



## EXHIBIT OPPORTUNITY

January 17<sup>th</sup> – 19<sup>th</sup>, 2014

July 2013

Dear Exhibitor,

I would like to invite you to participate in the Annual Meeting of the **California Association of Neurological Surgeons (CANS)**, January 17<sup>th</sup> -19<sup>th</sup>, 2014 at The Monterey Plaza Hotel & Spa in Monterey, CA. Our program will focus on socio-economic topics related to the effects of the health care reforms that we are all faced with today and in the future.

This gathering is the state's foremost neurosurgical meeting which will attract between 80-100 California neurosurgeons. Even though our meeting is a small one in comparison to the national meetings, we like to think of our event as an intimate one where your company representatives can meet with current neurosurgical clients and where you can also be an important influence on younger neurosurgeons just beginning a practice. You will have an opportunity to interact with everyone during the evening reception on Friday, January 17<sup>th</sup>, during the meeting sessions on Saturday and perhaps Sunday morning if this fits your needs. This year should draw more interest since we will be offering a **CME** course.

As always, your company name and product will be showcased in our program booklet, our website & our follow-up newsletter.

We are also strongly encouraging more residents to attend the meeting and we are asking that your company consider sponsoring one of them. This sponsorship is detailed in the attached exhibitor package which also contains the agreement form to be signed and returned with the exhibit fees by December 2, 2013. For more information, contact our executive secretary, **Emily Schile, at 916 457-2267 (or Emily@cans1.org).**



Exhibitors contribute greatly to the success of our meetings and I look forward to meeting you in Long Beach.

Yours truly,

Theodore Kaczmar, Jr., M.D.  
**President**

**P. S. Our tax I.D. number is 23-7364733.**



# California Association of Neurological Surgeons

## Exhibitor Registration

### CANS Annual Meeting

January 17<sup>th</sup> -19<sup>th</sup>, 2014, Monterey, CA

#### Dear Exhibitor,

Thank you for your interest in exhibiting at the **CANS Annual Meeting** on Saturday and Sunday mornings, January 18-19, 2014 at **The Monterey Plaza Hotel & Spa**, 400 Cannery Row, Monterey, CA 93940, **t(831) 646-1700 or 800 334-3999**. Below is some information you will need to know.

#### SHIPPING/SET-UP/FLOOR PLAN

All charges associated with shipping/receiving boxes/materials and other special needs will be the responsibility of the individual vendor. You can begin setting up at 5:00 p.m. Friday in the Cypress 3 & 4 Rooms. Each Exhibitor will need to call to have their shipment delivered to that room. The Hotel will then require that each person sign and make their payment (when appropriate). Space will be assigned on a first-come basis (**see page 2**). **Upon your arrival, you will be given an envelope containing your dinner tickets, name tags and any other pertinent information.** Exhibits can be taken down after the Saturday meeting or on Sunday at noon if you stay for the half-day session.

#### FRIDAY RECEPTION

You are invited to attend our opening reception (complimentary refreshments and no-host bar) Friday evening in the Dolphins Room of the hotel from 6-8pm where you will have an opportunity to meet with the neurosurgeons before the weekend meeting.

#### MEETING & EXHIBIT TIMES

Exhibit times will begin Saturday at 7:30 a.m. and during breaks that day. There will be a complimentary continental breakfast for everyone and lunch on Saturday for two representatives. Additional lunch guests must pay for lunch (**see registration on last page**). On Sunday, there will be a half-day CME course where you can exhibit during the continental breakfast from 7:00-8:00 a.m. (**see page 3 for program**).

#### HOTEL/AIRPORT

**See page 4** for hotel information and note that reservation deadline is December 20, 2013.

**From Monterey Regional Airport** - Exit Airport and turn left on Hwy 68. Follow Hwy 68 West until you reach Hwy 1 South/Monterey exit and follow the Monterey/Fisherman's Wharf exit. Turn right on Camino Aguajito and follow to Del Monte Ave. Turn left onto Del Monte Ave. Follow Del Monte Ave. through the tunnel, bearing right as it turns into Lighthouse Ave. Veer right after the tunnel off Lighthouse Ave. onto Foam St. At the second light, turn right on Reeside Ave. Go to the end of the street and turn left onto Cannery Row. The Hotel is located on the right at 400 Cannery Row.

**From SF & San Jose Int'l Airports** - Follow the Airport exits towards Hwy 101. Take Hwy 101 South. Remain on Hwy 101 South through Gilroy and Morgan Hill (approximately 15 miles) to exit at Hwy 156 West/Monterey Peninsula exit. Remain on Hwy 156 approximately 5 miles until it turns into Hwy 1. Follow Hwy 1 South to Monterey. Exit Hwy 1 at the Pacific Grove/Del Monte Ave. exit. Travel on Del Monte Ave. for 2 miles. Proceed through the tunnel, bearing right, and Del Monte will become Lighthouse Ave. Take the first right (i.e. veer right) after the tunnel off Lighthouse Ave. onto Foam St. At the second light, turn right on Reeside Ave. Go to the end of the street and turn left onto Cannery Row. The Hotel is located at the end of the block on your right at 400 Cannery Row.

#### SATURDAY BANQUET

CANS traditionally has a reception and dinner (**menu on page 4**) on Saturday evening 6:00 p.m. Dinner tickets must be purchased in advance.

**\*Please return the registration form on last page to the CANS office as soon as possible.\***

## **FOR MORE INFORMATION**

California Association of Neurological Surgeons (**CANS**)  
5380 Elvas Avenue, Suite 216, Sacramento, CA 95819  
t: **916-457-2267**; f: 916-457-8202; **emily@cans1.org**; [www.cans1.org](http://www.cans1.org)

## **The Monterey Plaza Hotel & Spa**

# **Shipping Instructions**

Please address your labels as shown below:

"Hold for Arrival" & "Name of person expecting package at Hotel"

Conference Services, Attn: Crystal Petersson  
Monterey Plaza Hotel & Spa  
400 Cannery Row  
Monterey, CA 93940  
Hold For: California Association of Neurological Surgeons  
January 16, 2014 - January 20, 2014  
Guest's Name:

### **Special Shipping Instructions:**

- Shipments should be sent to arrive no more than 5 days prior to setup date. At the end of the conference, arrangements should be made to ship items no more than 3 days after teardown date. Storage charges will be applied to shipments held more than 3 days.
- Handling of incoming items includes: Receiving item from carrier, up to 3 days of storage, delivery to the proper location inside the resort, pick up of packed items after the event, up to 3 days storage and placing items with carrier for shipment.

### **HANDLING FEES:**

- The Hotel will charge a handling fee of \$5.00 per box and \$75.00 per pallet. Items requiring special handling will be charged accordingly.

**\*Please return the registration form on last page to the CANS office as soon as possible.\***

# **DRAFT 'NEUROSURGERY ON TRACK'**

*Schedule of Events - January 17-19, 2014*

**FRIDAY** Welcoming Reception Dolphins Room(Light refreshments/no-host bar), 6:00-8:00 p.m.

## **SATURDAY MORNING**

7:00-8:00 ***Continental Breakfast/Visit Exhibits***

8:00-8:30 **CANS Business Meeting**

Theodore Kaczmar Jr., MD, President, California Association of Neurological Surgeons

**Program Title: Neurosurgery on Track**

### **CME TOPICS TBD**

8:30-9:00 Harold Miller

9:00-9:15 Q/A

9:15-9:45 Lynn Nichols

9:45-10:00 Q/A

### **10:00-10:30 break/visit exhibits**

10:30-11:00 SPEAKER TBD

11:00-11:15 Q/A

11:15-11:45 SPEAKER TBD

11:45-noon Q/A

### **noon- 1:00 Lunch**

1:00-1:30 SPEAKER TBD

1:30-1:45 Q/A

1:45-2:15 SPEAKER TBD

2:15-2:30 Q/A

### **2:30- 3:00 break/visit exhibits**

3:00- 3:30 SPEAKER TBD

3:30- 3:45 Q/A

3:45-4:15 SPEAKER TBD

4:15-4:30 Q/A

## **SATURDAY EVENING**

7:00p.m. RECEPTION

8:00p.m. Dinner

## **SUNDAY**

8:00-noon **CME COURSE**

## MONTEREY PLAZA HOTEL & SPA

Located in the most perfect spot, right between Cannery Row and the Pacific Ocean, the Monterey Plaza Hotel & Spa truly does have something for everyone! It is the only luxury resort in the area, it has spectacular views, fine dining, wine tasting, kayaking, bicycling & is extremely close to the Monterey Bay Aquarium!

### HOTEL ROOMS - Make your room reservation now!

The special rates for the conference run between \$189-\$299. A limited number of rooms are reserved at this rate. To secure a room please contact Monterey Plaza Hotel & Spa by calling the Reservation Department at 800 334-3999. You must ask for the California Association of Neurological Surgeons (**CANS**) rate in order to receive this special rate. Standard check-in time is 4:00pm and check-out is 12:00pm. Any individual cancellations or changes must be made at least 48 hours prior to arrival date.

All attendee reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card. The Hotel will not hold any reservations unless secured by one of the above methods. A cancellation less than 48hrs prior to arrival will result in a charge equal to one night's room + tax and the balance of unused reservation.

Please make your reservations no later than December 27<sup>th</sup>, 2013 to ensure a room!

### PARKING

The Monterey Plaza Hotel & Spa has valet parking for \$20 per day/per car; unlimited in an out. There are a few lots (not covered or monitored) near the Hotel for self parking.

### **Dinner Menu**

*Monterey Bay Room, **Monterey Plaza Hotel & Spa**  
Saturday, January 18, 2014, Reception 6:00 pm; Dinner 7-10:00 pm*

**CHOICE of ENTRÉE** (Salad, dessert and wine included)

- **Steak**
- **Fish**
- **Vegetarian**

**\*Please return the registration form on last page to the CANS office as soon as possible.\***



# CANS

California Association of Neurological Surgeons

5380 Elvas Avenue, Suite 216, Sacramento, CA 95819, [www.cans1.org](http://www.cans1.org)  
T: 916 457-2267; F: 916 457-8202; e-mail: [Emily@cans1.org](mailto:Emily@cans1.org)

## **2014 Annual Meeting AGREEMENT FOR EXHIBITS** **CALIFORNIA ASSOCIATION OF NEUROLOGICAL SURGEONS**

This document sets forth the terms of the agreement between \_\_\_\_\_ (**Exhibitor**) and the **California Association of Neurological Surgeons (Association)** for the Association's Annual Meeting January 17-9, 2014 at Monterey Plaza Hotel & Spa in Monterey, CA, 93940.

### **REGISTRATION DEADLINE: December 2, 2013**

#### **1. Booth Equipment and Space**

Each exhibit space will be provided with a 6' draped and skirted table and 2 chairs (electrical outlet by request). No walls, partitions, decorations or other obstructions may be erected which in any way will interfere with the view of another exhibitor. **Exhibitor is responsible for costs associated with the setup and transport of equipment/materials to and from the hotel.**

#### **2. Registration Fee**

Please remit a registration fee of **\$2500.00 per tabletop space**.

**\*\*\*\*If your company is interested in sponsoring travel and hotel for a resident or a prospective member, please remit an additional \$600 to cover these costs. Your company name and logo will be featured prominently in our program.**

#### **3. Hold Harmless Clause**

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Association, the Hotel, and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hotel, its employees and agents.

In addition, Exhibitor acknowledges that the Association and The Hotel do not maintain insurance coverage on Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

#### **4. Display Content**

The Association makes available display space to exhibitors to exhibit and demonstrate products and services used by neurosurgeons. Exhibits must have informational value and must be staffed by representatives qualified to explain products and answer questions.

#### **5. Contests, Lotteries, Raffles and the Promotion of Special Discount Offers.**

The Association will endorse raffles/drawings to promote interaction at each table by physicians. You are encouraged to participate and winners will need to be present to win.

#### **6. Modification of this Agreement**

This agreement may be modified only on the written consent of both Exhibitor and the Association.

7. **Agreement** The undersigned hereby agrees to the terms and conditions set forth above as well as any other terms and conditions necessary and incident to these requirements. (Please print clearly.)

\_\_\_\_\_  
**Exhibitor (Full Company Name)**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**City/State/Zip**

\_\_\_\_\_  
**Telephone**

\_\_\_\_\_  
**FAX**

\_\_\_\_\_  
**Contact Name**

\_\_\_\_\_  
**E-mail**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Will you require electricity to your space? Yes\_\_\_\_\_ No\_\_\_\_\_**

**Names and e-mail addresses of your on-site representatives (if more than two, please submit a non-refundable \$50 fee for each additional person):**

1. \_\_\_\_\_ e-mail address  
           name

2. \_\_\_\_\_ e-mail address  
           name

**Tickets for the Saturday evening banquet must be purchased in advance (\$150 per person):  
 Please indicate steak, fish or vegetarian \_\_\_\_\_**

**Do you wish to sponsor a resident/prospective member for an additional \$600 (see previous page)? Yes\_\_ No\_\_**

**Provide a brief product description for the program book:**  
 \_\_\_\_\_

**Please provide a high-resolution copy of your company logo for the program booklet and subsequent newsletter.**

**TOTAL AMOUNT DUE \$\_\_\_\_\_**

**PAYMENT METHOD (please print clearly)**

Check (payable to CANS)\_\_\_\_\_ **or** VISA or MasterCard \_\_\_\_\_

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp date \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_

**Address of cardholder:**  
 \_\_\_\_\_

(if different from above)

**For CANS use only**

Date rec'd \_\_\_\_\_

Confirm. sent \_\_\_\_\_

Log \_\_\_ Pgm \_\_\_ NameTag \_\_\_

Resident Sponsor \_\_\_\_\_

**Payment Status:**

Date of check \_\_\_\_\_

Check # \_\_\_\_\_ Amount \_\_\_\_\_

For credit cards:

Settled \_\_\_\_\_ Ledger \_\_\_\_\_

Cancellations: Before October 15, 2013 full refund; October 15, 2013 to December 1, 2013: 50% refund; after December 2, 2013: no refund.