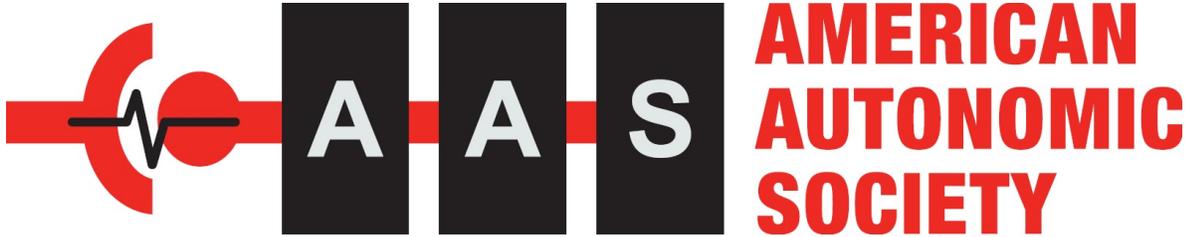




*Clearwater Beach  
Florida  
November 1-4, 2017*



## 28<sup>th</sup> International Symposium on the Autonomic Nervous System



**2017 Support Opportunities and Exhibitor  
Prospectus**

## **28<sup>th</sup> International Symposium on the Autonomic Nervous System**

Dear Supporters,

You are invited to participate as an exhibitor at the 28<sup>th</sup> International Symposium on the Autonomic Nervous System.

The American Autonomic Society (AAS) began as a joint patient-scientist organization founded at Vanderbilt University in 1990. Its purpose was to bring together physicians, scientists and patients in improving the understanding and treatment of disorders that affect the autonomic nervous system. The first meeting had 35 participants. Since that time, the Society has grown considerably, numbering over 200 members from 17 countries in the world, and 75% of the members are from the United States.

The role of the AAS has evolved to bring together individuals from diverse disciplines who share an interest in the structure and function of the autonomic nervous system and in the pathology, treatment, and prevention of its disorders. The Society sponsors annual meetings and provides a point of contact among the many interested clinical and basic scientists who wish to communicate across disciplinary lines.

We bring together individuals from diverse disciplines – neurology, urology, gastroenterology, cardiology, endocrinology – both clinicians and researchers – to teach one another about the structure and function of the autonomic nervous system. We foster collaboration across disciplines as we study the pathology, develop treatments and strive for prevention of Autonomic Disorders. Currently, the meeting runs 4 days, with about 225 attendees. There are 3 to 6 plenary presentations, and over 100 abstracts are presented, 45% as oral presentations at a scientific session, and the remainder as posters immediately adjacent to the exhibit area.

An additional recent focus of the organization has been the education of generalist physicians and other care providers. Education in medical school and residency programs include little to no information about autonomic disorders, despite their high prevalence (e.g., diabetic autonomic neuropathy occurs in 3% of the population, and postural tachycardia syndrome occurs in 5% of the population). We have therefore taken on the challenge of making up for this educational gap through workshops and seminars.

An exhibit area has been established adjacent to the educational venue. The key to a successful exhibit show is to maximize your exposure to attendees. Whether your goal is branding, generating leads, or increasing your visibility, we want to help encourage attendees to visit your booth. This exhibit is held in conjunction with an accredited CME activity. Thus the learning objectives for this meeting are:

- Articulate how symptoms in one organ system can be related – through dysautonomia – to systems in another organ system.

- Apply strategies from different specialties to one's own area of interest, in order to take a broader perspective viewing the patient as a whole.
- Foster collaborations between physicians and researchers for the diagnosis and treatment of autonomic disorders.
- Confidently disseminate knowledge about the autonomic nervous system to colleagues.

We felt it was particularly important for your organization to be included and recognized as a part of this event. Don't miss this opportunity to be part of the leading event for multidisciplinary professionals in the field of Dysautonomia! See the following information about how your organization can contribute to the success of this unique meeting.

The sponsorship fee for this event/CME activity ranges between \$5,000 - \$20,000. In consideration of this fee, the AAS offers 4 contribution levels with differing benefits:

**PLATINUM Sponsorship (\$20,000):**

- Recognition in all promotional material as PLATINUM Sponsor, including welcome slides and banners at the conference and on the AAS website
- Full-double page advertisement in the Program booklet
- Naming as Welcome Reception and relevant Symposium sponsor (if applicable)
- Complimentary registration for four members of the company, including four complimentary Presidential dinner tickets
- One complimentary hotel room for the duration of the conference
- Provision of an exhibition booth

**GOLD Sponsorship (\$10,000):**

- Recognition in all promotional material as GOLD Sponsor, including welcome slides and banners at the conference and on the AAS website
- Full-page advertisement in the Program booklet
- Naming as Welcome Reception and relevant Symposium sponsor (if applicable)
- Complimentary registration for two members of the company, including two complimentary Presidential dinner tickets
- Provision of an exhibition booth

**SILVER Sponsorship (\$7,500):**

- Recognition in all promotional material as SILVER Sponsor, including welcome slides and banners at the conference and on the AAS website
- Half-page advertisement in the Program booklet
- Naming as relevant Symposium sponsor (if applicable)
- Complimentary registration for one member of the company, including one complimentary Presidential dinner ticket

BRONZE Sponsorship (\$5,000):

- Recognition in all promotional material as BRONZE Sponsor, including welcome slides and banners at the conference and on the AAS website
- Half-page advertisement in the Program booklet
- Naming as relevant Symposium sponsor (if applicable)

The AAS is a non-profit organization with tax ID number 62-1568172. Your check underwriting this educational grant is greatly appreciated. It should be made payable to the "American Autonomic Society" and mailed to Amber Millen at the address listed on the letterhead.

Thank you for your consideration and support.

Sincerely,

A handwritten signature in black ink, appearing to read "W. P. Cheshire, Jr.", written in a cursive style.

William P. Cheshire, Jr., M.D.  
President, American Autonomic Society

## Table of Contents

American Autonomic Society Officers and Board Members .....	6
Organizing Committee .....	7
Meeting Committee .....	7
Needs Assessment .....	8
Professional Attendee Profile .....	9
Professional Attendee Work Setting .....	9
Professional Scientific Research Focus .....	9
Why Exhibit? .....	9
Scientific Program .....	9
Target Audience .....	9
Important Dates .....	10
Abstract Submissions .....	10
General Information .....	10
Contact Information .....	10
Meeting Planner .....	10
Medical College of Wisconsin (CME provider) .....	10
Support Opportunities for the Meeting .....	11
Educational Offerings: .....	11
Promotional Opportunities .....	11
Advertisements in the Final Program (cost varies).....	11
Company logo with hyperlink on the International Symposium Website (cost: \$3,000 USD).....	12
International Symposium Bag Inserts (cost: \$2,500 USD) .....	12
International Symposium Bags (cost: \$10,000 USD) .....	12
Final Program (cost: \$10,000 USD) .....	12
Supporter Cancellation Policy .....	14
EXHIBIT BOOTH FORM.....	15
EXHIBITION SCHEDULE AND INFORMATION.....	17
Exhibit Hours – Tentative .....	17
Installation – Tentative.....	17
Dismantlement – Tentative.....	17
Admission to Exhibits and Scientific Sessions .....	17

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Lucy Norcliffe-Kaufmann, Ph.D. (Secretary-Treasurer)  
Amber Millen

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Vaughan Macefield, Ph.D.  
Shahram Ejtemaei Mehr, M.D., Ph.D.  
Carlos Morillo, M.D.  
Amanda Peltier, M.D.  
Jill Wecht, Ed.D.  
Ms. Amber Millen

## Needs Assessment

The autonomic nervous system controls vital body processes over which we have no voluntary control, including heart rate, blood pressure, body temperature, breathing rate, digestion, bladder function and endocrine secretions. Autonomic disorders are neurological diseases in which the autonomic nervous system ceases to function properly. Some examples include small fiber neuropathy, diabetic autonomic neuropathy, postural tachycardia syndrome (POTS), Shy-Drager syndrome (multiple system atrophy), Parkinson's disease with autonomic failure, pure autonomic failure and hyperhidrosis (excessive sweating). Bowel and bladder manifestations stand prominently amongst these disorders. For example most patients with multiple system atrophy or Parkinson's disease with autonomic failure have a severe neurogenic bladder. About half the patients with POTS also have a functional gastrointestinal disorder like irritable bowel syndrome.

Disorders of the autonomic nervous system can be difficult to diagnose without advanced methods. Autonomic reflex laboratories that are state-of-the-science facilities are needed where physicians with expertise in autonomic disorders use non-invasive procedures to precisely assess symptoms of autonomic disorders such as tachycardia, dizziness, fainting, sweat response and distribution of sweat patterns, and other more specialized abnormal autonomic reflexes. These tests help determine whether an autonomic disorder is benign or life-threatening and provide information needed for planning treatment.

Patients are frequently misdiagnosed, as most physicians do not have competency in the area of dysautonomia. As recently as 2007, the prevalence of certain neurological disorders such as migraines and TBI were well established. However, "reliable estimates of the prevalence of dysautonomias are not available" (Staab & Ruckenstein, 2007). This lack of data, accompanied with patient complaints of pain, dizziness and other symptoms, frequently lead to erroneous psychiatric diagnoses, which further alienate the patient from the medical system, and increase the difficulty in securing competent medical care, because this label is so difficult to dispel. The level of understanding in this area reaches even to basic diagnostic definitions. For example, Staab and Ruckenstein feel the term psychogenic dizziness should never be applied. Clearly, an accurate differential diagnosis is required, to include migraine, TBI and other autonomic disorders. Although anxiety may occur in disorders like dizziness, they conclude from a prospective study on chronic dizziness that this is much more likely to be a consequence than a cause of dizziness. Such controversy that reaches to the very core of clinical conceptualization exemplified here in just one area, chronic dizziness, occurs in nearly every area that is addressed by autonomic specialists. This uncertainty in clinical care makes it clear that the work of the AAS is critical to improving patient outcomes through simple dissemination of common concepts to the larger medical community, and to further understanding of these concepts through scientific discovery.

## **Professional Attendee Profile**

### **Professional Attendee Work Setting**

Foundation/Advocacy Organization ~ 10%  
Hospital/Clinic ~ 10%  
Government ~ 5%  
Academia ~ 75%

### **Professional Scientific Research Focus**

Epidemiological ~ 10%  
Clinical ~ 40%  
Basic Science ~ 30%  
Translational Science ~ 20%

### **Why Exhibit?**

- Generate hundreds of highly qualified leads in just two days
- Meet all the thought leaders in autonomic disorders who can help develop and disseminate novel ideas and products
- Educate your target audience about the value of your products
- Market your company to targeted audiences with buying power
- Introduce new products and services
- Maximize your marketing dollars and ROI
- Reach your clients and prospects in new ways
- Partner with industry leaders
- Promote brand image and build public awareness
- Set yourself apart from your competitors
- Strengthen relationships with existing customers
- Network with your peers
- Promote your products

### **Scientific Program**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the Medical College of Wisconsin and the American Autonomic Society. The Medical College of Wisconsin is accredited by the ACCME to provide continuing medical education for physicians.

The Medical College of Wisconsin designates this live activity for a maximum of 18.0 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### **Target Audience**

The scientific program has taken into account the specific needs of physicians and scientists in the fields of Neurology, Urology, Gastroenterology, Cardiology, Pediatrics and Endocrinology working in health care systems in the USA and in other countries.

## Important Dates

June 1, 2017	Abstract submission deadline
August 1, 2017	Deadline for exhibitor registration
September 1, 2017	Last day to cancel exhibitor registration and receive a partial refund
October 25, 2017	Onsite shipments accepted from Wyndham Grand
November 1, 2017	Exhibits Open
November 4, 2017	Exhibitor dismantling begins at 12:01 p.m.

## Abstract Submissions

Participants will be invited to submit abstracts relevant to the field of Neuroscience by June 1, 2017. Selected abstracts will be presented during the poster sessions – please see program for details.

## General Information

- The Wyndham Grand (Clearwater Beach, FL) is the venue for the Meeting.
- Hotel: Faculty and delegates will enjoy staying at Wyndham Grand Clearwater Beach: <http://www.wyndhamgrandclearwater.com/>
- Language: The official language of the meeting is English.
- Registration: Register online at <http://www.americanautonomicsociety.org/>
- Exhibits: Nongovernmental organizations, nonprofits, pharmaceutical, biomedical device companies, medical publishers, and associations are invited to participate as exhibitors.

## Contact Information

### Meeting Planner

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AAS Executive Director  
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Website: [www.americanautonomicsociety.org](http://www.americanautonomicsociety.org)

### Medical College of Wisconsin (CME provider)

Linda Caples, MBA  
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10000 Innovation Drive  
Suite 125  
Milwaukee, WI 53226  
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E-mail: [lcaples@mcw.edu](mailto:lcaples@mcw.edu)

## Support Opportunities for the Meeting

The following activities and events are available for support.

### Educational Offerings:

The meeting is designed specifically for educational purposes. Financial support of these offerings enables AAS to provide additional resources and higher quality educational opportunities. *All educational offerings listed here are for certified Continuing Medical Education. Therefore, a signed letter of agreement is required in advance for all educational offerings.*

### Symposium Support – \$10,000 USD per session

These sessions provide an in-depth report of the latest research findings, state-of-the-art treatment options, as well as a discussion of future strategies.

Supporter Recognition: The supporter will be acknowledged in future meeting literature, including meeting brochures, corporate logo in CME scrolling CME slide kit, and on site course materials.

### Promotional Opportunities

#### Coffee Breaks: \$1,500 USD per break

Buffet style coffee breaks will be offered each day. Attendees will enjoy refreshments, view exhibits, and network between attending educational sessions. Support will cover the catering and setup costs involved. Multiple supporters will be considered.

Supporter Recognition: The supporter will be acknowledged in onsite signage and in future Symposium literature.

### Advertisements in the Final Program (cost varies)

The Final Program is a comprehensive guide to the International Symposium, including a complete schedule of International Symposium educational events. The Final Program will be distributed to all Symposium attendees (estimated to be approximately 250 people) in their registration bags onsite in Clearwater Beach. A number of four-color ads are available:

Inside front cover, full page	\$2,250 USD
Page 1 (facing the inside front cover), full page	\$2,250 USD
Back cover, full page	\$2,500 USD
Inside back cover, full page	\$2,000 USD
Inside full page	\$1,500 USD
Inside ½ page	\$ 750 USD
Inside ¼ page	\$ 500 USD

**Company logo with hyperlink on the International Symposium Website (cost: \$3,000 USD)**

Participants register and submit abstracts through the AAS International Symposium website. The sponsor's logo will be included on the International Symposium website with a link to the company's home page until the close of the International Symposium.

**International Symposium Bag Inserts (cost: \$2,500 USD)**

Industry partners and exhibitors may take advantage of the opportunity to catch the attention of International Symposium delegates even before the Exhibit Hall opens by putting an insert into the bags that each registrant receives onsite. All inserts must be submitted for AAS approval prior to printing. Bag inserts are typically relatively small promotional pieces; they are not intended for delivery of scientific information.

Size/description	Price
Postcard up to 3 in x 5 in	\$500
Brochure, greater than postcard size, less than letter size 10 page maximum	\$600
American letter size, 8 ½ x 11 in European letter size A4, 297 x 210 mm 10 page maximum	\$650
Three-dimensional item, e.g., CD or USB	\$700

**International Symposium Bags (cost: \$10,000 USD)**

Each delegate will receive an International Symposium bag onsite. These bags are designed for delegates to store and carry International Symposium publications throughout the week. The AAS International Secretariat will administer the design, production and delivery of the bags onsite.

Sponsor Recognition: The sponsor's logo will be printed on the bag, together with the AAS International Symposium logo. The sponsor will also be acknowledged in future International Symposium literature.

**Final Program (cost: \$10,000 USD)**

The Final Program is a comprehensive guide to all educational and social activities offered during the 2017 AAS International Symposium, and will be distributed to all attendees onsite. The Scientific Program and other International Symposium features will be included in the Final Program. The content will be developed and the publication will be produced by the AAS International Secretariat. Over 250 copies of the Final Program will be printed and distributed.

Sponsor Recognition: The sponsor will receive a full-page, four-color advertisement on an inside page of the Program, providing maximum daily exposure of your company's name, products and logo throughout the International Symposium. (The Final Program will contain other advertisements.)

**Exhibitor Regulations:**

It is the policy of MCW to limit the involvement/participation of representatives from commercial interests in CME activities. Regardless of the presence of commercial support, representatives cannot engage in detailing activities within the CME educational space or immediately outside the CME educational space. Should exhibit space be made available, representatives from commercial interests may interact with CME participants in the exhibit space only.

Representatives from a commercial interest may not distribute information in the educational space, attempt to collect attendee data, nor may representatives of commercial interests engage in the educational conversation including the question and answer period.

The Physician Payment Sunshine Act imposes a high standard of transparency across a broad swath of activities by pharmaceutical, biotechnology, and other medical product companies (referred to as *manufacturers* in the Act). The Act requires industry to disclose a wide range of payments and transfer of value (TOV) to physicians and other healthcare providers. The reporting took effect August 1, 2013, when manufacturers must keep records of all payments and TOV. The PPSA requires that every report of a payment or TOV must be accompanied by the name of the recipient, which is posted to the public Web site.

Reportable Information:	1. Physician name 2. Business address 3. Physician specialty 4. National provider ID (not reported publically) 5. Payment value 6. Form of payment 7. Payment date 8. Payment type category 9. The name of related drug/device/supply	
Payment type categories	1. Gift 2. Food Entertainment 3. Travel 4. Honoraria 5. Research Funding 6. Education 7. Research 8. Profit distribution 9. Charity contribution	10. Consulting fees 11. Faculty or speaker fee 12. Investment Interest 13. Royalties 14. License fee 15. Speaking fees 16. Dividends 17. Stock or stock option

It is the policy of MCW that no funds from a commercial supporter be used to cover the costs of meals within a CME activity.

Wording that must appear in invitation letters, flyers, and other promotional materials:

*[In some instances, direct or indirect payments or other transfers for value provided by a manufacturer may be reported to the Centers of Medicare & Medicaid Services in accordance with the Physician Payments Sunshine Act.]*

## **Supporter Cancellation Policy**

Cancellation requests must be sent to AAS at the address above in writing. A full refund less a \$50 administrative fee will be given if notice is received by September 1, 2017. No refund will be given after September 1, 2017. All other cancellation/refund requests will be made on a case by case basis.

## **SYMPOSIUM SUPPORT APPLICATION**

By signing the letter below you are acknowledging the following:

- The fee being paid will be used for exhibit or display fees only. No funds will be paid to support any educational activities associated with the event.
- You will pay these fees without any expectation that your products or services will be purchased and without pressure to prescribe or purchase your products.
- This agreement may be terminated at any time by either party upon providing 30 days written notice.

Please make your check payable to the ***American Autonomic Society***. Our federal tax identification number is 62-1568172. Payments and this signed letter should be sent to:

Amber Millen  
AAS Executive Director  
9500 Gilman Drive  
BSB 5006, MC 0629  
La Jolla, CA 92093-0629  
Phone: 858-534-3865  
Fax: 858-534-1445  
E-mail: [amber@americanautonomicsociety.org](mailto:amber@americanautonomicsociety.org)

## EXHIBIT BOOTH FORM

### 28th International Symposium on the Autonomic Nervous System

Wyndham Grand Clearwater Beach

Clearwater Beach, Florida

**November 1-4, 2017**

Vendor fee must be received by **August 1, 2017**. Vendor fee includes meeting registration (including presidential dinner) for one representative from registered vendor. All additional representatives must register for the meeting. Space is limited and will be assigned on a first-come, first-served basis. Please choose one of the following options:

**8 Ft x 10 Ft Booth - \$3,500**

Exhibitor booth (8 ft deep by 10 ft wide standard pipe and drape with 8 ft high back wall and 3 ft high side rails) includes one 6 ft skirted table and two chairs.

**6 Ft Table - \$2,500**

Exhibitor table includes one 6 ft skirted table and two chairs.

**Send completed form to:**

Amber Millen, American Autonomic Society, 9500 Gilman Drive, BSB 5006, MC 0629, La Jolla, CA 92093-0629 USA; Phone: 858-534-3865; Fax: 858-534-1445. Checks should be made payable to the American Autonomic Society.

Check enclosed # \_\_\_\_\_

Visa/Mastercard are available for payment:  Visa  Mastercard

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Billing Address for Card

EXHIBITOR SERVICE KITS ARE PROVIDED UPON RECEIPT OF REGISTRATION. KITS INCLUDE SHIPPING INSTRUCTIONS, AS WELL AS ORDER FORMS FOR ELECTRICAL, TELEPHONE, AND AUDIOVISUAL SERVICE.

LAST NAME OF ATTENDING REPRESENTATIVE	FIRST NAME	MIDDLE INITIAL	DEGREE
COMPANY/INSTITUTION	DEPARTMENT		
STREET ADDRESS			
CITY/STATE/ZIP/COUNTRY			
PHONE	FAX	E-MAIL	

<b>Support Preferences</b>	<b>We will gladly support</b>
<b>Educational Offerings: Note: a CME letter of agreement must be completed for educational offerings</b>	
<b>Symposium 1 (\$10,000)</b>	
<b>Symposium 2 (\$10,000)</b>	
<b>Platinum (\$20,000), Gold (\$10,000), Silver (\$7,500), Bronze (\$5,000) sponsorship</b>	
<b>Coffee Breaks (\$1,500)</b>	
<b>8x10 booth (\$3,500)</b>	
<b>6 table (\$2,500)</b>	

Thank you!

## **EXHIBITION SCHEDULE AND INFORMATION**

### **Exhibit Hours – Tentative**

Wednesday, November 1, 2017: 18:00 to 21:00

Thursday, November 2, 2017: 08:00 to 21:30

Friday, November 3, 2017: 08:00 to 13:30

Saturday, November 4, 2017: 08:00 to 12:15

- Exhibitors must staff their exhibits during the above hours. Exhibit stands may not be left unattended for extended periods of time.
- No packing of equipment, literature or dismantling of exhibits will be permitted until after 13:00 p.m. on Saturday, November 4, 2017
- Exhibit Hall hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

### **Installation – Tentative**

Wednesday, November 1, 2017 from 8:00 to 18:00

- Exhibit installation must be completed by 18:00 on Wednesday, November 1, 2017. The Medical College of Wisconsin, the American Autonomic Society and the official service contractor may, without incurring any liability for damage or loss, install or dismantle any property of any exhibitor who has failed to do so by 18:00 at the sole expense of the exhibitor.
- Installation hours are subject to change.
- Exhibitors will be notified if a change in hours is necessary.

### **Dismantlement – Tentative**

Saturday, November 4, 2017 from 12:00 to 15:00

- The Exhibit Hall must be cleared by 15:00 on Saturday November 4, 2017.
- Dismantlement hours are subject to change.
- Exhibitors will be notified if a change in hours is necessary.

### **Admission to Exhibits and Scientific Sessions**

- Each exhibitor will be granted one complimentary exhibitor personnel badge for access to the meeting.
- Admission to the Exhibit Hall will be by name badge only.