



# INS 2024

16<sup>TH</sup> WORLD CONGRESS  
OF THE INTERNATIONAL  
NEUROMODULATION  
**SOCIETY**

**11-16 MAY, 2024**  
**VANCOUVER, CANADA**



# INDUSTRY PROSPECTUS

## ABOUT INS 2024

The 16th INS World Congress (INS 2024) will bring together over 1,500 scientists, researchers, engineers, device developers, and healthcare providers with the common purpose to advance the field of neuromodulation. Witness the best scientific and teaching programs and ground-breaking research.

### **Neuromodulation: Harnessing the Power of the Nervous System**

The theme will emphasize the field's transformative force on disease treatment and proven therapies delivered with refined and personalized techniques.

## CONTACT

Get in touch with **Victoria Eskenazi**, Senior Industry Liaison & Sales Associate, for industry support details, customized offers, pricing and booking form.

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# SPONSORSHIP PACKAGES

|   | Platinum                   | Gold       | Silver     | Bronze    |
|---|----------------------------|------------|------------|-----------|
| Booth Space/Placement *1                          | 72 SQM                     | 36 SQM     | 18 SQM     | 12 SQM    |
| Complimentary registrations                       | 15                         | 10         | 5          | 2         |
| Additional exhibitor badges (not guests) at \$750 | 10                         | 5          | 2          | 2         |
| Symposium opportunity *2                          | Breakfast, lunch or dinner | Breakfast  | -          | -         |
| Product Theatre                                   | -                          | -          | ✓          | ✓         |
| Hospitality Suite (including basic AV)            | 1                          | -          | -          | -         |
| Pre-Congress tabletop exhibit                     | ✓                          | ✓          | ✓          | ✓         |
| Advertisement in final program                    | Full page                  | Full page  | Full page  | Full page |
| Carousel Advert in the mobile app                 | 1                          | 1          | -          | -         |
| Joint e-blast                                     | 1                          | -          | -          | -         |
| Sponsored Coffee Break                            | 1                          | 1          | -          | -         |
| Push Notifications                                | 2                          | 1          | 1          | -         |
| Welcome Reception invitations                     | 15                         | 10         | 5          | 2         |
| Faculty & Board dinner tickets                    | 4                          | 3          | 2          | 1         |
| Device learning laboratory                        | 60 Minutes                 | 30 Minutes | 15 Minutes | -         |
| Session with INS board *4                         | 30 Minutes                 | 20 Minutes | 10 Minutes | -         |
| One year recognition on INS website               | ✓                          | ✓          | ✓          | ✓         |

<sup>1</sup> Additional space can be purchased at a reduced rate.

<sup>2</sup> The opportunity to host an Industry-sponsored Breakfast, Lunch, or Dinner (Platinum) or Breakfast (Gold)

Program for only the cost of food & beverage, room set-up and AV (\$10,000 savings), limited number of invited guests for programs.

<sup>3</sup> INS will provide suite only, no food and beverage.

<sup>4</sup> Platinum, Gold, and Silver Supporters can have a presentation and/or participate in a discussion session with the INS Board Members at two INS Board Meetings. Arrangements can be made directly with the INS Executive Office at [INS@neuromodulation.com](mailto:INS@neuromodulation.com).



## EDUCATIONAL ITEMS

### INS MOBILE APP

The Meeting App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active meeting participation and makes it easy for participants to access meeting information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.

Meeting App sponsorship support includes:

- Supporter acknowledgement on the splash/pop-up screen of the App: “Supported by: company name/logo” (product logo not permitted)
- 2 “push notifications” included in the sponsorship package
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

## **DEVICE LEARNING LABORATORY**

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The INS is offering an opportunity to lead your own, private educational 20-min session in the INS 'device learning laboratory'. The presentation can feature content and speakers of your choice and is designed for maximum 40 attendees per session. Attendees must receive an invitation. The session room, set up with theatre-style seating, will be supplied with the following items:

- A small AV system with one projector and a screen
- A lapel microphone
- A handheld microphone

Each session block is 25 minutes. 20 minutes for presentation and 5 minutes for setup. It is recommended that you arrive at the beginning of the session block, so you have enough time to prepare.

\*Each session is subject to confirmation and approval by the INS.

## PROMOTIONAL ITEMS

### CHARGING KIOSK

The Branded Charging Kiosk for multiple devices, including smartphones and tablets is a great way to leave a lasting impression on the participants.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

### BRANDED SEATS

The branded festival chairs are stylish and informal. The multi-purpose cardboard stool can be customized to match the theme of INS. The design is subject to approval by the Organizer and must follow all compliance regulations.

- Opportunity to brand the seating cubes.
- 50 - 100 branded seats will be produced; the price will adapt proportionally to the quantity of branded seats.
- Location of the seating cubes onsite to be coordinated with the Organizer.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and mobile application, and with signage during the event.

## **COFFEE BREAK**

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Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and mobile application, and with signage during the event.

## **HOSPITALITY SUITES | MEETING ROOMS**

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An opportunity to hire a room at the venue that may be used as a Hospitality Suite or a Meeting Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost.

- Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.
- Opportunity to brand the hospitality suite | meeting room.
- Acknowledgement on directional signage outside the suite.

## **INS BOARD DINNER**

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An opportunity to network with the INS board of directors during the INS Board Dinner. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance.
- Opportunity to provide branded items for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application and with signage during the event.

## **PROMOTIONAL MATERIAL (INSERT)**

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Promotional material (up to 4-page insert, A4 flyer) will be included in the Congress bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all participants.
- The distribution arrangement will be advised.



## **PHOTO BOOTH**

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The Photo Booth is an excellent tool to engage with attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees, and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the Congress ends as these photos are shared with colleagues, friends, and family.
- By sponsoring the Photo Booth, the company will be the official Supporter of the Photo Contest taking place virtually.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

## **WATER BOTTLES**

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Water bottles are a way to keep participants hydrated on the go. Individual water bottles that are distributed throughout the event.

- Opportunity to support the reusable Water Bottles.
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

\*Due to Canadian compliance, company logo is not allowed.

## **PROMOTIONAL MAILSHOT (EXCLUSIVE)**

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Gain additional exposure for your industry session, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress Organizer.

- Exclusive: Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter and subject to receipt by 6 weeks prior to the Congress. "From" field will be INS 2024.

\* In the case where the Supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the Congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

\*Industry Support Disclosure -will be added to all mailshots. This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.

## **VIDEO WALL**

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The Social Media Wall is an exciting and modern item which encourages delegates to post messages related to INS 2024. The onsite social media specialist will moderate the interactions to ensure that only appropriate and Congress related interactions are shared on the main screen.

Your company logo will be placed on the Social Media Wall.

- A large screen will appear in the main area of the venue showing all social media interactions that include the Congress hashtag #INS2024.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

## **WELCOME RECEPTION**

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Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on a sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

## **WIFI LANDING PAGE**

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Wireless Network Provision: Delegates wishing to access the internet via their own laptop/smartphone may do so by using the Congress Wi-Fi. The Supporter of this piece of technology will receive strong visibility during INS 2024.

- An initial branded splash screen will bear the Supporter logo and company name. The card will be distributed together with the other congress materials.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website, mobile application, and with signage during the event.

## **PUSH NOTIFICATION**

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- One “push notification” sent to all participants\* onsite through the mobile app.
- Date and time to be coordinated with Congress Organizer.
- Specifications will be provided by the Congress Organizer.
- The Congress App will be available for all participants who download the app.

\* Available only if you have purchased the mobile app item.

\*Only for those participants who have opted to receive such information.



## EXHIBITION

### SPACE ONLY

(min. 12 sqm)

- Exhibitors' badges
- 100 - word company product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

### SHELL SCHEME

Exhibitors' badges

- 100 - word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered Exhibitors
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- In addition, each booth will include the following:
  - 8" back wall, 3" side walls
  - Exhibitor's names banner
  - (2) arm lights - Carpet

[EXHIBITOR RULES & REGULATIONS](#) | [PAYMENT & CANCELLATION TERMS](#)

## ACKNOWLEDGEMENTS

Each Supporter and Exhibitor will receive the following benefits:

- Supporter's logo on the Congress website
- Acknowledgement on Supporters' Board onsite
- Acknowledgement in the Supporters' List and 100-words company profile in the Final Program Book
- Supporter's logo and company profile in the Congress App

Please note: Platinum and Gold Sponsors' symposium dates and exhibition spaces will be confirmed only after a 60% deposit and a completed and signed sponsorship agreement are submitted. Symposium dates, exhibition space and other sponsor benefits will be assigned on a first come, first served basis according to the standard INS benefit matrix.