

CLINICAL  
**TMS**  
SOCIETY

**LONDON**

12<sup>th</sup> Annual Meeting  
13-15 June 2024



**PROSPECTUS**  
Exhibit · Sponsor · Advertise



## Be a Part of the 12<sup>th</sup> Annual Meeting

Greetings:

We are pleased to present this Prospectus for the 2024 annual scientific and educational meeting of the Clinical TMS Society. The annual meeting is the highlight of the year to those of us in the TMS community. Our society has passed 1,000 members and we are increasing our membership across the globe.

**We invite you to partner with us in London, UK, June 13-15, 2024.**

Partnership and exhibitor opportunities are now available! As we have done in the past, we are limiting our sponsorships, so we do hope you will commit early. Opportunities listed in this prospectus are available on a first come, first served basis. Your partnership with our society is vital for us to promote the mission of the organization and to help defray some of the costs of the meeting so that we can keep attendance high.

The 2023 meeting saw attendance grow to over 600 participants from over twenty different countries as the influence of the society has spread. The 2024 Clinical TMS Society annual meeting provides a unique opportunity for partners and exhibitors to network with our growing international membership of TMS providers and researchers.

Our popular PULSES course, a two-day training program for new TMS prescribers and technicians, which includes hands-on training with sponsor devices will once again precede our Annual Meeting. As we visit the birthplace of TMS, we hope to make this meeting extra special. In addition to some fun activities, we will still include two information-packed days complete with displays, networking, discussions, demonstrations, and keynotes with industry leaders. We will also hold a traditional poster session and may also include an online poster session with CME.

The annual meeting is a valuable time for you to interact face-to-face with your customers. Being mindful of how popular the exhibit hall always is, the schedule will allow plenty of time for attendees to visit and learn. This event is ideal to showcase your product to the pioneers of the neuromodulation field.

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

We are excited for you to be a part of the experience with us and look forward to seeing you in London.

Regards,

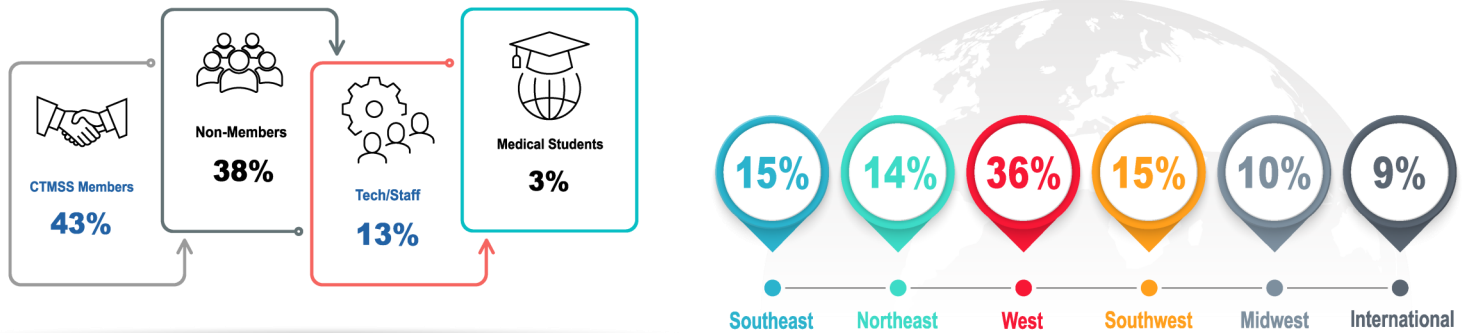
*Rebecca Allen, MD, MPH*

Rebecca Allen, MD, MPH  
CTMSS President



# Maximize Your Exposure

Showcase your company, products and services to a national and international audience of 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 world, representing over 25 countries.



## TMS Prescribers • Support Staff • Decision Makers

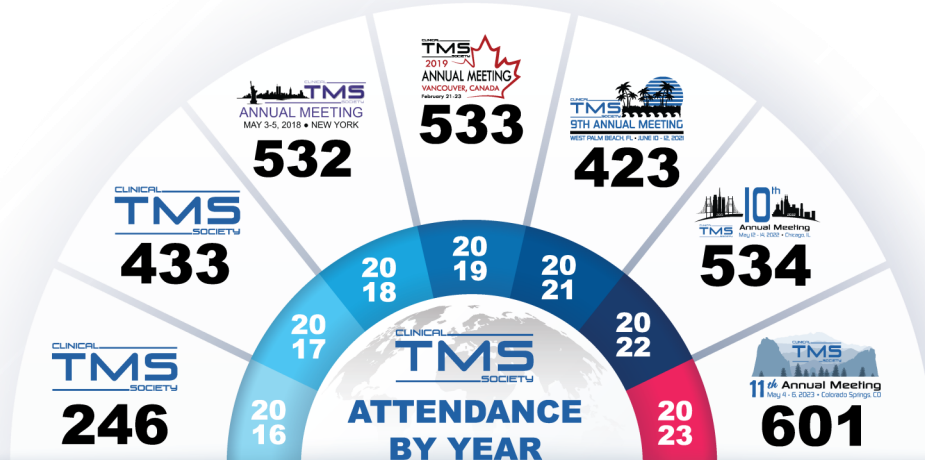
As a partner you will have the unique opportunity to showcase your products and services, extend your brand identity, and create a strong, visible presence among leading TMS providers. Certain sponsorship levels will also allow you to conduct a demo, talk, or training session for your product so please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

## Clinical TMS Society supports your investment in a number of ways to help you build and maintain relationships.

- ⇒ Timely and relevant educational programming attracts a worldwide audience of psychiatrists, technicians and mental health practitioners.
- ⇒ 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.
- ⇒ Annual meeting website listing with link to your company's website.
- ⇒ Morning and afternoon refreshment breaks which allows discussion with attendees.

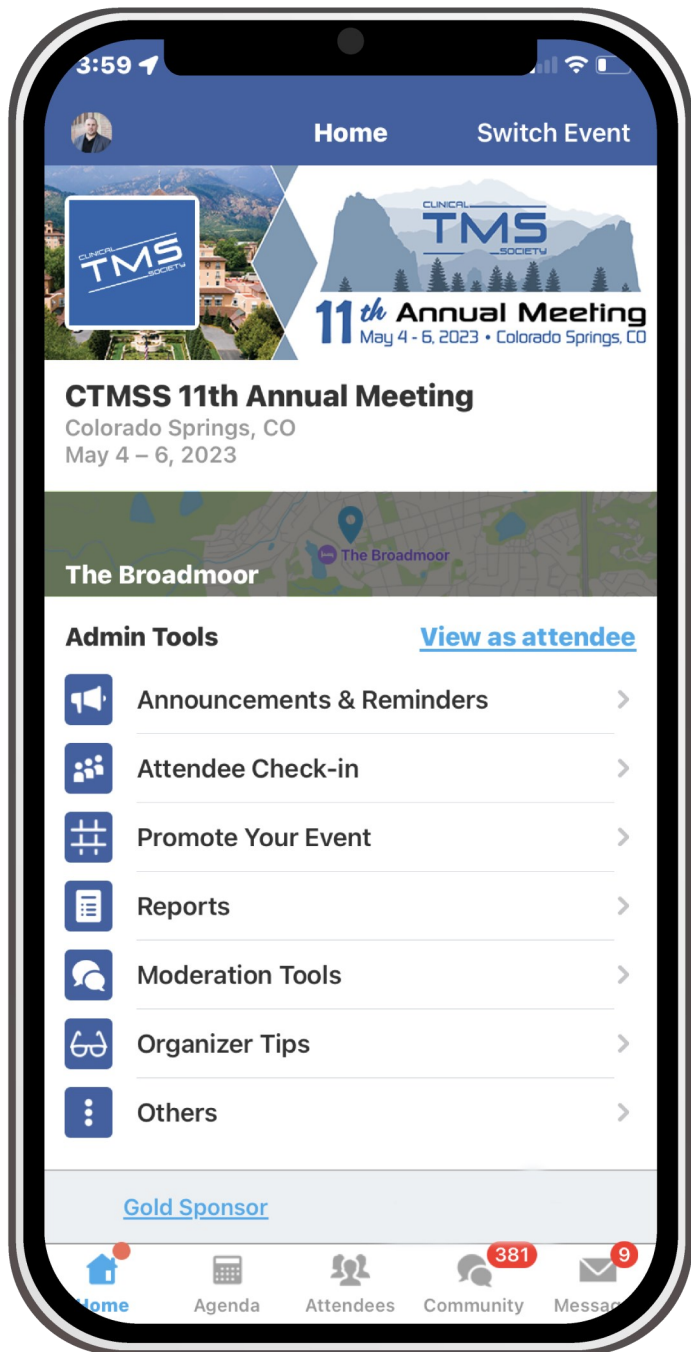
For more information regarding Partnership and Exhibiting Opportunities, contact:

**Kelsey Ostrow** | +1 (845) 392-3238 ext. 21 | [info@clinicaltmsociety.org](mailto:info@clinicaltmsociety.org)



# Maximize Your Exposure with the Annual Meeting App!

The Clinical TMS Society offers numerous opportunities for your company to stand out and gain exposure. Take advantage and maximize your exposure through the Annual Meeting App. Our App allows sponsors to control their own involvement by customizing their page with rolling banner positioning, a logo's sponsor page, video space, PDF downloads, full contact information, showcase scheduling and chat/lead features. We will be using the Whova App again at the 2024 Annual Meeting after the great response we received from our attendees and partners in 2023.




## 2023 App Statistics

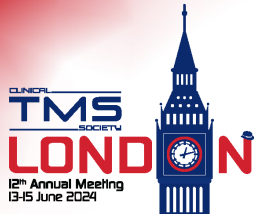
<p><b>Total Downloads</b></p> <p><b>483</b></p> <p>attendees downloaded the 2023 Annual Meeting App.</p>	<p><b>Overall Download Rate</b></p> <p><b>80%</b></p> <p><i>Attendee download rate for Whova Events—71%</i></p>
<p><b>Speakers Download Rate</b></p> <p><b>91%</b></p>	<p><b>Attendees Loved Our App</b></p> <p><b>79%</b></p>
<p><b>Sponsor Impressions</b></p> <p><b>120,228</b></p>	<p><b>Profile Views in App</b></p> <p><b>2,506</b></p>
<p><b>Announcement Open Rate</b></p> <p><b>77%</b></p>	<p><b>Survey Responses Received</b></p>

# Partner & Exhibitor Benefits

Pricing/Level	Platinum	Gold	Silver	Exhibitor
Early Bird Pricing ( <i>ENDS 1/15/2024</i> )	\$55,000	\$35,000	\$13,500	\$6,500
Standard Pricing ( <i>1/16/2024 to 5/13/2024</i> )	\$60,000	\$40,000	\$16,000	\$8,000
Quantity Available	2	2	∞	∞
EXHIBIT SPACE				
Booth 9m x 9m area* approximates 81 square meters or 900 square feet	X			
Booth 6m x 9m area* approximates 54 square meters or 600 square feet		X		
Booth 3m x 6m area* approximates 18 square meters or 200 square feet			X	
Booth 3m x 3m area* approximates 9 square meters or 100 square feet				X
<b>One (1) Extended Exhibit Day for attendees of “PULSES Workshop” Thursday, June 13, 2024</b>	X	X	X	
EVENT RECOGNITION				
Recognition at Keynote Address	X			
Provide Annual Meeting Bag Inserts to attendees	X			
Recognition as “level” Partner in all promotional materials	X	X	X	
Company name included in Program <i>(Size and placement varies with level of partnership)</i>	X	X	X	X
EVENT REGISTRATION				
Full Meeting Passes (\$950/Pass Value) <i>A full meeting pass is required to work an exhibit booth. Meeting Passes are non-transferable.</i> <i>**Discounted meeting pass for \$499 per additional attendee</i>	12	6	4	2

# Partner & Exhibitor Benefits Cont.

Level	Platinum	Gold	Silver	Exhibitor
<b>EVENT MARKETING</b>				
Email blast to registered attendees (i.e. announce training session, etc) <i>*Must be approved by committee.</i>	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				
1/4 page Black and White Ad Inside Program Guide				
Logo, website link and description in Whova App <i>visible for 3 months after the meeting</i>				
Banner Ad in Whova App <i>visible for 3 months after the meeting</i>				
<b>EVENT ACTIVITIES</b>				
Product Theater or Training/Demo Session (1 hr. session) <i>*Note: Multiple product theater sessions may be presenting at the same time.</i>	2	1		
<b>SOCIAL MEDIA</b>				
Logo with link to company website on partner webpage				
<b>OTHER OPPORTUNITIES</b>				
<b>A La Carte Partnership Opportunities</b>				



# Platinum Partnership

(2 Platinum Partnerships Available)

\$55,000 Early-Bird (Ends January 15, 2024)

\$60,000 Standard (January 16 - May 13, 2024)

Enjoy maximum exposure. Deliver optimal brand and company awareness to our group of innovative early TMS adopters. This enthusiastic group of attendees comes to the Annual CTMSS meeting eager to discuss the growth of TMS as a mental health tool.

## Exhibit Space

The engine of the annual meeting 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:** 9m x 9m area approximates 81 square meters / 900 square feet. Includes: Two (2) tables if desired

## Pre & Post 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 piece—(2) pre-meeting, (1) post meeting. *All communications must be reviewed and approved by Annual Meeting Committee prior to distribution.*

## Event Passes

Twelve (12) meeting passes. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each) *A full meeting pass is required to work an exhibit booth. Meeting passes are non-transferable.*

## Discounted Event Passes

Discounted meeting pass for additional attendees over the twelve (12) passes provided are available for \$499 each. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Value/\$950 each)

## Onsite Visibility & Promotion

Literature or invitations to sponsored events will be inserted into meeting bags for attendees and hand out during meeting check-in. Full page color advertisement in program guide. Logo on all meeting materials that do not conflict with CME.

## Keynote Recognition

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 CTMSS partner webpage and 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.

## Product Theater

Talk directly to attendees with up to two 2 dedicated product theater times with the opportunity to offer a breakfast or lunch.\* Show off your unique innovations, present your latest research data, sell your company. It's a great opportunity to educate potential customers. *\*The session is one (1) hour. Session scheduled on a first come basis. Note: We will attempt to avoid any overlap in sessions*

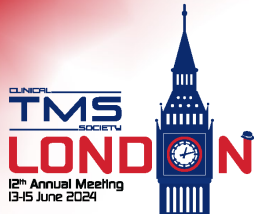
## Extended Exhibit Time (Device Companies Only)

With an expanded meeting schedule, be in front of your target audience longer! In addition to two (2) full meeting days, take advantage of expanded face time with attendees. Enjoy one (1) extended exhibit day with attendees of "PULSES: A Comprehensive Review of Transcranial Magnetic Stimulation for Psychiatric Conditions". Hands-on training will take place on June 13, 2024.

## Exposure in Event App

Maximize your exposure with logo, company website link and description through the Whova App. You will receive both a sponsor AND exhibitor page. This will allow you to increase your exposure by displaying banner ads, logos, and information, as well as set up a virtual exhibitor booth to showcase products, provide giveaways/coupon codes, and generate leads via the App.





# Gold Partnership

(2 Gold Partnerships Available)

\$35,000 Early-Bird (Ends January 15, 2024)

\$40,000 Standard (January 16 - May 13, 2024)

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 comes to the Annual CTMSS meeting eager to discuss the growth of TMS as a mental health tool.

## Exhibit Space

The engine of the annual meeting 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:** 6m x 9m area approximates 54 square meters / 600 square feet. Includes: Two (2) tables if desired

## Pre & Post Event Marketing

Increase your visibility with registrants and potential attendees. Your logo and a brief message on one (1) widely distributed pre-show marketing piece—(1) pre-meeting. *All communications must be reviewed and approved by executive committee prior to distribution.*

## Event Passes

Six (6) meeting passes. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each) *A full meeting pass is required to work an exhibit booth. Meeting passes are non-transferable.*

## Discounted Event Passes

Discounted meeting pass for additional attendees over the six (6) passes provided are available for \$499 each. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each)

## Onsite Visibility & Promotion

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

## Social Media

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

## Product Theater

Talk directly to attendees with up to 1 dedicated product theater time with the opportunity to offer a breakfast or lunch. \* Show off your unique innovations, present your latest research data, sell your company. It's a great opportunity to educate potential customers. *\*The session is one (1) hour. Session scheduled on a first come basis. Note: We will attempt to avoid any overlap in sessions*

## Extended Exhibit Time (Device Companies Only)

With an expanded meeting schedule, be in front of your target audience longer! In addition to two (2) full meeting days, take advantage of expanded face time with attendees. Enjoy one (1) extended exhibit day with attendees of "PULSES: A Comprehensive Review of Transcranial Magnetic Stimulation for Psychiatric Conditions". Hands-on training will take place on June 13, 2024.



## Exposure in Event App

Maximize your exposure with logo, company website link and description through the Whova App. You will receive both a sponsor AND exhibitor page. This will allow you to increase your exposure by displaying banner ads, logos, and information, as well as set up a virtual exhibitor booth to showcase products, provide giveaways/coupon codes, and generate leads via the App.





# Silver Partnership

**\$13,500 Early-Bird (Ends January 15, 2024)**

**\$16,000 Standard (January 16 - May 13, 2024)**

The Silver Partnership is a great opportunity available at The CTMSS Annual Meeting. This enthusiastic group of attendees comes to the Annual CTMSS meeting eager to discuss the growth of TMS as a mental health tool.

### Exhibit Space

The engine of the annual meeting and a lead-generation machine, the Exhibit Hall offers prime visibility and one-to-one discussion time with TMS providers. **Exhibit Hall Space (approx.):** 3m x 6m area approximates 18 square meters / 200 square feet. Includes: One (1) tables if desired

### Event Passes

Four (4) meeting passes. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each) *A full meeting pass is required to work an exhibit booth. Meeting passes are non-transferable.*

### Discounted Event Passes

Discounted meeting pass for additional attendees over the four (4) passes provided are available for \$499 each. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Value/\$950 each)

### Onsite Visibility & Promotion

Full page black and white advertisement in program guide. Recognition as a Silver-partner and inclusion as a Silver partner in all promotional materials.

### Social Media

Your company logo will be included on the CTMSS partner webpage and 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.

### Extended Exhibit Time (Device Companies Only)

With an expanded meeting schedule, be in front of your target audience longer! In addition to two (2) full meeting days, take advantage of expanded face time with attendees. Enjoy one (1) extended exhibit day with attendees of "PULSES: A Comprehensive Review of Transcranial Magnetic Stimulation for Psychiatric Conditions". Hands-on training will take place on June 13, 2024.



### Exposure in Event App

Maximize your exposure with logo, company website link and description through the Whova App. You will receive both a sponsor AND exhibitor page. This will allow you to increase your exposure by displaying banner ads, logos, and information, as well as set up a virtual exhibitor booth to showcase products, provide giveaways/coupon codes, and generate leads via the App.



# Exhibitor Opportunity

**\$6,500 Early-Bird (Ends January 15, 2024)**

**\$8,000 Standard (January 16 - May 13, 2024)**

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 comes to the Annual CTMSS meeting eager to discuss the growth of TMS as a mental health tool.

## Exhibit Space

The engine of the annual meeting and a lead generation machine, the exhibit hall offers prime visibility and one-to-one discussion time with TMS providers: Exhibit Hall Space (approx.): *3m x 3m area approximates 9 square meters / 100 square feet.*

## Event Pass

Two (2) meeting passes. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each) *A full meeting pass is required to work an exhibit booth. Meeting passes are non-transferable.*

## Discounted Event Passes

Discounted meeting passes for additional attendees over the two (2) passes provided are available for \$499 each. Our meeting passes offer premier access, entertainment, presentations, meals and all area access. (Pass value/\$950 each)

## Onsite Visibility & Promotion

One fourth black and white advertisement in program guide. Recognition as an exhibitor in all promotional materials.

## Social Media

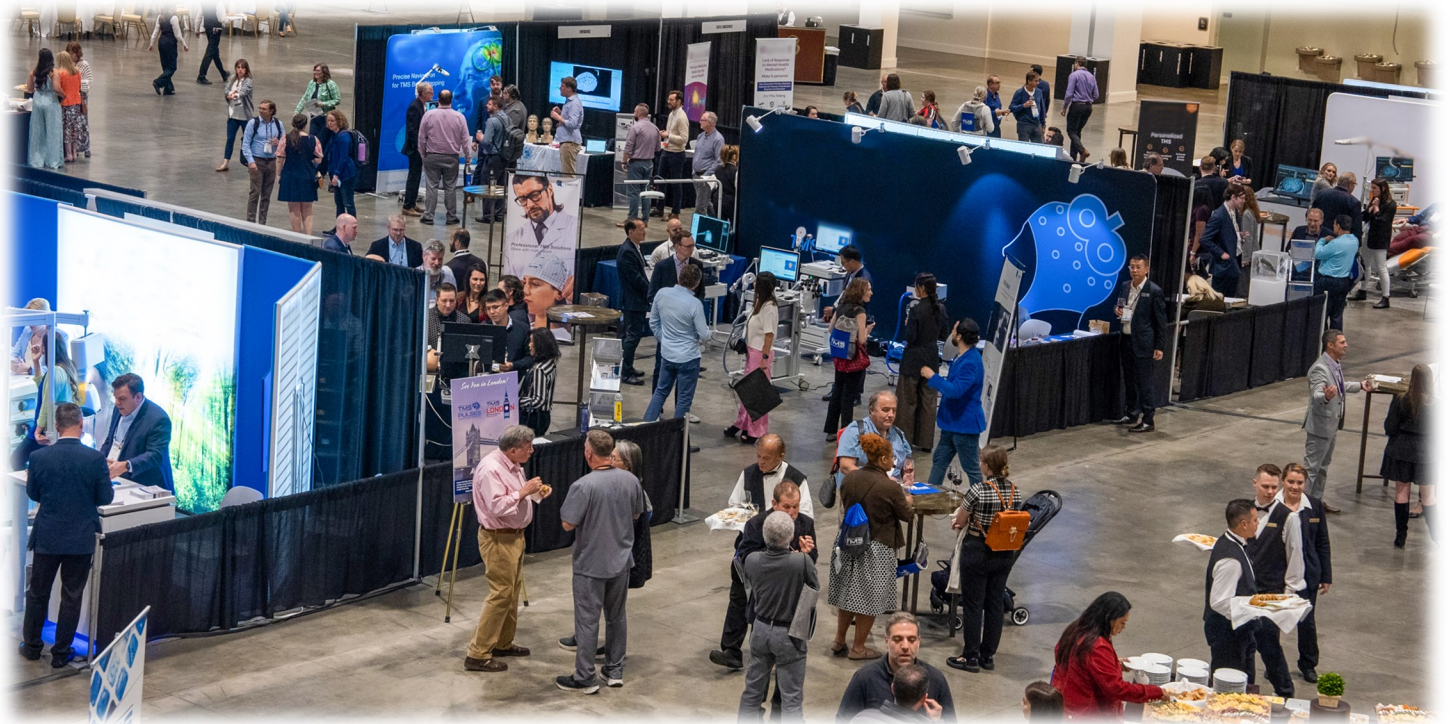
Your company logo on the CTMSS Event Facebook page. Plus, keep your social network up to speed with exciting content from the event.

## Exhibit Time

Be in front of your target audience longer! In addition to two (2) full meeting days, take advantage of expanded face time with attendees.

## Exposure in Event App

Maximize your exposure with logo, company website link and description through the Whova App, You will receive an exhibitor page. This will allow you to increase your exposure by displaying a logo's banner, logos, and product information.



# A La Carte Branding Opportunities

## Additional 9.29 sq m (100 sq. ft. ) Exhibiting Space - \$8,000

Need a little extra space added to your exhibitor area? You can add 9.29 sq m / 100 sq ft of space to your existing booth space.

## Sponsor Information Session - \$5,000

The Sponsor Informational Session offers sponsors a 15-minute block during event breaks to showcase their products or services in a separate space. This will give sponsors valuable exposure and the opportunity to engage with a targeted audience, leaving a lasting impression and generating leads.

## Bag Inserts - \$2,000

Place a custom insert stuffed into the attendee bags, which are distributed to registered attendees as they check-in at CTMSS 12th Annual Meeting. Materials can be up to 8.5"x11" in size and double-sided. Materials must be created and shipped by the partner. Clinical TMS Society will manage on-site logistics.

## Advertise in the 12th Annual Meeting Program

Place your advertisement in the CTMSS 12th Annual Meeting Program provided to all 12th Annual Meeting attendees in their annual meeting bag.

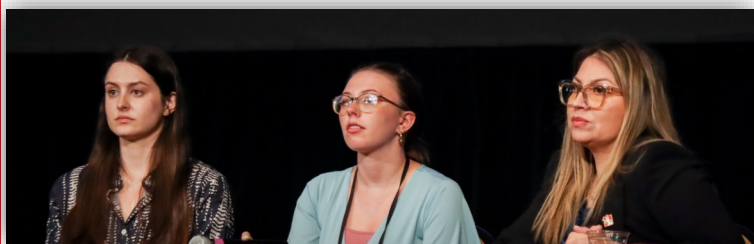
### Advertisements

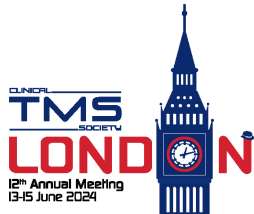
### Price

Full Page Ad (Black & White)	\$1,800
Half Page Ad (Black & White)	\$1,250
Quarter Page Ad (Black & White)	\$750

## Lead Retrieval—\$500

Capture and collect lead gathering, contact information, collect valuable data for future follow-up and networking purposes, maximizing the impact of your company's presence at the CTMSS 12th Annual Meeting.





### Partner & Exhibitor Opportunities

Type	Early-Bird Pricing (Ends 01/15/24)	Standard Pricing (01/16/24 - 05/13/24)
<input type="checkbox"/> Platinum Partnership	\$55,000	\$60,000
<input type="checkbox"/> Gold Partnership	\$35,000	\$40,000
<input type="checkbox"/> Silver Partnership	\$13,500	\$16,000
<input type="checkbox"/> Exhibitor	\$6,500	\$8,000

### A La Carte Opportunities

<input type="checkbox"/> Additional 9 sq. m Exhibiting Space	\$8,000
<input type="checkbox"/> Sponsor Information Session	\$5,000
<input type="checkbox"/> Bag Inserts	\$2,000
<input type="checkbox"/> Full Page Ad (Black & White)	\$1,800
<input type="checkbox"/> Half Page Ad (Black & White)	\$1,250
<input type="checkbox"/> Quarter Page Ad (Black & White)	\$750
<input type="checkbox"/> Lead Retrieval	\$500

#### IMPORTANT NOTE ABOUT SCAMMERS

Scammers may call or email CTMSS Annual Meeting attendees, faculty, and exhibitors claiming to represent the Clinical TMS Society or Annual Meeting vendors, and encourage participants to book rooms using fake promotion companies like "Exhibitors Housing Services" or "Convention Hotel Services." They may know a lot about the meeting and may even alter the caller ID to make it look like CTMSS is calling. Those targeted by these scammers are told housing is filling up or almost sold out and rooms should be booked with them immediately. Neither Clinical TMS Society or our host hotels will ever call you to solicit hotel reservations. Any legitimate message to attendees will direct you to the annual meeting's Hotel Information page, where participants will use secure links to our approved hotel blocks. Please note that rooms booked through any other source are at your own risk.

If you receive emails or calls regarding discounted hotel accommodations for CTMSS Annual Meeting, please disregard these offers and forward the information to [info@clinicaltmsociety.org](mailto:info@clinicaltmsociety.org) so we can investigate and help prevent further solicitations.

Sign up online at [clinicaltmsociety.org/AM2024](https://clinicaltmsociety.org/AM2024) or complete this form.

Please send this form, signed agreement and mail payment to:

(M) 4747 N. First St Suite 140, Fresno CA 93726

(E) [info@clinicaltmsociety.org](mailto:info@clinicaltmsociety.org)

# 2024 Partner / Exhibitor Application & Contract

## Partner/Exhibitor Information

COMPANY NAME

PARENT COMPANY

COMPANY MAILING ADDRESS

CITY/STATE

ZIP

COUNTRY

CONTACT NAME

TITLE

CONTACT PHONE

CONTACT EMAIL

SIGNATURE OF AUTHORIZED REPRESENTATIVE

**Payment Information:** *Payment is required to secure Partner, Exhibitor, A La Carte, or Branding Opportunities.*

CHECK

CREDIT CARD

BILLING NAME

CREDIT CARD NUMBER

EXPIRATION DATE

SECURITY CODE

BILLING ADDRESS

CITY

STATE

ZIP

COUNTRY

TOTAL AMOUNT: \$ \_\_\_\_\_

# Partner/Exhibitor Rules, Regulations & Agreement

## Partnership/Exhibitor Opportunities

Partnership and Exhibitor opportunities will be on a first-come, first-serve basis and will not be secured until payment is received.

## Exhibit Space Allocation

Exhibit space will be assigned by CTMSS according to exhibitor level on a first-come, first-serve basis. All personnel staffing your exhibit must be familiar with CTMSS Rules and Regulations prior to the opening of the exhibits. Each booth representative attending will be required to sign an agreement prior to attending the 2024 Annual Meeting.

## Exhibit Information

1. Exhibitors must comply with meeting and location management rules and regulations.
2. Amplified sound systems will not be permitted.
3. Animals will not be allowed in the exhibit area.
4. Each exhibitor is responsible to the service contractor and/or facility.
5. Arrangements and payment for any A/V or electrical needs of exhibitor to be handled directly with hotel.
6. Each exhibit is allotted X number of booth representatives based on the level of commitment by the company. Additional booth representatives are \$499 per person.
7. Booth representatives must be employees of the exhibitor company, or directly hired by the exhibitor as company representatives for this event.
8. Substitutions, changes, and cancellations requests for booth representatives are to be emailed over to [info@clinicaltmsociety.org](mailto:info@clinicaltmsociety.org) by Tuesday, May 28, 2024. All changes or substitutions done onsite will incur a \$50 processing fee.

## Eligibility for Exhibiting

The exhibits are an integral part of the CTMSS Annual Meeting. CTMSS in its sole discretion may reject any application and prohibit any exhibit or part of an exhibit for any reason and may cancel, or refuse rental of display space to any person or company whose conduct or display of goods is, in the sole opinion of CTMSS, incompatible with the general character and educational objectives of the meeting and the policies of the CTMSS. **Active selling and product distribution are not permitted, with the exception of books and publications.**

## Control

CTMSS shall at all times maintain full control over the planning, content, quality, implementation and all other aspects of the Annual Meeting. Other than the exhibit space, which must be used in accordance with these Annual Meeting Rules and Regulations, nothing shall give exhibitor any right to control content or any other aspect of the Annual Meeting. Neither the acceptance of a registration nor the existence of an exhibit at the Annual Meeting shall imply an endorsement by CTMSS of the exhibitor. CTMSS shall not be liable to any third party in any way for the acts or omissions of the exhibitor.

## Contract for Space

The completion of the PDF form or online reservation for exhibit space and full payment is required to reserve the exhibit space.

## 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 Monday, May 13, 2024 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:** CTMSS will establish exhibition hours and reserves the right to make schedule changes, as it deems appropriate. Exhibition hours will be determined based on the meeting program schedule.

3. **Installation and Dismantling:** Exhibit space are 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, CTMSS 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 CTMSS.
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 CTMSS, which CTMSS 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. **Reassignments:** Exhibit space not occupied at the opening of the exhibition may be reassigned by CTMSS to another exhibitor without refund of the partnership/exhibitor fees.
6. **Repair or Damages:** Nothing will be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, ceiling, furniture or other property of the Hotel and/or Convention Center. The cost of repairing damage inflicted by the exhibitor, its employees, representatives or agents to the Hotel and/or Convention Center will be billed to and paid for by the exhibitor.
7. **Indemnity and Limitation of Liability:** CTMSS, 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 Meeting, exhibits, or staging), accident, or any other cause, except to the extent caused by the negligent acts or omissions of CTMSS, or any of its or their employees or contractors. The Exhibitor shall indemnify, defend, and protect CTMSS and hold CTMSS, 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. CTMSS 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, meeting sessions, and any other meeting rooms or facilities. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.
8. **Exhibitor Signage Requirements:** All 1) Medical devices of any type, including those designed for the treatment of pain AND 2) Pharmaceutical exhibitors are required to display signage disclosing whether or not they are FDA registered in Clinical TMS Society (CTMSS) Annual Meeting Exhibit Hall. Exhibitors who fail to have required signage will forfeit their right to exhibit at the event. The CTMSS shall have the right to ask exhibitors to take-down their booth and exit the meeting premises.
9. **Anti-Discrimination Policy:** Any company that wishes to conduct recruitment efforts in CTMSS exhibit areas must agree that its policy is not to discriminate in recruitment or employment based on gender, race, religion, sexual orientation, or physical or mental disability. Registration for exhibit space evidences that the exhibitor agrees to this policy.
10. **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. The exhibitor shall not engage in any display, publication, performance or other activity which conflicts with any federal, state or local law, regulation, rule or ordinance. Nor shall the exhibitor, or its representatives or employees, engage in any lewd display, publication or performance. Exhibitors will not display or bring into the exhibit any animal, bird or other nonhuman creature without written permission of CTMSS.
11. **Cancellation or Termination by CTMSS:** If, because of war, fire, strike, hotel construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, the Meeting or any part thereof is prevented from being held or is canceled by CTMSS, or the space becomes unavailable, CTMSS in its sole discretion shall determine and refund to the Exhibitor its proportionate share of the

# Partner/Exhibitor Rules, Regulations & Agreement

balance of the aggregate display fees received that remains after deducting expenses incurred by CTMSS and reasonable compensation to CTMSS. In no case shall the amount of the refund to the Exhibitor exceed the amount of the fee paid. CTMSS 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.

12. **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 CTMSS consent to personal jurisdiction and venue in such courts.
13. **Meetings and Entertainment:** All activities marketed to attendees of the Meeting must be coordinated and approved by CTMSS. 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 CTMSS or with the Meeting itself.
14. **Unofficial Activities:** CTMSS restricts certain time periods during the meeting so that unofficial activities do not compete with official events, such as business meetings and peak educational programming times. In accordance with CTMSS policy, unofficial activities may NOT be held during the restricted times listed below. If space in CTMSS venues is requested, it must be accompanied by a full description of the activity for consideration and approval.
  - Wednesday, June 12, 2024 | 5:00 am – 11:59pm
  - Thursday, June 13, 2024 | 5:00 am – 11:59pm
  - Friday, June 14, 2024 | 5:00 am – 11:59pm
  - Saturday, June 15, 2024 | 5:00 am – 11:59pm
15. **Americans with Disabilities Act:** Exhibits must be accessible to the handicapped as specified in the Americans with Disabilities Act.
16. **Fire Safety Regulations:** Exhibitors must comply with all local fire regulations. Booth decorations must be flameproof, and all hangings must clear the floor. Electrical wiring must conform with all federal, state and municipal government requirements and to the National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, CTMSS reserves the right to cancel all or such part of the exhibit as may be in violation.
17. **Exhibitor and Booth Conduct:** All Exhibitor company staff members must conduct themselves in a professional manner according to CTMSS 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 Exhibitors must confine all promotional activities to their booth. Solicitation of registrants in the aisle by company personnel is prohibited.
  - All show floor staff should be attired in a manner consistent for the event.
  - All Exhibitor Company representatives are to interact respectfully and thoughtfully with each other and meeting attendees in the exhibit hall and social settings.
  - All Exhibitor Company Representatives are to respect the rights of other partners to conduct business during exhibit hours without interference or improper intervention.
  - 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.

- Giveaway contests and raffles, when used as a promotion to attract attendance at your booth, are permitted on the exhibit floor. Public address announcements of winners on the exhibit floor are not permitted.
  - Distribution of product/service literature may be made only within the booth space assigned to the exhibitor. Exhibitors are permitted to distribute descriptive product literature and products of their own manufacture, provided such distribution is in keeping with the educational and professional character of the Annual Meeting. CTMSS prohibits the distribution (either free or for sale) of educational enduring materials onsite that award CME credit.
  - Videotaping and photographing by exhibitors within the Exhibit Hall is restricted to individual booth space. Exhibitors are not permitted to videotape or take photos of other exhibit booths. Attendees may at any time deny permission to be photographed or videotaped by CTMSS photographer or media.
  - Any photos or videography taken by CTMSS, including of exhibitors and attendees, may be used for publication on [www.clinicaltmsociety.org](http://www.clinicaltmsociety.org), printed material and for other official purposes as needed by CTMSS.
18. **Exhibitor Misconduct:** Any detrimental conduct including but not limited to abusive language, threats, assault, vandalism, theft, and similar acts will result in the immediate removal of the offender(s) from the remainder of the meeting. In cases of violation of law, charges may be filed for prosecution. Misconduct may result in potential loss of current or future exhibiting opportunities. CTMSS will not be liable for any refunds, rentals, or other exhibit expenses due to eviction or misconduct of exhibitor company representative(s).
  19. **Eviction and Restrictions:** CTMSS reserves the right to terminate an exhibitor's participation in the exhibition when the method of operation becomes objectionable or detracts from the general character of the exhibits as a whole. CTMSS is not liable for any refunds of rentals or other exhibit expenses. Companies receiving such notice will not be eligible to exhibit at future CTMSS meetings.
  20. **Forfeiture:** If an exhibitor does not follow these Annual Meeting Rules and Regulations or any other requirements established by CTMSS, the exhibitor shall forfeit the amount paid for booth space, regardless of whether the exhibit space is subsequently leased. Exhibitors found in violation of any of the Rules and Regulations will, at CTMSS's discretion, have their badges confiscated, will be escorted from the Exhibit Hall, fined up to \$5,000, and/or banned from exhibiting at future CTMSS Annual Meetings.
  21. **Interpretation and Amendments:** CTMSS shall have full power to interpret or amend these rules, and its decision is final. The exhibitor agrees to abide by all Annual Meeting Rules and Regulations that may hereafter be adopted by CTMSS.

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**Print Name & Authorize Signature**

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**Title**

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**Date**

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**Email**