



2021 Exhibitor Prospectus

The New York Society of Neurosurgery will be hosting two events later in 2021 and offering industry sponsorships as a means to support our 2021-22 programming. Please find an outline and pricing for these upcoming opportunities.

The Elsberg Lecture – In-Person Event on Thursday, September 9th at St. Bart’s Inside Park

Starting in 1950, the NYSNS Elsberg Lecture is a time-honored tradition we are pleased to bring back to our members as an in-person program on September 9th at the beautiful St. Bart’s Inside Park in the heart of Manhattan. This event brings together over 100 neurosurgery professionals from Northwell Health, Columbia, Cornell, NYU, Rutgers, Montefiore, Mount Sinai, Westchester and Stony Brook. The society also has private practice neurosurgeon members in the NY Metro area. This year’s honored speaker is the legendary neurosurgery trailblazer, L. Dade Lunsford, MD, FACS, FAANS from the University of Pittsburgh.

This exclusive opportunity provides your brand's exposure to a highly sophisticated and engaged audience in an intimate setting. This opportunity is well-suited for an industry player looking to capitalize on a special gathering of neurosurgical professionals at a time when these events are finally deemed safe once again. The event will include a cocktail hour, seated dinner and lecture followed by Q&A. Please find benefits to sponsorship at the end of this document.

Resident Research Night on Aug 12th 2021, via Zoom from 7:00-9:00pm ET

This event is highly popular amongst our membership and consistently brings ~100 society members to the virtual session. There will be representation from faculty and residents from nine of the Tri-State area’s premiere Neurosurgery programs: Columbia, Cornell, Northwell, NYU, Rutgers, Montefiore, Mt. Sinai, Stony Brook, and Westchester as well as our members in private practice in the NYC Metro area.

The event consists of each school selecting a resident to present his or her most innovative research project for 2021. The presenters are judged by three senior faculty members with national reputations in the field. The winners are announced and prizes given.

Sponsorship pricing and benefits on the following page

Please find the following levels for pricing and benefits for sponsorship opportunities:

- \$1,000 for RRN (not exclusive)
- \$3,000 for exclusive RRN (no other sponsors permitted)
- \$10,000 for Elsberg
- \$20,000 for exclusive Elsberg (no other sponsors permitted)
- \$21,500 for exclusive Elsberg + Resident Research Night (no other sponsors permitted)
- \$9,500 for combo RRN and Elsberg (not exclusive)

Benefits for the Elsberg Lecture In-Person Event – Exclusive Only

- 30 min presentation to our society's 11-member Board of Directors at its next meeting
- 5 min sponsored remarks during the evening's program
- 10 team members may attend as guests
- 1 exhibit table to be set and remain throughout the evening's program
- Virtual booth on the NYSNS homepage hosted for 1 year
- Logo and acknowledgments on all messages related to the event
- Thank yous and acknowledgements on the programs and during evening remarks

Benefits for the Elsberg Lecture – Not exclusive

- 5 team members may attend as guests
- 1 exhibit table to be set and remain throughout the evening's program
- Virtual booth on the NYSNS homepage hosted for 1 year
- Logo and acknowledgments on all messages related to the event
- Thank yous and acknowledgements on the programs and during evening remarks

Benefits for RRN Virtual Sponsorship

- Logo and acknowledgments on all messages related to the event
- 5 team members may access the session
- Thank yous at the beginning and end of the event
- Opportunity to share a short promotional video prior to the program
- Virtual booth on the NYSNS Homepage hosted for 1 year

Your organization's support will show a deep commitment to the New York Society of Neurosurgery's critical mission of educating and building affiliation amongst our Tri-State neurosurgery colleagues.

For additional questions on this opportunity, please contact our society's events manager:

Kelly Wexlar, New York Society of Neurosurgery, Events Manager
Program Director for Northwell Health Neurosciences
Mobile: (516) 492-8262
Email: kwexlar@northwell.edu

