



EXHIBITOR PROSPECTUS

2nd Annual University of Chicago Neurotrauma Symposium: Penetrating Brain Injury – Establishing Priorities

Friday, September 20, 2024 and Saturday, September 21, 2024

David Rubenstein Forum at the University of Chicago

1201 E 60th St

Chicago, IL 60637

Please join us

On behalf of The University of Chicago, Department of Neurology and Center for Continuing Medical Education, we are pleased to invite you to exhibit at the:
2nd Annual University of Chicago Neurotrauma Symposium: Penetrating Brain Injury – Establishing Priorities

University of Chicago
David Rubenstein Forum at the University of Chicago
1201 E 60th St
Chicago, IL 60637
United States

Traumatic brain injury (TBI) remains a pressing global public health concern, affecting millions annually and imposing significant economic burdens on individuals and healthcare systems worldwide. Despite substantial research efforts, existing knowledge predominantly focuses on non-penetrating brain injuries, with penetrating brain injury (PBI), notably firearm-inflicted brain injury (FIBI), often marginalized. Recent analysis of data from the National Vital Statistics System underscores the gravity of FIBI, with 77,602 homicides attributed to this cause between 2000 and 2019. Among patients treated at level I or II trauma centers, the mean age is approximately 36 years, with a staggering 55% mortality rate. Thankfully new clinical practice guidelines for PBI are imminent and despite, remain relatively low to moderate quality evidence mostly derived from case series and expert recommendations, knowledge gaps will be emphasized. This knowledge gap continues to fail in learning from contemporary military experiences or integrate evidence-based practices, most concerningly exacerbating the variability in treatment approaches across different healthcare centers.

To address these deficiencies, a conference of experts was convened to revitalize the multidisciplinary clinical approach to PBI, particularly FIBI, in 2023. Following on the success and feedback from that conference, we will proceed with another conference September 2024. By fostering new research collaborations and embracing innovative methodologies, the conference aims to bridge existing knowledge gaps and propel the field toward a new paradigm of care, specifically identifying the priorities of research. Through this initiative, we endeavor to enhance patient outcomes and lay the groundwork for transformative advancements in the management of penetrating brain injuries.

Goals

This conference aims to introduce participants to the new guidelines for penetrating brain injury (PBI), shedding light on the most prominent knowledge gaps in the field. By addressing these gaps, the conference endeavors to enhance patient care and outcomes, particularly following severe traumatic brain injury (TBI). Emphasizing patient-centered outcomes, the conference will facilitate discussions on clinical priorities and guide future research efforts toward areas of utmost importance. Through this collaborative effort, the conference seeks to drive innovation, foster novel research collaborations, and pave the way for transformative advancements in brain trauma management.

Target Audience

This conference is tailored for a diverse cohort of clinicians, clinical research methodologists, and representatives from funding agencies dedicated to addressing the gaps in FIBI management.

Learning Objectives

Upon completion of this conference, participants will have acquired the skills to:

- Gain familiarity with the most recent guidelines in management of PBI
- Identify and articulate key knowledge gaps within the field of firearm-inflicted brain injury (FIBI) and delineate avenues for further research.
- Appraise the available options for acute neurosurgical and neurocritical care interventions to optimize neurological outcomes for patients with FIBI, considering the latest evidence-based practices and patient-centered approaches.
- Evaluate diverse research methodologies to determine their effectiveness in investigating FIBI, considering the unique challenges and complexities of this injury type.
- Outline an effective multidisciplinary approach for the acute resuscitation and management of individuals affected by FIBI, integrating insights from various medical specialties.
- Discern high-priority clinical questions necessitating further investigation in the realm of FIBI, and foster the establishment of research consortia to collaboratively address these questions.

Outcomes

This conference will enhance participants' management of PBI. By emphasizing the importance of updating clinical management approaches, and avoiding nihilism, it will provide insights into the latest treatment strategies aimed at improving patient outcomes. It will identify urgent clinical questions related to PBI and propose methods for addressing them, including collaborative research efforts. Moreover, it will explore how clinical consortiums of centers can foster collaboration, knowledge sharing, and the development of standardized protocols for PBI management. Overall, the conference will drive positive changes in the field, advancing patient care and scientific progress in PBI.

We hope you will join us along with our growing number of exhibitors in Chicago 2024!

EXHIBIT GUIDE

We are pleased to provide the following opportunities for organizations to advertise their products and services to attendees of the conference. Whether you are displaying your products in the exhibit space or interacting with participants at one of the meal functions, your message will reach key decision makers.

General Exhibit Information

Expected Attendance: 120+

Exhibit Dates:

Exhibit Dates: Friday, September 20, 2024- Saturday, September 21, 2024

Set-Up Time: 6am on Friday, September 20, 2024

Move-Out/Breakdown: by 1 pm, Saturday, September 21, 2024

Exhibit Hours:

Friday, September 20, 2024 7:00am – 5:00pm and Saturday, September 21, 2024

7:00am -12:00pm

Shipping Information:

David Rubenstein Forum at the University of Chicago

c/o 2nd Annual University of Chicago Neurotrauma Symposium: Penetrating Brain Injury – Establishing Priorities

1201 E 60th St

Chicago, IL 60637

United States

Exhibit Fees:

\$10,000 Platinum (1 available) All Gold level benefits plus: In-Person Exhibit Booth ▪ (1) 5-foot table, 2 chairs in Premium location ▪ 3 Complimentary In-Person Registrations ▪ Invitation for 2 representatives to attend the Faculty Dinner

\$5,000 Gold (3 available) All Silver level benefits plus: Exhibit Opportunities Additional Conference Registrations may be purchased for Industry Representatives at \$595 per person. In-Person Exhibit Booth ▪ (1) 5-foot table, 2 chairs in Preferred location ▪ 3 Complimentary In-Person Registrations ▪ Official email blast to attendees prior to the conference (HTML email built by exhibitor)

\$3,500 Silver (4 available) All Bronze level benefits plus: \$2,500 Bronze In-Person Exhibit Booth ▪ (1) 5-foot table, 2 chairs ▪ 1 Complimentary In-Person Registrations ▪ Recognition in printed materials and welcome slides

\$2,500 Bronze (5 available) In-Person Exhibit Booth ▪ (1) 5-foot table, 2 chairs ▪ 1 Complimentary In-Person Registrations ▪ Recognition in printed materials and welcome slides

\$2,500 Lunch Sponsorship (2 available) – 5-10 minutes of presentation time during lunch ▪ Recognition in printed materials and welcome slides

Additional Registrations:

Regular Registration: \$695 per additional registrant

Payment and Cancellation Policy

How to reserve your Exhibit Booth/Space:

Mail: The Exhibitor Application and Registration Form, with check payment to:
The University of Chicago, Department of Neurology
Attn: Natalie Cassidy
5841 South Maryland Avenue, MC 2030
Chicago, IL 60637

The display fee is due on or before **8/26/2024** No company may exhibit unless payment for exhibit space has been received in full. Applications received after **8/26/2024** will be considered based on availability.

All cancellations must be sent in writing. If written cancellation is received by: **8/26/2024**, exhibitors will receive a 50% refund. No refunds will be issued after **8/26/2024**.

Please also note that any special events (i.e. any organized social events or programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees of the symposium are required to strictly adhere to this condition.

Additional Information:

For general questions and additional information regarding exhibitor registration, please contact The Neuroscience Service line at University of Chicago via phone 815-693-0728 or Email Jordan.Wirtz@uchicagomedicine.org

Instructions

Complete, sign, and return the Application/Contract and Registration Form. Enclose a check payable to the University of Chicago.

Company Name	
Display Name (if different from company name)	
Contact Name (to whom all correspondence is sent)	
Title	
Exhibitor Address	
City, State, and Zip	
Phone	Fax
Email	

Display Fees

Exhibit Display Fee -

Important Deadline: August 26, 2024

- Payment is due.
- Company information is due for the program materials.

Payment Details

Check # Enclosed _____ payable to:
The University of Chicago (Federal Tax ID#: 36-2177139)

Additional Registrations:

Regular Registration
\$695 per person

Mail: The Exhibitor Application and Registration Form, with check payment to:

The University of Chicago, Department of Neurology
Attn: Natalie Cassidy
5841 South Maryland Avenue, MC 2030
Chicago, IL 60637

We agree to abide by all of the contract provisions governing this exhibit and which are part of this application. Acceptance of the application by the University of Chicago constitutes a contract.

Authorized Signature

Date

Contract Provisions

Exhibits and exhibitors are subject to the following regulations. The term "University" herein refers to The University of Chicago.

The University of Chicago has produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The University reserves the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

Exhibitor Representative Responsibilities: Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

Payments and Cancellations: Payment in full for exhibit space is due no later than **August 26, 2024**. Exhibitors who cancel before **August 26, 2024**, will receive a refund less a 50% cancellation fee. Exhibitors who cancel on or after **August 26, 2024**, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

Space Agreement: This application for exhibit space, the notice of assignment by the University and the full payment of rental charges, together constitute an agreement for a right to use the space. Exhibitors will be assigned space on a first-come, first-serve basis. The University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibit show.

Arrangements of Exhibits: Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided to the exhibitor by the University will consist of one six-foot skirted table, two chairs, wastebasket, one program syllabus and one complimentary conference registration. Exhibit fixtures, components and identification signs will be permitted to a maximum of seven feet. All display fixtures over four feet in height in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the area.

Fire Regulations: All material used in the exhibitor area must be made of flame-proof materials and conform to all fire department regulations.

[Standard for Integrity and Independence in Accredited Continuing Education 4: Manage Commercial Support Appropriately](#)

1. Decision-making and disbursement: The accredited provider

Care of Buildings: Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths and/or equipment or furnishings in the space provided. The Exhibitor will be held liable for any such damage caused by the responsible representative or his agent.

Use of Exhibit Space: No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of the University and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled in their regular course of business. No firm or organization not assigned space will be permitted to solicit business in any manner within the exhibit area.

Sound Devices and Noise Level: The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so nearby exhibitors are not disturbed.

Entertainment: The Exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with member attendance at regular University education sessions or meetings or induce visitors away from the Meeting. The Exhibitor must receive approval from the University in advance for any intended group functions.

Direct Selling: In the event that Exhibitor engages in on-location transactions, Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

General Restrictions: (A) Exhibitor can distribute only those food and drink samples that are manufactured or handled by them in the regular course of business. (B) The University reserves the right to restrict exhibits that, because of noise, methods of operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the University may detract from the general character of the Meeting. (C) No display material exposing an unfinished surface to neighboring exhibitors or an aisle will be permitted. (D) Exhibitor is not permitted to set up displays in hotel rooms, hotel suites or lobbies.

Liability and Insurance: Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or exhibitor representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

<p>must make all decisions regarding the receipt and disbursement of the commercial support.</p> <p>a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.</p> <p>b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.</p> <p>c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.</p> <p>d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.</p> <p>2. Agreement: The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.</p> <p>3. Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.</p> <p>4. Accountability: The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.</p> <p>5. Disclosure to learners: The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.</p>	<p><u>Standard for Integrity and Independence in Accredited Continuing Education 4: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education</u></p> <p>1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:</p> <p>a. Influence any decisions related to the planning, delivery, and evaluation of the education.</p> <p>b. Interfere with the presentation of the education.</p> <p>c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.</p> <p>2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.</p> <p>a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.</p> <p>b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.</p> <p>c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.</p> <p>d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.</p> <p>3. Ineligible companies may not provide access to, or distribute, accredited education to learners</p>
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Exhibitors receive one registration per display purchased. The full registration pass admits the exhibitor representative to all general sessions, meal functions during the symposium. Additional registrations may be purchased for \$695 each.

Conference Registration (1) -One Full Pass included with Display/Exhibit Fee

Representative Name Badge (1):

Representative Name Badge (2):

Representative Name Badge (3):

Is this your first time exhibiting at this meeting? **Yes** **No**

How did you hear about this meeting? **Mailing** **Email** **Internet** **Colleague**

Other, please specify
