

NORTH AMERICAN NEUROMODULATION SOCIETY

EXHIBITOR PRIORITY POINTS INFORMATION

(updated 3/6/2026)

Exhibitor Priority Points can be earned by the following:

- Exhibit Booth – 1 point per 10x10 (100 sq ft)
- Business Suite – 1 point per 10x10 (100 sq ft)
- Sponsor Level Packages –
 - Diamond Package – 100 points
 - Platinum Package – 70 points
 - Gold Package – 50 points
 - Silver Package – 40 points
 - Bronze Package – 30 points
- Lunch Symposia – 30 points
- Cadaver Course - 30 points per fully priced station
- All Other Sponsorships – 1 point for every \$1,500 spent
- Other NANS Meetings – 1 point for every \$1,500 spent
- Loyalty Bonus – 5 points for exhibiting 3 consecutive years

Definitions:

Cadaver Course – Additional opportunities at the Cadaver Course (e.g., breakfast or lunch) or a reduced priced station will receive 1 point for every \$1,500 spent.

All Other Sponsorships - Pertains to any other opportunity offered by NANS (i.e. hanging banners, hotel key cards, reception support, etc.).

Other NANS Meetings – Refers to meetings such as Neural Interfaces.

Rules:

Exhibitor Priority Points will be used to determine an order for selecting exhibit space for the upcoming year. Points will be calculated by adding the total number of points earned from the previous 3 years of meetings at NANS. Companies are then ranked by their total points and exhibit space requests are taken in order by ranking.

Ties - Companies with the same number of points will be prioritized by the company with the largest booth size of the previous year.

Mergers – If two exhibiting companies merge, the points can be merged and placed under the company name as directed. Once points are merged, they cannot be separated.

Multiple Divisions and Spin-Offs - Multiple divisions and spin-off companies will be awarded the highest points of any of the previous exhibiting companies. This process will allow companies to contract separately while maintaining their own identities (exhibits, exhibitor listings, badges, etc.).

Co-Marketing - If two or more companies are involved in the development of a product and wish to exhibit in one co-branded exhibit space, the co-marketed booth will earn points independently of their respective parent organizations. In the first year of the co-market booth, however, the highest previous points of any of the parent organizations will be used as the co-market's points.

How Points May Be Lost - Priority points may be lost if the exhibitor does not abide by the Terms and Conditions noted in the Exhibitor Application/Contract. If violations are found, then the procedures noted below will be followed.

Priority Point Violation Procedures:

Reporting Violations - Possible violations should be directed to NANS. If a violation is determined to have taken place, written notification will be provided to all parties.

Defining Minor and Major Violations – A minor violation is defined as an isolated incident that may have occurred as an oversight or miscommunication without intent to negatively impact the initiative's success. The action has not impacted the success of said initiative. A major violation is defined as an initiative that directly and negatively impacts the attendee experience and/or the success of the NANS-sanctioned initiative. Violations include, but are not limited to, multilayered efforts and/or actions to block, redirect, or prohibit NANS attendees from participating in sanctioned events and blocking and/or removing competitors approved promotional collateral communications that impact participation of attendance to NANS-sanctioned events that are published and open for all NANS members. Multiple minor violations or failure to take corrective action after a warning will be considered a major violation. A direct violation of NANS guidelines, such as hosting unauthorized events that compete with the plenary sessions, will be categorized as a major violation.

Deduction of Points Due to Policy Violations - Failure to follow the standards and guidelines of NANS will result in the deduction of points. In the event of an alleged violation, NANS will notify the industry representative of the policy violation and the amount of reduction in points. If the industry representative disagrees, they may submit notice of this in writing, which NANS will review and decide if further action is required.

For each minor violation, a penalty of up to 5 points will be assessed and a warning will be issued. Major violations subject the exhibitor to the following penalties:

1. First violation: Loss of current year's priority points
2. Second violation: Loss of one-half of accrued priority points
3. Third violation: Loss of remainder of priority points
4. Fourth violation: One-year suspension of exhibit privileges.

A more severe penalty may be levied at the discretion of NANS without following the above sequence.

Accounting & Governance - The Priority Points System is formulated and implemented by NANS. Exhibitors, sponsors, and grant providers will be provided with a copy of the current policy and an accounting of their points in response to written requests to NANS. NANS reserves the right to amend the policy at any time.