



PENNSYLVANIA  
Neurosurgical  
Society



# 107<sup>th</sup> ANNUAL SCIENTIFIC MEETING

**July 23-24, 2021** THE HOTEL HERSHEY, HERSHEY, PA

**COVID-19 Message:** PNS is working closely with The Hotel Hershey to ensure a safe environment for both exhibitors and attendees. We are preparing for a socially distanced event consistent with governmental restrictions and those imposed by the hotel. As a result, the total number of exhibitors and the types of sponsorships we are able to offer may need to be adjusted based on the regulations in place.

By registering for this event, you accept that PNS may be forced to adjust the 2021 meeting (including exhibitor and sponsor benefits) in order to comply with governmental and hotel safety restrictions. PNS will continue to monitor the pandemic and communicate any changes to all vendors in a timely manner.

## EXHIBITOR & SPONSORSHIP OPPORTUNITIES

All sponsors and exhibitors (except for APP Breakout/Resident Skills Session) will receive (1) 6' table with skirting and chairs for (2) representatives on Friday, July 23; onsite promotion (company name displayed on signage as well as in onsite program and during break slides; participation in welcome reception on Friday evening; and attendee list (both before and after the meeting). No display on Saturday, July 24.

### Exhibit Table

**\$2000** Early Bird (before or on May 1)

**\$2200** (after May 1)

### Platinum Sponsorship—\$10,000

#### (1) Opportunity

Exclusive audience with the PNS Executive Council at a private cocktail hour on Thursday, July 22 prior to their Board Meeting (2 representatives may attend). Includes an opportunity to give a (10) minute presentation with (5) minutes of discussion; (2) Exhibit Tables at the Annual Meeting (displayed on July 23) with up to (4) on-site representatives; premier table placement in exhibit hall (location chosen by company).

### Gold Sponsorship—\$5,000

#### (1) Opportunity

Exclusive sponsor for the Friday evening reception held in the exhibit hall with attendees and other exhibitors; company logo printed on cocktail napkins which will be used during reception; company name displayed on signage at bars and in room during reception; premier table placement in exhibit hall after the platinum sponsor's choice of premier table placement (location chosen by company).

### Silver Sponsorship—\$3500

#### (2) Opportunities

Sponsor for wi-fi on Friday OR Saturday at the Annual Meeting; use the company's name as the password for the wi-fi; company name printed on signage for wi-fi instructions in general meeting areas; premier table placement in exhibit hall after the platinum and gold sponsor's choice of premier table placement (location chosen by company).

### APP Breakout/Resident Skills

**Session—\$1000 and in kind donation of equipment or personnel. (\$500 if already exhibiting)**

### Multiple Opportunities Available

PNS is seeking industry sponsorship (provide personnel and/or equipment) to conduct skills sessions for an APP Breakout on Friday, July 23 and Resident Session on Saturday, July 24.

These hands-on training sessions for Residents and APPS are opportunities to showcase surgical tools and equipment used in the operating room. Each breakout session will be moderated by PNS leadership. If interested, please contact Jessica Winger at [jwinger@pamedsoc.org](mailto:jwinger@pamedsoc.org).

**Register online**

# EXHIBITOR INFORMATION

**Exhibit Hours:** Exhibit hours are from 7:00 a.m. to 6:30 p.m. on Friday, July 23th. The reception will be held in the Exhibit Hall immediately after the end of Friday's program to allow for more face time with meeting attendees. Please be prepared to stay throughout. Teardown will be available after the reception Friday night at 6:30 p.m. There will be NO Exhibit Hall on Saturday, July 24th.

<p><b>MORNING</b></p> <p><b>6 a.m.-7 a.m.</b>                    <b>Exhibitor Set-up</b></p> <p><b>7 a.m.-8 a.m.</b>                    <b>Continental Breakfast</b> <b>in Exhibit Hall</b></p> <p>8 a.m.-9:50 a.m.                General Session</p> <p><b>9:50 a.m.-10:30 a.m.</b>       <b>Break in Exhibit Hall</b> <b>with Attendees</b></p> <p>10:30 a.m.-12:15 p.m.        General Session</p>	<p>12:15 p.m.-1:15 p.m.</p> <p><b>LUNCH</b></p>	<p><b>AFTERNOON</b></p> <p>1:15 p.m.-3:00 p.m.        General Session</p> <p><b>3:00 p.m.-3:30 p.m.</b>       <b>Break in Exhibit Hall</b> <b>with Attendees</b></p> <p>3:30 p.m.-5:15 p.m.        General Session</p> <p><b>5:15 p.m.-6:30 p.m.</b>       <b>Reception in Exhibit Hall</b> <b>with Attendees</b></p> <p><b>6:30 p.m.-8:30 p.m.</b>       <b>Exhibitor Teardown</b></p>
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*Schedule is tentative and subject to change. Exhibit table representatives are expected to be present during all **bold** events listed above.*

- **Set-up:** Exhibit set-up time is from 2:00 p.m. to 6:00 p.m. on Thursday, July 22 and 6:00 a.m. to 7:00 a.m. on Friday, July 23; dismantling of exhibits should not occur until 6:30 p.m. on Friday, July 23, 2021.

Table assignments will be identified with tent signs. Each exhibitor will be provided with a (6') table (draped and skirted), name badges and a meeting attendee list and program. An updated attendee list will be mailed to exhibitors following the meeting.

Tables will be set around a room adjacent to the meeting room. You are responsible for securing your exhibit and personal items at all times. We will not be able to lock these items in a room or otherwise.

- **Electrical:** If you require a standard electrical outlet for your display, please notify us so arrangements can be made with the hotel. You will be charged an additional \$50 for each electrical outlet requested.

- **Food & Beverage:** Continental breakfasts and breaks will be set-up in the exhibit area. Representatives are welcome to enjoy the food and beverages provided. Please register online for the Friday lunch and Friday evening reception.

- **Sessions:** If you choose to attend sessions, you **MUST** remove your name badge and any visible logos while in the session.

- **Shipping:** The hotel will accept parcel shipments up to (2) days prior to the meeting. (no sooner than Tuesday, July 20, 2021)

- **Parking:** Parking is free of charge at The Hotel Hershey.

**PNS Tax ID: #23-2144604**



# EXHIBITOR SHIPPING INFORMATION

## Shipping Address:

(use this address for ALL ITEMS being shipped to The Hotel Hershey):

**PNS Annual Meeting  
c/o The Hotel Hershey**

**100 Hotel Road**

**Hershey, PA 17033**

**Attn: Convention Services Department**

**Hold for "Company Name"**

**Box 1 of 2/Box 2 of 2 etc.**

## Delivery Instructions:

Please contact our hotel contact Ted Maloy at [tmaloy@hersheypa.com](mailto:tmaloy@hersheypa.com) or 717-534-8817 to let the hotel know of your delivery. The hotel needs the name of the delivery service for large items as well as a target delivery time (map below). All deliveries must come on a truck with

a lift gate, any arriving on trucks without the lift gate will be turned away. The hotel does not have a dock. The service elevator entrance is only 42" W x 84"H, so we have limitations on what we can bring from the ground floor to the first-floor exhibitor area.

Any deliveries that come "crated" must be unpacked and handled by the representatives of the company exhibiting. Crates must be sent away with the delivery truck and cannot be stored at the hotel. Prior to unloading, vendors must sign in with hotel security in order to access the service entrance with their exhibit items. Hotel security is located via the east entrance on the ground floor. **\*Note- the hotel asks that any items being delivered on Thursday, July 22nd arrive after 12 p.m. as food deliveries come in through the same service entrance.**

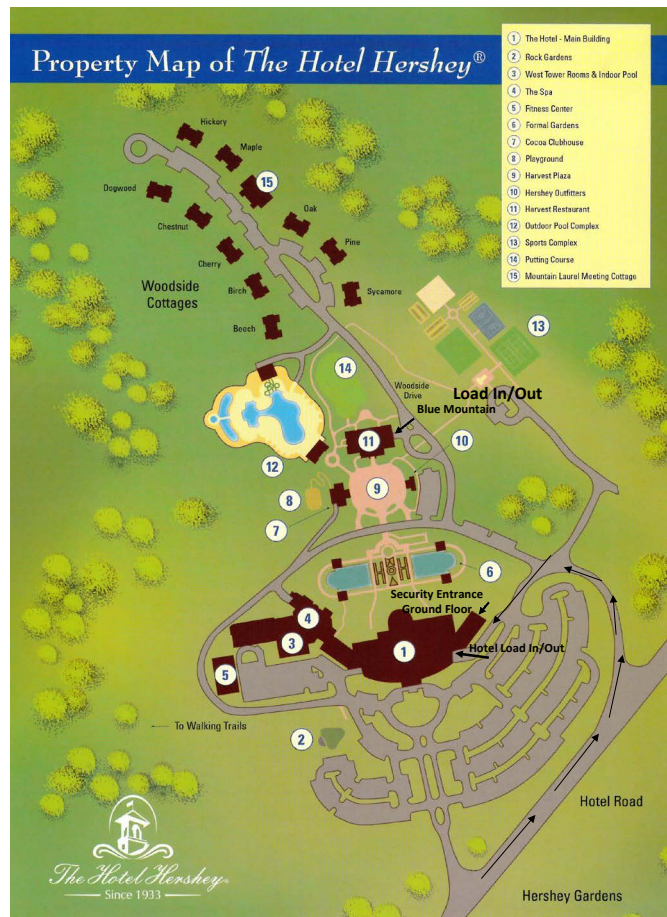
## Storage:

Storage is available for small boxes and items for vendors in the Cocoa Inn during the meeting.

## Shipping Out:

- Individuals must arrange for shipping items off property
- All boxes must be secured and taped closed
- All boxes must be labeled with shipping information on packages
- Any materials left behind after the event will be charged a storage fee of \$25.00 per day.
- Items left after one week will be discarded.

If you have any questions regarding the meeting, please call Jessica Winger, PNS Meeting Manager at (717) 909-2693 or email at [jwinger@pamedsoc.org](mailto:jwinger@pamedsoc.org).





Continue our partnership year around and add a valuable connection to our membership of over 300 physicians and affiliate members.

### **Corporate Partnership | \$3,000**

PNS has created a partnership to continue connecting our vendors with our membership. Use this opportunity to send communications directly to our members and to increase your visibility with our members through our website.

- Distribution of priority company information (i.e. FDA approvals) to active members based on board approval. Email will be sent in a timely manner at the discretion of PNS to maximize the impact of communication and not overwhelm our membership (limit 1)
- Company logo scrolling on PNS website
- Company logo listed at the bottom of emails to membership as a part of the email template (associated partnership level listed)
- Company included on Corporate Partner webpage dedicated to listing all corporate partners with links and resources

### **Virtual Industry Sponsored Symposium (ISS) Program | \$4,000**

Use this opportunity to connect with our members year around. Program should be coordinated by purchasing company— PNS will facilitate access through our website and email communication.

- Evening weekday times preferred for sessions (7 p.m. start time or later)
- Companies are limited to (1) program per month (maximum of (4) programs total per company; no more than (2) ISS programs will be offered each month; programs must be at least one week apart)
- Emails to advertise the opportunities will be sent at the discretion of PNS to maximize the impact of communications and not overwhelm our membership. If more than one program is available at any given time, all opportunities will be included in a single email communication
- All opportunities will be included on the PNS website on a dedicated page

[\*\*Register online\*\*](#)

