One-of-a-Kind Chance
to Connect with
Your Customer Base!

Exhibitor and Sponsorship Prospectus

The Neuropathy Association’s Neuropathy Summit

December 3-5, 2010

“Probing the Paradoxes of Neuropathic Pain”

Physicians Conference: December 3 - 4
Patients Conference: December 4 - 5

Washington Hilton Hotel
Washington, D.C.
About the 2010 Neuropathy Summit

Peripheral Neuropathy has reached epidemic proportions, impacting over 20 million Americans. Yet, despite the enormous physical, emotional and financial toll this chronic, often painful, and potentially debilitating illness takes on Americans, neuropathy remains one of the least recognized illnesses in the U.S. today.

We invite you to be a part of this first-of-its-kind event to educate and promote change. The Neuropathy Association’s 2010 Neuropathy Summit features back-to-back physicians/scientific and patients conferences in order to bring together all of the stakeholders in the neuropathy community: patients, physicians and health care professionals, basic science and clinical researchers and industry representatives as well as executives from other health care organizations and policy makers!

This groundbreaking Summit provides an educational event the neuropathy community has never had access to in a national venue. And because debilitating neuropathic or “nerve pain” is the primary issue for many neuropathy patients, neuropathic pain management will be given special emphasis.

Physicians/Scientific Conference: December 3-4, 2010
Health care professionals, scientists, investigators and clinicians interested in peripheral neuropathy will mobilize together to exchange and share scientific knowledge; accelerate translational research; explore applications in clinical practice to enhance patient care and exchange new ideas to address neuropathy.

Patients Conference: December 4-5, 2010
Neuropathy patients, caregivers and family members to take part in interactive informational sessions with featured neuropathy experts while learning about the latest research advances; review treatments for neuropathic pain management and connect and network with peers, professionals and industry leaders alike.

Why Sponsor, Exhibit or Attend?

The 2010 Neuropathy Summit is designed to facilitate the public exchange of information to advance our understanding of neuropathy and fuel momentum for better patient care and improved access to care, treatments and cures.

The conference will provide multiple opportunities to:
- Market your product/services;
- Communicate directly with professionals and patients alike;
- Gain distinction and demonstrate your company’s products and accomplishments; and,
- Show your concern, support and care.

Your exhibit investment is supported in a variety of ways:
- Innovative programming will draw hundreds of attendees;
- Breaks and meal functions will ensure quality traffic;
- Key Exhibit space keeps you and your target audience close;
- Receptions provide invaluable networking opportunities, and;
- Experience unprecedented opportunities in positioning your company as a leader in the industry.

We expect corporate participants to include (but not be limited to): manufacturers or distributors of medical supplies or equipment; medical devices; pharmaceuticals; clinical research and clinical trial management tools; home health care supplies or equipment; personal assistive devices.
### EXHIBIT OPPORTUNITIES

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<tr>
<th></th>
<th>Tabletop Booth:</th>
<th>2 day Physicians Conference</th>
<th>$1,500</th>
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<tr>
<td></td>
<td></td>
<td>1 day Patients Conference</td>
<td>$ 800</td>
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<td>Both Conferences</td>
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<td>Both Conferences</td>
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A limited number of exhibit spaces are being offered at each conference with receptions and meal functions being held in the halls to increase booth traffic your product or service is sure to gain exposure!

+ Booth spaces are assigned on a first-come, first-serve basis.

Your tabletop exhibit fee includes:

- One 30”x 8’ tabletop booth with skirting on 3 sides; 2 chairs
- One Registration to corresponding conference (*2 “All Access” registrations for exhibitors showing at both conferences)
  - This Registration includes a ticket to the 15th Anniversary Banquet Reception and Dinner
- Name Featured on Summit Website, on Exhibit Signage, and in Conference Program Book.

### ADVERTISING OPPORTUNITIES

Whether you’re inviting attendees to visit your exhibit, prompting them to ask a question, or simply informing them of your product or service, the Summit’s advertising opportunities deliver a solid message for your products and services.

+ Advertising opportunities are available on a first-come, first-serve basis.

#### Print Advertising

Each Conference at the Summit will have a program book unique to its attendee type. Choose to place your advertisement in the Physicians or Patients Conference program to reach your target audience.

- **FULL PAGE ADVERTISEMENT**
  - $2,500 – Program Back Cover (4 Color)
  - $2,250 – Inside Front or Inside Back Cover (4 Color)
  - $1,000 – Full Page Inside the Program (2 Color)

- **HALF or QUARTER PAGE**
  - $500 – ½ Page Inside the Program (2 Color)
  - $300 – ¼ Page Inside the Program (2 Color)

#### Publication Bin – $500 each

- Get your company / organization’s publication or catalog directly into the hands of ALL attendees
- Generate publication awareness and reach a targeted audience
- Publication Bins will be located near registration for the duration of the meeting

**The cost to produce, ship or store these materials is not included in the price.**

#### Conference Bag Insert (6 available for each conference) – $1,250 each

- Be among the first to welcome Summit attendees
- Sponsored meeting bag inserts are distributed to all attendees at registration

**The cost to produce, ship or store these materials is not included in the price.**

#### Hotel Door Drop – $1,500 per day (Choice of day and conference)

- Have Summit Attendees start the day with you with your material placed either under the door or on the door handle for attendees staying at the Washington Hilton.
- Available on Friday, December 3 or Saturday, December 4.
- Your choice of Physicians or Patients Conference

**Please note: All materials to be placed under the door must be no larger than 8.5” x 11” and on a single sheet. For all door hangers, designs and text must be approved in advance by the hotel. The cost to produce, ship or store these materials is not included in the price.**
SPONSORSHIP OPPORTUNITIES – Meals and Events

Diamond Level, Gala Dinner: $30,000 (3 Available)

- 5-Minute Speaking Opportunity at Banquet Dinner on Saturday, December 4th
- One-Bedroom Suite Upgrade (pending availability at time of sponsorship confirmation)
- Full-Page, 2 Color Ad in the Conference Program
- 1 Corporate Exhibitor Tabletop Exhibit in the Physician Exhibit Hall (Includes One “All-Access” Summit Registration)
- 1 Corporate Exhibitor Tabletop Exhibit in the Patient Exhibit Hall (Includes One “All-Access” Summit Registration)
- 8 Additional Reserved “All-Access” Summit Registrations
- Reserved, Prime Placement Banquet Dinner table (seating for your 10 attendees outlined above) for evening of December 4th
- Organization Logo Displayed in Approved Sessions
- Organization Logo Featured on Summit Website, on Banquet Signage, and in Conference Program Book.

Platinum Level, Reception Sponsor: $20,000 (Exclusive)

- Exclusive Sponsorship of the Saturday, Pre-Banquet Dinner Evening Reception
- Full-Page, 2 Color Ad in the Conference Program
- 1 Corporate Exhibitor Tabletop Exhibit in the Physician Exhibit Hall (Includes One “All-Access” Summit Registration)
- 1 Corporate Exhibitor Tabletop Exhibit in the Patient Exhibit Hall (Includes One “All-Access” Summit Registration)
- 6 Additional Reserved “All-Access” Summit Registrations
- Custom Cocktail Napkins with Your Organization’s Logo or Message
- Organization Logo Prominently Displayed on Bar Fronts
- Organization Logo Displayed in Approved Sessions
- Organization Logo Featured on Summit Website, on Reception Signage, and in Conference Program Book.

Gold Level, Lunch Sponsor: $12,500 (3 Available: 2 Physician, 1 Patient)

- Sponsorship of One Conference Lunch at either Physicians or Patients Conference
- Half-Page, 2 Color Ad in the Conference Program
- 1 Exhibit Space (Your Choice of Physician or Patient Exhibit Hall) – [Includes One Summit Registration to Corresponding Conference]
- 4 Reserved Conference Registrations For the Conference Featuring Your Lunch Sponsorship
- Organization Name or Logo displayed at Lunch Function
- Organization Name or Logo Featured on Summit Website and in Conference Program Book.

Silver Level, Breakfast Sponsor: $10,000 (3 Available: 2 Physician, 1 Patient)

- Sponsorship of One Conference Breakfast at either Physicians or Patients Conference
- Half-Page, 2 Color Ad in the Conference Program
- 1 Exhibit Space (Your Choice of Physician or Patient Exhibit Hall) – [Includes one Summit Registration to Corresponding Conference]
- 2 Reserved Conference Registrations For the Conference Featuring Your Breakfast Sponsorship
- Organization Name or Logo Displayed at Breakfast Function
- Organization Name or Logo Featured on Summit Website and in Conference Program Book.

Bronze Level, Break Sponsor: $5,000 (6 Available: 4 Physician, 2 Patient)

- Sponsorship of One Conference Break at Either Physicians or Patients Conference
- Quarter-Page, 2 Color Ad in the Conference Program
- 2 Reserved Conference Registrations For the Conference Featuring Your Break Sponsorship
- Organization Name or Logo Displayed at Break Function
- Organization Name Featured on Summit Website and in Conference Program Book.
PRODUCT SPONSORSHIP OPPORTUNITIES

- **Attendee Meeting Bags (Exclusive) – $5,000**
  - Promote your message to every Neuropathy Summit attendee during the meeting and throughout the year
  - Your organization’s logo, name or product name along with the 2010 Neuropathy Summit logo will be printed on the bag

- **Conference Water Bottle (Exclusive) – $4,000**
  - Your logo, name or product along with the 2010 Neuropathy Summit logo will be printed on the bottle
  - Displayed and offered to each attendee at registration
  - Water stations placed around the meeting and exhibit space for attendees to utilize

- **Attendee Name Badge Lanyards – (2 available) – $2,000**
  - Be seen by every attendee the moment they arrive at registration and around the necks of every attendee
  - Your choice of Physician or Patient sponsorship
  - Your organization’s logo or name will be printed on the lanyard

- **Notepads or Pens – $1,200 each**
  - Opportunity to provide notepads for the meeting attendees
  - One notepad will be include in each of the attendees meeting bags and around the meeting
  - Your company / organization may print the name, logo or product on the notepads for distribution

Other Summit Information

**Exhibit Installation**
Installation of Physician exhibits (exhibiting December 3 and 4, 2010) at the Washington Hilton is on Thursday, December 2, 2010. Installation of Patient exhibits (exhibiting December 4, 2010 only) is on Friday, December 3, 2010.

**Exhibit Dismantling**
Physician exhibits will close for the day at 7:00 pm on Friday, December 3, 2010 and for dismantle at 2:45 pm on Saturday, December 4 and **must be removed by 3:15 pm** in preparation for the Summit’s evening reception. The Patient exhibits close at 3:00 pm on Saturday, December 4 and **must be removed by 3:30 pm**.

**15th Anniversary Dinner: Saturday, December 4th**
All registered Summit participants are invited to a special Neuropathy Association 15th Anniversary dinner on Saturday, December 4th, to be hosted by Emmy-award winning journalist Pia Lindström. Additional tickets for guests can be purchased for $200, which includes a donation to The Neuropathy Association.

**Hotel Accommodations**
A block of discounted rooms ($199 single/double) are available for Summit attendees at the Washington Hilton from November 28, 2010 through December 6, 2010. To take advantage of our special rates, you MUST reserve your room by **Wednesday, November 10, 2010**. A limited number of rooms are available at this rate—once they are gone, the rate will increase. For hotel reservations, contact the hotel directly at 1.800.HILTONS or 202.483.3000 and mention the Neuropathy Summit to reserve your room. You may also reserve online using group code **NEU10** at www.hilton.com.

**Print Deadlines**
Please submit your logo in both EPS and Hi-Resolution formats by email (Neuropathy@courtesyassoc.com) by October 25, 2010 for inclusion in 2010 Neuropathy Summit materials. This includes, but is not limited to conference programs, signage and event website use.
Section 1: YOUR INFORMATION

Company Name to appear in Program: _____________________________________________

Contact Person: ___________________________________________ Email: ______________

Street Address __________________________________________________________________

City, State, Zip __________________________________________________________________

Phone: __________________________ Fax: __________________________

PRESS:  [ ] I would like to be contacted about Press Opportunities.

Section 2: EXHIBIT, ADVERTISING and SPONSORSHIP OPPORTUNITIES

CORPORATE TABLETOP EXHIBIT

[ ] Physicians Hall $1,500 [ ] Patients Hall - $800 [ ] Both Halls - $2,100

ADVERTISING OPPORTUNITIES

PRINT ADVERTISING

[ ] Back Cover Print Ad – $2,500 [ ] Inside Back Cover Print Ad – $2,250 [ ] Inside Back Cover Print Ad – $2,250

[ ] Full Page Print Ad Inside Program - $1,000 [ ]½ Page Print Ad Inside Program - $500 [ ]¼ Page Print Ad Inside Program - $300

[ ] PUBLICATION BIN – $500 (3 days) [ ] BAG INSERT – $1,250

Choose:

○ Physician Bag  OR  ○ Patient Bag

[ ] HOTEL DOOR DROPS – $2,500 (Per Day)

Choose:  [ ] Physician Conference:  [ ] Friday  OR  [ ] Saturday  OR  [ ] Patient Conference:  [ ] Saturday

SPONSOR LEVEL (select preferred level):

[ ] DIAMOND LEVEL – $30,000  [ ] PLATINUM LEVEL – $20,000  [ ] GOLD LEVEL – $12,500

[ ] SILVER LEVEL – $10,000  [ ] BRONZE LEVEL – $5,000

OTHER SPONSORSHIP OPPORTUNITIES

[ ] ATTENDEE MEETING BAG – $5,000

[ ] NOTEPADS – $1,100

[ ] CONFERENCE WATER BOTTLE – $4,000

[ ] PENS – $1,100

[ ] ATTENDEE NAME BADGE LANYARDS / HOLDER – $2,000

Choose:  [ ] Physician Conference  OR  [ ] Patient Conference

Section 3: PAYMENT INFORMATION

PAYMENT INFORMATION All sponsorships and exhibit payments must be paid in full with the application; mailed to the address below.

[ ] CHECK: A check made out to THE NEUROPATHY ASSOCIATION is enclosed in the amount of $____________

[ ] CREDIT CARD: I authorize you to charge my credit card below in the amount of $____________ AMEX  [ ] VISA  [ ] M/C

CARD NUMBER: __________________________ Security Code: __________________________ Exp. Date: __________________________

Billing Zip Code: __________________________ Billing Phone: __________________________

NAME ON CARD: __________________________ SIGNATURE: __________________________

RETURN COMPLETED FORM WITH PAYMENT TO:

2010 Neuropathy Summit, c/o Courtesy Associates, 2025 M Street NW, Suite 800, Washington, DC 20036

Phone: (202) 973-8616  Fax: (202) 331-0111  E-mail: Neuropathy@courtesyassoc.com
OFFICIAL RULES & REGULATIONS GOVERNING EXHIBITS

The 2010 Neuropathy Summit (THE SUMMIT) is presented by The Neuropathy Association (Sponsor). Courtesy Associates has been contracted for conference and expo management. The following rules and regulations will apply:

1. BOOTH CONSTRUCTION AND ARRANGEMENT

The exhibits are Tabletop booths only. Furnishings consist of a 8’ x 30” skirted (3 sides) table and, 2 chairs. Identifying signage should be part of the purchasing company’s exhibiting materials. It is not anticipated that exhibitors will use, electric service or internet connections. There is not general contractor retained for this exhibit. Exhibit materials are expected to be of dimensions that will not overflow a table with the dimensions described above. Table top pop-up type displays are to be no higher than 4 feet so that the entire exhibit is not higher than 8 feet including the table. Since the exhibit hall is carpeted, no booth carpeting will be required. Placement of exhibition equipment must not block the visibility of neighboring exhibitors. Aisles must not be used for exhibit space or standing room. All exhibits must be done in a professional manner that will not detract from the exhibition. Only quality display equipment and materials should be used, with all surfaces and edges having a finished appearance. All displays and exhibits must conform to local building and fire department codes and regulations. THE SUMMIT will inspect booths to ensure displays meet acceptable specifications. At THE SUMMIT’s discretion and determination, any booths requiring changes must be corrected immediately at the Exhibitor’s expense. Exhibitor must maintain, clean, and keep its exhibits and contracted space in good order.

2. ASSIGNMENT OF BOOTH SPACE

All booth requests will be handled on a first-come, first-served basis by the date and time of receipt of contract and payment in full. No tabletop booth assignments will be confirmed until Courtesy Associates receives both the application and payment. Every effort will be made to assign the Exhibitor one of their stated preferences in booth locations; however, THE SUMMIT cannot guarantee the preferred locations will be available. Registering and paying early will increase the possibility of receiving a preferred location. Should all Exhibitors’ preferred locations be assigned, THE SUMMIT reserves the right to assign exhibit booth space from available locations. The Sponsor and THE SUMMIT further reserve the right to deny registration, without recourse, to any prospective Exhibitors they deem are not in the best interest of the event as a whole.

3. BOOTH CANCELLATION OR REDUCTION REFUNDS

Payment in full must accompany the completed application. If assigned space is cancelled or reduced by an Exhibitor before the close of business on October 11, 2010, 50% of the Exhibitor’s payment will be returned. Cancellations received after October 11, 2010 will result in a full forfeiture. Any Exhibitor who contracts and pays for exhibition space after October 11, 2010 will receive no refund for the cancellation or reduction of space and/or full payment will still be due.

4. SUBLETTING OR SHARING SPACE

Exhibitor may not assign, sublet, or apportion to others the whole or any part of the space allotted; Exhibitor also may not advertise or display goods or services other than those produced or sold by Exhibitor in the regular course of its business. However, Exhibitor may use equipment or products of another Exhibitor or vendor in its booth(s) for the purpose of better presentation of Exhibitor’s own products.

5. INSTALLATION OF EXHIBITS

Installation of Physician exhibits (exhibiting December 3 and 4, 2010) at the Washington Hilton is on Thursday, December 2, 2010. Installation of Patient exhibits (exhibiting December 4, 2010 only) at the Washington Hilton is on Friday, December 3, 2010. If Exhibitor will be delayed in setting up its booth(s), Exhibitor must contact the THE SUMMIT staff immediately to make other arrangements. Exhibitor must be fully set /operational by 7:00 am on Friday, December 3, 2010 and Saturday, December 4, respectively. Any space contracted for and not occupied by 7:00 am each day, with no prior notice being given to THE SUMMIT, is subject to forfeiture of fees and use of the space by the Exhibitor, and may be resold or reassigned at the discretion of THE SUMMIT.

6. REMOVAL OF EXHIBITS

Physician exhibits will close for the day at 7:00 pm on Friday, December 3, 2010 and for dismantle at 2:45 pm on Saturday, December 4 and must be removed by 3:15 pm in preparation for the Summit’s evening reception. The Patient exhibits close at 3:00 pm on Saturday, December 4 and must be removed by 3:30 pm. For safety reasons, as well as to maintain a professional and courteous atmosphere, no Exhibitors will close or leave their booths prior to this time. Exhibitor must surrender the occupied booth space in the same condition it was prior to occupation. Exhibitors should make arrangements for the return shipping of their exhibit materials through their preferred shipper or ship out through the Washington Hilton package room.

7. PROTECTION OF WASHINGTON HILTON PROPERTY AND COMPLIANCE WITH LOCAL LAW

Nothing shall be pasted, tacked, nailed, screwed, or otherwise affixed to columns, walls, floors, ceilings, or other parts of building or furniture. If the premises are defaced or damaged due to acts of negligence or non-compliance by the Exhibitor, its agents, contractors, haulers, riggers, or guests, the Exhibitor shall pay the Washington Hilton for incurred damages to the Washington Hilton property. Exhibitor must comply with all District of Columbia safety and fire codes.
8. EXHIBITOR CONDUCT AND APPEARANCE

All employees and agents of the Exhibitors must register at the Summit Registration Desk at the main conference registration area and must display their badges at all times. Only badged attendees will be allowed access to the exhibit area. An Exhibitor representative must be in the booth during all the operating hours that the displays are open. Representatives will have a professional appearance and will provide suitable assistance to conference attendees to explain Exhibitor’s products, services, and programs. While on the exhibition floor, Exhibitor’s representatives are to conduct themselves in a manner commensurate with acceptable public behavior. At THE SUMMIT’s discretion, any Exhibitor who is deemed out of order will be required to leave the exhibit area. All Exhibitor activities must be confined to its contracted space. Sound or other attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of THE SUMMIT, it does not interfere with the activities of neighboring exhibitors. Operational demonstration equipment must not create noise levels or distractions objectionable to neighboring exhibitors. No smoking is allowed in any part of the Hotel.

9. LIMITATION OF USE OF RECORDED OR LIVE MUSIC

Exhibitor understands and agrees that it will not play, present, perform, or cause to be played, presented, or performed any live or recorded music at the Conference other than music that is original or exhibitor owned. Only if exhibitor has written permission and has paid the required royalties for the use of non-original recorded or live music will such music be permitted in the exhibition area. Any violation of this law may cause the immediate cancellation of your booth contract and removal of your exhibit from the floor. In such cases all monies will be forfeited.

10. SECURITY AND INSURANCE

No guard service will be provided in the exhibition area. Exhibit areas will be secured each evening. Exhibitors should not leave valuables in their booths. Exhibitors are solely responsible for the loss or damage of its goods, materials, displays, and equipment. Exhibitors are responsible for providing adequate insurance coverage to include, but not limited to, damage to personal property, damage to the Washington Hilton building or property, injury to persons, public liability, water, storm, and strikes.

11. LIABILITY

Exhibitor hereby releases THE SUMMIT, the Washington Hilton, Courtesy Associates and their agents, contractors, and employees from any and all claims, demands, causes of action or liability of any kind for injury or damages to persons or property that we may now or in the future have, known or unknown, arising directly or indirectly out of attendance at or participation in THE SUMMIT 2010. Exhibitor further agrees to indemnify and defend THE SUMMIT, the Sponsor, Washington Hilton, Courtesy Associates and any of their agents, contractors, and employees and hold them harmless, no matter what the cause or claim, from and against any lawsuits, claims, actions or causes of action, arising out of, or in connection with, this waiver of liability or its participation in THE SUMMIT 2010. This obligation includes, but is not limited to, the cost of defense, payment of any judgments and payment of any expenses for attorneys’ fees and other costs that may be incurred THE SUMMIT, the Sponsor, Washington Hilton, Courtesy Associates and their agents, contractors, and employees. Neither THE SUMMIT, the Sponsor, the Hilton Washington, and their agents, contractors and employees shall be liable for injuries to any person or for damage to property owned or controlled by Exhibitor. In case any part of the exhibit area is destroyed or damaged, preventing THE SUMMIT, the Washington Hilton, from permitting an Exhibitor to occupy assigned space, securing any part or the whole of the set up or exhibition period, or in case occupancy of assigned space during any part or the whole of the set up or exhibition period is prevented by strikes, acts of God, national emergency, or other causes only for the period space was or could have been occupied by the Exhibitor, the Exhibitor hereby waives any claim against THE SUMMIT, the Washington Hilton and their agents, contractors, and employees for losses or damages that may arise in consequence of such liabilities to occupy assigned space. No refunds will be provided.

12. VIOLATIONS

Violation of any of these regulations on the part of the Exhibitor or the employees or agents of the Exhibitor shall, at the discretion of THE SUMMIT, annul the right to occupy exhibit space, and such Exhibitor shall forfeit to THE SUMMIT all fees paid. Upon evidence of a violation of regulations, THE SUMMIT may take possession of the space occupied by the Exhibitor and may have all persons and goods removed at the Exhibitor’s risk and cost. The Exhibitor shall pay all such expenses and all damages that THE SUMMIT may incur and shall forfeit all fees paid or due to THE SUMMIT on account thereof. The Exhibitor waives any right to service or written notice of THE SUMMIT’s intention to terminate this agreement and repossess space occupied by the Exhibitor.

13. GENERAL

Exhibitor agrees to be bound by the terms of this Contract, as well as the Official Rules & Regulations Governing Exhibits for the Exhibition, which are incorporated into this Contract by reference. All matters not covered by the regulations are subject to the decision of THE SUMMIT. THE SUMMIT may amend these regulations at any time, and all amendments shall be equally binding on all parties affected by them as are the original regulations. All provisions of this agreement are severable. If any provision or portion thereof is determined to be unenforceable by a court of competent jurisdiction, then the rest of the agreement shall remain in full effect.

14. PRINT DEADLINES

Please submit your logo in both EPS and Hi-Resolution formats by email (Neuropathy@courtesyassoc.com) by October 25, 2010 for inclusion in 2010 Neuropathy Summit materials. This includes, but is not limited to conference programs, signage and event website use.