



# **EXHIBIT OPPORTUNITY**

## **CANS**

**[www.cans1.org](http://www.cans1.org)**

**January 16<sup>th</sup> – 18<sup>th</sup>, 2015**

August 2014

Dear Exhibitor,

I would like to invite you to participate in the Annual Meeting of the **California Association of Neurological Surgeons (CANS)**, January 16<sup>th</sup> -18<sup>th</sup>, 2015 at The Balboa Bay Resort in Newport Beach, 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 that 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 16<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 on our website and our follow-up newsletter. In addition to the above, a ¼ advertisement will be run for 2 months on our website and newsletter. Our newsletter can be viewed at [www.cans1.org](http://www.cans1.org) under 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, 2014. Exhibitor Registration is available on our website: [www.cans1.org](http://www.cans1.org). 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 Newport Beach.

Yours truly,

*Deborah C. Henry, M.D.*



Deborah C. Henry, M.D.  
**President**

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

**California Association of Neurological Surgeons**  
**Exhibitor Registration**  
**CANS Annual Meeting**  
**January 16<sup>th</sup> -18<sup>th</sup>, 2015, Newport Beach, CA**

**Dear Exhibitor,**

Thank you for your interest in exhibiting at the **CANS Annual Meeting** on Saturday and Sunday mornings, January 17-18, 2015 at **The Balboa Bay Resort** 1221 West Coast Highway, Newport Beach, CA 92663 **t(877) 593-5422**. 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. The Balboa Bay Resort charges \$4.00 a box. You can begin setting up at 5:00 p.m. Friday in the Grand Ballroom. 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 hors d'oeuvres and no-host bar) Friday evening in the **Grand Ballroom B** of the hotel from 6-8pm where you will have an opportunity to meet with the neurosurgeons before the weekend meeting. This is the exhibit room.

**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 draft program).

**HOTEL/AIRPORT**

See page 4 **for hotel information and note that reservation deadline is December 20, 2014.**

**From the North**

- Take the 5 or 405 South to the 55
- Continue South on the 55 to Coast Highway
- Proceed Southbound on Coast Highway to the Resort

**From the South**

- Take the 5 or 405 North then exit on Jamboree
- Head South on Jamboree to Coast Highway
- Turn Right on Coast Highway to the Resort

**Local Airports**

- John Wayne Airport: 7 miles / 10 minutes
- Los Angeles International Airport: 50 miles / 1 hour
- San Diego International Airport: 87 miles / 90 minutes
- Long Beach Airport: 14 miles / 30 minutes

**SATURDAY BANQUET**

CANS traditionally has a reception and dinner 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)

### **Balboa Bay Resort**

## **Shipping Instructions**

Please address your labels as shown below:

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

Please send all shipments to the Resort address:

**1221 West Coast Highway  
Newport Beach, CA 92663**

Hold For: California Association of Neurological Surgeons

January 15, 2015 - January 20, 2015

Guest's Name:

### **Special Shipping Instructions:**

- Shipments should be sent to arrive no more than 3 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 \$4.00 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.\***

**California Association of  
Neurological Surgeons**

**SCHEDULE of EVENTS January  
16<sup>th</sup> – 18<sup>th</sup>, 2015, Balboa Bay Resort,  
Newport Beach.**

**FRIDAY EVENTS**

**1-5pm Board Meeting (open to all  
members)**

**6:30 – 9pm Opening Night Reception  
Optional Harbor Boat Cruise ??**

**SATURDAY SOCIO-ECONOMIC MEETING -  
Royal Salon**

**6:00 – 7:30am Continental Breakfast- Please  
visit EXHIBITS**

**7:30-7:40 Deborah C. Henry, M.D.  
President's Report**

**7:40-7:45 R.L. Patrick Rhoten, M.D.,  
Secretary's Report**

**7:50-7:55 Kenneth Blumenfeld, M.D.  
Treasurer's Report**

**7:55-8:00 Questions**

**8:00-8:30 Bill Caton, M.D.  
International Leadership**

**8:30-900 John Ratliff, M.D.  
RUC**

**9:00-930 Scott Lederhaus, M.D.  
President Medical Ethics**

**9:30-10:00 Katie Orrico  
Washington Update  
Introduction: Mark Linskey**

**10:00-10:30 Break - Please visit exhibits**

**10:30-11:15 Dustin Corchoran  
Introduction Ken Blumenfeld**

**11:15-12:00 Hunt Batjer  
AANS etc**

**12:00 – 1:00 Lunch/Exhibits**

**1:00-1:30 Alan Beyer  
Community Leadership**

**1:30-2:00 Chris Duma, M.D.  
Community Leadership**

**2:00-2:30 Rick Afable, M.D.  
CEO Hoag**

**2:30-3:00 Matt Brisbois  
CERT or Fire/Paramedics  
Introduction Deborah Henry**

**3:00-3:30 Break - Please visit exhibits**

**330-400 Maya Babu, MD, MBA  
Leadership During Residency  
Introduction: Dr. Abou-Samra**

**4:00-4:30 Debraj Mukherjee, MD, MPH  
Leadership during residency  
Introduction: Marc Vanefsky**

**4:30-5:00 Randy Smith  
Leadership in Retirement  
Introduction: John Bonner**

**5:00 Deborah C. Henry  
Closing Remarks**

**SATURDAY BANQUET**

**7:00pm Cocktail/Banquet**

**SUNDAY RESIDENT PRESENTATIONS**

**7:30-8:00 am Breakfast/Please visit  
Exhibits ~ Royal Salon**

**8:00-8:20 Matthew MacDougall, M.D.  
UCSD**

**8:20-8:40 Resident  
UCSF**

**8:40-9:00 Resident  
Cedars-Sinai**

**9:00-9:20 Resident  
Arrowhead**

**9:20-9:40 Resident  
USC**

**9:40-10:00 Resident  
UCLA**

**10:00-10:20 Achal Achrol, MD  
Stanford**

**10:20-10:40 Resident  
UCD**

**10:40-11:00 Sean Kaloostian, MD  
UCI**

**11:00-11:20 Resident  
Loma Linda**

**11:20-Noon Questions & Award Presentation**

**Noon Meeting Adjourns**

## BALBOA BAY RESORT

Sprawling across 15 waterfront acres of pristine Southern California coastline, Balboa Bay Resort is one of the top hotels in Newport Beach, California. This truly one-of-a-kind 4-Diamond Resort distinguishes itself as the only full-service waterfront property in the coastal haven of Newport Beach, halfway between Los Angeles and San Diego, CA.

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

The special rates for the conference run between \$199-\$299. A limited number of rooms are reserved at this rate. To secure a room please contact The Balboa Bay Resort by calling the Reservation Department at **Toll Free (888) 894-2788**. You must ask for the California Association of Neurological Surgeons (**CANS**) rate in order to receive this special rate. Standard check-in time is 3:00pm 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>, 2014 to ensure a room!

### PARKING

The Balboa Bay Resort has valet parking for \$20 per day/per car; unlimited in an out and \$10.00 self-park for day parking. These are special rates for CANS meeting attendees. You must say you are with the CANS meeting.

### **Dinner Menu**

#### **Commodore Room**

*Saturday, January 17, 2015, 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.\***

# California Association of Neurological Surgeons

5380 Elvas Avenue, Suite 216

Sacramento, CA 95819 916 457-2267 Tel 916 457-8202 Fax [www.cans1.org](http://www.cans1.org)

## GRANTS/ADDITIONAL FUNDING OPTIONS

### Support levels available (Grants/additional funding)

**Platinum** - \$10,000 and over **Gold** - \$5000-\$9999 **Silver** - \$2650-\$4999 **Exhibit table** \*\$2500

#### PLATINUM

- Tabletop exhibit space (Friday night-Sun morning)
- Participation in Friday night welcoming reception
- Invited to all scientific sessions
- Complimentary breakfast, lunch and dinner (2 reps; ea. addt'l \$400)
- Company logo with link on our website
- Membership mailing list (\$400 value)
- Listing in the post-meeting newsletter
- Acknowledgment on CANS website Annual Meeting page
- 2 complimentary dinner tickets for company reps. \$400 value (gold or platinum)
- Poster acknowledgment in meeting hall (gold or platinum)
- Membership mailing list; (silver, gold or platinum)
- Newsletter ad for 12 months; \$4800 value (gold or platinum)
- Acknowledgement in program book

#### GOLD

- Tabletop exhibit space (\$2500 value; gold or platinum only Friday night-Sun morning)
- Participation in Friday night welcoming reception
- Invited to all scientific sessions
- Complimentary breakfast, lunch and dinner (2 reps; ea. addt'l \$400)
- Company logo with link on our website
- Membership mailing list (\$400 value)
- Listing in the post-meeting newsletter
- Acknowledgment on CANS website Annual Meeting page
- 2 complimentary dinner tickets for company reps. \$400 value (gold or platinum)
- Poster acknowledgment in meeting hall (gold or platinum)
- Membership mailing list; (silver, gold or platinum)
- Newsletter ad for 12 months; \$4800 value (gold or platinum)
- Acknowledgement in program book

#### SILVER

- Tabletop exhibit space (Friday night-Sun morning)
- Participation in Friday night welcoming reception
- Invited to all scientific sessions
- Complimentary breakfast, lunch (2 reps; ea. addt'l \$400)
- Company logo with link on our website
- Membership mailing list (\$400 value)
- Advertisement for company for 6 months
- Listing in the post-meeting newsletter
- Acknowledgment on CANS website Annual Meeting page
- Poster acknowledgment in meeting hall (gold or platinum)
- Membership mailing list; (silver, gold or platinum)
- Newsletter ad for 6 months; \$2400 value (silver)
- Acknowledgement in program book

### You can promote your company by sponsoring a speaker or social event:

Educational Grants (Deadline October 1<sup>st</sup>, exceptions can be made, discuss with Exec. Sec.)

Opening reception (Friday) \$6000 (your company name and logo on cocktail napkins)

Continental Breakfast \$5000

Lunch (Saturday) \$5000

Dinner Wine (Saturday) \$500

Cocktail Hour (Saturday) \$3000

\* Exhibit tables are available to purchase separately if you choose not to award CANS a grant.

File:AnnualMtg/sponsorship



# 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)

## 2015 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 16-18, 2015 at The Balboa Bay Resort, Newport Beach, CA, 92663.

## **REGISTRATION DEADLINE: December 2, 2014**

#### 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 our newsletter:**

\_\_\_\_\_

**Please provide a high-resolution copy of your company logo for our website 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 \_\_\_\_\_