

SATURDAY, OCTOBER 10, 2020

PARKINSON'S DISEASE SYMPOSIUM

VIRTUAL MEETING

SPONSOR & EXHIBITOR GUIDE

August 3, 2020

Dear Supporters:

The San Francisco Neurological Society is pleased to invite you to participate as an Exhibitor during the upcoming VIRTUAL full day Parkinson's Disease Symposium, October 10. All exhibitors will be provided with a virtual space for promotion of products or services separate from the CME activity. Our policies for commercial support are within the ACCME guidelines. Please see attached opportunities. SPACE IS LIMITED. We anticipate at least 80 in attendance. Please RSVP today before we sell out.

Attendees will be encouraged to visit the virtual exhibits by way of the passport game. For every virtual exhibit visited, attendees will have an opportunity 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

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.

TARGET AUDIENCE

Neurologists, neurosurgeons, neuroradiologists, neuropsychologists, residents, nurses, nurse practitioners, neuropsychiatrists and allied health professionals.



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ABOUT THIS MEETING

Parkinson's disease is a progressive neuro-degenerative disorder that affects up to 1 million Americans. It is the second most common neuro-degenerative disorder after Alzheimer's disease. Currently effective symptomatic treatment options exist but are not consistently practiced leading to variability in care for this patient population. The understanding and treatment of Parkinson's disease is ever expanding affording our patients more opportunities and options for a better quality of life. SFNS will hold its FOURTH biennial Parkinson's disease Symposium in October 2020. Our last PD symposium was highly successful, attracting clinicians of all fields who participate in the care of patients with Parkinson's disease. Topics presented will include the Prodrome of PD, Thinking outside Dopamine, Targeting Alpha-Synuclein, Sleep in PD, TeleHealth and the Physiology of Tremors.

EDUCATIONAL OBJECTIVES:

1. Identify the scope of telehealth in the care delivery of Parkinson's disease to improve access to care.
2. Recognize the role of non-dopaminergic medical therapies in Parkinson's disease which can expand the scope of care for this population.
3. Identify and distinguish symptoms of various tremor disorders.
4. Describe associated symptoms that can result from Parkinson's disease, including sleep issues and prodromal symptoms allowing for possible early detection.



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VIRTUAL EXHIBIT/SPONSORSHIP PACKAGES

The virtual exhibition allows all attendees to explore the SFNS Exhibit hall before the meeting, during scheduled exhibit hall times, and after the meeting. All exhibitors will be listed in the exhibit hall page of our virtual meeting page. Each exhibit will have their own dedicated page which will include product information and contact information for their designated representative/s.

STANDARD BOOTH COST \$1,000

All exhibitors will receive the following:

- Inclusion on list in ATTENDEE MAIL PACKET
- Listing in the mobile app/online virtual meeting planner
- Private virtual meeting page
- Company logo on exhibit page
- Company description on exhibit page
- Website listing on exhibit page
- Representative Contact info. on exhibit page
- LIVE SHOWCASE LINK (Zoom Meeting, Google Hangouts Meet, Vimeo Livestream, WebEx, Microsoft Teams, Skype for Business, GoToMeeting, etc.) so you can interact on your own personal live virtual meeting room
- Registration for TWO to attend the meeting / 2 reps in booth max.
- Invitation for TWO to attend the social happy hour
- Listing on the SFNS website @ www.sfneurological.org through 2020
- Attendee list (names only)
- Pre-Conference marketing
- Acknowledgment in the SFNS newsletter sent to over 3,500 contacts



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SPONSORSHIP/EXHIBIT OPPORTUNITIES:

- Platinum Level Exhibitor \$15,000
- Gold Level Exhibitor \$10,000
- Silver Level Exhibitor \$5,000
- Bronze Level Exhibitor \$3,000

PLATINUM LEVEL EXHIBITOR

\$15,000

- Wine Reception Sponsorship
- Everything included in standard booth
- Full page AD included in ATTENDEE MAIL PACKET (ad, brochure, etc.)
- 2 additional reps in booth (total 4) with contact listing
- 2 additional registration tickets to attend the meeting
- 15 minute recorded commercial video to be accessible in the agenda lineup for attendees to view at their leisure
- Recognition at the virtual happy hour wine reception
- Company video* added to your private virtual exhibit page
- Acknowledgment in the SFNS newsletter

GOLD LEVEL EXHIBITOR

\$10,000

- Everything included in standard booth
- 1/2 page AD included in ATTENDEE MAIL PACKET
- 2 additional reps in booth (total 4) with contact listing
- 2 additional registration tickets to attend the meeting
- 10 minute recorded commercial video to be accessible in the agenda lineup for attendees to view at their leisure
- Company video* added to your private virtual exhibit page
- Acknowledgment in the SFNS newsletter

* Company videos created, produced and provided by Exhibitor



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SILVER LEVEL EXHIBITOR

\$5,000

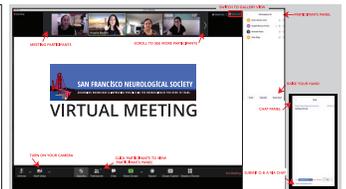
- Everything included in standard booth
- 1/4 page AD included in ATTENDEE MAIL PACKET
- 1 additional reps in booth (total 3) with contact listing
- 1 additional registration tickets to attend the meeting
- Company video* added to your private virtual exhibit page
- Acknowledgment in the SFNS newsletter

BRONZE EXHIBITOR

\$3,000

- Everything included in standard booth
- 1 additional reps in booth (total 3) with contact listing
- 1 additional registration tickets to attend the meeting
- Company video* added to your private virtual exhibit page
- Acknowledgment in the SFNS newsletter

ATTENDEE MAIL PACKET SAMPLE:



* Company videos created, produced and provided by Exhibitor



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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 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.



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Please complete and sign this agreement. Return it to: apacia@sfneurological.org
or Fax to 650.403.4582

MAIL CHECK TO: San Francisco Neurological Society
1630 S. Delaware St. #25327, San Mateo, CA 94401

PLEASE SELECT YOUR EXHIBIT LEVEL:

- Standard Exhibitor \$1,000 Silver Level Exhibitor \$5,000
 Platinum Level Exhibitor \$15,000 Bronze Level Exhibitor \$3,000
 Gold Level Exhibitor \$10,000

PAYMENT

Check Enclosed: \$	<input type="checkbox"/> Check in the mail
Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express	Security Code:
Credit Card #:	Exp. Date:

AGREED BY AUTHORIZED REPRESENTATIVES

Commercial Interest

Accredited Provider

Signature and Date

 7/31/20

Signature and Date

Print Name

Amanda Pacia

Print Name

Title

Executive Director

Title

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



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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:

Representative #3 attending:

Representative #4 attending:



What to Expect:

A VIRTUAL MEETING SNAPSHOT EXHIBIT HALL

of the SFNS Parkinson's Disease Symposium

Primary Navigation (Main Menu)

Exhibitors with Logo (in alpha order)

Access the Exhibitor Center

The screenshot shows the Whova virtual meeting interface. At the top, the event title is "SAN FRANCISCO NEUROLOGICAL SOCIETY PARKINSON'S DISEASE SYMPOSIUM" dated "Oct 10, 2020". The left sidebar contains a "MAIN NAVIGATION" menu with options: Home, Agenda, Attendees, Community, Exhibitors, Messages, RESOURCES, Session Q&A, Speakers, Poll, WHOVA, Feedback to Whova, Organizer Tips, and About Whova. The main content area is divided into three sections: a list of exhibitors (Feather Company, Flower Company, Lion Company, Mountain Company, Our Company, Space Company), a "Sponsor Video" player showing a video titled "Sponsor Video" with the text "Made by Our Company", and a chat window. The chat window shows messages from "irene ramirez" and "Hector Hidalgo". Below the video player, there is a section for "Our Company" with contact information (abs@gmail.com, 800.555.1234, https://pixabay.com/, Hector Hidalgo) and a "Handouts" section with a "Download" button. A "Write a reply" input field and a "Send" button are also visible.

Chat directly with Conference Attendees

Your Company's Video

Your contact information

Company/product Description

Company .pdf Handouts