ISEK 2016 Exhibitor Prospectus

Reach an influential target market of
Electrophysiologists & Kinesiologists

Hyatt Regency, Chicago, IL, 5-8 July, 2016

XXI Conference of the International Society of Electrophysiology and Kinesiology

www.isek.org

Contact: Podium Conference Specialists
2661 Queenswood Drive, Victoria BC, V8N 1X6
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Jude Ross
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SPONSOR & VENDOR PACKAGE 2016

Hyatt Regency, Chicago, IL, 5-8 July, 2016

Why Exhibit at ISEK 2016?

Connect with Leading and Emerging Researchers
You will gain exposure, build relationships and reach the target market of influential biomedical engineers, physicians, physical therapists, electrical engineers, mechanical engineers, ergonomists, biomechanists, and other professionals interested in new devices, techniques, and applications of electrophysiology and kinesiology.

Premium Branding & Positioning Opportunity
You will reach your target audience and be recognized as a supporter of the conference and its aims. Set your product, service and brand apart from your competitors - guaranteed visibility on printed materials, advertising, and promotions. Access to approximately 450 USERS of electrophysiology and kinesiology Equipment

Face Time with Leading International Scientists and Clinicians
Attendees from approximately 25 countries – most of whom make or influence purchasing decisions at their facilities and are actively seeking new information, products, and techniques in measuring motor performance

Prime location
Exhibit booths are centrally located in a spacious hall where coffee is served during the breaks

How to become a vendor
To book your booth online for the ISEK2016 Conference, July 5-8 in Chicago, visit our website www.isek.org and follow the links. All exhibitors will be required to register for a booth using our online booking form.

Our online registration system will ask you for the following information:

- Company and contact information
- Expo booth representative information
- Company description (maximum 700 characters, approximately 100 words)
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Benefits and Entitlements</th>
<th>Platinum Sponsor $5,000</th>
<th>Gold Sponsor $3,500</th>
<th>Silver Sponsor $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>8x10 Exhibit Booth</td>
<td>Premium location</td>
<td>Regular</td>
<td>Regular</td>
</tr>
<tr>
<td>Exhibitor badges (additional badges at $250 each)</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary tickets to Welcome Reception</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary tickets to final banquet</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Opportunity to include promotional material in registration kits</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Sponsorship of one Coffee Break or Poster Session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo displayed on signs and screens throughout the conference</td>
<td>Logo</td>
<td>Logo</td>
<td>Wordmark</td>
</tr>
<tr>
<td>Recognition on ISEK 2016 website</td>
<td>Hyperlinked logo</td>
<td>Logo</td>
<td>Wordmark</td>
</tr>
<tr>
<td>50 word product/service write-up in the printed program</td>
<td>Enhanced with logo</td>
<td>With logo</td>
<td>With wordmark</td>
</tr>
<tr>
<td>Use of the Official ISEK marks/logo until Dec. 31, 2016</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## Additional Sponsorship Opportunities

### Sponsored Student Travel Awards - $1500
Sponsor one or more student travel awards and help students attend the Congress. The cost of the award will cover a student’s registration fee and will provide them with funding towards their travel ($500 for international students and $200 for students form North America).

### Vendor Industrial Workshop - $2000 (4 Opportunities)
Vendors will have the opportunity to offer a workshop to attendees on Tuesday, July 5 from 3:30-5:45pm. There will be a coffee break from 4:30-4:45pm. Vendors have the option of running the same workshop twice, or offering one longer workshop.

### Keynote Lecture - $1500 (6 opportunities)
Sponsor a keynote lecture and reach the entire audience at the same time.

### Parallel Session Blocks - $1200 (8 opportunities)
Sponsor an entire parallel session block and reach all ISEK delegates within 4 breakout spaces.

### Additional booth space (8 x 10) - $2500

### Conference Tote Bags - $2,000 plus the cost of bags (exclusive opportunity)

### Lanyards - $500 plus the cost of lanyards (exclusive opportunity)
Name your own exclusive sponsorship

Do you have an idea that is not listed here? Let us know! We will work with you to create a unique sponsorship opportunity that meets the needs of your company.

Advertisements in the conference program
Get maximum visibility in the conference program! Choose from the following advertisement options.

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover – Colour</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Back Cover – Colour</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page - Colour</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 Page - Colour</td>
<td>$1,200</td>
</tr>
<tr>
<td>1/4 Page - Colour</td>
<td>$800</td>
</tr>
<tr>
<td>Business Card – Colour</td>
<td>$500</td>
</tr>
<tr>
<td>Full Page - Black &amp; White</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 Page - Black &amp; White</td>
<td>$900</td>
</tr>
<tr>
<td>1/4 Page - Black &amp; White</td>
<td>$600</td>
</tr>
<tr>
<td>Business Card – Black &amp; White</td>
<td>$400</td>
</tr>
</tbody>
</table>

Advertisement Specifications:
- Full page: 7.5” x 11”
- ½ page: 7.5” x 4.85”
- ¼ page: 3.6” x 4.85”
- Business Card

All advertisements must be submitted as JPEG files.

All files must be received by May 19, 2016
Exhibition Terms & Conditions

These terms and conditions are the contractual agreement between the Organizer and the Exhibiting Firm (hereinafter referred to as ‘Exhibitor’).

Purpose: The Exhibit component of the ISEK Congress (hereinafter referred to as ‘Event’) is conducted by ISEK (hereinafter referred to as ‘Organizer’) through its Secretariat De Armond Management Ltd. The purpose of the annual meeting is to bring together neuroscience researchers and students for discussion and exchange of the most cutting edge knowledge, insights, issues and ideas.

Application to participate: Application to participate will be considered only upon submission of the completed online Exhibitor Application Form to the Organizer.

Eligibility: The Organizer, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. The Organizer reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of the Organizer or the Event.

Attendance & Booth Representatives: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of the Organizer. Booths must be staffed during the stated exhibit hall hours by qualified and properly registered representatives of the Exhibitor.

Payment: Payment is due in full upon submission of the online application form. Forms submitted without payment will not be considered complete and will not be processed until payment is received in full.

Cancellation by Exhibitor: All notices of cancellation must be received in writing by June 1, 2016. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by June 1, 2016, the Organizer will refund 75% of the total fee. No refunds will be issued for cancellation notices received after June 1, 2016.

Cancellation by Organizer: If Exhibitor fails to make a payment required by this contract in a timely manner, the Organizer may terminate this contract (and the Exhibitor’s participation in the event) without further notice and without obligation to refund any monies previously paid. The Organizer reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. The Organizer may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of it’s obligations under this contract or any other contract or arrangement with the Organizer, without any obligation on the Organizer’s part to refund any payments previously made and without releasing any Exhibitor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

Cancellation of the Event: In the event that the premises where the Event is to be held shall, in the sole opinion of the Organizer, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or provincial or federal government agency or by reason of any other occurrence beyond the control of the Organizer, the Organizer may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Organizer for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Organizer the Exhibitor’s pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Organizer in connection the Event including a reserve for future claims and expenses in connection therewith.

Subletting or transferability: Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise nor display goods or services other than those produced or sold by said exhibitor in the regular course of business. No person, firm, or organization not having contracted with the Organizer for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of the Organizer.

Assignment of Space: Exhibit space shall be assigned by the Organizer in its sole discretion for the Event and for the Event dates only. That assignment does not imply that similar space will be assigned for future Events. The Organizer reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

No show policy: If the Exhibitor is delayed in arrival or set-up, the Exhibitor must notify the Organizer at the Event facility. Non-notification may result in resale of space, and no refunds will be made.

Floor plan: All measurements shown on the floor plan have been drawn as accurately as possible but the Organizer reserves the right to make such modifications as may be needed, making equitable adjustments with the exhibitors affected hereby.

Display Rules and Regulations: For all booth types, the exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors’ displays. Canvassing or distributing advertising material outside of the assigned booth space is not permitted and is grounds for removal from the exhibit hall, and the company may be excluded from future events hosted by the Organizer. The Organizer reserves the

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right to restrict, prohibit or remove any exhibit or display items which, in the sole opinion of the Organizer, may detract from the
general character of the exhibition or be considered objectionable
to the Organizer or supporting organizations, facilities and
stakeholders as a whole. In the event of such restriction or
removal, the Organizer will have no liability therefore, nor will it
refund any amount paid thereunder.

Contractor Show Services: Complete information instructions and
schedules or prices regarding available services for labour for
erecting and dismantling exhibit displays or for installing
electrical, furniture, booth cleaning, audio-visual, internet,
television services, etc. is included in the Exhibitor Manual.

Exhibitor Manual: Prior to the Event, the Organizer will send an
Exhibitor Manual to the ‘Primary Contact’ noted in the online
Exhibitor Application Form, likely via email. The Exhibitor Manual
will include information integral to participation at the Event,
including but not limited to: additional exhibitor rules and
regulations, official contractor order forms, registration, shipping
and drayage, utilities and building services, exhibit display rules,
and move-in, move-out schedules.

Compliance: The Exhibitor assumes all responsibility for
compliance with, and agrees to comply with all applicable local
laws, including fire safety and health laws, and all applicable rules
and regulations for all union and labour organizations and the
operators and/or owners of the property in which the Event is
held. Cloth decorations must be flameproof and wiring must
comply with the fire department and insurance underwriters’
rules.

Insurance: The Exhibitor acknowledges that the Organizer and the
facility do not maintain insurance covering the Exhibitors’
property and that it is the sole responsibility of the Exhibitor to
obtain business interruption and property damage insurance
covering such losses by the Exhibitor. It is mandatory for
exhibitors to carry special insurance to cover exhibit material
against damage and loss, and public liability insurance against
injury to the person and property of others. Proof of liability must
be presented to the Organizer prior to exhibit set-up.

Limitation of Liability: The Organizer is not responsible for any
loss, theft or damage to the property of the Exhibitor, their
employees or representatives. Further, the Organizer will not be
liable for damage or injury to persons or property from any cause
whatsoever by reason of the use or occupancy of the booth space
or the participation in the Event by the Exhibitor. The Organizer
assumes entire responsibility for and hereby agrees to protect,
indemnify, defend and save the Organizer and their employees
and agents, harmless against all claims, losses and damages to
persons property, governmental charges or fines and attorneys’
fees arising out of or caused by the Exhibitor or 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 Organizer, their employees
or agents.

Exhibitor Loss: The Organizer shall not be in any way liable or
responsible for the loss or disappearance, by theft or otherwise,
of any object, items, goods or materials whether personal or
commercial property, from Exhibitor’s booth space or from the
exhibit hall; except for such loss or disappearance is due to
intentional and tortuous theft committed by the employees of the
Organizer. The Organizers may provide certain security services as
a convenience to exhibitors, however, neither the providing of or
failure to provide such services, nor the failure of security guards
to prevent the theft or loss of property, shall be grounds for
holding the Organizer or the facility liable for any related loss,
damage, or claim. Responsibility for the security of an exhibitor’s
area, product and property rests soles with the Exhibitor.

Listings and promotional materials: By exhibiting at the Event,
the Exhibitor grants to the Organizer a fully paid, perpetual non-
exclusive license to use, display and reproduce the name, trade
names, product names of the Exhibitor in any directory (print,
electronic or other media) listing the companies exhibiting at the
Event and to use such names in Event promotional materials. The
Organizer shall not be liable for any error in any listing or
descriptions or for omitting the Exhibitor or any other exhibitor
from any directory or other lists or materials. The Organizer may
also take photographs of the Exibitor’s booth space, exhibit,
guests and personnel during, before or after the open hours of
the Event and use those photographs for any promotional
purpose.

Tradeshow set-up and show hours: This information is provided

Amendment to Contract Regulations: Any and all points not
covered specifically are subject to the discretion of the Organizer.
The Organizer may, in its sole discretion, make reasonable
changes, amendments or additions to Exhibit Terms & Conditions.
Any such changes shall be binding on Exhibitor equally with the
other regulations contained herein. Any and all matters pertaining
to the Event and not specifically covered by the terms and
conditions of this contract shall be subject to determination by
the Organizer in its sole discretion. The Organizer may adopt rules
or regulations from time-to-time governing such matters and may
amend or revoke them at any time, upon notice to the Exhibitor.
Any rules and regulations (whether or not included in an Exhibitor
Manual or similar document) are an integral component of this
contract and are incorporated herein by reference. The Exhibitor
shall observe and abide by additional regulations made by the
Organizer as soon as these additional rules or regulations are
communicated to the Exhibitor. This contract (including the
Exhibitor Manual and any additional rules or regulations adopted
by the Organizer) states the entire agreement of the parties with
respect to the subject matter hereof.

Agreement: By completing the online Exhibit Application Form
and incorporating these terms by reference, the Exhibitor agrees
to abide by these rules and regulations, and those of the facility
and by the decision of the Organizer. This agreement will become
binding on both the Exhibitor and the Organizer upon its
acceptance by the Organizer.