

# NNS 2026 Exhibitor Manual

**Neurotrauma2026**  
MILWAUKEE • June 14-17

**BRAINSTORMING FOR BREAKTHROUGHS**

**43<sup>rd</sup>** Annual Symposium of the National Neurotrauma Society, including the AANS/CNS Joint Section on Neurotrauma and Critical Care



# Table of Contents

## Neurotrauma2026 MILWAUKEE • June 14-17

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International Conference Services Ltd.  
555 Burrard Street Vancouver, BC Canada V7X 1M8  
Email: [nns-fulfillment@icsevents.com](mailto:nns-fulfillment@icsevents.com)

[Event Summary](#)

[Contact Information](#)

[Deadlines](#)

[Exhibition Schedule](#)

[Exhibit Space Setup](#)

[Standard Exhibit Space](#)

[Custom Exhibit Space](#)

[Add-Ons](#)

[Lead Retrieval](#)

[Venue Services](#)

[Shipping & Customs](#)

[Material Handling & Advance](#)

[Warehouse Shipping](#)

[Show Site Shipments](#)

[Delivery by Car or Hand](#)

[Outbound Shipping](#)

[Exhibition Hall Rules & Regulations](#)

[Move-in Times & Access](#)

[Cleaning](#)

[Safety](#)

[Construction Limitations](#)

[Booth Height & Rigging](#)

[Carpet & Flooring](#)

[Security](#)

[Move-out & Removal](#)

[Announcements & Messages](#)

[Advertisements, Sales Activities & Presentations](#)

[Giveaways](#)

[Floorplan](#)

[Liability Insurance](#)

[Exhibit Staff Registration & Badges](#)

[Accommodation](#)

# Event Summary

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### Event Summary

Date: June 14-17, 2026  
Location: Milwaukee, WI  
Venue: Baird Center  
Room: Exhibit Hall C, 3rd Floor  
Website: [neurotrauma-symposium.org](http://neurotrauma-symposium.org)

### Purpose & Host

The National Neurotrauma Society is committed to the promotion of neurotrauma research by enhancing communications, providing a forum, and increasing support on the national and international level. It seeks to accelerate research that will provide answers for clinicians and ultimately improve the treatments available to patients.

Our theme this year is “Brainstorming for Breakthrough.” Building on more than four decades of neurotrauma research, this theme reflects the bold ideas, creative thinking, and cross-disciplinary problem-solving that drive innovation in our field. Just as a storm generates energy and sparks change, our collective exchange of ideas can lead to transformative advances in the prevention, diagnosis, treatment, and rehabilitation of brain and spinal cord injuries.

[RETURN TO TABLE OF CONTENTS](#)

# Contact Information

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**BRAINSTORMING FOR BREAKTHROUGHS**

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### NNS 2026 Secretariat

Exhibit Manager  
Franny Glaser: +43 1 3950 6191 #307  
[nns-fulfillment@icsevents.com](mailto:nns-fulfillment@icsevents.com)

Registration & Housing Manager  
Alex Hill: +1 604 681 2153 #181  
[nns-registration@icsevents.com](mailto:nns-registration@icsevents.com)

Sponsorship & Exhibit Sales Manager  
Tess Brown: +1 249 227 1199  
[nns-sponsorship@icsevents.com](mailto:nns-sponsorship@icsevents.com)

### Official Partners

#### Valley Expo

*General Show Services | Shipping & Freight | Customs*

Jennifer Leavy: 815-873-1500 option 1  
[events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)  
Valley Portal: [CLICK HERE](#)

#### Baird Center Exhibitor Services

*Electricals | IT & WIFI | AV | Refreshments*

Contact: [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org)

- [Welcome Letter](#)
- [Exhibitor Resources](#)
- [Exhibitor Kit](#)
- [Exhibitor Store](#)

# Deadlines

	Mandatory Forms	Return to	Due Date
<input type="checkbox"/>	Logo, Company Bio	<a href="#">Exhibit Manager</a>	April 13, 2026
<input type="checkbox"/>	<a href="#">Approval for custom-built booth</a>	<a href="#">Exhibit Manager</a>	April 13, 2026
<input type="checkbox"/>	<a href="#">Certificate of Insurance</a>	<a href="#">Exhibit Manager</a>	April 13, 2026
<input type="checkbox"/>	<a href="#">Exhibit Staff Registration</a>	<a href="#">Registration Manager</a>	May 14, 2026
<input type="checkbox"/>	<a href="#">Accommodation</a>	<a href="#">Registration Manager</a>	May 14, 2026

	Exhibitor Services	Return to	Due Date
<input type="checkbox"/>	<a href="#">Venue Services Advances Pricing</a>	<a href="#">Baird Center</a>	March 15 – May 13, 2026
<input type="checkbox"/>	<a href="#">Advance Warehouse open for shipments</a>	Valley Expo	May 11 – June 11, 2026
<input type="checkbox"/>	<a href="#">Lead Retrieval Order</a>	<a href="#">Exhibit Manager</a>	May 14, 2026
<input type="checkbox"/>	<a href="#">Booth Entertainment Request</a>	<a href="#">Exhibit Manager</a>	May 14, 2026
<input type="checkbox"/>	<a href="#">Giveaway Request</a>	<a href="#">Exhibit Manager</a>	May 14, 2026
<input type="checkbox"/>	<a href="#">Shipping Discount Rate Expiry Date</a>	Valley Expo	May 14, 2026
<input type="checkbox"/>	<a href="#">Venue Services Standard Pricing</a>	<a href="#">Baird Center</a>	May 14 – 30, 2026
<input type="checkbox"/>	<a href="#">Preshow Order Closing Date</a>	Valley Expo	June 11, 2026

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[RETURN TO TABLE OF CONTENTS](#)

# Exhibition Schedule

	Date	Time
Exhibitor Move-In <sup>1</sup>	June 14, 2026	08:00 AM – 5:00 PM
Exhibition Show Hours <sup>2, 3</sup>	June 14, 2026	6:00 PM – 8:00 PM (Welcome Reception)
	June 15, 2026	9:30 AM – 4:30 PM 4:30 PM – 6:30 PM (Poster Reception)
	June 16, 2026	9:30 AM – 5:00 PM 5:00 PM – 7:00 PM (Poster Reception)
	June 17, 2026	9:30 AM – 1:15 PM
Exhibitor Move-Out <sup>4</sup>	June 17, 2026	1:15 PM – 8:00 PM

<sup>1</sup> All exhibit booths must be show ready by June 14 by 5:00 PM to allow final setup and cleaning before the Welcome Reception.

<sup>2</sup> All exhibits are required to be staffed during the Welcome Reception and Exhibition Show hours – no exceptions.

<sup>3</sup> All exhibitors will have access to the Exhibit Hall 30 minutes before and 30 minutes after Show Hours.

<sup>4</sup> Empty crates may only be returned to the Exhibit Halls at that time.

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[RETURN TO TABLE OF CONTENTS](#)

# Exhibit Space Setup

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## a. Standard Exhibit Space Package

Each regular exhibit space rental unit includes the following:

- Floor space as assigned
- 8' high backwall drape (black)
- 3' high sidewall drape (black)
- 11"x17" identification sign with company name
- Two chairs, One 6'x30" skirted table
- One wastebasket



Exhibit space rental does **NOT** include any of the following: **additional furniture, carpet, electricity, internet connection, labor, shipping or any other services.**

These items should be ordered through our official vendors.

**Note:** tabletops include only 1 table and 2 chairs, they don't include back & side drape walls

[RETURN TO TABLE OF CONTENTS](#)

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### b. Custom Exhibit Space

**We consider a booth to be custom-built when the structure included in the standard booth package is modified or replaced with another type of structure, while still respecting the dimensions of your purchased floorplan space.**

If your booth design changes from the specifications on the previous slide, it will be treated as a custom build and will require prior approval from the NNS 2026 Secretariat in writing. The layout, with measurements and building material specifications, needs to be submitted in detailed drawings to the [NNS 2026 Exhibit Manager](#). Deadline for the submission of booth layout for custom-built booth is **April 13, 2026**.

Custom exhibition space is rented to the exhibitor without any prefabricated wall installations, furniture, internet connection, carpet, electricity, labor, shipping or any other technical supplies or facilities. These services can be ordered through the official show service provider Valley Expo via their [Online Portal](#). All exhibitors will receive a dedicated email with the access details to the portal.

It is the responsibility of the exhibitor to take care of the set-up, installation and dismantling of their booth.

If exhibit plans are revised after approval has been send, the revised plans need to be re-submitted for approval as soon as possible. Please allow enough time for exhibit construction approval.

[RETURN TO TABLE OF CONTENTS](#)

# Add-Ons

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### a. Lead Retrieval

Lead retrieval at NNS 2026 is mobile-app-based. Exhibitors will need to have their own mobile phone or tablet with a data plan or access to Wi-Fi (limited Wi-Fi will be provided for delegates by the Congress; exhibitors are encouraged to get their own Wi-Fi if needed, so as not to overload the bandwidth). The mobile phone or tablet camera will be used to scan QR codes from delegate badges.

The cost to access the lead retrieval app linked to delegate information is USD 250. Please email the [NNS 2026 Exhibit Manager](#) by May 14, 2026 if you are interested in ordering this service.

### b. Venue Services

Services such as AV, electricals, IT and refreshments are exclusive to the Baird Center. For more information, please view the [Exhibitor Kit](#). All orders must be placed through the exclusive [Exhibitor Store](#). If you have any questions or need assistance, please reach out to [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org).

#### Key Ordering Dates:

- **Advanced Pricing:** Open March 15, 2026
- **Standard Pricing:** Opens May 14, 2026
- **Floor Rates:** Begin May 31, 2026 (Orders after this date are subject to availability)

[RETURN TO TABLE OF CONTENTS](#)

# Shipping & Customs

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### a. Material Handling & Advance Warehouse Shipping

Valley Expo is the official customs broker and transportation service provider for NNS 2026. To ensure all shipments arrive on time, the use of the official customs broker and Advance Warehouse is highly recommended. Freight will be received at the Advance Warehouse between May 11 – June 11, 2026. Shipments received outside this date range or without required event details may incur surcharges.

Customs broker and transportation services can be ordered via the [Valley Expo Online Portal](#). ALL shipments received at the advance warehouse and/or directly to show site will incur a material handling fee from Valley.

The NNS 2026 Secretariat cannot be held responsible for any delayed or lost shipments.

### b. Show Site Shipments

Please note that NNS 2026 is not accepting packages on behalf of exhibitors, if shipped directly to the venue. Any shipments sent directly to the facility will be required to be handled by Valley Expo.

Valley Expo is able to accept packages shipped directly to the Baird Center on move-in day. The receiving time is June 14 between 7am – 5pm. Packages that are shipped directly to the venue without giving advance notice to Valley Expo will not be accepted.

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### c. Delivery by Car or Hand

We understand that some of the materials that you might be bringing to the show may not necessitate the need to use Valley services for your Move-In. If this is the case, you may enter through the Main Entrance or Parking Level with materials in hand or a hand dolly directly to your booth to set-up.

### d. Outbound Shipping

All outbound shipments handled by Valley require a completed Valley Bill of Lading. You can retrieve your Valley Bill of Lading from the service desk at the show site. Once you have completed your Valley Bill of Lading, packaged and labeled your shipment, leave your shipment in your booth and return the completed Bill of Lading to the Valley Service Desk. Turning in your Bill of Lading indicates to Valley that your shipment is ready to be loaded. Carrier check-in time is June 17 at 6:00 PM.

It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event if you are using a carrier beside the official show carrier. Exhibitors must schedule pick ups directly with their chosen carrier as well as provide carrier specific shipping labels, if required by your carrier, for pick up. The Exhibitor Services Representatives, at the Valley Service Desk, are available during move out to assist you in arranging shipping through the official show carrier.

# Exhibition Hall Rules & Regulations

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### a. Non-Smoking Venue

Smoking is prohibited in the Exhibition Hall and the Baird Center.

### b. Move-in Times & Access

Move-in times must be adhered to and will be enforced. The exhibition hall will be closed in the evenings, during which time no one will have access to the hall. The exhibitor must complete exhibit construction within the given move-in timeframe, which is specified in the Exhibition Schedule above.

Any exhibitor who has not commenced exhibit construction/decoration one hour prior to event opening, is subject to removal by the NNS 2026 Secretariat at its own discretion. Moreover, the exhibitor is then liable to NNS 2026 for the agreed exhibit rental fee. The exhibitor is not entitled to damage claims.

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## c. Cleaning

The NNS 2026 Secretariat is responsible only for emptying baskets along the pathways and keeping the shared space clean. Exhibitors will be responsible for keeping their booths clean at all times.

## d. Safety

All exhibits must comply with all regulations established by the safety authorities. All materials used for decorating must be fire resistant. The NNS 2026 Secretariat, Baird Center and/or local authorities can enforce an order of dismantling of booths and exhibits that have not been approved or do not follow the regulations. Frequent inspections will be held during the exhibition period. Please adhere to the regulations strictly, for safety purposes.

No one under the age of 16 years may be allowed in the exhibit area during move-in/out. During move-in/out, exhibit halls and loading dock areas are considered hazardous work areas. As such, there shall be absolutely no drinking of alcoholic beverages, no horseplay and in general, any and all unsafe conditions or activities are to be corrected promptly.

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## e. Construction Limitations

The exhibitor and their affiliates are liable for any damage they cause to building, floors, walls, columns, and to standard exhibit equipment. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and walls or to standard exhibit equipment is strictly prohibited. Any damages made by an Exhibitor and/or their affiliates will require compensation for the cost of recovering any damaged facilities to the original state. Under no circumstances may the weight of any equipment or exhibit material exceed the maximum floor load weight of the exhibit hall. The exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material to conform to maximum floor loading specifications. Vehicles are not permitted in the main hall.

The arrangement of displayed items or structures shall not disturb other booths or hinder passage of visitors. Displayed items should not create inconveniences to visitors and be kept at least 1' (30cm) away from the exhibit space line. If exhibitors fail to conform to this rule, the secretariat office may demand those items be relocated. This restriction is designed to give an equal opportunity to every exhibitor in terms of space and visibility.

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## e. Construction Limitations

Cartons, boxes and crates may not be stored under tables, behind displays or in any part of the exhibit area. At the exhibitor's expense, empty crates, etc. will be picked up, stored and returned to each exhibit space after the event.

Unfinished portions of pop-up displays must be covered. Exposed sides and backwalls (pop-up framework, raw wood, cardboard wings) of all booths must be painted or appropriately covered in a neutral color (white or grey) if visible from another booth, without visible technical materials.

Custom exhibit equipment is to be pre-manufactured outside the area beforehand. Only assembled equipment is allowed inside. Electrical tools such as compressors, welders, electrical saws, electrical grinders, and electrical planes are not allowed to be used inside the hall. Also, painting besides finishing is not allowed inside the hall (fire prevention safety rule). Due to electricity lines under the floor, exhibitors must be careful not to spill water or wash the floor with water.

# Exhibition Hall Rules & Regulations

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## f. Booth Height & Rigging

The maximum booth height for all booths is 8’.

Rigging is not allowed at NNS 2026.

## g. Carpet & Flooring

**Exhibit Hall C at Baird Center is not carpeted. The NNS 2026 Secretariat will only carpet aisles between exhibit booths.**

It is not mandatory but highly recommended to install floor covering (carpet and/or hard flooring) in your exhibit booth in order to visually confine booth dimensions. Exhibitors cannot glue their floor cover to the floor.

All raised floor sections must be clearly distinguishable from areas of the surrounding floor space and include accessible entry. Ramped edges should be of non-slip construction or coated with a non-slip finish. Thin decorative flooring such as carpet, vinyl, matting, wood or the like, must have the edges taped down or firmly secured, and must not be deemed to cause a trip hazard.

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## h. Security

The Exhibition Hall will be locked during non-Exhibit hours but venue staff will be working in other parts of the building throughout the night. Security will be provided during the set-up, show and dismantling period. 24-hour venue security is provided, but the ultimate responsibility for displayed exhibits and equipment lies with the individual exhibitor. Exhibitors must secure, at their own expense, appropriate liability/loss insurance at all times. Exhibitors will not be allowed to enter the Exhibit Hall during non-show hours without the NNS 2026 Secretariat's consent. The Secretariat and its affiliates will not be held responsible for the loss, theft or damage to exhibitor supplies at all times.

Exhibitors should take necessary safety measures prior to using dangerous equipment or parts during the show, to prevent accidents. Each exhibitor is responsible for the maintenance and safety of their equipment.

First-aid assistance is available throughout the move-in, move-out and live event hours. If you require first aid, please contact a member of staff.

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## i. Move-out & Removal

Dismantling of exhibit construction and décor may only commence on the last day of the event after the end of the event. The NNS 2026 Secretariat reserves the right to charge the exhibitor a contract penalty fee if this clause is violated. The exhibit space must be left in its original condition not later than outlined in the Exhibition Schedule.

After the exhibition, when the subcontractors remove the furniture, exhibitors should pay attention not to leave behind any belonging in the drawers and the shelves. The NNS 2026 Secretariat does not take responsibility for any damage or loss. All exhibitors and subcontractors must return equipment and tools that are leased from NNS 2026.

Empty crates may only be delivered to the booth after aisle carpet has been removed.

## j. Announcements & Messages

Announcements will not be permitted during the show.

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### k. Advertisements, Sales Activities & Presentations

The exhibitor agrees to confine all products/ service demonstrations and other sales activities to the limits of the contracted exhibit space and within the maximum height set. Distribution of any material is likewise limited to the confines of their exhibit space. Exceptions may be given by the NNS 2026 Secretariat prior to show opening in writing.

The use of games of chance, lottery devices, musical instruments and other sideshow practices is permitted only with written permission of the NNS 2026 Secretariat and must comply with local city regulations and requirements.

The use of amplifiers, musical performances and any other sound generating equipment - even for advertising purposes - requires advanced written approval as well. Noisy demonstrations may be restricted or prohibited after permission if such demonstrations are considered a disruption of the general order of the event. Approval must be requested completing the [Booth Entertainment Request Form](#). Please contact the [NNS 2026 Exhibit Manager](#) by **May 14, 2026** receive a link to the form.

Flashlights and revolving light equipment are prohibited. Lights from one exhibit should not disturb or damage other booths. Exhibitors are not allowed to carry items, signboards and brochures for recruitment purposes.

# Exhibition Hall Rules & Regulations

## I. Giveaways

Giveaways should be educational in nature and must be pre-approved. Distribution of pre-approved educational material is limited to contracted exhibit space only. It is recommended to await approval from the NNS 2026 Secretariat prior to production and shipment of any congress-related giveaways. Permission to hand out Giveaways may be restricted or prohibited after permission if such giveaway is considered a disruption of the general order of the event. Approval must be requested by filling out the [Giveaway Request Form](#). Please contact the [NNS 2026 Exhibit Manager](#) by **May 14, 2026** to receive a link to the form.

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[RETURN TO TABLE OF CONTENTS](#)

# Floorplan

The Floor Plan is a “working draft” and changes may be made up until one (1) week prior to the event. Every effort has been made to ensure the accuracy of all information contained on the Floor Plan. However, no warranties, either expressed or implied are made with respect to the Floor Plan. It is the sole responsibility of the exhibitor to verify all dimensions and locations. This includes the location of building columns, utilities or other architectural components of the facility.

“Freight-Free” aisles may be shown on the Floor Plan and will be strictly enforced due to logistic and safety reasons.

For an up-to-date Exhibit Floor Plan, please [CLICK HERE](#).

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NNS 2026 Secretariat:  
International Conference Services Ltd.  
555 Burrard Street Vancouver, BC Canada V7X 1M8  
Email: [nns-fulfillment@icsevents.com](mailto:nns-fulfillment@icsevents.com)

[RETURN TO TABLE OF CONTENTS](#)

# Liability Insurance

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NNS 2026 does not bear any insurance risk for the exhibitor. The exhibitor is explicitly referred to their own insurance.

NNS 2026 requires all exhibitors to provide proof that liability insurance with a minimum of **USD 2,000,000 for each accident or occurrence limit** is in place for the duration of the event. **Third-party liability insurance certificate is mandatory** and must be provided in English to the [NNS 2026 Exhibit Manager](#) no later than **April 13, 2026**. In case the exhibitor receives the invoice after **April 13, 2026**, the exhibitor is required to provide the certificate of insurance as soon as possible and **prior to move-in**. Full coverage must be in effect for the event for which a contract exists.

Interest Insured: Commercial General Liability

- Inclusive Limit
- Covering Third Party Bodily Injury and Property Damage
- Including Non-Owned Automobile, if necessary
- Including Host Liquor Liability, if necessary
- Including Cross Liability Clause

Additional insured to be named:

- International Conference Services Ltd.
- National Neurotrauma Society
- Baird Center

# Exhibit Staff Registration & Badges

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Each exhibiting organization receives two (2) complimentary exhibitor registrations for every 10x10 exhibit space purchased in the event. Additional Exhibitor Staff Registrations are available at USD 550 per badge.

Each exhibiting organization with a tabletop will receive one (1) complimentary exhibitor badge for every tabletop unit purchased in the event.

Exhibit Staff Registrations grant access to the Exhibit Hall during Exhibition hours only and the following privileges:

- Welcome Reception
- Networking Breaks

An email with registration information will be sent to each exhibitor. Please refer to the email for the link to register. Exhibitors may collect their badges on-site at the Registration Desk.

# Accommodation

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Accommodation can be booked at time of registration. The NNS 2026 Secretariat (International Conference Services Ltd.) is the official housing bureau for NNS 2026 and will help with the coordination of housing requirements for the Conference. We have negotiated special room rates with hotels near the Baird Center. Special rates and added complimentary amenities are only available to delegates who book through the official housing bureau.

If you have a group of 10 or more that you would like to register or book accommodation for, please contact us at [nns-registration@icsevents.com](mailto:nns-registration@icsevents.com).

**WARNING:** *We are aware that illegitimate companies are targeting our exhibitors, calling to 'offer' to set you up with accommodation. These companies are often fraudulent. Please note that they are not affiliated with us and that the only way to register & book accommodation will be only through the Congress website, with the dedicated link sent to you.*

**Note:** Although the National Neurotrauma Society and the housing bureau will do their due diligence and negotiate the lowest possible group rates, we cannot predict future specials hosted by competing hotels. However, we urge all sponsors, exhibitors and delegates to support the Conference and book through the official housing bureau. The success of the Conference and the supporting associations depends on you using the contracted hotels.

The NNS 2026 Secretariat and its supporting organizations cannot meet the contracted room obligations if sponsors, exhibitors and delegates book outside the official housing bureau. Rooms that are not filled because of that create an expense for the Conference in form of financial penalties (attrition charges) and place the financial success of the Congress at risk, which increases with each delegate, exhibitor and sponsor not booking through the official housing bureau.