

Canadian Association for Neuroscience Association Canadienne des Neurosciences

6th Annual Conference and Trade Show

May 20 - 23, 2012

Sheraton Wall Centre Hotel
Vancouver, BC Canada

Sponsor & Exhibit Opportunities Package

Version 1.0



www.can-acn.org



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Dear Collaborators and Industry Partners,

It is our pleasure to invite you to support our next meeting, which will be held in beautiful Vancouver, British Columbia from May 20 – 23, 2012. This will be the Sixth Annual Meeting of the Canadian Association for Neuroscience, the largest association dedicated to neuroscience research in this country. We believe our meeting will provide you with great opportunities to showcase your products and interact with many researchers and clients.

Of the growing number of researchers who attend our meeting – we expect approximately 800 attendees this year – many will be interested in discovering the products you have to offer. Our attendees study development, cellular biology, sensory, motor and neuroendocrine systems, cognition and behaviour, and many other domains in the vast field of neuroscience. These studies require many advanced tools and equipment that companies like yours provide.

It truly is exciting times for neuroscience research in Canada. The federal government announced in its June 2011 budget, investments of up to \$100 million in the Canada Brain Research Fund. This announcement will translate into new business opportunities for companies, such as yours, which can supply much needed equipment for neuroscience research.

Our conference will be held at the Vancouver Sheraton Wall Centre Hotel, a modern, state-of-the-art, hotel located in the heart of downtown. Vancouver - with its natural west coast beauty; diverse culture; cosmopolitan environment and relaxed atmosphere – is the ideal location for meeting and networking.

Advertise in our conference program, be an exhibitor and display your product, or sponsor a portion of the conference and receive extended exposure to the 800+ group of assembled Canadian Neuroscientists! Full details can be found in this package.

Your presence at our meeting is a much appreciated demonstration of your support for Canadian Neuroscience.

Sincerely,

Dr. Yves De Koninck
President

Dr. Samuel David
President-Elect

The Canadian Association for Neuroscience is a national member-based non-profit society that serves the growing and diverse fields of Neuroscience. The purpose of the Canadian Association for Neuroscience is to:

- Promote communication among neuroscientists throughout Canada.
- Represent the interests of Canadian neuroscientists at national and international levels.
- Promote research in all disciplines contributing to the understanding of the nervous system.
- Contribute to the advancement of education in the Neurosciences.
- Provide for and assist in the dissemination to the general public of the results of current Neuroscience research and its significance in relation to health and disease.
- Raise funds and to provide income for the above purposes.

Canadian Association for Neuroscience - Association Canadienne des Neurosciences

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What is the 6th Annual Canadian Neuroscience Meeting?

The 6th Annual Canadian Neuroscience Meeting is Canada's largest conference bringing together researchers and scientists from the many disciplines comprising the world of Neuroscience. The conference serves as an important event for discussion and exchange of the most cutting edge knowledge, insights, issues and ideas in Neuroscience.

Since its inception in the mid 1970's the Canadian Association for Neuroscience has taken an active and leading role in influencing science policy in Canada and in North America. It has long been an active group working within the Society for Neuroscience (SFN). The SFN is the world's largest membership organization for Neuroscientists (current membership exceeds 40,000 members).

Throughout the majority of these years, the Canadian Association for Neuroscience met during the SFN Annual Conference to advance its mission and promote the case for increased funding support for research and development from Governments in Canada and throughout North America. As Neuroscience began its rapid period of growth in the late 90's and early into this century and funding support grew, the Association began to envision a more visible presence in Canada and in 2007 the first Annual Canadian Neuroscience Meeting was hosted at the University of Toronto. The support of the conference exceeded all expectations with over 600 delegates in attendance and spurred the decision to continue hosting Annual Conferences on Canadian soil. Since this time conference attendance has fluctuated between 800 and 1000 delegates depending on proximity to key sources of members – Universities and health and research institutes with Neuroscience programs.

The Annual Conference has since been hosted in Montreal (2008), Vancouver (2009), Ottawa (2010), Quebec City (2011) and now in 2012 returns to Vancouver.

Who is Organizing the Conference?

The 6th Annual Canadian Neuroscience Meeting is being organized under the leadership of President Yves de Koninck (University of Laval), and President Elect Samuel David (McGill University). The National Program Committee is being led by Chair Doug Munoz (Queen's University) and Co-Chair Lynn Raymond (University of British Columbia). The overall conference planning process is being supported from the association and conference management team at De Armond Management Ltd. Association communications are being provided by Julie Poupart.

Who Attends the Conference?

The conference draws leading scientists, principal investigators, post-doctoral fellows and grad students actively engaged in neuroscience. Although most delegates are based in Canada, a growing number of conference attendees are from countries as far away as USA, Europe, Australia and Asia.



Past conferences drew scientists, researchers and students from the following areas:

- Behavioral Neuroscience
- Bioinformatics / Neuroinformatics
- Cellular and Molecular Neuroscience
- Cognitive Neuroscience
- Computational Neuroscience & Modeling
- Developmental Neuroscience
- Disorders of the Nervous System
- Evolutionary & Comparative Neuroscience
- History, Teaching, Public Awareness, and Societal Impacts in Neuroscience
- Excitable Membranes and Ion Channels
- Motor Systems Neuroscience
- Neural / Synaptic Structure and Function
- Neuroendocrinology
- Neuroengineering and Robotics
- Neuroethology
- Neuropharmacology & Neurochemistry
- Neuroregeneration and Repair
- Neuroscience of Aging
- Sensory Systems Neuroscience

Why Sponsor?

√ **Connect with Leading and Emerging Researchers**

You will gain exposure, build relationships, develop partnerships and connect with representatives actively involved in Neuroscience research from across Canada and around the world.

√ **Premium Branding & Positioning Opportunity**

You will reach your target audience and be recognized as a supporter of the conference and its aims. Set your product, service and brand apart from your competitors - guaranteed visibility on printed materials, advertising, and promotions.

√ **Face Time with Leading Scientists and Clinicians**

You will have the opportunity to connect with over 600 investigators, researchers, scientists and students actively involved in Neuroscience research and will have an opportunity to build relationships and form valuable partnerships. Conference registration, marketing opportunities, exhibit booths and networking are among the many benefits associated with sponsoring this conference.

Read on for more information on the opportunities available to you when you support this conference!

How to Become a Sponsor

To become a sponsor or exhibitor, please review the information within this package and complete the appropriate application forms. Should you wish to discuss sponsor and/or exhibit opportunities, please contact our Secretariat.

De Armond Management Ltd.

2661 Queenswood Drive
Victoria, BC
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Email: secretariat@CAN-ACN.org
Web: www.CAN-ACN.org

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General Information

Conference Venue

Sheraton Vancouver Wall Centre Hotel
1088 Burrard Street, Vancouver, BC Canada
Tel: +1 (604) 331-1000 Web: www.sheratonvancouver.com

Language

The official language of the conference is English. No simultaneous translation will be provided.

Schedule of Events

Sunday, May 20

Registration
Public Lecture
Opening & Presidential Address
Opening Reception

Monday, May 21

Plenary Symposium
Brainstar Awardee Talk
Plenary Speaker
CAN AGM
Parallel Symposium
Poster Session
Conference Expo
Presidential Forum



Tuesday, May 22

Plenary Symposium
Brainstar Awardee Talk
Plenary Speaker
Parallel Symposium
Poster Session
Conference Expo
Young Investigator Talk
Keynote Lecture



Wednesday, May 23

Plenary Symposium
Brainstar Awardee Talk
Plenary Speaker
Parallel Symposium
Poster Session
Conference Expo

For full program details, speaker and accommodation information and a list of key dates, please visit our website.

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Your Sponsorship Opportunities

As a conference sponsor, your brand will be exposed to over 1500 members of the Canadian Association for Neuroscience community and the 600+ delegates at the conference through pre-conference announcements and newsletters and special activities and actions during the conference. Differentiate your company from your competitors, increase your company's visibility or introduce your new products to this active neuroscience community.

Choose any number of the sponsor opportunities listed below. Based on your selections, the total value of your sponsorship will place you in one of the following *sponsor levels*. Your complete list of sponsor benefits includes those specific to a sponsor opportunity as well as those associated with the Sponsor Level. Full details on sponsor levels, including values, can be found in the next section):

- Platinum
- Gold
- Silver
- Bronze

Opportunities are booked on a first come, first served basis, so book early!

Should you wish to participate in the Conference Expo only, please refer to the "Your Exhibition Opportunities" section later in this document.

Sponsor Opportunities

Welcome Reception

\$5,000*

Exclusive opportunity

The Welcome Reception will be held on Sunday, May 20th immediately following the Presidential Address. Have your company's name exclusively associated with this event as attendees connect with friends and colleagues at the start of the conference. This opportunity comes with:

- Sponsor signage (i.e. company name and/or logo) throughout the reception venue
- Logo placement on conference website
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- Reference in pre-conference communication to all attendees
- Opportunity to distribute items at the door
- 10 complimentary reception invitations
- Opportunity to network with attendees

** Should sponsor prefer, this opportunity can be adjusted to provide the **First Drink Free** for attendees. Please contact us for details.*



Poster Session**\$7,500 per session***Exclusive opportunity per session – 3 sessions*

Sponsored poster sessions (minimum of 2 hours in duration) will be held in conjunction with a grazing lunch. These sessions will become the center of attention and high traffic areas. Maximize engagement with conference attendees as they move through the poster display area to the various lunch stations strategically placed throughout. Benefits include:

- Sponsor signage (i.e. company name and/or logo) on all food service tables
- Logo placement on conference website
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- Moderator reference in sessions prior to poster session
- 4 complimentary invitations for lunch
- Opportunity to network with attendees
- Exclusive sponsor per lunch / poster session

Refreshment Breaks**\$5,000 per break***Exclusive opportunity per session – 3 sessions*

Refreshment breaks are always well attended! Refreshment service will be provided to attendees throughout the conference, within the exhibit areas. Make your company known at these breaks with the following benefits:

- Sponsor signage (i.e. company name and/or logo) on the refreshment service tables
- Logo placement on conference website
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- Moderator reference in sessions prior to break
- Opportunity to network with attendees
- Exclusive sponsor per refreshment break

Opening Session & Presidential Address**\$10,000***Exclusive opportunity*

During the conference, the Opening Session including the Awards and Presidential Address is the first time that all 600+ attendees are all together in one location. This is an excellent opportunity to address the entire group by introducing the session in the main conference room. Added benefits include:

- Sponsor signage (i.e. company name and/or logo) at entrance to session
- Logo placement on conference website
- Promotional slide on screen at introduction and conclusion of session
- Opportunity to distribute print promotional item at session
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- 4 complimentary guest invitations for session



Keynote Lecture, Presidential Forum **\$7,500 per session**
Plenary Symposium, Plenary Speaker *Exclusive opportunity per session - 8 sessions*

The conference will begin each day with a special Plenary Symposium, followed by and a Plenary Speaker which includes a Brainstar Awardee talk. Additionally there is one featured Keynote Lecture and one Presidential Forum during the conference. These sessions are expected to attract all 600+ attendees, together in one location. Each of these sessions is available to a sponsor on an exclusive basis. Sponsorship of the Plenary Speaker session includes the Brainstar Award talk. Added benefits include:

- Sponsor signage (i.e. company name and/or logo) at entrance to session
- Logo placement on conference website
- Promotional slide on screen at introduction and conclusion of session
- Opportunity to distribute print promotional item at session
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- 4 complimentary guest invitations for session
- Exclusive sponsor per keynote

Young Investigator Award Talk **\$5,000**
Exclusive opportunity

The conference has dedicated a session to supporting an emerging young investigator. The Young Investigator award acknowledges those who have performed superior research early in their career. The awardee will give a plenary presentation at the CAN conference. Help support an emerging scientist! Added benefits include:

- Sponsor signage (i.e. company name and/or logo) at entrance to session
- Logo placement on conference website
- Promotional slide on screen at introduction and conclusion of session
- Opportunity to distribute print promotional item at session
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- 4 complimentary guest invitations for session

Parallel Symposium **\$1,000 per parallel session or**
\$3000 for a parallel session block
Exclusive opportunity per session or block – 12 sessions or 3 session blocks

The conference program includes a number of parallel symposium presentation sessions based on invited presentations. During each Symposium block (2 hour duration), a total of 4 parallel sessions will take place. Each session will feature up to 8 individual presentations. Sponsors can opt to support a single parallel session or a complete parallel symposium block. This opportunity includes:

- Sponsor signage (i.e. company name and/or logo) at entrance to all presentation rooms during a session block
- Promotional slides on screens at introduction and conclusion of session or session block
- Acknowledgement in the conference program
- Acknowledgement on Sponsor Thank You Board (on-site)
- Moderator reference in sessions prior to parallel symposium block
- Exclusive sponsor per parallel symposium session or parallel symposium block

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Name Your Own Exclusive Sponsorship

Do you have an idea that is not listed here? Let us know! We will work with you to create a unique sponsorship opportunity that meets the needs of your company.

Conference Items*

Conference Tote Bags

\$5,000

3 opportunities

Here is a great opportunity that has a lasting benefit! Provide the official conference tote bags with your logo printed on each bag (600+). These keepsake bags will be used long after the conference ends. With this opportunity you also receive:

- Logo placement on tote bags
- Acknowledgement on the website and in the conference program as the "Official Tote Bag Supplier"
- Acknowledgement on Sponsor Thank You Board (on-site)
- Opportunity to include one piece of promotional material in each bag

Conference Bag Inserts

\$500

Unlimited opportunities

Here is the perfect way to expose your latest product, publication or a company profile or gadget of your choice. Provide one piece of promotional material to be inserted into the conference registration packages. This is also a highly effective way to guide attendees to your booth at the Expo!

Lanyards

\$5,000

Exclusive opportunity

All conference attendees will receive a name badge with a lanyard that functions as their ticket into all sessions and functions. This badge must be worn at all times throughout the conference. Have your logo printed on the lanyards (800+) – guaranteed visibility throughout the conference and beyond!

Notepads / Pencils / Pens

\$2,500

Exclusive opportunity

Guarantee each attendee receives your company advertisement! Supply notepads and pens or pencils with your company's logo and we will distribute them to all conference attendees when they arrive on-site. Your branding will be seen throughout the conference.

* *Minimum number of items required for all Conference Items: 800*

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Advertisements in the Conference Program

Get maximum visibility in the conference program! Choose from the following advertisement options.

Inside Front Cover – Colour	\$3,000
Inside Back Cover – Colour	\$3,000
Full Page - Colour	\$2,000
1/2 Page - Colour	\$1200
1/4 Page - Colour	\$800
Business Card – Colour	\$500
Full Page - Black & White	\$1,500
1/2 Page - Black & White	\$900
1/4 Page - Black & White	\$600
Business Card – Black & White	\$400

Advertisement Specifications:

Full page	7.5" x 11"
½ page	7.5" x 4.85"
¼ page	3.6" x 4.85"
Business Card	

All advertisements must be submitted as JPEG files.
All files must be received by **April 15, 2012**.



Sponsor Levels

Based on the value of your selections, you will be assigned a sponsor level. These levels and their associated values are noted below. Each level comes with an additional set of sponsor benefits as listed.

Platinum Sponsor

Value: \$20,000+

- The right to use the designation "Platinum sponsor" and the 6th Annual Canadian Neuroscience Meeting branding in advertising and promotions until December 31, 2012
- Special announcement to distribution list upon becoming a sponsor, including links and/or special offers
- Corporate identification on all media and awareness campaigns (where applicable)
- 1st right of refusal for next conference

Exhibit/Display

- One 8' x 10' booth in display area (premium location)
- Four complimentary conference registrations

Promotion

- Opportunity to distribute materials in registration package
- Multimedia recognition at the conference
- Signage at Registration – Sponsor Thank You board

Logo and Ads

- Platinum sponsor recognition on event E-Newsletters
- Logo (hyperlinked) on conference website home page and E-Newsletters

Gold Sponsor

Value: \$15,000 - \$19,999

- The right to use the designation "Gold sponsor" and 6th Annual Canadian Neuroscience Meeting branding in advertising and promotions until December 31, 2012
- Special announcement to distribution list upon becoming a sponsor, including links and/or special offers
- Corporate identification on all media and awareness campaigns (where applicable)
- 1st right of refusal for next conference

Exhibit/Display

- One 8' x 10' booth in display area (regular location)
- Two complimentary conference registrations

Promotion

- Multimedia recognition at the conference
- Signage at Registration – Sponsor Thank You board

Logo and Ads

- Gold sponsor recognition on event E-Newsletters
- Logo (hyperlinked) on conference website



Silver Sponsor

Value: \$10,000 - \$14,999

- The right to use the designation "Silver sponsor" and the 6th Annual Canadian Neuroscience Meeting branding in advertising and promotions until December 31, 2012

Exhibit/Display

- One table top display in exhibit area (regular location)
- One complimentary conference registration

Promotion

- Multimedia recognition at the conference
- Signage at Registration – Sponsor Thank You board

Logo and Ads

- Silver sponsor recognition on event E-Newsletters
- Logo (no hyperlink) on conference website

Bronze Sponsor

Value: \$4,000 - \$9,999

- The right to use the designation "Bronze sponsor"
- One complimentary conference registration
- Wordmark on conference website
- Wordmark in conference Program
- Opportunity to purchase exhibit space with a 10% discount



Sponsorship Application Form

Please complete the following information and submit to De Armond Management Ltd via email, mail or fax as soon as possible to confirm your sponsorship. Contact details are below.

A. Contact Information:

Company Name: _____ Contact: _____

Address: _____ City: _____

PCode: _____ Country: _____ Telephone: _____

Email: _____ Website: _____

Please select your sponsorship item(s) below.

Opportunity	Price	# of Opportunities	Exclusive	Selection(s) ✓	Total
Opportunities					
Welcome Reception	\$5,000	1	YES		
Poster Session	\$5,000	1	YES		
Refreshment Break	\$3,500	3	YES, Per break		
Opening/Presidential Address	\$10,000	1	YES		
Keynote/Plenary	\$7,500	8	YES, Per session		
Young Investigator	\$2,500	1	YES		
Parallel Symposium Session	\$3,000	12	YES, Per session		
Parallel Symposium Block	\$1,000	3	YES, Per session block		
Conference Items					
Conference Tote Bags	\$4,000	3	NO		
Promotional Inserts	\$500	5	NO		
Lanyards	\$7,500	1	YES		
Notepads/Pens	\$5,000	1	YES		
Advertisements in Conference Program					
Inside Front Cover - Colour	\$3,000	1	YES		
Inside Back Cover - Colour	\$3,000	1	YES		
Full Page (colour)	\$2,000				
Full Page (black & white)	\$1,500				
1/2 Page (colour)	\$1,200				
1/2 Page (black & white)	\$900				
1/4 Page (colour)	\$800				
1/4 Page (black & white)	\$600				
Business Card (colour)	\$500				
Business Card (black & white)	\$400				

Total Sponsorship Value: _____

Please check your **Sponsorship Level** (based on total sponsorship value from items selected above).

Platinum (\$20,000+) **Gold** (\$15,000 to \$19,999) **Silver** (\$10,000 to \$14,999) **Bronze** (\$4,000 to \$9,999)

Signature: _____ **Date:** _____

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Your Exhibit Opportunities

As an exhibitor of the 6th Annual Canadian Neuroscience Meeting your brand will be exposed to over 600 researchers, investigators, scientists and students actively involved in Neuroscience from across Canada and around the world. Differentiate your company from your competitors, increase your company's visibility or introduce your new products to this unique group of Neuroscientists. The Conference Expo will take place **May 20-23, 2012**, at the Sheraton Wall Centre, Vancouver.

Who Should Exhibit?

Would your company benefit from connecting with researchers and clinicians in the field of Neuroscience research? This Conference Expo provides an excellent opportunity for you to market your product to approximately 800 of these representatives in one location!

Past CAN conferences drew scientists, researchers and students from the following areas:

- Behavioral Neuroscience
- Bioinformatics / Neuroinformatics
- Cellular and Molecular Neuroscience
- Cognitive Neuroscience
- Computational Neuroscience & Modeling
- Developmental Neuroscience
- Disorders of the Nervous System
- Evolutionary & Comparative Neuroscience
- History, Teaching, Public Awareness, and Societal Impacts in Neuroscience
- Excitable Membranes and Ion Channels
- Motor Systems Neuroscience
- Neural / Synaptic Structure and Function
- Neuroendocrinology
- Neuroengineering and Robotics
- Neuroethology
- Neuropharmacology & Neurochemistry
- Neuroregeneration and Repair
- Neuroscience of Aging
- Sensory Systems Neuroscience

Why Exhibit?

√ **Connect with Leading and Emerging Researchers**

You will gain exposure, build relationships, develop partnerships and connect with representatives actively involved in Neuroscience research from across Canada and around the world.

√ **Premium Branding & Positioning Opportunity**

You will reach your target audience and be recognized as a supporter of the conference and its aims. Set your product, service and brand apart from your competitors - guaranteed visibility on printed materials, advertising, and promotions.

√ **Face Time with Leading Scientists and Clinicians**

You will have the opportunity to connect with over 600 investigators, researchers, scientists and students actively involved in Neuroscience research and will have an opportunity to build relationships and form valuable partnerships. Conference registration, marketing opportunities, exhibit booths and networking are among the many benefits associated with sponsoring this conference.

Read on for more information on the opportunities available to you when you support this conference!

Expo Information

Expo Venue

Sheraton Wall Centre, Vancouver
Tel: (604) 331-1000

Expo Schedule*

Move-In: **Sunday, May 20**
2:00pm – 5:00pm

Expo Hours: **Monday, May 21**
8:00am – 8:00pm
Tuesday, May 22
8:00am – 6:30pm
Wednesday, May 23
8:00am – 6:30pm

Move-Out: **Wednesday, May 23**
6:30pm – 11:00pm



**Hours subject to change per final conference program.*

Please note: The Expo Floor Plan will be available in March 2012.

Expo Fees

Booth space is available at **\$3500 + HST**

What's Included?

The Conference Expo will be located in the Grand Ballroom A&B, next to the main meeting room. Maximize engagement with conference attendees as they move through this area to move to and from the main meeting room. Refreshment breaks will be served in this area.

Your **Full Booth** (10ft X 8ft) comes with:

- Back and side draped walls
- One 6ft (2m) long skirted table
- Two chairs

As an exhibitor your organization also gets:

- 2 Expo name badges, additional badges available at \$250 each
- Acknowledgement in the conference program as "Conference Exhibitor"
- Exhibitor profile in the conference program
- Acknowledgement on Expo sign (on-site)
- Complimentary refreshment service during Expo hours
- Opportunity to purchase added value exhibitor components (more information on these options can be found on the website)

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How to Become an Exhibitor

To book your booth online for the 6th Annual Canadian Neuroscience Meeting, visit our website at www.can-acn.org and follow the links to the 2012 Meeting Sponsor/Exhibitor page.

Our online registration system will ask you for the following information:

- Company and contact information
- Expo booth representative information
- Company description (maximum 700 characters, approximately 100 words)
- Payment information (Visa, MasterCard, American Express). If you prefer to pay with a company cheque please contact our office at +1 (250) 472-7644.

You will also be asked to agree to the Exhibitor Terms & Conditions, located at the end of this package.

Space is limited – book early!. Exhibit booths are booked on a first come, first served basis. Reservations without payment will not be considered until payment has been received.



Images provided by Tourism Vancouver

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Exhibition Terms & Conditions

These terms and conditions are the contractual agreement between the Organizer and the Exhibiting Firm (hereinafter referred to as 'Exhibitor').

Purpose: The Exhibit component of the Annual Meeting of the Canadian Association for Neuroscience (CAN) (hereinafter referred to as 'Event') is conducted by the CAN (hereinafter referred to as 'Organizer') through its Secretariat De Armond Management Ltd. The purpose of the annual meeting is to bring together neuroscience researchers and students for discussion and exchange of the most cutting edge knowledge, insights, issues and ideas.

Application to participate: Application to participate will be considered only upon submission of the completed online Exhibitor Application Form to the Organizer.

Eligibility: The Organizer, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. The Organizer reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of the Organizer or the Event.

Attendance & Booth Representatives: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of the Organizer. Booths must be staffed during the stated exhibit hall hours by qualified and properly registered representatives of the Exhibitor.

Payment: Payment is due in full upon submission of the online application form. Forms submitted without payment will not be considered complete and will not be processed until payment is received in full.

Cancellation by Exhibitor: All notices of cancellation must be received in writing by May 1, 2012. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by May 1, 2012, the Organizer will refund 75% of the total fee. No refunds will be issued for cancellation notices received after May 1, 2012.

Cancellation by Organizer: If Exhibitor fails to make a payment required by this contract in a timely manner, the Organizer may terminate this contract (and the Exhibitor's participation in the event) without further notice and without obligation to refund any monies previously paid. The Organizer reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. The Organizer may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with the Organizer, without any obligation on the Organizer's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

Cancellation of the Event: In the event that the premises where the Event is to be held shall, in the sole opinion of the Organizer, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war,

act of God, fire or provincial or federal government agency or by reason of any other occurrence beyond the control of the Organizer, the Organizer may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Organizer for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Organizer the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Organizer in connection the Event including a reserve for future claims and expenses in connection therewith.

Subletting or transferability: Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise nor display goods or services other than those produced or sold by said exhibitor in the regular course of business. No person, firm, or organization not having contracted with the Organizer for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of the Organizer.

Assignment of Space: Exhibit space shall be assigned by the Organizer in its sole discretion for the Event and for the Event dates only. That assignment does not imply that similar space will be assigned for future Events. The Organizer reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

No show policy: If the Exhibitor is delayed in arrival or set-up, the Exhibitor must notify the Organizer at the Event facility. Non-notification may result in resale of space, and no refunds will be made.

Floor plan: All measurements shown on the floor plan have been drawn as accurately as possible but the Organizer reserves the right to make such modifications as may be needed, making equitable adjustments with the exhibitors affected thereby.

Display Rules and Regulations: For all booth types, the exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing or distributing advertising material outside of the assigned booth space is not permitted and is grounds for removal from the exhibit hall, and the company may be excluded from future events hosted by the Organizer. The Organizer reserves the right to restrict, prohibit or remove any exhibit or display items which, in the sole opinion of the Organizer, may detract from the general character of the exhibition or be considered objectionable to the Organizer or supporting organizations, facilities and stakeholders as a whole. In the event of such restriction or removal, the Organizer will have no liability therefore, nor will it refund any amount paid thereunder.

Contractor Show Services: Complete information instructions and schedules or prices regarding available services for labour for erecting and dismantling exhibitor displays or for installing electrical, furniture, booth cleaning, audio-visual, internet, telephone services, etc. is included in the Exhibitor Manual.



Exhibitor Manual: Prior to the Event, the Organizer will send an Exhibitor Manual to the 'Primary Contact' noted in the online Exhibitor Application Form, likely via email. The Exhibitor Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibit display rules, and move-in, move-out schedules.

Compliance: The Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and the operators and/or owners of the property in which the Event is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

Insurance: The Exhibitor acknowledges that the Organizer and the facility do not maintain insurance covering the Exhibitors' property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Proof of liability must be presented to the Organizer prior to exhibit set-up.

Limitation of Liability: The Organizer is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, the Organizer will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Organizer and their employees and agents, harmless against all claims, losses and damages to persons property, governmental charges or fines and attorneys' fees arising out of or caused by the Exhibitor or exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Organizer, their employees or agents.

Exhibitor Loss: The Organizer shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, items, goods or materials whether personal or commercial property, from Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance is due to intentional and tortuous theft committed by the employees of the Organizer. The Organizers may provide certain security services as a convenience to exhibitors, however, neither the providing of or

failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding the Organizer or the facility liable for any related loss, damage, or claim. Responsibility for the security of an exhibitor's area, product and property rests soles with the Exhibitor.

Listings and promotional materials: By exhibiting at the Event, the Exhibitor grants to the Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in Event promotional materials. The Organizer shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other exhibitor from any directory or other lists or materials. The Organizer may also take photographs of the Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

Tradeshow set-up and show hours: This information is provided in the Exhibitor Manual.

Amendment to Contract Regulations: Any and all points not covered specifically are subject to the discretion of the Organizer. The Organizer may, in its sole discretion, make reasonable changes, amendments or additions to Exhibit Terms & Conditions. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein. Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by the Organizer in its sole discretion. The Organizer may adopt rules or regulations from time-to-time governing such matters and may amend or revoke them at any time, upon notice to the Exhibitor. Any rules and regulations (whether or not included in an Exhibitor Manual or similar document) are an integral component of this contract and are incorporated herein by reference. The Exhibitor shall observe and abide by additional regulations made by the Organizer as soon as these additional rules or regulations are communicated to the Exhibitor. This contract (including the Exhibitor Manual and any additional rules or regulations adopted by the Organizer) states the entire agreement of the parties with respect to the subject matter hereof.

Agreement: By completing the online Exhibit Application Form and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the facility and by the decision of the Organizer. This agreement will become binding on both the Exhibitor and the Organizer upon its acceptance by the Organizer.