

# BRAINWEEK<sup>TM</sup> twenty 22

Sept 28-30 Red Rock Casino, Resort & Spa Las Vegas NV



## Exhibit/Sponsorship Prospectus

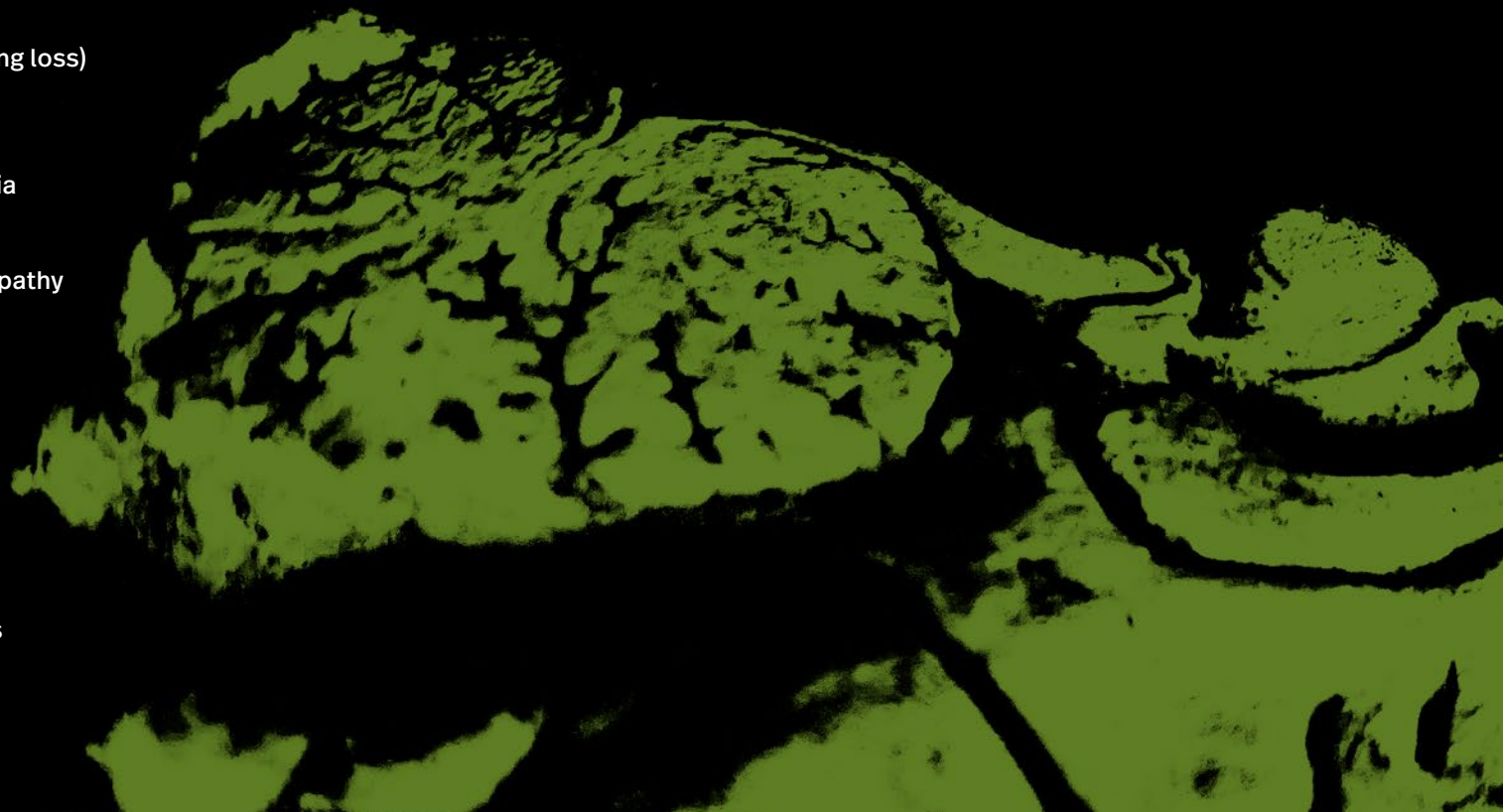
# What Is BRAINWeek?

**BRAINWeek** will be September 28–30 at the Red Rock Casino, Resort & Spa in Las Vegas, NV. The national conference offers a practical, expansive CME agenda designed for a multidisciplinary audience of specialists and frontline practitioners managing CNS disorders.

Developed by the PAINWeek organization, BRAINWeek officially launched in May 2021 as a live virtual conference addressing the most frequently diagnosed conditions encountered in clinical practice, with an emphasis on collaborative care among specialists and frontline practitioners. Approximately 700 practitioners and 20 participating sponsors/societies participated in the conference. The agenda presented CE/CME certified activities on movement and neurodegenerative disorders (MS and Parkinson's disease), migraine, dementia, stroke, epilepsy, and the impact of COVID-19 on CNS disorders.

## Key Topics

- Auditory Neuropathy (hearing loss)
- Cognitive Disorders
  - ▶ Alzheimer's Disease
  - ▶ Lewy Body Dementia
  - ▶ Non-Alzheimer's Dementia
- Demyelinating Disorders
  - ▶ Chronic Inflammatory Demyelinating Polyneuropathy
  - ▶ Multiple Sclerosis
- Epilepsy
- Migraine/Headache
- Mood Disorders
- Movement Disorders
  - ▶ Ataxia
  - ▶ Dyskinesia
  - ▶ Parkinson's Disease
  - ▶ Restless Leg Syndrome
- Neuromuscular Disorders
- Neuropsychiatric Disorders
  - ▶ ADHD
  - ▶ Bipolar Disorder
- Sleep Disorders



# Who Should Attend?

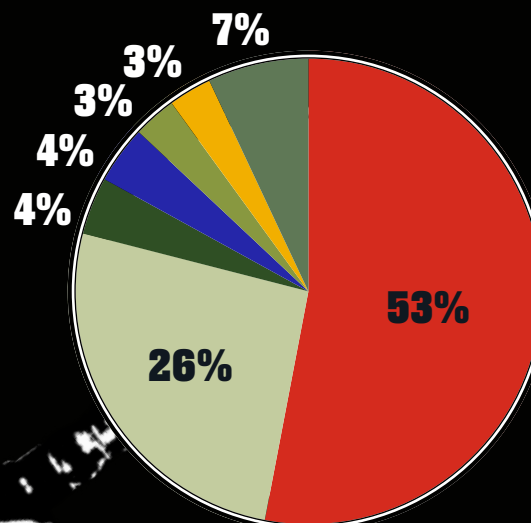
**BRAINWeek** offers a practical, expansive CME agenda designed for a multidisciplinary audience of specialists and frontline practitioners managing CNS disorders.

## Target Audience

- Internists
- Neurologists
- Advanced Practice Providers
- Primary Care Physicians
- Psychiatrists

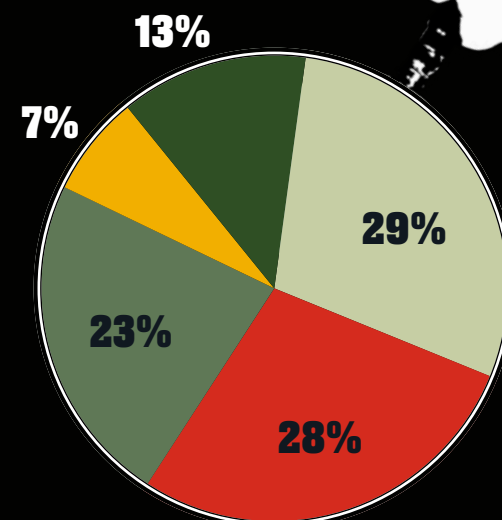
## 2021 Demographics

The BRAINWeek 2021 Live Virtual Conference hosted over 700 registered participants



## Attendee Degree Types

MD/DO	53%
NP/PA	26%
PharmD	4%
Psychologist	4%
Nursing Professional	3%
Physical Therapist	3%
Other HCP	7%



## Specialties

Psychiatry	29%
Neurology	28%
IM/PCP	23%
PM&R	7%
Other	13%

# Invitation to Exhibit

The BRAINWeek National Conference and BRAINWeekEnd Regional Conferences are the newest educational offerings from the creators of PAINWeek.

We are excited to extend the invitation to exhibit at our inaugural LIVE event. Exhibiting at BRAINWeek allows you to reach frontline and specialty practitioners while supporting world-class education across a wide array of CNS topics.

Exhibit opportunities range from 10'x10' booth spaces to customized, tailored sponsorship packages that include live, digital, and print opportunities offered before, during, and after the conference.

Additional sponsorship opportunities are available to access a diverse, engaged, and relevant audience.



## Top 5 Reasons to Exhibit

- 1** Support much needed, world-class CNS education
- 2** Reach hundreds of HCPs who see and treat CNS patients
- 3** Acquire the most qualified sales leads
- 4** Gain the competitive edge
- 5** Build brand awareness





# Benefits of Exhibiting at BRAINWeek

BRAINWeek is not a traditional society or professional organization. Our focus is providing exemplary education to CNS clinicians *and* ensuring that our exhibitors and sponsors investment is maximized.

## Who Should Exhibit?

- Pharmaceuticals
- Medical Devices
- Consumer/OTC Products
- Alternative Therapies
- Diagnostic Services
- Practice Management
- Telehealth
- EMR Providers
- Insurance/Finance
- Digital Health and Therapeutics
- Compounding Pharmacies

## 2022 Exhibit Dates and Hours:

**Setup:** Wed, Sept 28

8:00a – 4:00p

**Welcome/Exhibit Hall Reception:** Wed, Sept 28

5:45p – 7:45p

**Exhibit:** Thurs, Sept 29, and Fri, Sept 30

10:00a – 12:30p & 2:30p – 4:30p

**Breakdown:** Sat, Oct 1

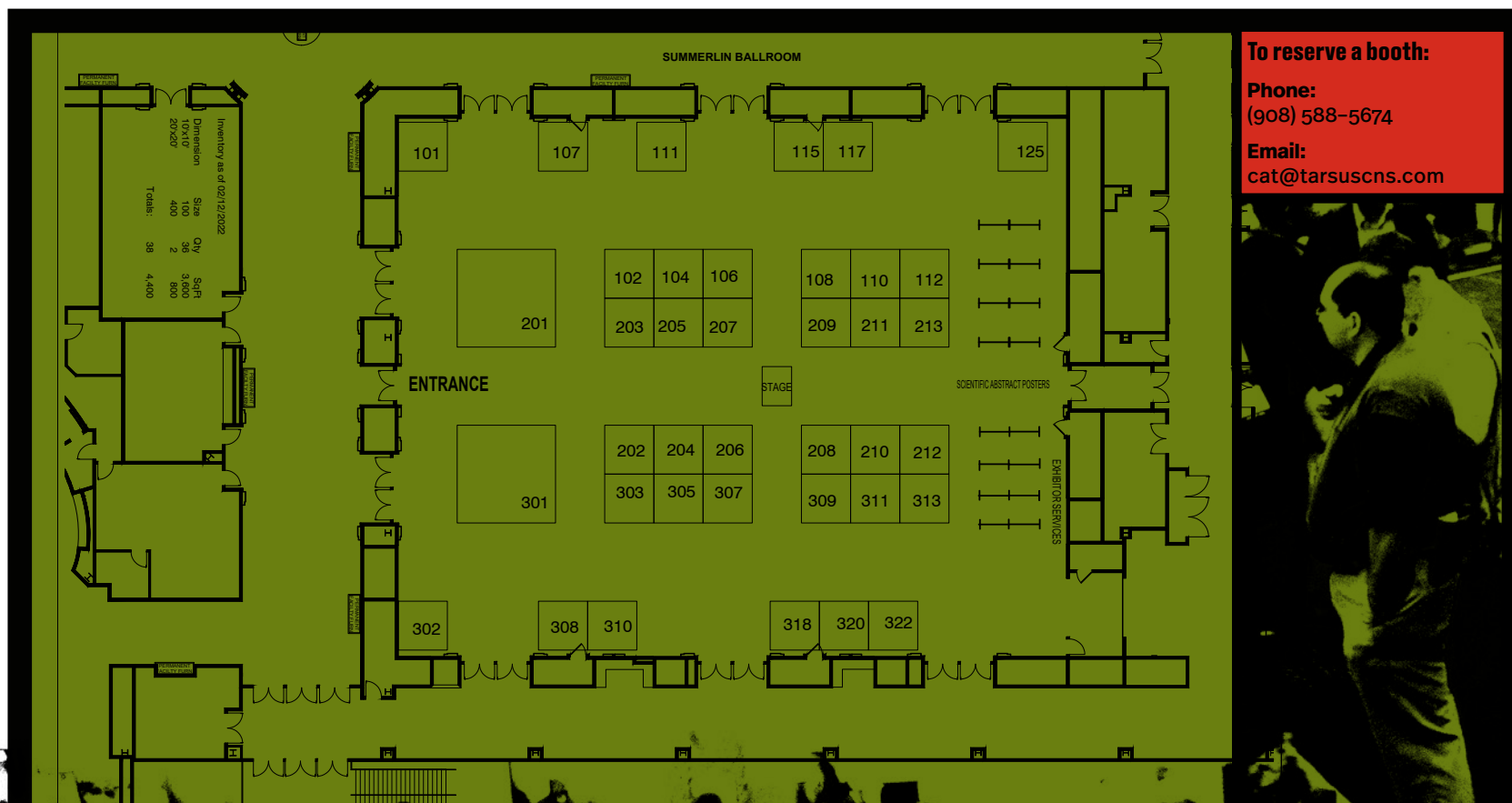
8:00a – 12:00p

## To reserve a booth:

**Phone:** (904) 588-5674

**Email:** [cat@tarsuscns.com](mailto:cat@tarsuscns.com)

# Exhibit Hall Floor Plan



**To reserve a booth:**

**Phone:**

(908) 588-5674

**Email:**

cat@tarsuscns.com



Exhibitor Application



Contact Info

# Exhibit Fees

	10'×10'		10'×10' Corner		10'×20'		20'×20'		20'×30'	
	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere	Standard	Premiere
	\$3,500	\$8,000	\$4,000	\$8,500	\$7,000	\$12,000	\$20,000	\$25,000	\$30,000	\$35,000
Carpet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
One Draped Table	✓	✓	✓	✓						
Two Draped Tables					✓	✓				
Two Chairs	✓	✓	✓	✓						
Four Chairs					✓	✓				
Listing on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in Program Book	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24-hour general security	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exhibit Badges	4	4	4	4	8	8	8	10	12	14
Lead Retrieval		✓		✓		✓		✓		✓
Preconference Registration List		✓		✓		✓		✓		✓
Conference Tote Bag Insert		✓		✓		✓		✓		✓
Premiere Exhibit Listing on Passport		✓		✓		✓		✓		✓



# PDMs

## Product, Disease Awareness, and Medical Information Programs

### Seating Set-Up

Set banquet style in full rounds.  
Due to room size, crescent rounds may not be available.

### Attendance

Meal rooms may be set for 300 or 400 participants.

Minimum of 300 attendees expected per PDM program.

### Time Slots/Fees

#### Breakfast

8:30a – 9:30a

#### Lunch

12:30p – 1:30p

#### Fees

**\$50,000**

(breakfast or lunch slot)

Does not include food and beverage (F&B).  
Sponsors will purchase and coordinate F&B services directly with hotel.

### What's Included?

- One preconference email to promote your product theatre
- One full-page ad in the onsite program book
- Lead retrieval for your program
- First right of refusal for encore PDM program at BRAINWeek National Conference and BRAINWeekEnd Regional Conferences

### AV Included

- Dual screen projection on left and right side of the stage
- Pipe and drape
- Stage riser and stairs
- Front screen projection
- 9" x 12" LCD projector, podium, hand-held microphone
- Sound kit with 6–8 channel mixer
- 1 slide advancer
- 1 laser pointer
- 1 slide show laptop
- 1 AV tech

**Please note:** The AV tech is provided for 60 minutes before and throughout the entire program to work with included AV equipment. You will need an additional AV tech if your program requires equipment beyond the standard package.



### All-Inclusive Sponsorship Packages

Unlike other national conferences, BRAINWeek offers optional program management for satellite events.



Contact Monique Michowski at [mm@tarsuscns.com](mailto:mm@tarsuscns.com) for additional information on all-inclusive packages, smaller speaking opportunities, advisory boards, receptions, and meeting space.



Exhibitor Application



Contact Info



# Extended Exposure Opportunities

**Be more than just an exhibitor.**

BRAINWeek offers sponsorship opportunities for every budget that allow you to increase your exposure with our diverse, engaged, and relevant audience.

## BRAINWeek 365 Partnerships Gold/Platinum/Diamond

BRAINWeek 365 Partnerships allow sponsors to engage their brand targets 365 days a year. Our team will work with you to tailor, customize, and personalize a sponsorship package to determine the right BRAINWeek audience segment and cadence to maximize your investment.

## All BRAINWeek 365 Packages begin with:

- Marquee exhibit space at the BRAINWeek National Conference
- Exclusive exhibit and sponsorship opportunities at BRAINWeekEnd Regional Conferences
- Recognition on [www.brainweek.org](http://www.brainweek.org)
- Recognition in each event publication
- Recognition on prominent BRAINWeek event signage

**Have an idea or looking for a custom package?**

Contact Monique Michowski at [mm@tarsuscns.com](mailto:mm@tarsuscns.com) to develop your partnership.

## Additional Advertising Opportunities

● Preconference eBlast	<b>\$2,500</b>
● Conference Days eBlast	<b>\$3,000</b>
● Tote Bag Insert	<b>\$2,500</b>
● Premiere Exhibit Passport Listing	<b>\$1,000</b>
● Premiere Mobile App Listing	<b>\$1,000</b>
● Mobile App Push Notification	<b>\$1,500</b>
● Full Page Program Book Ad	<b>\$2,000</b>
● Digital Display on <a href="http://brainweek.org">brainweek.org</a>	<b>\$75 CPM</b>
● Display Retargeting	<b>Custom</b>
● Content Activation	<b>\$10 CPC</b>
● Custom HTML Emails	<b>Custom</b>
● UpFRONT Direct Mailers	<b>\$25,000</b>



# Marquee Sponsorships

## Topic Themed Conference Day \$50,000

Consolidate all topical CME sessions and related events to maximize exposure and focus from conference attendees. *Migraine Day or App Day, etc.*

## Conference Tote Bags \$15,000

Includes full color brand or company logo. Provided to all attendees at conference registration.

## Conference Lanyards \$15,000

Great brand visibility. Provided to all attendees, faculty, and exhibitors.

## BRAINWeek Mobile App \$20,000

99% usage rate among conference attendees, this sponsorship guarantees exposure and impressions for your company or brand. Sponsorship includes 100% SOV for advertising within the app.

## BRAINWeek Program Guide \$20,000

The go-to onsite resource for attendees and where all onsite artwork is memorialized. Sponsorship includes brand or company logo on the cover and ad placements on all covers plus an ROB placement.

## BRAINBuzz Café Coffee Breaks \$10,000

Be a hero to every attendee by offering unopposed, branded coffee breaks each morning. Sponsorship includes prominent signage, push notification, and branded coffee cups. Sponsors are encouraged to scan badges and engage while serving attendees.

## WiFi Sponsor \$12,500

Exclusive sponsorship provides complimentary Wi-Fi access to all attendees. Sponsorship includes prominent signage and recognition, a custom Wi-Fi password that can include brand or company name, and reminder cards to all attendees.

Missing something?  
Have another idea?  
Access the Sponsorship  
Catalog [here](#).

# À La Carte Sponsorship Opportunities

## 1 Onsite Photo Booth/Social Media Cutouts:

**\$5,000**

Always popular, our onsite photo booth can feature your company or brand logo or incorporate your campaign imagery

## 2 VIP Networking Lounge or Hospitality Suite:

Starting at **\$2,500**

A more intimate option for your company to host attendees and faculty. Highly customizable based on function and need

## 3 General Session Highlights:

Promote your exhibit or PDM program with electronic signage displayed throughout the conference floors between CME courses

**Missing something?  
Have another idea?**

Access the Sponsorship Catalog [here](#).

## 4 BRAINWeek Video Wall

**Promotion:**

**\$3,000** per spot

Run a 60-90 second video or animation on our 20' Wide Emotion video screen. Placed in our main common area, this is a perfect vehicle to leverage existing video assets

## 5 eNewsletter Sponsorship:

**\$1,500** per send

Run display ads in all email communications before, during, and after the conference

## 6 Premium Onsite Signage:

Contact us for options and pricing

**Prime signage placement includes:**

- Mural walls
- Branded cubes
- Escalator signage
- Elevator bank signage
- Registration area signage
- Column wraps
- Exhibit entrance signage
- Keynote session signage

# Agenda

## Wednesday 9.28

	TRACK	COURSE*
7:30a – 8:20a	Mental Health/Sleep	Circuit City: The Neurobiology of Sleep and Wakefulness
8:30a – 9:30a	Sponsored Session (Breakfast–60 minutes)	
9:40a – 10:30a	Movement Disorders	Off & On: Evaluating On-Demand Therapies for Parkinson's Disease
10:30a – 11:00a	Break	
11:00a – 11:50a	Cognition/Dementia	Neuropsychiatry Panel Discussion Assessing PTSD Risk for Dementia
12:00p – 12:30p	Break	
12:30p – 1:30p	Sponsored Session (Lunch–60 minutes)	
1:40p – 2:30p	Migraine	View from the Bridge: Addressing the Gut-Brain Axis in Migraine
2:40p – 3:30p	Stroke	Collaborative Care Team Disparities in Stroke Care: Addressing Ethnicity, Incidence, and Outcomes
3:30p – 3:45p	Break	
3:50p – 4:30p	Special Interest Session	Brain Optimization and the Future of Psychedelic Medicine
4:40p – 5:30p	Epilepsy	Shuffling the Deck: Seizure Rescue Therapies
5:45p – 7:45p	Welcome Reception and Exhibit Hall Opening	

\*Note: Topics are subject to change prior to the conference.



Exhibitor Application



Contact Info



# Agenda

## Thursday 9.29

TIME	TRACK	COURSE*
7:30a – 8:20a	Mental Health/Sleep	Collaborative Care Team Managing Major Depressive Disorder in LGBTQIA Community
8:30a – 9:30a	Sponsored Session (Breakfast–60 minutes)	
9:40a – 10:30a	Movement Disorders	After Hours: Restless Leg Syndrome, Cognition, and QOL
10:30a – 11:00a	Break/Exhibits	
11:00a – 11:50a	Cognition/Dementia	Experiential Neuroscience: Virtual Reality and Gaming for Rewiring the Aging Brain
12:00p – 12:30p	Break/Exhibits	
12:30p – 1:30p	Sponsored Session (Lunch–60 minutes)	
1:40p – 2:30p	Migraine	Neuropsychiatry Panel Discussion Evaluating New Agents for Acute and Chronic Migraine
2:40p – 3:30p	Stroke	Partners in Crime: Diabetes and Stroke
3:40p – 4:30p	Break/Exhibits	
	Sponsored Session (50 minutes)	
4:40p – 5:30p	Emerging Therapeutics	COVID-19's Signature on the Brain: Inflammation and Disrupted Circuits
5:40p – 6:30p	Epilepsy	Epilepsy and Dementia: A Bidirectional Relationship?

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# Agenda

## Friday 9.30

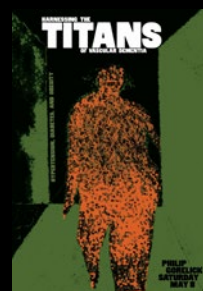
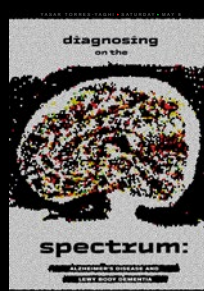
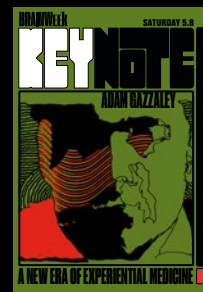
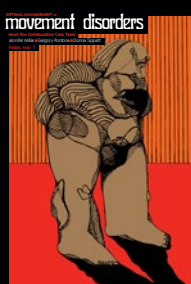
TRACK	COURSE*
7:30a – 8:20a	<b>Mental Health/Sleep</b> <i>Collaborative Care Team</i> <b>Insomnia, Mood, and Anxiety:</b> The Importance of Early Interventions for Preventing Mental Health Disorders
8:30a – 9:30a	<b>Sponsored Session</b> (Breakfast–60 minutes)
9:40a – 10:30a	<b>Movement Disorders</b> <b>First Line or First Switch?</b> Risks and Benefits of High-Efficacy Therapies for Multiple Sclerosis
10:30a – 11:00a	<b>Break</b>
11:00a – 11:50a	<b>Cognition/Dementia</b> <i>Neuropsychiatry Panel Discussion</i> <b>A Tale of Two Neurotransmitters:</b> GABA, Glutamate, and Their Role in Memory, Learning, and Inhibition
12:00p – 12:30p	<b>Break</b>
12:30p – 1:30p	<b>Sponsored Session</b> (Lunch–60 minutes)
1:40p – 2:30p	<b>Migraine</b> <b>Not Tonight:</b> Exploring the Impact of Migraine on Sexual Health
2:40p – 3:30p	<b>Stroke</b> <b>Head and Neck Injury:</b> Predictors of Ischemic Stroke
3:40p – 4:30p	<b>Break</b>
	<b>Sponsored Session</b> (50 minutes)
4:40p – 5:30p	<b>Emerging Therapeutics</b> <b>Telemedicine and Migraine:</b> Removing Barriers to Care and Increasing Adherence
5:40p – 6:30p	<b>Epilepsy</b> <b>The Magic of Mozart:</b> How Music Suppresses Brain Activity in Patients with Epilepsy

\*Note: Topics are subject to change prior to the conference.



# BRAINWeek<sup>TM</sup> twenty 21

## Poster Gallery



Exhibitor Application



Contact Info

## Contacts

### EXHIBITS & SPONSORSHIP

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### Live, Digital, Print CUSTOM PROGRAMS

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### CLIENT SERVICES

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