

The 27th Napa Pain Conference Online August 14-15, 2020



Exhibitor & Sponsor Prospectus



A full-feature, web-based conference

- FREE CME for learners
- Industry-leading poster hall
- Interactive exhibit hall
- Attendee networking
- Conference site hosted for 60-days after broadcast, with access to presentations, exhibits and posters

www.NapaPainConference.com

Napa Pain Goes ONLINE

The best conference on the biggest stage



Coronavirus & COVID-19

Since the beginning of 2020, we've been monitoring the restrictions and research pertaining to the SARS-CoV-2 virus and COVID-19.

As the pandemic spread and social distancing became commonplace, we, like many others, recognized the need to adapt the Napa Pain Conference (NPC) to support public health and safety initiatives.

At this time, the situation is improving. Clinicians on the front lines are our heroes (like our own Meghan Damelio, NP who has temporarily returned to her home of New York to aid in the response effort). In California, it's anticipated that groups of up to 10 people might be permitted to assemble in May. By June or July it's expected that as many as 50 people may be permitted in close proximity to each other. The Napa Pain Conference anticipated over 550 attendees this year. But rather than giving up or postponing, we went back to the drawing board to deliver something amazing.

Innovation is at the heart of our company. We wondered if there was a way to create opportunity - whatever that may be - in the crisis. After all, Neurovations is "a patient care and innovation company." So we did what we do best and evaluated the landscape, scoured the world for the best partners, and determined how to provide leadership to the pain management community that we love.

For years, we've been working to expand access to the amazing content of the Napa Pain Conference as online material. This was planned as a series of crafted learning modules available each year after the conference. By 2022 we would simulcast NPC as we outgrow our venue.

Instead, the Napa Pain Conference will be streamed online in 2020. And, in response to the rash of canceled pain conferences from Australia to Amsterdam, and the ensuing need for education - **we're giving away access and CME credits to every clinician who registers and attends the August 15 broadcast.**

In order to do the most good for the most people, we need your help. Producing the highest quality online conference in pain medicine requires expertise and resources. We have the former, but will be reliant upon exhibitors, sponsors and grants to achieve our goal. The more that you can support, the larger an audience we can deliver.

We've developed exciting ways to replicate the interactivity of a vendor hall, the means to distribute marketing materials, ongoing sponsorships that endure beyond the Conference, and podium time for a sponsor to present to the audience. Additionally, if you have ideas for opportunities that aren't listed here, please contact our office at Education@Neurovations.com to discuss them. We're committed to making this program a success for everyone.

FIGHTING THE COVID-19 FIGHT

In an effort to address COVID-19 and support the clinical community, we began work on www.covid19CME.com in March to develop and distribute free CME resources to fight the growing health crisis. We would be deeply grateful if you can support this initiative in addition to your participation in the Napa Pain Conference.

"The prospect of mass gathering is negligible at best until we get to herd immunity and we get to a vaccine. So large-scale events that bring in hundreds, thousands, tens of thousands of strangers is not in the cards based on our guidelines and current expectations."

Gavin Newsom, Governor of California
April 14, 2020

About the Napa Pain Conference

Advancing pain medicine since 1990

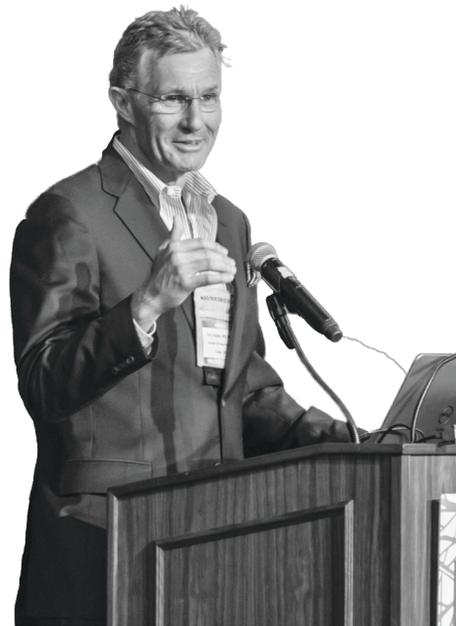
As one of the earliest conferences in pain medicine, the Napa Pain Conference has provided decades of unparalleled networking with leaders in clinical practice, research, and industry.

GUIDING PRINCIPLES

The success of NPC is rooted in creating and serving a community devoted to:

- Diversity
- Equality
- Inclusion
- Collaboration
- Independence
- Unbiased information
- The strongest science

At Neurovations, we fundamentally believe in diversity and inclusion in our workforce, in our decision-making, and in how we care for patients. We celebrate all of our employees and believe this is critical for innovation and to achieve the best care for every patient. Our unwavering mission is to inspire hope and to contribute to the health and well-being of our patients and communities through integrated clinical practice, research, and education.



Eric J. Grigsby, MD, MBA founded the Napa Pain Conference in 1990 while also creating the UC Davis pain management program. Dr. Grigsby recognized the need for a conference where everyday practitioners could get together, build a community, and share stories, successes, and challenges in treating persons with chronic pain.

SUPPORTING Global Innovation

The Napa Pain Conference benefits the HealthRoots Foundation for Global Health, a 501(c)(3) corporation supporting health initiatives in low-resource communities around the world.

PRODUCED BY Neurovations Education

Neurovations Education designs national conferences in pain, neuroscience, the management of chronic conditions, and emerging medicine. We take pride in creating world-leading opportunities for learning, collaboration, and networking.



A Complete Conference

Advancing science and practice

Medical conferences serve a vital role in postgraduate education. This is even more so for the field of pain management where residency programs provide a median of 7.5 hours of pain education. For the sake of those persons suffering with chronic pain, we have a duty to educate clinicians, and to do it well.

The Napa Pain Conference will broadcast August 15, and the full site (including exhibits) will remain accessible for 60 days post-conference.

Featuring

CONTENT AND CONNECTIONS

- Web-based access, viewable from any device
- Free access to 8 hours of CME Content with 1 year of archived access online
- Audience chat + Q&A
- Live, interactive Exhibit Hall, viewable up to 60 days after the conference
- Industry-leading Poster Hall, viewable up to 60 days after the conference
- Digital badging and incentives for audience participation
- Attendee networking
- Learners can take notes in sessions, timestamped to the corresponding part of a presentation
- Real-time tech support
- Post-conference wine college and networking (limited to 1,000 attendees)
- Separate access for attendees who could not attend, beginning in October of 2020



Responsive design, adjusts to attendee devices



Online diagnostics address problems connecting

Registration	System Compatibility Checker		Online diagnostics address problems connecting
Sessions	Browser	✓ Passed	Compatible web browser: Chrome 69
System Checker	Device	✓ Passed	You are using a compatible desktop device.
Technical Support	Cookies	✓ Passed	Your browser is accepting session cookies.
	Flash	ⓘ Skipped	Flash is not required, your browser supports HTML5 video rendering.
	Bandwidth	✓ Passed	Estimated at 20.561 Mbps. You have ample bandwidth to receive high definition streaming media from Digitell Live Events Platform
	Streaming	⏸ Waiting	[2/2] Test of HLS via NewCloud completed, passed.

A Variety of Exhibits

Build key relationships

Sometimes a static advertisement is enough. Other times, you need to connect with new and established customers. We understand, and that's why we've worked hard to preserve real-time connections between exhibitors and attendees.

Exhibits are stratified to meet your needs, with a variety of add-ons to raise your profile and make a splash. All exhibits will remain online for 60 days post-conference for new and returning attendees.



88% of exhibitors participate in conferences to elevate the awareness of the company and its brand.

72% of exhibitors participate to get leads for new prospects.

65% attend to get face-to-face time with existing clients.

Exhibits

BASE LISTING

\$1,495

All exhibitors are listed in the Exhibitor Showcase, with your logo and an exhibit page with your logo, company bio, and a link to your website.

LISTING +

\$1,995

Includes base features and the ability for attendees to access your bio and links to your website right in the exhibitor showcase. Don't make attendees click through to the next page, capture their interest immediately.

DIGITAL TABLETOP

\$2,495

Includes Listing+ features, and expands your exhibit page to include contact information for company representatives, multiple web links, and a downloadable handout.

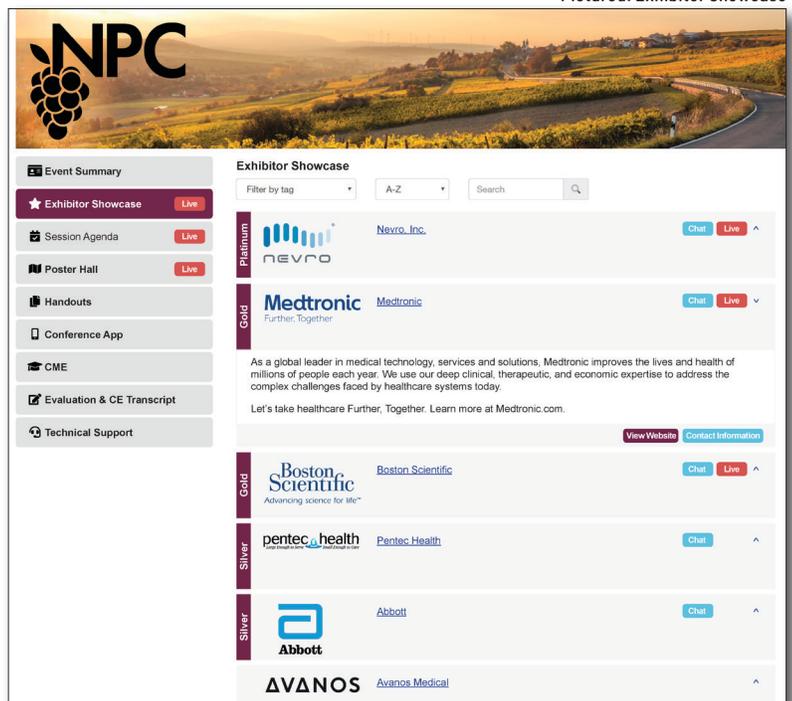
DIGITAL BOOTH

\$4,495

Create an engaging space. Digital Booths include all of the features of the tabletop, with added branding and connectivity. Add a 1200x300 banner of your own design, play a captivating video in your exhibit page, and include multiple handouts and company resources.

See an example on page 7.

Pictured: Exhibitor Showcase



Incentives



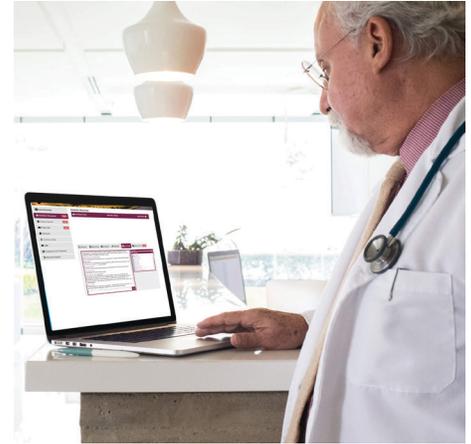
Exhibitor Hunter (10 Points)
Achieved by visiting the Exhibitor page

Attendees will be incentivised to view exhibitors and interact through conference achievements and associated prizes.

Increased Engagement

Brand building and relationship management

The efficiency of conference marketing remains unmatched. With social distancing requirements in place and company representatives barred from healthcare environments, it's more important than ever to effectively get the word out about your products and services.



Dynamic Connections

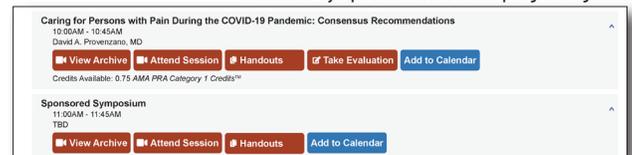
SPONSORED SYMPOSIUM

PLATINUM EXCLUSIVE

Symposia are listed in the conference agenda, can be added to an attendee's calendar, and will be viewable for up to a year after broadcast. Content will be produced to the same standard as Conference programming, with integrated speaker videos, slides, and company branding.

Providing handouts and a speaker bio early builds interest amongst attendees.

Pictured: Symposium listed in the program agenda



FACE-TO-FACE MEETINGS

SILVER AND ABOVE

Integrated Zoom rooms allow you to connect directly with attendees.

Attendees will see when your staff are available through the **Live** icon on the conference menu and your exhibit page.

Attendees can schedule one-on-one time by visiting your exhibit space and selecting a time from a schedule you provide.

Pictured: Badging that shows when exhibitors are available face-to-face



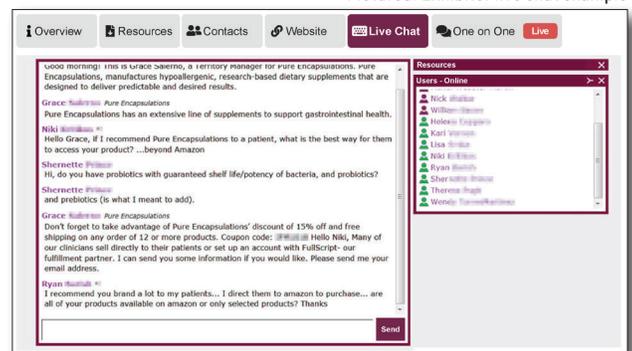
GROUP DISCUSSIONS

SILVER AND ABOVE

Having your own Chat Portal **Chat** allows attendees to "drop in" to your exhibit and ask questions, just like they would at an in-person conference.

92% of exhibit hall visitors are looking to learn about new products and services. Make sure you can answer their questions and provide the right resources by connecting them with your reps via Live Chat.

Pictured: Exhibitor live chat example



Interactive Sponsorships

Your message, in your words

Connect with providers through featured presentations, face-to-face video conferences, live chat, and branded events. Interactive sponsorships replicate the important peer-to-peer networking often missing from online events.

Sponsorships

PLATINUM

\$29,995

Exclusive items and a whole lot more.

- **Platinum Exclusive:** Symposium with 1-year open archive
Symposium appears in main agenda
- Early listing online (up to 60 days before the conference)
- Live, Face-to-Face “meeting room” during NPC
- Live chat with company representatives during NPC
- A company handout distributed from the main conference menu
- Digital Booth Exhibit
- Listed first in the Exhibitor Showcase
- A sponsored webinar with Eric J. Grigsby, MD, MBA and a guest of your choosing (subject to approval). The webinar will be produced by Neuroventions and must take place during 2020.
- Post-conference analytics

GOLD

\$14,995

- Early listing online (up to 60 days before the conference)
- Live, Face-to-Face “meeting room” during NPC
- Live chat with company representatives during NPC
- A company handout distributed from the main conference menu
- Digital Booth Exhibit
- Listed after Platinum Sponsors in the Exhibitor Showcase
- Sponsored webinar with Eric J. Grigsby, MD, MBA and a guest of your choosing (subject to approval). The webinar will be produced by Neuroventions and must take place during 2020.
- Post-conference analytics

SILVER

\$7,995

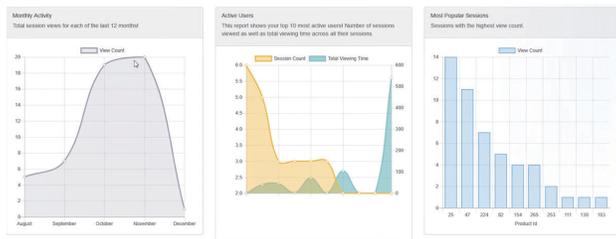
- Early listing online (up to 60 days before the conference)
- Live, Face-to-Face “meeting room” during NPC
- Live chat with company representatives during NPC
- Digital Booth Exhibit
- Listed after Gold Sponsors in the Exhibitor Showcase
- Post-conference analytics



Pictured: Digital Booth

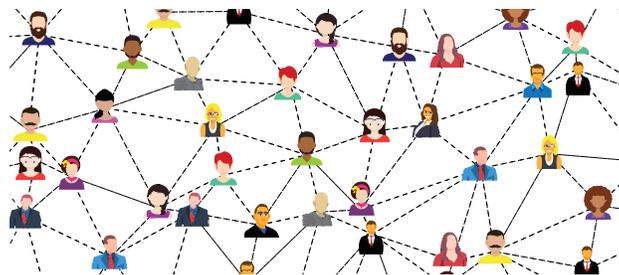


Pictured: Session Analytics



Powerful Networking

Facilitating connections



Networking remains vital in the time of social distancing. Recreating these connections in a web-based conference is critical for learners and exhibitors.

We've built ways for learners to connect with each other, for sponsors to administer private conversations, and exhibitors to track booth leads. For privacy reasons, attendees must opt in to each feature, but ensures that the leads you'll build are from attendees looking to connect.

Generate Contacts

PEER-TO-PEER

Conference attendees can connect with each other through the participant directory.

Opt Out						
First Name	Last Name	Company	City	State	Contact	
Avinash	Ramchandani	RPI	Santa Rosa	CA	email@email.com	
Elizabeth	Rickerson	Harvard Medical School	Boston	MA	email@email.com	
William	Rosenberg		Lexington	KY	email@email.com	
Lisa	Stearns	Center for Pain and Supp	Phoenix	AZ	email@email.com	
Lawrence	Poree	UCSF	San Francisco	CA	email@email.com	

LARGE GROUP - VINEYARD DINNER

\$4,995

After the educational sessions, up to 1,000 attendees can participate in a Virtual Vineyard Dinner and Wine College. One (1) corporate sponsor can brand this event with their logo, say a short introduction at the start of the presentation, and will have their sponsorship announced in repeated emails and on event listings.

Keeping the spirit of the Vineyard Dinner alive, this relaxing online version includes information on how best to prepare, taste, and enjoy wines. It wouldn't be the Napa Pain Conference without the Vineyard Dinner.

In addition to the corporate sponsorship, the Wine College is sponsored by Rocca Family Vineyards.

SPONSORS

See who visited your exhibit booth and follow up with them at a later date.

Last Name	First Name	Email Address	Number of visits	Last Visited Timestamp
Bacon	William	wbacon@digitelinc.com	3	2020-04-24 07:15:33
Giulotti	Jenna	jgiulotti@digitelinc.com	3	2020-04-16 14:15:53
DeLong	Cody	cdelong@digitelinc.com	1	2020-04-10 14:11:26
DeAngelo	Danielle	ddeangelo@digitelinc.com	2	2020-04-21 13:47:38
Sweeney	Patrick	psweeney@digitelinc.com	1	2020-04-17 14:18:20
Parker	James	jparker@digitelinc.com	14	2020-04-27 10:55:34
Hagen	Nicholas	nhagen@digitelinc.com	51	2020-04-25 12:59:34
Newman	James	jnewman@digitelinc.com	28	2020-04-25 12:59:16
Zambotti	Brian	bzambotti@digitelinc.com	64	2020-04-27 11:44:18
Reilly	Patrick	preilly@digitelinc.com	41	2020-04-24 16:51:02
Fortney	Ray	rfortney@digitelinc.com	5	2020-04-23 16:27:58
Lalwani	Arisha	alalwani@digitelinc.com	1	2020-04-10 14:11:26
Zambotti	Brian	bzambotti@digitelmail.com	4	2020-04-15 12:01:27
Green	Tom	tom.greene@aj.com	1	2020-04-10 14:11:26
Kyle	Amanda	akyle@rtp.com	1	2020-04-10 14:11:26
Johnson	Jessica	jjohnson@shee-online.org	1	2020-04-10 14:11:26
Baugh	Suzanne	sbaugh@qandaevents.com	1	2020-04-23 14:02:43
Power	Jeanne	jeanne@powereventgroup.com	1	2020-04-10 14:11:26

FACE-TO-FACE MEETINGS

Availability Appointments

James Newman

June
05

Start Time: 11:00am US Eastern (ET)

Join Meeting
Add to Calendar

Sponsors can meet face-to-face with attendees via integrated Zoom conferencing.

Provide a schedule for your reps and let learners book time with them.

Scientific Poster Hall

Distributing the latest research

Medical providers continue to seek the latest breakthroughs and clinical strategies. Researchers continue innovating. We're working with our digital vendor and other pain societies to fill the void and deliver a poster hall of the highest caliber.

Abstracts

COLLECTED: MAY 8 - JUNE 21

Share your research, clinical outcomes, quality improvement initiatives, practice improvements, or patient care strategies at one of the nation's oldest and most prestigious pain conferences.

NOTIFICATION: JULY 10

The outcome of each abstract review will be emailed to the primary author listed within the abstract by Friday, July 10, 2020.

GUIDELINES

Download the Abstract Guide at <https://napapainconference.com/npc27/abstracts/>

PUBLISHED ONLINE

Posters will be viewable and searchable in the conference listing. Each selected work will be presented with a dedicated page that includes the ePoster, title, summary, and abstract.

We're working to include pre-recorded presentations by some authors. Stay tuned for additional information.



Pictured: ePoster display with the summary and abstract

- Event Summary
- Sponsors & Exhibitors
- Session Agenda Live
- Poster Hall
- Handouts
- Conference App
- CME
- Evaluation & CE Transcript
- Technical Support

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Poster Hall

Identification of the Infrapatellar Branch of the Saphenous Nerve for Treatment Using a Peripheral Nerve Stimulator, a Technical Report

Derivation of the knee for the management of chronic pain is gaining significant attention. The infrapatellar branch of the saphenous (IPBS) is a common therapeutic target for the treatment of anterior knee pain. It is a nerve commonly injured during knee surgery and can also transmit nociceptive input from patients with non-surgical anterior knee pain of multiple etiologies. Unlike the genicular nerves of the knee which have fluoroscopically guided landmark based approaches, the IPBS has a more variable course. This technical report discusses the author's novel method of accurate identification for treatment using a hand held non-invasive peripheral stimulator.

Background

The infrapatellar branch of the saphenous (IPBS) is a common therapeutic target for the treatment of anterior knee pain. It is a nerve commonly injured during knee surgery and can also transmit nociceptive input from patients with non-surgical anterior knee pain of multiple etiologies. Unlike the genicular nerves of the knee which have fluoroscopically guided landmark based approaches, the IPBS has a more variable course. This technical report discusses the author's novel method of accurate identification for treatment using a hand held non-invasive peripheral stimulator.

Objective

To present a method for the identification of the IPBS using a hand held non-invasive peripheral stimulator.

Methods

A series of 10 patients with anterior knee pain were treated with the IPBS using a hand held non-invasive peripheral stimulator. The results of the treatment were compared to the results of the treatment using a hand held non-invasive peripheral stimulator.

Results

The results of the treatment were compared to the results of the treatment using a hand held non-invasive peripheral stimulator. The results of the treatment were compared to the results of the treatment using a hand held non-invasive peripheral stimulator.

Conclusion

The results of the treatment were compared to the results of the treatment using a hand held non-invasive peripheral stimulator. The results of the treatment were compared to the results of the treatment using a hand held non-invasive peripheral stimulator.

Conclusion

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Sponsor & Exhibitor Application

Organization

COMPANY _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

Primary Contact

AUTHORIZED REP _____ TITLE _____

EMAIL _____ PHONE _____

WE WOULD LIKE TO SECURE THE FOLLOWING SPONSORSHIP/EXHIBITOR OPPORTUNITIES	PRICE
TOTAL	

MENU	
Vineyard Dinner & Wine College	\$4,995
Platinum Sponsor	\$29,995
Gold Sponsor	\$14,995
Silver Sponsor	\$7,995
Digital Booth	\$4,495
Digital Tabletop	\$2,495
Listing+	\$1,995
Base Listing	\$1,495

Applications are not considered final until receipt of payment and approval by Neuroventions Education.

By submitting an application, companies agree to adhere to all standards established by the Program Organizer or the body accrediting the program, as applicable.

Payment Information (Select one)

Please send an invoice to our Authorized Rep (email above)

or

Pay by credit card

CARD HOLDER NAME _____ BILLING ZIP CODE _____

CREDIT CARD NUMBER _____ CCV _____ EXPIRATION ____/____/____

CONFERENCE CONTACT

Neuroventions Education
Education@Neuroventions.com

707.260.0849
NapaPainConference.com

3416 Valle Verde, Dr
 Napa, CA 94558

Sponsor & Exhibitor Application

Sponsor/Exhibitor Information

Please include the following information with your application and email everything to: Education@Neuroventions.com

- High resolution logo (300 dpi+)
- 50-word company description
- Company press kit, if available

NOTE: This is an application to exhibit.

All exhibitor applications are subject to review and approval by Neuroventions Education. Moreover, we reserve the right to deny exhibitor privileges to any applicant.

Layouts and services depicted in this document are subject to change and refinement at the discretion of Neuroventions Education.

Cancellations

Written cancellation notice must be received via fax, mail, or email by July 12, 2020 to receive a 50% refund on the full amount of the exhibitor/sponsorship opportunity requested. No refunds will be given after this date.

If the conference cannot take place due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy all materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. Neuroventions Education is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference.

Sponsor & Exhibitor Application

Rules & Requirements

ACCREDITATION COUNCIL FOR CONTINUING MEDICAL EDUCATION (ACCME) GUIDELINES

Representatives of commercial companies may attend an educational activity, but they may not engage in sales activities while in the broadcast where the educational activity takes place. No commercial promotional materials or activity shall be displayed or distributed in the same space immediately before, during, or after an educational activity certified for credit takes place; this includes activities by individual users in group chat, question panels, or any publicly viewable method.

The issuance of grants and commercial support (financial or in-kind) of Continuing Medical Education (CME) activities does not influence booth space or assignment decisions.

Commercial entities may not discuss or influence the planning or presentation of CME content with speakers or planners of the activity.

EXHIBIT MATERIALS

Company materials and promotional activities are limited to the space and place of their exhibit. Materials may not be distributed outside of a company's exhibit.

Promotional materials may be reviewed by Conference staff and are subject to removal if deemed offensive, dangerous or misleading. Any such removal will be made at the discretion of Conference staff and removal of such will not entitle an exhibitor to refunds or return of payment of any kind. A vendor may submit new materials for review and reinstatement, provided that there is suitable time to administer a replacement.

Exhibitors are responsible for obtaining appropriate licenses for any copyrighted materials, audio, and/or video utilized as part of an exhibit.

STAFFING EXHIBITS

It is the sole responsibility of an exhibitor to ensure adequate staffing and scheduling to administer interactive elements of their exhibit, such as chat and video conferencing. Exhibits shall be staffed during exhibit hours, in accordance with a schedule provided by the the exhibiting company.

For live, face-to-face/video communications, company representatives are expected to dress and conduct themselves in a professional manner consistent with a medical education meeting.

Staff and representatives of Neurovations Education shall have free access to any exhibit at all times in the performance of their assigned duties.

REGISTRATION

All company employees, representatives and guests are required to register for the Conference. Access will only be granted to those who have registered and are actively logged-in to the Conference website.

EVENT PHOTOGRAPHY AND/OR VIDEO

Photographs and/or video will be taken by Neurovations Education/NPC. By taking part in this event you grant the event organizers full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for fundraising, publicity or other purposes to help achieves the group's aims. This might include (but is not limited to) the right to use them in printed and online publicity and social media applications. This applies to the use of your name/likeness that may display in any exhibit sections, chat, video display and presentation, or sections not listed here but associated with the conduct of the conference.

Capturing images, video or otherwise preserving the contents or likeness of content displayed on, or in conjunction with, the Conference by anyone not employed by, or directly representing the Conference is strictly prohibited.

Sponsor & Exhibitor Application

Rules & Requirements

DISPLAY OF DRUGS AND DEVICES NOT APPROVED BY THE FEDERAL FOOD AND DRUG ADMINISTRATION (FDA)

Any investigational product that is graphically depicted within an exhibit or marketing material is subject to the following rules:

- Contain only objective statements about the product,
- Contain no claims of safety, effectiveness, or reliability,
- Contain no claims about how the product compares with marketed products,
- Must be accompanied by directions for becoming an investigator and a list of investigator responsibilities, and
- Prominently display the statement “Caution— Investigational Device—Limited to Investigational Use” on the product in a type size that is easy to read.

Exhibitors agree not to sell, promote, or distribute in any fashion any non-approved product, in whole or in part, during or in connection with the meeting to U.S. attendees. Exhibitors may, however, conduct sales activities for, and market and promote, non-approved products, solely to attendees who are non-U.S. doctors, exclusively for sales outside the United States, provided that such activities are in compliance with the relevant laws of any such non-U.S. jurisdiction. In accordance with U.S. Law, exhibitors may not sell and deliver Non-FDA approved products to U.S. physicians at the meeting. Exhibitors may sell and deliver Non-FDA approved products to non-U.S. physicians as long as they adhere to all applicable U.S. laws and regulations.

You can find further information and guidance on the subject at www.fda.gov.

Penalties for non-compliance to the FDA rules and regulations include:

- Neurovations, at its sole discretion, will immediately shut down the exhibitor’s booth for the remainder of the meeting.
- The exhibitor will not be entitled to a refund.
- The exhibitor may face legal action from the U.S. government for failing to comply with the appropriate rules and regulations.
- The exhibitor may not be invited to participate in future meetings.

Easily visible labels stating “This device is not cleared by the FDA for distribution in the United States” or “This device is limited by federal law to investigational use only” must be placed near the device or drug and on any graphic depicting the device or drug.