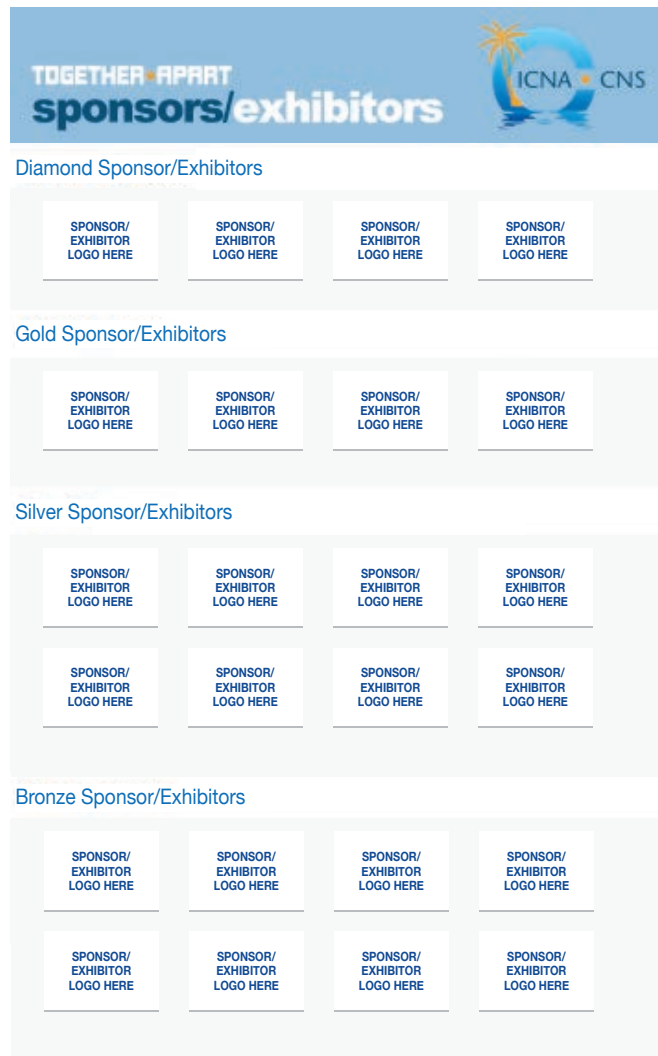
Available for \$1,200

EVENT HOME PAGE

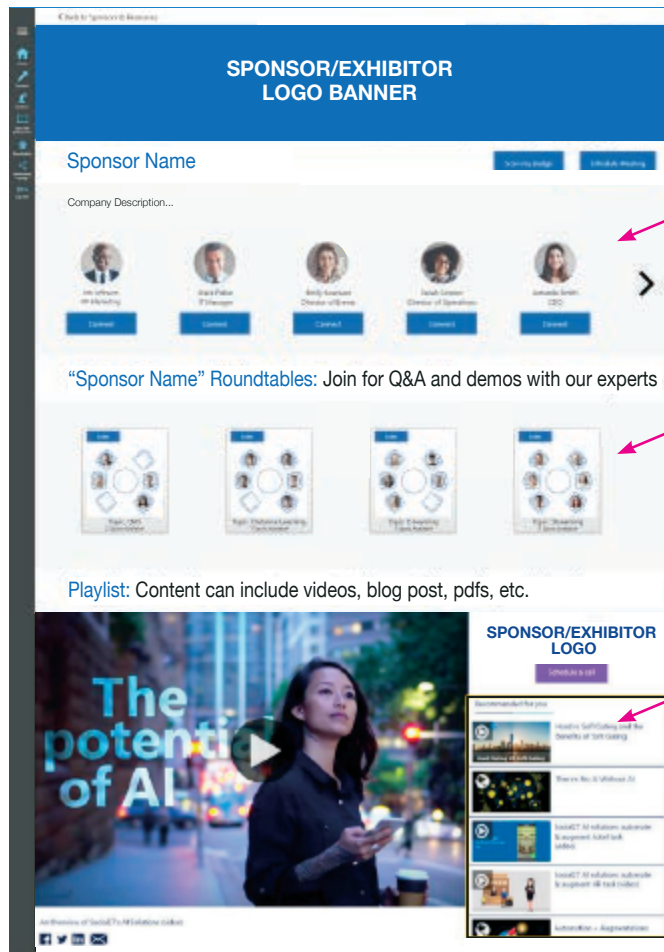


SPONSOR/EXHIBITOR LOGO ON EVENT HOME PAGE
Gold and Diamond Level Sponsor's logo will appear here.

SPONSORS/EXHIBITORS BOOTH PAGE



SPONSOR/EXHIBITOR BOOTH PAGE



BOOTH REPS can be contacted by an attendee via this list; # of Booth Reps based on Sponsor/Exhibit Level.

ROUNDTABLE is a meeting connecting “face-to-face” via video conferencing. Available for Gold and Diamond Levels.

PLAYLISTS allow sponsor/exhibitor to provide resources for attendees to learn more about their organization, including videos (hosted on YouTube or Vimeo), websites, PDFs, blogs, ‘contact me’ forms, and more. Playlist track what pieces of content attendees have consumed, and for how long. Analytics are available on Sponsor’s dashboard list; # of Playlists based on Sponsor/Exhibit Level.

Application for Sponsor/Exhibit

Company Name (as you wish it to appear in program)

Direct Correspondence to

Address

City

State/Province

Zip

Country

Telephone

Fax

Email

SPONSOR/EXHIBITOR LEVEL

☐ **Diamond** @ \$120,000

US \$

☐ **Gold** @ \$60,000

US \$

☐ **Silver** @ \$20,000

US \$

☐ **Bronze** @ \$2,500

US \$

Total US \$

NOTE: Sponsor levels determined by total support for ICNA-CNS Meeting.

Example 1: Sponsor paying for Industry-Sponsored CME Session (\$50,000) and two-page ad spread in *CNS Connections* (\$10,000) would qualify for Gold Level sponsorship.

Example 2: Sponsor wishing to identify as Diamond Sponsor might give general or unrestricted educational grant of \$100,000 and place 4-page ad spread in *CNS Connections* (\$20,000).

SPONSOR/EXHIBITOR PAYMENT

(payment must accompany application form)

☐ Checks payable to Child Neurology Society (US \$ only)

Check No.

☐ VISA

☐ MasterCard

☐ American Express

Card No.

Exp.

Name as it appears on card

Authorized Signature

Please fill out, sign, scan and email as pdf to: Sue Hussman, CMP, CMM | CNS, 1000 West County Rd E, Suite 290, St. Paul, MN 55126
QUESTIONS: Contact Sue | schussman@childneurologysociety.org | (651) 486-1262

TO REGISTER SALES REPS AND RECEIVE BADGES:

Once payment is received, you will be contacted by Sue Hussman with further information/instructions on how to upload your collateral to the virtual meeting platform and register sales representatives.

Contact: Sue Hussman, CMP, CMM; 1000 West County Rd E, Suite 290, St. Paul, MN 55126
schussman@childneurologysociety.org

CNS Tax ID: 23-7359775

Graphic Ads in CNS Connections

FALL/ANNUAL MEETING 2020 CNS CONNECTIONS

- Flipbook posted on Conference/Meeting site
- Flipbook posted on CNS website for two full years

Four-Color Space and Rates:

Full Page: \$6,000

Two-page spread: \$10,000

Submission Deadline: September 24

Payment Deadline: September 24

Ad Size	Width x Height
Full Page - bleed	8.5" x 11" allow an additional .25" bleed on all sides
Full Page - non-bleed	7.5" x 10" live area
Two Page Spread - bleed	8.5" x 11" allow an additional .25" bleed on all sides
Two Page spread - non-bleed	15" x 10" live area

Ads must be submitted as hi-res (300 dpi) jpg or pdf file format.

Email Ad Material Submission/Questions to:

Kim Weeks, kimweeks04@gmail.com, 612-501-4600;
cc rblarson@childneurologysociety.org

AD PAYMENT (payment must accompany application form)

☐ Checks payable to Child Neurology Society (US \$ only)

Check No.

☐ VISA ☐ MasterCard ☐ American Express

Card No.

Exp.

Name as it appears on card

Authorized Signature

*Please fill out, sign, scan and email as pdf, or mail to: Kathy Pavel (CNS, 1000 West County Rd E, Suite 290, St. Paul, MN 55126)
QUESTIONS: Contact Kathy Pavel | kmpavel@childneurologysociety.org | (651) 486-9447*

eConnections Blast Email Guidelines & Form

GUIDELINES FOR PURCHASING EMAIL ACCESS TO CNS MEMBERSHIP

► *Return of signed form and copy of text to be emailed required in advance of transmission.*

Two options available:

- **Meeting Registrants only** (\$3,500)
May include color logo, one graphic (.jpg), up to three embedded links (eg, company website, product website, email address). No attachments.
 - **CNS Members only** (\$2,500)
Text only. No graphics, logos, color, or attachments. Two embedded links (eg, one to website, one to email address).
1. Content to be emailed must be submitted to the CNS National Office for approval a minimum of 14 days before requested send date.
 2. CNS will send max of 3 eConnections per day; queue fills fast.
 3. Limit of one eConnections message per sponsor/exhibitor.
 4. Final eConnections send-date for Bronze & Silver Level Sponsor/Exhibitor: **October 9.**
 5. Final eConnections send-date for Gold & Diamond Level Sponsor/Exhibitor: **October 25.**
 6. Email addresses of CNS Members may not be collected for any purpose. CNS members will be promptly notified of any party violating this agreement and legal action will be taken on their behalf.
 7. A customized variation of the following disclaimer will appear with the email: **PLEASE NOTE:** *This email was sent to CNS members with the approval and cooperation of the Child Neurology Society. Official notice is hereby given that neither the email message itself, nor the (survey/clinical trial/publication) for which it solicits your (participation/ subscription/purchase) were prepared or financially supported by the Child Neurology Society, nor is any implication of the same intended by the (physicians/parties) listed above. A fee was paid to the Child Neurology Society for providing this email service.*

I am interested in purchasing a one-time blast email transmission of my message to all members of the Child Neurology Society or to Joint ICNA-CNS registrants. I agree to abide by the above guidelines. CNS will assign send-date based on Sponsor/Exhibitor level and receipt of payment. No eConnections will be sent until payment is received.

Today's Date

Name

Title

Representing

Email Address

☐ I am interested in having an email sent to the full CNS membership for \$2,500 as per terms above.

☐ I am interested in having an email sent to Joint ICNA-CNS registrants only for \$3,500 as per terms above.

Date Requested to Send Blast Email

PAYMENT INFORMATION (payment must accompany form)

Amount Enclosed/Approved US \$

☐ Check #
Please make payment to "CNS Blast Email" and send "Attn: Kathy Pavel"

☐ VISA ☐ MasterCard ☐ American Express Exp.

Card No.

Name as it appears on card

Authorized Signature

*Please fill out, sign, scan and email as pdf, or mail to: Kathy Pavel (CNS, 1000 West County Rd E, Suite 290, St. Paul, MN 55126)
QUESTIONS: Contact Kathy Pavel | kmpavel@childneurologysociety.org | (651) 486-9447*

CNS Tax ID: 23-7359775



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Sponsor/Exhibitor Prospectus

Sharing Knowledge • Sowing Friendships • Spreading Hope