



CLINICAL
TNMS
SOCIETY

Annual Meeting
San Diego, CA
May 18th-20th, 2017

Partner/Exhibitor
Prospectus



Richard Bermudes, MD
*President of The Clinical
TMS Society, 2016-2017*

To Our Valued Industry Colleagues:

We are excited to bring you the 2017 Annual Clinical TMS Society, Annual Education Meeting. This year, we have many exciting additions to our meeting plans, and have expanded our meeting even further than last year's.

We invite you to join us in San Diego, California, May 18th-20th, 2017. **We are happy to announce that partnership and exhibit opportunities are now available!!!** We are again limiting our sponsorships, so we hope you will commit early.

This Annual Educational meeting of the Clinical TMS Society provides a unique opportunity for partners and exhibitors to network with an international gathering of TMS providers and researchers set alongside both the American Psychiatric Association and International Society for ECT and Neuromodulation meetings. This year we will introduce a new aspect of the meeting, a 1-Day training seminar for new TMS providers and technicians. Following this introductory day, there will be two full information-packed days complete with displays, networking, discussions, poster sessions, demonstrations and keynotes with industry leaders.

We hope you will take advantage of this beautiful city and hotel and this outstanding event to showcase your product and innovation to the pioneers in cutting edge patient care.

As a partner or exhibitor, you will have access to key TMS clinicians, researchers, and decision makers. This group is highly motivated and want to be the first to know not only the latest in patient treatment, but also be informed in complimentary areas of the field.

Come be part of the experience with us from May 18th - 20th, 2017. We look forward to your participation at our Annual Educational Meeting in San Diego, California.

Regards,

A handwritten signature in black ink that reads "Richard Bermudes, MD". The signature is written in a cursive, flowing style.

Richard Bermudes, MD



Why Participate?

Reach your target audience:

Showcase your company, products and services to a national and international audience of more than 400 TMS providers, mental health practitioners, technicians, and support staff at the Clinical TMS Society Annual Meeting. This is the premier meeting of TMS practitioners in the United States.

Reach Doctors, Support Staff, Decision Makers

As a Partner you will have the unique opportunity to showcase your products and services, extend your brand identity, and create a strong, visible presence among the leading TMS providers. Some levels also will allow you to conduct a demo, talk, or training session for your product so please review the opportunities for one that's right for you!

2016 meeting statistics:

- ◆ Attendance from the US and 11 other countries.
- ◆ 364 total attendees in 2016
- ◆ More than 85% of the Clinical TMS Society membership attends the Annual Meeting.

2016 Attendee Summary by Type of Clinician:

- ◆ 65% CTS Members - 6% Non-Members - 28 % Techs/Staff - 1% Medical Students

2016 Attendee Summary by Geography:

19.5% West	24.6% Southeast	15.7% Midwest
24.2 % Northeast	9 % Southwest	7% International

CTS supports your investment in a number of ways to help you make and build relationships.

- ◆ Timely and relevant educational programming attracts an International audience of psychiatrists, technicians and mental health practitioners. Our goal is > 400 attendees this year.
- ◆ On-site visibility for your brand and company name; signage, gift bags, and promotional material partnership available to put your brand in front of attendees.
- ◆ Conference website listing with link to your company's website.
- ◆ Morning and afternoon refreshment breaks which allows discussion with attendees.
- ◆ Special attendee reception with alcoholic beverages (partnership opportunities available).

Expand your Involvement: See our A La Carte Partnership Opportunities

For more information regarding Partnership and Exhibiting Opportunities, contact:

Ashleigh Servadio

phone: 1-845-392-3238

email: info@clinicaltmsociety.org

"The quality of lectures were the best I've seen in this field that I've been following for the last 15+ years. I'll be back next year!"

2016 CTS Attendee

"Wow, stellar lineup of lecturers and even good food. I can not beat the quality and cost of this meeting. I will bring my whole team next year."

2016 CTS Attendee

2017 Confirmed Speakers:



Z. Jeff Daskalakis, MD - Dr. Zafiris J. Daskalakis is Professor of Psychiatry and Temerty Chair in Therapeutic Brain Intervention and Chief of the Mood and Anxiety Division at CAMH. He initially started his undergraduate studies at the University of Toronto and completed medical school at Queen's University in 1994. He subsequently entered the residency training in Psychiatry at the University of Toronto which he completed in 1999. While still a resident, Dr. Daskalakis began graduate studies in the Institute of Medical Science at the University of Toronto. He completed fellowship training and his PhD in 2002 at which point he started as an Assistant Professor at the University of Toronto. Dr. Daskalakis was promoted to rank of Professor of Psychiatry in 2013 and is co-director of the Temerty Centre for Therapeutic Brain Intervention at CAMH.



Dirk De Ridder, MD, PhD - Dirk De Ridder, MD, PhD, is the Neurological Foundation professor of Neurosurgery at the Dunedin School of Medicine, University of Otago in New Zealand. He is founder and director of the BRAI²N (Brain Research consortium for Advanced, Innovative & Interdisciplinary Neuromodulation). His main interest is the understanding and treatment of phantom perceptions (sound, pain), especially by use of functional imaging navigated non-invasive (TMS, tDCS, tACS, tRNS, LORETA neurofeedback) and invasive (implants) neuromodulation techniques. He has developed "burst" and "noise" stimulation as novel stimulation designs for implants, and is working on other stimulation designs. He has published 30 bookchapters, co-edited the Textbook of Tinnitus, and has authored or co-authored more than 130 pubmed listed papers, of which 100 deal with phantom sound perception. He is reviewer for 55 journals.

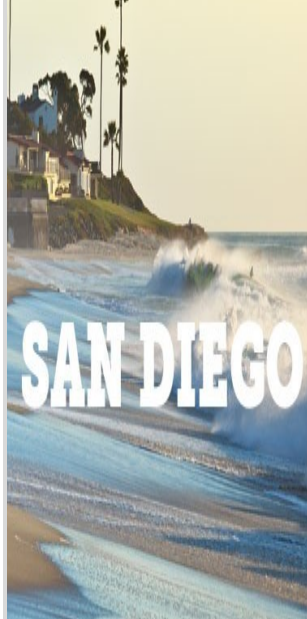


Mark S. George, MD - Dr. George is a world expert in brain stimulation, and depression, and is the editor-in-chief of a new journal he launched with Elsevier in 2008 called, *Brain Stimulation: Basic, Translation and Clinical Research in Neuromodulation*. He has been continuously funded by NIH and other funding agencies since his fellowships. He has received both a NARSAD Young Investigator and Independent Investigator Award to pursue TMS research in depression. He has received numerous international awards including the NARSAD Klerman Award (2000), NARSAD Falcone Award (2008) and the Lifetime Achievement Award (2007) given by the World Federation of Societies of Biological Psychiatry (WFSBP). In 2009 *US News and World Report* named him one of 14 'medical pioneers who are not holding back'. He is on several editorial review boards and NIH study sections, has published over 400 scientific articles or book chapters, and has written or edited 6 books.



Ziad H. Nahas, MD, MSCR—Dr. Nahas received his Medical Degree from Saint Joseph University in Lebanon. He then completed an internship in Psychiatry at Institut Paul Silvadon and Hopital Charles Foix in Paris, France. Dr. Nahas moved to Houston, Texas in 1993 as a resident in Psychiatry at Baylor College of Medicine. He joined MUSC in 1997 where he completed a research fellowship in Functional Neuroimaging and Psychopharmacology and later a Master of Science in Clinical Research. Dr. Nahas is currently an Associate Professor of Psychiatry and Behavioral Sciences, the Medical Director of the Brain Stimulation Laboratory and the Director of the newly created Mood Disorder Program at the Institute of Psychiatry.

San
Diego



Pricing	Platinum	Gold	Silver	Bronze	Exhibitor
Standard Pricing	\$60,000	\$45,500	\$35,000	\$15,000	\$5,000
Quantity Available	1	1	2	3	
Benefits					
EXHIBIT SPACE*					
Booth 20' x 10' area*	⚡				
Booth 15' x 10' area*		⚡	⚡		
Booth 10' x 10' area*				⚡	
Booth 8' x 10' area*					⚡
*Exact booth size to be confirmed by 3/10/17					
Extra Exhibit Day for attendees of "PULSES: A TMS Introductory Workshop" (5/18)	⚡	⚡	⚡	⚡	
EVENT RECOGNITION					
Welcome Reception Partner – Access to attendees before the conference.	⚡				
Recognition at Keynote Address	⚡				
Provide Flyers to attendees checking into hotel	⚡				
Recognition as "level" Partner in all promotional materials	⚡	⚡	⚡	⚡	
Company name included in Program (Size and placement varies with level of partnership)	⚡	⚡	⚡	⚡	⚡
EVENT REGISTRATION					
Conference Passes (\$599/Pass Value)	8	6	4	2	1
EVENT MARKETING					
Email blast to registered attendees, one time (i.e. announce training session, etc) *Must be approved by committee.	2 pre/1 post	1 pre			
Logo on all event promotional email blasts	⚡	⚡	⚡	⚡	
Inside Front or Back Cover Color Ad in Program Guide	⚡				
Full page Black and White Ad inside Program Guide		⚡	⚡		
1/2 page Black and White Ad Inside Program Guide				⚡	
EVENT ACTIVITIES					
Product Theater or Training/Demo Session (1 hr session)	3	2			
SOCIAL MEDIA					
Logo with link to company website on partner webpage	⚡	⚡	⚡	⚡	
Logo with link to be included on Facebook event page	⚡	⚡	⚡	⚡	⚡
A La Carte Partnership Opportunities	⚡	⚡	⚡	⚡	⚡

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Platinum Partnership

\$60,000 Standard

Enjoy maximum exposure. Deliver optimal brand and company awareness to our affluent group of innovative early TMS adopters. This enthusiastic group of attendees comes to the Annual CTS meeting eager to discuss the growth of TMS as a Mental Health tool. (2 Platinum partnerships available)

Exhibit Space

The engine of the conference and a lead-generating machine, our Exhibit area offers prime visibility for you to demo your product and one-on-one discussion time with TMS physicians, managers, and decision makers. Exhibit Hall Space (approx): 20' x 10' area
Includes: Two (2) tables if desired

Pre-Event Marketing

Increase your visibility with registrants and potential attendees. Your logo and a brief message on at least three (3) widely distributed pre-show marketing pieces - (2) pre-Conference, (1) post Conference. All communications must be reviewed and approved by executive committee prior to distribution.

Event Passes

Eight (8) conference passes. Our conference passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$599 each)

Onsite Visibility & Promotion - **NEW!**

Literature or invitations to sponsored events given to conference attendees who check into their hotel room at the Westin Gaslamp Hotel. Full page color advertisement in program guide. Logo on all conference materials that do not conflict with CME.

*Sessions per conference schedule and scheduled on a first come basis.

Welcome Reception

Logo placement at the Welcome Reception entrance. Your conference pass users can attend this reception for one on one time with our attendees before the conference starts.

Keynote Recognition - **NEW!**

Special recognition at Annual Meeting Opening Keynote. Your company will be mentioned and thanked during a special message from our Society President.

Social Media

Your company logo will be included on the CTS Facebook page for the event. Plus, keep your social network up to speed on your activities during the festivities with exciting content from the event.

Training Sessions / Break Out Presentations

Talk directly to attendees with up to 3 dedicated training sessions or breakout presentations during the conference.* Show off your unique innovations, show a commercial, sell your company. It's a great opportunity to educate potential customers. (Each session is 1 hr)

More Exhibit Time - **NEW! (Full 3 days)**

With an expanded conference schedule, be in front of your target audience longer! From the welcome reception, to two (2) full conference days, take advantage of expanded face time with attendees. **JUST ADDED:** Enjoy extra exhibit time with attendees of "PULSES: A TMS Introductory Workshop" (This event is on Thurs. 5/18)



Gold Partnership

\$45,000 Standard

The Gold Partnership is a premium offer available for recognition, presenting great exposure to our highly-motivated group of visionaries looking for the latest and greatest innovations. This enthusiastic group of attendees come to the CTS to discuss the state of the industry as we know it, cutting-edge technology, and more importantly, to invest in its future. (2 available)

Exhibit Space

The engine of the conference and a lead-generating machine, our exhibit area offers prime visibility for you to demo your product and one-to-one discussion time with the leaders in TMS. Exhibit Hall Space (approx): 15' x 10' area Includes two (2) tables if desired

Event Passes

Six (6) full conference passes. Our conference passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$599 each)

Onsite Visibility & Promotion - **NEW!**

Full page black and white advertisement in program guide. Logo on all conference materials that do not conflict with CME.

Social Media

Your company logo on the CTS Event Facebook page. Plus, keep your social network up to speed with exciting content from the event.

Training Sessions

Talk directly to attendees with up to 2 dedicated training sessions or breakout presentation during the conference. Show off your unique innovations, show a commercial, sell your company. We will include your company name in the program of events. (1 hr session)

More Exhibit Time - **NEW! (Full 3 days)**

With an expanded conference schedule, be in front of your target audience longer! From the welcome reception, to two (2) full conference days, take advantage of expanded face time with attendees. **JUST ADDED:** Enjoy extra exhibit time with attendees of "PULSES: A TMS Introductory Workshop" (This event is on Thurs. 5/18)

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Silver Partnership

\$35,000 Standard

The Silver Partnership is a great opportunity available at The CTS Annual Meeting. Enjoy a great mix of face time and exposure to our highly motivated group of visionaries looking for the latest and greatest innovations available, cutting-edge technology, and more importantly, to invest in its future. (2 available)

Exhibit Space

Find your customers all in one place! Our exhibit hall offers great visibility and one-to-one discussion time with TMS physicians.

Event Hall Space (approx): 15' x 10'
Includes One (1) table if desired

Event passes

Four (4) all access conference passes. Our conference passes offer full access, presentations, meals and all area access. (Pass value/\$599 each)

Recognition as a Silver partner in all promotional materials.

Onsite Visibility & Promotion

Recognition as a Silver-partner and inclusion as a Silver partner in all promotional materials.

Social Media

Your company logo on the CTS Event Facebook page. Plus, keep your social network up to speed with exciting content from the event.

More Exhibit Time - **NEW! (Full 3 days)**

With an expanded conference schedule, be in front of your target audience for more time!

JUST ADDED: Enjoy extra exhibit time with attendees of "PULSES: A TMS Introductory Workshop" (*This event is on Thurs. 5/18*)



Bronze Partnership

\$15,000 Standard

Enjoy a great mix of face time and exposure to our highly motivated group of visionaries looking for the latest and greatest innovations available. This enthusiastic group of attendees come to CTS to discuss the state of patient care, cutting-edge technology, and more importantly, to invest in its future. (4 available)

Exhibit Space

The engine of the conference and a lead-generation machine, the Exhibit Hall offers prime visibility and one-to-one discussion time with TMS providers.

Exhibit Space (approx): 10' x 10' area
Includes: One (1) table if desired

Event Pass

Two (2) conference pass. Our conference passes offer presentations, meals and all area access. (Pass value/\$599 each)

Onsite Visibility & Promotion

Recognition as a Bronze Partner and inclusion as a Bronze Partner in all promotional materials.

Social Media

Your company logo on the CTS Event Facebook page. Plus, keep your social network up to speed with exciting content from the event.

More Exhibit Time - **NEW! (Full 3 days)**

With an expanded conference schedule, be in-front of your target audience for more time!

JUST ADDED: Enjoy extra exhibit time with attendees of "PULSES: A TMS Introductory Workshop" (*This event is on Thurs. 5/18*)



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**See our added bonus "a la carte" partnership opportunities!
Take your partnership to the next level for more impact!!!!**

(A La Carte Menu on next page)



Exhibitor

\$5,000 - Standard

Economical AND effective! Gain exposure to our highly motivated group of visionaries looking for the latest and greatest innovations available. This enthusiastic group of attendees come to CTS to discuss cutting-edge technology, and more importantly, to know where it is moving for the future.

Exhibit Space

The engine of the conference and a lead-generation machine, the exhibit hall offers prime visibility and one-to-one discussion time with TMS providers:

Exhibit Space (approx): 8' x 10' area
One (1) table

Event Pass

One (1) conference pass. Our conference passes offer presentations, meals and all area access. (\$599 Value)

A La Carte Partner Opportunities**

Product Theater/Demo Session - \$15,000 - NEW!

Present your message to a large audience of clinicians. Product theaters/Demo Sessions run one (1) hour in length and are available during breakfast and lunch for maximum participation. Time slots will be assigned on a first-come basis. (1 session)

Conference Tote Bags - \$15,000* - NEW!

Company logo on conference tote bag given to each attendee and an opportunity to provide one promotional insert or item in bag.

Hotel Key Cards - \$10,000 - NEW!

Logo on hotel key cards given to attendees staying at the Westin Gaslamp Hotel. Must meet graphic/logo deadline.

Welcome Reception Partner - \$10,000**

Attendees will be checking into the conference at the opening welcome reception on Thursday, May 18th, 2017. Be a partner in greeting our attendees. This gathering will set the tone for the conference with good conversation, information, and your partnership will be recognized as one of the hosts for the evening.

**Pharmaceutical and device companies are restricted from sponsoring these items.*

Advertising Rates

Program Guide:

Program guide given to each attendee.
Color Inside Front or Back Cover \$2,000
Black and White Full Page \$1,325
Black and White Half Page \$750

Onsite Visibility & Promotion

Recognition as an exhibitor in all promotional materials.

Social Media

Your company logo on the CTS Event Facebook page. Plus, keep your social network up to speed with exciting content from the event.

More Exhibit Time - NEW! (Full 3 days)

With an expanded conference schedule, be in front of your target audience for more time!

Conference Name Badges - \$10,000** - NEW!

Logo on all attendee name badge lanyards, which are worn by all attendees during the conference.

Poster Session & Reception - \$7,500*

The Poster Session Cocktail Reception has always been a highlight of the CTS Annual Meeting. In addition to the social aspect, poster submitters and attendees mingle and discuss the year of developments, studies, and new technology. This reception is immediately followed by keynote presentation and dinner.

Hotel Check-In Flyer Drops - \$7,500 - NEW!

Literature or invitations to sponsored events given to conference attendees when they check into their hotel room at the Westin Gaslamp.

AM/PM Snack Break Partner - \$2,500 - NEW!

Partner with CTS during the AM and PM Snack Break sessions on Friday or Saturday. All attendees will be present at these breaks. Reinforce your identity with your logo presented in prominent display on the food and beverage tables.

**A partnership and/or exhibitor package must be purchased in order to purchase an A La Carte Partner Package. Also A La Carte items are limited and will be offered to our partners first.

Conference Bag Inserts:

Provide promotional flyer for insertions in attendee bags \$750

Thank you to all of our wonderful Partners and Exhibitors! ~ Without you, this event would not be possible!

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info@clinicaltmsociety.org

Partner/Exhibitor Contract

Standard Pricing (2/11/17 - 5/18/16)

- Platinum - \$60,000
- Gold - \$45,000
- Silver - \$35,000
- Bronze - \$15,000
- Exhibitor - \$5,000
- A La Carte Item _____
- Advertisement: \$3,000-\$1,500 - \$1,000
- Conference Bag Insert \$1,000

Sign up online at clinicaltmssociety.org/AM2017 or complete the form and email it to info@clinicaltmssociety.org or fax: 559-227-1463

Company/Division Name (exactly as it should appear in all CTS 2017 promotional materials)

Website URL

Primary Contact Name

Title

Phone

Cell

Fax

Email

Address

Address 2

City

State

Postal/ZIP Code

Country

Questions: 845-392-3238

Please mail this form, signed agreement and payment to:

4747 N. First St., Suite 140, Fresno, CA 93726

Partner/Exhibitor Agreement

Exhibit Space Allocation

Exhibit space will be assigned by The CTS according to exhibitor level on a first-come, first-serve basis.

Exhibit Information

- Exhibit staff must be employees of the exhibitor company, or directly hired by the exhibitor as company representatives for this event.
- Exhibitors must comply with conference and location management rules and regulations.
- Amplified sound systems will not be permitted.
- Animals will not be allowed in the exhibit area.
- Each exhibitor is responsible to the service contractor and/or facility.
- Arrangements and payment for any A/V or electrical needs of exhibitor to be handled directly with hotel.

Terms and Conditions

1. Exhibitor/partnership fees: 100% of the exhibitor fees (and any additional partnership fees) are due and payable in full no later than **April 1, 2017** for inclusion in printed materials. All Exhibitor and/or partnership fees paid are non-refundable without exception. If the Exhibitor fails to make any payment described in this Agreement on or before the due date, the Exhibitor's right to participate may be cancelled without further notice and without refund of monies paid. In the event of cancellation by the exhibitor on or after the date of execution of contract, the exhibitor will be obligated for 100% of the contracted fees, plus any legal fees (including attorney's fees) resulting from collection efforts.

2. Exhibit hours: The CTS will establish exhibition hours and reserves the right to make schedule changes, as it deems appropriate. Exhibition hours will be determined based on the conference program schedule.

3. Installation and dismantling: Exhibit space is assigned by exhibitor level on a first-come, first-served basis. The Exhibitor expressly agrees that in the event that the Exhibitor fails to install products in its assigned space or fails to remit payment for required space rental at times specified, The CTS shall have the right to take possession of said space and lease same to parties and upon such terms and conditions it may deem proper. In addition, the Exhibitor may not dismantle the display until the exhibition is finally closed to the public, at the date and time so indicated by The CTS.

4. Use of exhibition space: The Exhibitor shall not assign to a third party its rights to the exhibition space or any portion thereof without the prior written consent of The CTS, which The CTS may grant or withhold at its sole discretion. Any firm or organization that is not assigned exhibit space will not be permitted to solicit business within the exhibit area.

5. Indemnity and limitation of liability: The CTS, nor any of their contractors or affiliated organizations, their officers, agents, employees, facilities, other representatives, or assigns shall be held liable for, and they are hereby released from, any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the exhibition facility or intermediate staging facilities (including any damage, loss, harm, or injury in connection with the Conference, exhibits, or staging), accident, or any other cause, except to the extent caused by the negligent acts or omissions of The CTS, or any of its or their employees or contractors. The Exhibitor shall indemnify, defend, and protect The CTS and hold The CTS harmless from any and all claims, demands, suits, liability damages, losses, costs, attorneys' fees, and expenses that might result or arise due to negligence on the part of the Exhibitor, its officers, agents, employees, or representatives. The CTS and the Hotel shall not be responsible for the security of Exhibitor's equipment or its proprietary software or hardware information. This limitation of liability applies to equipment for use in the exhibit area, general session, conference sessions, and any other conference rooms or facilities. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

Questions: 845-392-3238

Please mail this form, signed agreement and payment to:

4747 N. First St., Suite 140, Fresno, CA 93726

Partner/Exhibitor Agreement

6. Observance of laws: Exhibitors shall abide by and observe all laws, rules and regulations, and ordinances of any applicable government authority and all rules of the Venue.

7. Cancellation or termination by The CTS: Cancellation or termination by The CTS: If, because of war, fire, strike, hotel construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, the Conference or any part thereof is prevented from being held or is canceled by The CTS, or the space becomes unavailable, The CTS in its sole discretion shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate display fees received that remains after deducting expenses incurred by The CTS and reasonable compensation to The CTS. In no case shall the amount of the refund to the Exhibitor exceed the amount of the fee paid. The CTS reserves the right to change or cancel any portion of the exhibit schedule, as it deems necessary and appropriate. All changes and/or cancellations will be communicated to Exhibitors in writing.

8. Governing law: All terms and conditions in this Agreement are subject to and governed by the laws of the state of California. Any legal action arising under this Agreement will be brought exclusively in the federal or state courts located in the Northern District of California and Exhibitor and the CTS consent to personal jurisdiction and venue in such courts.

9. Meetings and entertainment: All activities marketed to attendees of the Conference must be coordinated and approved by The CTS. No educational, social, hospitality, or other type of meeting or event may be held during any session or activity appearing on the schedule of events. Any other social functions must be scheduled at a time or place where they will not interfere with any activities scheduled by The CTS or with the Conference itself.

10. Exhibitor conduct: All Exhibitor company staff members must conduct themselves in a professional manner according to The CTS and hotel guidelines. Acceptable conduct would include but not be limited to the following:

Exhibitor Company representatives should conduct all marketing and demo activity via emphasis on positive aspects of their own products and services and should refrain from making negative statements about other Exhibitors and partners, or about their products and services.

All show floor staff should be attired in a manner consistent for the event.

No exhibit space should be left unattended during show hours - i.e. all show floor staff should be present in each company area during all hours that the show floor is open to attendees.

No off-hour booth presentations shall be allowed unless first coordinated with the show management. Employees of exhibiting and partnering companies are prohibited from advertising competitive events.

This contract has been read and is APPROVED BY:

Authorized Signature

Date

Title

Email

Questions: 845-392-3238

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