



TOXINS 2015

Basic Science and Clinical Aspects of Botulinum and Other Neurotoxins

Corinthia Hotel Lisbon

January 14-17, 2015

Lisbon, Portugal

Exhibitor Prospectus



Society Facts

The International Neurotoxin Association (INA) is a not-for-profit, international scientific society dedicated to advancing scientific research, supporting education, and fostering understanding about botulinum and other neurotoxins. INA provides a forum for the exchange of information and ideas among scientists, clinicians, allied health and other medical professionals, as well as the general public about the science and therapeutic use of neurotoxins.

Topics of Discussion

- Action of botulinum neurotoxins (BoNT) at neuromuscular junction
- Clinical use of BoNT for treating skeletal muscle
- Action of BoNT at pain endings
- Clinical use of BoNT for pain including headache
- Action of BoNT at smooth muscle junction
- Clinical use of BoNT for GI, GU disorders
- Molecular interactions
- Traffic
- Immunity and immunoprotection
- BoNT for cosmetic/dermatologic indications
- BoNT in nondystonic hyperkinetic disorders (tics, tremor, palatal tremor, other)
- BoNT management of challenging cases: Spasticity with/without dystonia
- Optimizing outcomes in cervical dystonia
- BoNT for headache
- Optimizing outcomes in blepharospasm and HFS
- BoNT treatment of the difficult neurologic patient: Complicated facial movement disorders, neck and trunk, HFS, camptocormia
- Basic science evaluation of the toxins
- Clinical evaluation and comparisons
- Basic discussion of ideal toxins
- Clinical discussion of ideal toxins
- Genetics and evolution
- Assays and potency
- Hybrid toxins and novel therapeutics
- Techniques for localizing neck and limb muscles
- Clinical BoNT protocols for the dermatologic and cosmetic treatment of the face
- Treatment of laryngeal disorders (SC and vocal tremor), sialorrhea and oromandibular dystonia
- Technical aspects of BoNT injection
- Controversies and unresolved issues in the use of BoNT
- Vaccines
- PT and other techniques that may augment the effectiveness of toxin
- CNS effects and plasticity
- Long-term effects of toxin
- Inhibitors and modulators
- Novel clinical applications of BoNT

Exhibit Information

The Exhibit Hall is an integral part of the TOXINS 2015 conference, offering exhibitors, both neurotoxin and non-neurotoxin related, the opportunity to share with meeting attendees information on the most innovative and exciting advances in research and uses of neurotoxins.

All requests for exhibit space must be made using the Application for Exhibit Space and submitted prior to September 1, 2014

Exhibit Schedule

Wednesday, 14 January	Exhibit Set-Up All Day
Thursday, 15 January	Open 7:00 – 8:30 12:00 – 14:30
Friday, 16 January	Open 7:00 – 8:30 12:00 – 14:30
Saturday, 17 January	Open 7:00 – 9:00

Exhibit Guidelines

Exhibitors participating in TOXINS 2015 must understand the following:

1. The INA reserves the right to decline applications.
2. Exhibitor representatives are required to conduct themselves professionally.
3. All TOXINS 2015 registrants must be accorded equal treatment.
4. Exhibitors are required to abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
5. All booths must be staffed during exhibit hours.
6. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 12:00pm, 17 January, 2015, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions will be applied.
7. Exhibit personnel may not leave their booths to encourage physicians in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
8. Persons, exhibitors, companies, or organizations may not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the Exhibit Hall) or in any hotel contracted by the INA.

PLEASE NOTE: It is the Exhibitor's responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations www.efpia.org) and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations www.ifpma.org) Code of Practice on the Promotion of Medicines.

Indemnification

The exhibitor agrees to indemnify, hold harmless and defend the INA and Corinthia Hotel Lisbon, along with their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractors or invitees when installing, removing, maintaining, occupying or using the exhibition premises within the Corinthia Hotel Lisbon.

Certificate of Insurance

The INA does not provide liability or property damage insurance for exhibitor's property. Exhibitors will be responsible for adequately insuring their indemnification liability and property damage risks, and will be required to submit a certificate of insurance to the INA. Externally appointed contractors will also be required to submit a certificate of insurance to the INA.

Use of INA Property

The INA name, insignia, logo or acronym (INA) and the TOXINS 2015 conference logo and artwork may not be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This applies before, after and during the conference. The TOXINS 2015 name and logo are registered trademarks of the INA. Those requesting use of the official TOXINS 2015 Conference logo must do so in writing to Rose Puleo, at exhibits@neurotoxins.org.

Subletting

The subletting, reassignment or apportionment of any part of any exhibitor's space is prohibited.

Promotion

1. All booth activities and materials, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Booth activities must be submitted to Rose Puleo, at exhibits@neurotoxins.org.

The INA has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the INA.

2. The following promotional practices are prohibited (this list is not exhaustive):
 - Press conferences or filming in exhibit area
 - Operating x-ray equipment
 - Use of microphones
 - Distribution of any materials featuring paid job advertisements
 - Distribution of lanyards
 - Illegal raffles and drawings
 - Promotion of INA education and/or science programs
 - Use of magicians, fortune-tellers, dancers, mimes, puppet shows, balloons (helium or otherwise), or other entertainment
 - Entering the nonpublic area of another exhibitor's booth without permission
 - Photography of any kind unless requested in writing before November 1, 2014
 - Unofficial door drops at INA hotels
 - Live music
 - Excessive noise levels for prerecorded music or presentations

Compliance

Exhibitors must comply with all applicable federal and local laws.

Food and Beverage Distribution

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must disclose to the INA and have catering handled by the Corinthia Hotel Lisbon catering department. Requests should be made by email to exhibits@neurotoxins.org by November 1, 2014

1. All items are limited to sample-size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
2. Exhibitors may not use imprinted containers or supplies of any kind.

Sanctions

The INA reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the TOXINS 2015 Exhibit Guidelines. Exhibitors who violate these guidelines may be dismissed from the meeting without refund. The TOXINS 2015 Exhibit Guidelines will be enforced without exception.

Space Assignment and Fees

Space will be assigned according to the date on which both the contract and deposit are received, availability of requested space, special needs, and compatibility of exhibitors' products.

Space Fees

Exhibit Space		Cost per space
1.5 m x 3m	(5' x 10')	3,000€
4m x 5.5m	(14.5' x 18')	12,500€

Note: Single booths cannot be merged

The following services will be provided to exhibitors at no additional charge:

- General overhead lighting
- Exhibit listing in program book
- Preregistration list
- Discount advertising in the program book



Exhibitor Registration

Online registration for exhibitors will be available 1 May, 2014 through 28 November, 2014. Admission to the Exhibit Hall is by badge only. Security guards will monitor entrances for proper badges. Badges for preregistered exhibit personnel will be available for pick-up at the Exhibitor Registration counters in the registration area. Badges will not be mailed in advance. Exhibitor badges must be worn at all times.

Photo identification and a company business card are required on site for badge pick-up.

Exhibitors will receive:

Exhibit Space		Complimentary Registrations
1.5 m x 3m	(5' x 10')	2
4m x 5.5m	(14.5' x 18')	4

Included with exhibitor badge:

- Poster Sessions • Plenary Sessions • Workshops (Basic and Clinical)

Installation

All exhibits must be set up and aisles cleared by 17:00 on Wednesday, 14 January, 2015, without exception.

Dismantling

The official exhibit closing time is 12:00 noon on Saturday, 17 January, 2015. All exhibit material must be packed and ready for removal from the exhibit hall by 17:00 on Saturday, 17 January, 2015.

Booth Relocation

If it becomes necessary to relocate an exhibitor after a contract has been accepted, the INA will contact the company involved. Every effort will be made to reassign the exhibitor to a similar space.

Cancellation and Downsizing Policy

Cancellation

If written cancellation is received by the INA on or before 30 September, 2014, a full refund will be granted, less 500€ to be withheld as a cancellation fee. If the Exhibiting Company cancels after 30 September, 2014, the Exhibiting Company will forfeit all payments made to the INA under this agreement, and the Company is liable for the full amount of exhibit space. The INA shall have the right to use cancelled space to suit its own convenience, including the selling of space to another exhibitor without any rebate to the Exhibiting Company.

Downsizing

If written downsizing request is received by the INA on or before 30 September, 2014, a full refund will be granted. All notifications of downsizing received after 30 September, 2014 will not receive a refund. The INA has the right to relocate the Exhibiting Company after downsizing.

Security

Security service will be provided during move-in, move-out and show hours, as well as after daily exhibit hours. The INA, Corinthia Hotel Lisbon, and the official security company are not responsible for any loss or damage to exhibitor property.

Nonprofit Space

The INA offers three (3) 1.5m x 3m (5' x 10') complimentary shared spaces in the Exhibit Hall. The first 4 medically related nonprofit association contracts received will be guaranteed a free space. After that, spaces will be offered at a reduced fee. Booths will be assigned by the INA based on availability. Requests for shared or reduced association space must be accompanied by proof of nonprofit status.

Nonprofit Exhibit Space	Cost per space
1.5 m x 3m (5' x 10')	500.00€

Giveaways

Exhibitors must limit promotional “giveaway” items to products that can be used during the conference or in the professional activity of the attendees. All giveaways are subject to the approval of the INA and may not exceed the AMA/EACCME Guidelines regarding gifts to physicians. All exhibitors must complete a Booth Giveaway and Contests Approval form for INA approval.

Prizes and Drawings

Prizes, sponsored contests and drawings are permitted as long as permission is received in advance from the INA. The contest must be open to all attendees and be conducted in a professional manner. All exhibitors must complete a Booth Giveaway and Contests Approval form for INA approval.

Exhibit Contact: exhibits@neurotoxins.org.





TOXINS 2015

Basic Science and Clinical Aspects of Botulinum and Other Neurotoxins

January 14 - 17, 2015 • Lisbon, Portugal



Exhibit Floor Plan



Exhibitor Booths

Booth #1 Size: 1.5m x 3m (5' x 10')

Booth #2 Size: 1.5m x 3m (5' x 10')

Booth #3 Size: 4m x 5.5m (13' x 18')

Booth #4 Size: 4m x 5.5m (13' x 18')

Booth #5 Size: 4m x 5.5m (13' x 18')

Program Book Advertising Opportunities

Advertising in the TOXINS 2015 Program Book provides concentrated exposure to the more than 400 neurotoxin specialists who are expected to attend TOXINS 2015. The program book features the complete listing of educational sessions, presenters, meeting events and exhibit activities. It is a valuable tool for all attendees, and they refer to it often.

Take advantage of this opportunity to place your message in the hands of more than 100 decision makers and over 500 total participants. To reserve space, contact Scott White at scott.white@neurotoxins.org.

Printing Specifications:

The program book is printed via HP Indigo 5500 using a 110-line screen and is perfect bound. Halftone images should be 1200 ppi.

Ad Materials:

Digital composite ads are acceptable in EPS or PDF formats, with all images and fonts embedded, and TIFF or JPEG formats at 1200 ppi with no compression applied. Our printing methods produce pleasing color, and we do not require a high-end color proof.

If you have more exacting color requirements, please send a match print or color-calibrated professional proof.

Web Transfer Site Instructions:

For your convenience, ad files can be emailed to our program designer at scott.white@neurotoxins.org.

Contact Scott White at scott.white@neurotoxins.org for instructions on how to send files larger than 10 MB.

Space Closing: 15 October, 2014

No space cancellations will be accepted after the space closing date.

Materials Due: 1 November, 2014

Advertising Contact: Scott White at scott.white@neurotoxins.org

Space/Specifications	Exhibitor Rate	Nonexhibitor Rate
1 Page With bleed A4	2,000€	2,500€
1/2 Page Vertical A4	1,000€	1,500€
1/2 Page Horizontal A4	1,000€	1,500€

Industry-Sponsored Events

INA policy allows exhibiting companies and nonprofit organizations to host events during TOXINS 2015, but places limits on the times and venues of these events. Entertainment, meetings or similar activities will not be permitted without prior INA approval.

The INA must review and approve ANY event affecting TOXINS 2015 meeting attendees during the inclusive dates of the conference before promotion and implementation of the event can occur, whether it is being held at INA contracted facilities or otherwise. Industry representatives are required to submit an Affiliate Event application and, if available, a copy of the brochure, invitation, or agenda to Rose Puleo at info@neurotoxins.org. Failure to seek approval prior to promotion and/or implementation of the event may result in the cancellation of the event and/or sanctions by the INA.

All requests must be made using the Industry-sponsored event form and be submitted prior to 1 September, 2014. Please review the Industry-sponsored event guidelines prior to applying.

No ancillary events involving TOXINS 2015 attendees are allowed during the following times:

Wednesday, 14 January, 2015

19:30 – 21:30 Welcome Reception

Thursday, 15 January, 2015

07:00 – 08:30 Exhibits Open
08:30 – 18:30 Plenary, Parallel Tracks and Workshops
12:00 – 14:30 Poster Sessions & Exhibits Open
12:00 – 13:30 Satellite Symposium

Friday, 16 January, 2015

07:00 – 08:30 Exhibits Open
08:30 – 18:30 Plenary, Parallel Tracks and Workshops
12:00 – 14:30 Poster Sessions & Exhibits Open
12:00 – 13:30 Satellite Symposium

Saturday, 17 January, 2015

07:00 – 09:00 Exhibits Open
09:00 – 12:15 Plenary Session
12:00 – 13:30 Satellite Symposium



Industry Sponsored Events Contact: Rose Puleo at info@neurotoxins.org

Commercial Support Opportunities

We invite you to become a TOXINS 2015 supporter. Commercial support is an excellent way for your organization to show its commitment to advancing the field of botulinum and other neurotoxins.

Benefits of Commercial Support

- Enhance your visibility
- Gain a more powerful presence
- Increase your impact on INA members

Sponsorship Opportunities

Welcome Reception — A cocktail and appetizer reception for TOXINS 2015 will be held on Wednesday, 14 January, from 7:30 PM to 9:30 PM. Specific Sponsorship Benefit: Ability to have product name and logo on serving cups and napkins as well as 10'x 10' banner or larger promoting the sponsorship (provided by sponsor) in reception location.

Cell phone Charging Stations (2) - Stations are placed in general traffic locations of the Exhibit Hall and registration area. The logos are on display throughout the duration of the Exhibit Hall hours and dates of the entire meeting. Additional Benefits include: INA-provided signage with sponsor's product logo (Exhibit Hall station only) and corporate logo in general areas of the meeting.

City Guide — This guide is a great keepsake for attendees who want to explore the city. The Corporate or product logo goes on the back of the guide.

Conference Bags — The eco-friendly bag is a tote that TOXINS 2015 attendees use to carry their syllabi and other meeting items. Bag contains the TOXINS 2015 logo on one side of the outside of the bag and corporate sponsor logo on the other side.

Conference Badge Holder — Neck pocket badge holder with a clear front pocket for name insert. 2 back pockets, 1 with a zipper, and 46" neck cord with adjustable cord lock. Corporate or product logo goes on back of holder.

Espresso Booth/Juice Bar — Booths are placed in the general traffic locations of the Exhibit Hall and registration area. Additional Benefits include: INA-provided signage with sponsor's product logo (Exhibit Hall station only) and corporate logo in general areas of the meeting.

Hotel Room Keys — Logo on hotel room keys for TOXINS 2015 conference hotels

Program Book — The meeting contents including; abstracts and the schedule of events are combined in this book. The Corporate and product logo will be printed on the back of the book.

Schedule @ a Glance — This schedule will be used as an easy guide for the TOXINS 2015 attendees to navigate their sessions with ease. The corporate or product logo will go on the back of the guide.

Commercial Support Opportunities Contact: Rose Puleo at info@neurotoxins.org.

Support an Event

Event Support	Price
Welcome Reception	25,000€
Cell phone charging station	6,600€
City Guide	3,500€
Conference bags	11,000€
Conference Badge Holder	5,500€
Espresso Booth/Juice Bar	7,500€ (Per-Day)
Hotel Room Keycards	3,600€
Program Book	15,000€
Schedule @ a Glance	5,000€

All requests must be made using the Commercial Support form and be submitted prior to 1 September, 2014.

Commercial Support Opportunities Contact:
Rose Puleo at info@neurotoxins.org.

Important Dates

Exhibit Space Deadlines	Date
Applications	31 July, 2014
Cancellations	30 September, 2014
Downsizing	30 September, 2014
Food and Beverage Requests	November 1, 2014
Giveaway Requests	November 1, 2014
Advertising in Program Book	
Space Closing	15 October, 2014
Materials Due	1 November, 2014
Industry- Sponsored Events	
Application Deadline	1 September 2014
Commercial Support	
Opportunities	Ongoing

TOXINS 2015

Basic Science and Clinical Aspects of Botulinum and Other Neurotoxins
Corinthia Hotel Lisbon 14-17 January, 2015, Lisbon, Portugal

Application for Exhibit Space

Exhibit Dates: 15-17 January, 2015

We understand that space will be rented at the following rates:

Space Fees

Exhibit Space		Cost per space
1.5 m x 3m	(5' x 10')	3,000€
4m x 5.5m	(13' x 18')	12,500€

We understand that all space must be paid for in full by 1 October, 2014. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the discretion of International Neurotoxin Association (INA).

We agree to abide by the terms and conditions included in the exhibitor prospectus, which are made part of this contract. This is not a binding contract until signed by Ivan Schuster on behalf of INA for TOXINS 2015.

After referring to the floor plan, please indicate preferred booth location.

1st choice _____ 2nd choice _____
3rd choice _____ 4th choice _____

List companies you would prefer not to be near.

List products that will exhibited.

Please submit electronically, in 50 words or less, a description of your products or services to be exhibited, exactly as you want the information to appear in the conference program book. Submit to Ivan Schuster, exhibits@neurotoxins.org, by 1 October, 2014

Please print or type.

Firm Name _____
(exactly as you wish it to appear in printed program and on exhibit sign)

Street Address _____

City, State, Zip _____

Phone _____ On-Site Cell _____

Fax* _____

Email _____

Web Address _____

Signature _____

Name _____
(first) (last)

Title _____

* I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I am authorized to and hereby give consent for the company to receive faxes sent by or on behalf of INA.

The signer of the application for exhibit space — or person designated below, **if different** — shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations. This contract and related future mailings will be addressed to the signer (or designee indicated below, if different).

Name _____
(first) (last)

Title _____

Firm Name _____

Address _____
(if different from above)

City, State, Zip _____

Phone _____ On-Site Cell Phone _____

Email _____ Fax _____

To Guarantee Your Exhibit Space:

1. Fax this completed form to 212-645-1120 or email to exhibit@neurotoxins.org
2. Make a copy for your records
3. Return the original with a 50% deposit per booth to:

TOXINS 2015 Exhibits c/o INA

30 Broad St 25th Floor

New York, NY 10004

Make checks payable to International Neurotoxin Association (INA)
or charge the following account:

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number _____ Exp Date _____

Signature (not valid without signature) _____ 3 or 4 Digit V-Code, on back of card

Questions may be directed to Ivan Schuster, exhibits@neurotoxins.org.

For INA Use Only

Booth number(s) assigned _____ cc# _____ exp _____ \$ _____

Total Cost \$ _____ Check# _____ \$ _____ Date _____

Amount Paid \$ _____ Check# _____ \$ _____ Date _____

Accepted: INA, by _____ Special Instructions _____