



**San Francisco Neurological Society
71st ANNUAL MEETING**

SPONSOR & EXHIBITOR GUIDE



San Francisco Neurological Society 71st ANNUAL MEETING

December 18, 2018

Dear Supporters:

The San Francisco Neurological Society is pleased to invite you to participate as an Exhibitor during the upcoming annual meeting, **March 22-24, 2019 at The Lodge at Sonoma, in Sonoma CA.** All exhibitors will be provided with a six foot table for promotion of products or services in a room separate from the CME activity. Our policies for commercial support are within the ACCME guidelines. Please see attached opportunities. SPACE IS VERY LIMITED. We anticipate at least 125 in attendance. Please RSVP today before we sell out.

To encourage the attendees to visit the exhibits, SFNS is hosting a raffle. For every exhibit table they visit, they will receive a sticker to enter into a drawing to win prizes.

The San Francisco Neurological Society is a medical society, but not a charitable organization, and is incorporated as a non-profit 501(c) 6. Our Tax ID # is 51-0478773.

Please make checks payable to the “**SF Neurological Society**” and mail:

1630 S. Delaware Street, #25327, San Mateo, CA 94402.

Sincerely,

Amanda Pacia, Executive Director
San Francisco Neurological Society



Target Audience:

- Neurologists
- Neurosurgeons
- Nurses / Nurse Practitioners
- Neuropsychologists
- Neuro Pediatricians
- Allied Health Professionals



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OUR MISSION

The purpose of the San Francisco Neurological Society is to increase, improve and disseminate knowledge of the nervous system and to improve the practice of neurology and neurological surgery within the area of the Society's influence.

71st Annual Meeting

This year marks the 71st annual meeting. Luminaries from around the Bay Area in the neurosciences, neurologists, neurosurgeons, nurses, neuro-psychologists, industry representatives, fellows and residents, will all gather at The Lodge in Sonoma this Spring for a promising special year, celebrating 71 years of a unique, collegial organization.

THE HISTORY OF THE SAN FRANCISCO NEUROLOGICAL SOCIETY

Historical papers outline proceedings of the San Francisco Neurological Society from December 5, 1919 through October 1, 1920.

In 1947, the graduate program at UCSF began as an independent Department of Neurology under the direction of Dr. Robert Aird. It was this year that the San Francisco Neurological Society was officially born, when Dr. Aird accepted the chairmanship of the Department of Neurology. Early presidents alternated both from Stanford to UCSF and from neurology and neurosurgery.

In 1948, Drs. Boldrey and Aird initiated the first annual meeting in Carmel, which was held in conjunction with the Los Angeles Neurosurgical Society. Dr. Aird also began to bring distinguished neurologists from the East Coast as well as from Europe, and these visits were often combined with Extension Division courses, the VA Hospital, and local neurological societies. From 1949 to 1965, over forty of the most outstanding English-speaking neurologists of the world participated in the program and the annual meetings at Carmel.

The San Francisco Neurological Society continues to benefit from this tradition of visits by distinguished neurologists. The present Society follows this tradition by hosting the Aird Visiting Professor Series. The San Francisco Neurological Society continues to be an important part of Bay Area neurological and neurosurgical activity, both at Stanford and at UCSF, as well as surrounding institutions and for those in private sector as well.



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SAN FRANCISCO NEUROLOGICAL SOCIETY

HISTORY OF LEADERSHIP - PAST PRESIDENTS

1947 - 1948	Ted Fender, MD
1948 - 1949	Edwin Boldrey, MD
1949 - 1950	Henry Newman, MD
1950 - 1951	Robert B. Aird, MD
1951 - 1952	Howard C. Naffziger, MD
1952 - 1953	Walter Schaller, MD
1953 - 1954	Lester Lawrence, MD
1954 - 1955	Knox Finley, MD
1955 - 1956	O.W. Jones, Jr., MD
1956 - 1957	Frank Lusignan, MD
1957 - 1958	Lewis A. Roberts, MD
1958 - 1959	Nathan C. Norcross, MD
1959 - 1960	John Hanbery, MD
1960 - 1961	Donald Macrae, MD
1961 - 1962	Henry Colony, MD
1962 - 1963	Grant Levin, MD
1963 - 1964	Leon Whitsell, MD
1964 - 1966	Ernest Mack, MD
1966 - 1967	Gale Clark, MD
1967 - 1968	John Harter, MD
1968 - 1969	Burton Wise, MD
1969 - 1970	Bill Garoutte, MD
1970 - 1971	Willard Pennell, MD
1971 - 1972	Roland Perkins, MD
1972 - 1973	Stanley Skillicorn, MD
1973 - 1974	Byron Pevehouse, MD
1974 - 1975	Maire McAuliffe, MD
1975 - 1976	Jack Siefert, MD
1976 - 1977	Howard Petzold, MD
1977 - 1978	Charles Wilson, MD
1978 - 1979	Franklyn Hill, Jr., MD
1979 - 1980	Norman Chater, MD
1980 - 1981	Donald Palatucci
1981 - 1982	Edwin Boldrey, MD
1982 - 1983	Philip Calanchini, MD

1983 - 1984	Jacob Mathis, MD
1984 - 1986	Charles Kane, MD
1986 - 1987	Grant Gauger, MD
1987 - 1988	David Dozier, Jr., MD
1988 - 1989	Arthur Lyons, MD
1989 - 1990	Robert Miller, MD
1990 - 1991	Alan Faden, MD
1991 - 1992	Gail Magid, MD
1992 - 1993	Surl L. Nielsen, MD
1993 - 1994	Bruce T. Adornato, MD
1994 - 1995	Gerald Silverberg, MD
1995 - 1996	Claudia Greco, MD
1996 - 1997	Frank Sharp, MD
1997 - 1998	Nicholas Barbaro, MD
1998 - 1999	Barton Lane, MD
1999 - 2000	Brian Andrews, MD
2000 - 2001	Donald Kitt, MD
2001 - 2003	Eric Denys, MD
2003 - 2004	Jerome Barakos, MD
2004 - 2005	Michael McDermott, MD
2005 - 2007	Jack E. Rozance, MD
2007 - 2008	Robyn G. Young, MD
2008 - 2009	Oscar Abeliuk, MD
2009-2010	Kern Guppy, MD, PhD
2010-2011	Michael A. Gibbs, MD
2011-2012	D. Eric Collins, MD
2012-2013	Praveen Mummaneni, MD
2013-2014	Steven J. Holtz, MD
2014-2015	Edward Chang, MD
2015-2016	Suketu Khandhar, MD
2016-2017	Selena Ellis, MD
2017-2018	Gordon Li, MD
2018-2019	Leslie Gillum, MD, MPH



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EXHIBIT/SPONSORSHIP PACKAGES

<u>Diamond Level Exhibitor</u>	\$15,000
<ul style="list-style-type: none">• Exhibit space – PRIME LOCATION - at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for FIVE non-exhibit staff• Annual DINNER Attendance for FIVE - Saturday night• Exhibit space at the FALL 2019 full day symposium in San Francisco• Attendance for FOUR representatives at the FALL 2019 full day symposium in San Francisco• Signage with recognition at Annual Meeting• Signage with recognition at FALL 2019 full day symposium in San Francisco• Sponsorship acknowledgment on the SFNS website (www.sfneurological.org)• ½ page Ad in all SFNS electronic newsletters	
**** SPONSORHIP FOR 3rd ANNUAL SFNS FUN RUN/5K ****	
<u>Platinum Exhibitor</u>	\$12,000
<ul style="list-style-type: none">• Exhibit space at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for FOUR non-exhibit staff• Annual DINNER Attendance for FOUR - Saturday night• Signage with recognition at Annual Meeting• Exhibit space at the FALL 2019 full day symposium in San Francisco• Signage with recognition at FALL 2019 full day symposium in San Francisco• Sponsorship acknowledgment on the SFNS website (www.sfneurological.org)• ¼ page Ad in all SFNS electronic newsletters	
<u>Gold Exhibitor</u>	\$10,000
<ul style="list-style-type: none">• Exhibit space at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for THREE non-exhibit staff• Annual DINNER Attendance for THREE - Saturday night• Signage with recognition at Annual Meeting• Exhibit space at the FALL 2019 full day symposium in San Francisco• Signage with recognition at FALL 2019 full day symposium in San Francisco• Sponsorship acknowledgment on the SFNS website (www.sfneurological.org)	
<u>Silver Exhibitor</u>	\$7,000
<ul style="list-style-type: none">• Exhibit space at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for TWO non-exhibit staff• Signage with recognition at Annual Meeting• Exhibit space at the FALL 2019 full day symposium in San Francisco• Sponsorship acknowledgment on the SFNS website (www.sfneurological.org)	
<u>Bronze Exhibitor</u>	\$5,000
<ul style="list-style-type: none">• Exhibit space at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for TWO non-exhibit staff• Signage with recognition of support at all CME activities• Exhibit space at the FALL 2019 full day symposium in San Francisco• Sponsorship acknowledgment on the SFNS website (www.sfneurological.org)	
<u>Friend Exhibitor</u>	\$4,000
<ul style="list-style-type: none">• Exhibit space at the 2019 Annual Meeting Exhibit Hall - 3 days• Annual Meeting Attendance for TWO non-exhibit staff• Signage with recognition of support at Annual Meeting	



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Annual Meeting Daily Exhibit Rates:

<u>Annual Meeting Daily Exhibitor</u>	\$1,000/day
• Exhibit space at the Annual Meeting Exhibit Hall	
<u>Non-profit/Medical Societies/Senior Communities Exhibitor</u>	\$600/day
• Exhibit space at the Annual Meeting Exhibit Hall	

ADDED SPONSOR / SIGNAGE OPPORTUNITIES:

<u>*President's Reception Sponsorship - Friday Night SIGN</u>	\$3,000
<u>Breakfast Sponsorship SIGN</u>	\$2,000
<u>Coffee Sponsorship SIGN</u>	\$1,000
<u>SFNS FUN RUN/5k SIGN</u>	\$500

EXTRA OPPORTUNITIES:

<u>* SFNS Meeting folders</u>	\$1,000
Showcase your company identity in a custom designed meeting folder distributed to all annual meeting attendees. The folders will display the SFNS logo on the outside, and your logo on the inside.	
<u>* LOGO RECOGNITION ON RAFFLE CARD GAME</u>	\$500
SFNS will hold a raffle game to attract attendees to visit the exhibit booths and receive a sticker for each table they visit to earn raffle tickets for a prize sponsored by SFNS. Your logo can be placed on the raffle card, in the center for best recognition.	
<u>Resident and Fellow Scholarship fund</u>	\$500
This sponsorship provides funding for residents and fellows to attend the annual meeting. Acknowledgement at the annual meeting and on website.	
<u>* SFNS FUN RUN - WATER BOTTLE with logo</u>	\$500

***Exclusive opportunities**



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EXHIBITING INFORMATION

Those exhibiting on multiple days may leave their exhibits set up and materials overnight, however, the SFNS nor Silverado Resort are liable for your display. We recommend that valuables NOT be left overnight. Doors will be locked at the end of each day. Please plan to set-up during these assigned times only. All tables will be labeled by company name when you arrive.

- All exhibitors receive one 6 foot table and 2 chairs for a table top display
- All commercial exhibits take place in a separate room from the CME activity.
- All breakfast breaks and coffee breaks will take place in the EXHIBIT HALL
- Commercial support representatives may sit in and listen to the CME activity for educational purposes, but may not participate with Q&A or the CME evaluations nor bring any materials or advertising into the CME activity.

Exhibit Hall Hours (Preliminary and subject to change)

- Set up time: Thursday night after 6:0pm or 6:00 – 7:00am Friday morning

The exhibit hall will be open during the duration of the meeting, but scheduled breaks will be held:

- OPEN during breakfast: 7:00 – 8:00am
- Morning coffee break: 10:00 – 10:30am
- Afternoon coffee break: 3:00 – 3:30pm

Exhibit Assignments

Exhibits are pre-assigned space. Those who sign up for sponsorship levels will receive a PRIME table location.



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PREVIOUS SUPPORTERS

BRONZE EXHIBITORS

US WORLD MEDS

BRONZE EXHIBITORS

Novartis
NuFactor
Sanofi Genzyme - Rare Disease
Acadia

THREE DAY EXHIBITORS

Accredo
Avanir
Promius

TWO DAY EXHIBITORS

Abbott DBS
AbbVie
Allergan
Chiesi USA, Inc.
Depomed
Dolor Technologies
Haag-Streit USA
GE Healthcare
Kedrion
Kroger Specialty Infusion
Livanova
Lundbeck
Novartis Rare Disease
Sanofi Genzyme
Supernus
Teva

ONE DAY EXHIBITORS

Diplomat Specialty Infusion Group
Medtronic
NeuroPace
Premiere Physicians
Sunoivon



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SPONSORSHIP/EXHIBIT APPLICATION

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

NAMES OF REPS FOR NAME BADGES (Please note, two representatives are allowed at the exhibit table at any given time)

Representative #1 attending: _____

Representative #2 attending: _____

SELECT YOUR OPTION/S

_____ **Diamond Exhibitor** (\$15,000) – all 3 days

_____ **Platinum Exhibitor** (\$12,000) – all 3 days

_____ **Gold Exhibitor** (\$10,000) – all 3 days

_____ **Silver Exhibitor** (\$7,000) – all 3 days

_____ **Bronze Exhibitor** (\$5,000) – all 3 days

_____ **Friend Exhibitor** (\$4,000) – all 3 days

_____ **Daily Exhibitor** (\$1,000) _____ # of days (Select day/s to exhibit: Friday Saturday Sunday)

_____ **Non-Profit/Medical Society Exhibitor/Senior Communities** (\$600) _____# of days
(Select day/s to exhibit: Friday Saturday Sunday)

EXTRAS

_____ * **Exclusive President's Reception Sponsor SIGN** (\$3,000)

_____ **Breakfast Sponsor SIGN** (\$2,000)

_____ **Coffee Sponsor SIGN** (\$1,000)

_____ **SFNS FUN RUN / 5K SIGN** (\$500)

_____ **Meeting Folder** (\$500)

_____ **Logo recognition on raffle card** (\$500)

_____ **Resident and Fellow Scholarship fund** (\$500)

_____ **SFNS Fun Run – water bottle w/logo** (\$500)



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PAYMENT

Check Enclosed: \$ _____

CHECK IN THE MAIL

Credit Card: Visa Mastercard American Express

Security Code: _____

Credit Card #: _____ Exp. Date: _____

Signature: _____

AGREEMENT

The San Francisco Neurological Society (SFNS) is committed to the continuing medical education (CME) of its members, designed to improve and enhance critical thinking and analysis of the latest neuroscientific information, to help promote innovation in the basic sciences, and to increase competence and improve practice performance and thereby patient care in the clinical sciences. This is accomplished by providing diverse, advanced, relevant, judicious, challenging and sometimes controversial information in the neurosciences, provided through didactic programs and scholarly debate. Our CME activities are independent of the control of commercial interests.

As part of this commitment, the SFNS has outlined in this written agreement the terms, conditions, and purposes of Exhibitor support for its non-CME activities only, which are concurrent but in a separate room from the CME program.

Terms, Conditions, and Purposes

Independence

1. The CME activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.

Appropriate Use of Commercial Support

3. The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
4. The Commercial Interest will not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this gift.
5. All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
6. The Accredited Provider will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

7. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same



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products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.
8. The Commercial Interest may not be the agent providing the CME activity to the learners.

Disclosure

9. The Accredited Provider will ensure that the source of support from the Commercial Interest, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

The Commercial Supporter and the SFNS agree to abide by all requirements of the **ACCME Standards for Commercial SupportSM**.

Agreed by Authorized Representatives

Commercial Interest

Accredited Provider

Signature and Date

12/18/18
Signature and Date

Print Name

Amanda Pacia
Print Name

Title

Executive Director
Title

Return both pages with payment to:

San Francisco Neurological Society, 1630 S. Delaware St. #25327, San Mateo, CA 94401

For credit card payments, you may fax this form to (650) 347-4975.

For more information, please call: Amanda Pacia, Executive Director: (650) 288-5339 or email apacia@sfneurological.org