

Order Form / Course Registration Form

Please fill in the provided fields, then print, sign and fax to: Zengar Customer Care at 815.361.9192

First Name:	Last Name:	Company Name:	Title:
Email Address:	Main Phone:	Alternate Phone:	Zengar Inc. Rep. (if applicable):

PLEASE DESIGNATE THE LEGAL OWNER OF THE SOFTWARE LICENSE/HARDWARE:

Name (First/Last) or Institution / Organization Name:		<i>If purchasing NeurOptimal® please check box to indicate whether you intend to use it primarily in: home with family and friends professional office</i>	
Street Address line1:		Street Address line2:	
City:	State/Province:	Zip/Postal Code:	Country:
Email Address:		Phone Number:	

SHIPPING ADDRESS

Ship To Name:	Shipping address is the same as above		
Street Address line1:		Street Address line2:	
City:	State/Province:	Zip/Postal Code:	Country:

NeurOptimal® COMPLETE SYSTEM BUNDLE

	<i>Price:</i>	<i>Quantity:</i>
NeurOptimal® Professional Bundle. Everything you need to get started! NeurOptimal® Professional v2.0 (AutoNAV) unlimited license, pre-configured, turn key laptop (1-year Norton 360 subscription included), zAmp with 15' cable, 22" flat screen monitor, 6 months full service PASS membership, two sets of earbuds, splitter, headphone and monitor extension cables, sensors, paste, Getting Started with NeurOptimal® DVD.	\$9500.00	
NeurOptimal® Personal Trainer. Everything you need to get started! NeurOptimal® Personal Trainer v2.0 (AutoNAV) 300 Session License. Fully configured, turn key laptop (1-year Norton 360 subscription included), zAmp with 15' cable, 12 months technical support and Personal Trainer forum access, one set of earbuds, sensors, paste, Personal Trainer DVD, Manual and progress tracking tools.	\$5500.00	
NeurOptimal® Personal Trainer Session Refills	100 sessions: \$1000 50 sessions: \$750 20 sessions: \$500 10 sessions: \$400	

NeurOptimal® LICENSE UPGRADES

NeurOptimal® Professional v1.98 to NeurOptimal® Professional v2.0 Includes NeurOptimal® Professional v2.0 license upgrade and 3 months PASS membership and 1 hour of MouseCall upgrade time. (PLEASE NOTE: NeurOptimal® v2.0 requires a zAmp. Laptops older than 3 years may not support this version or may require a full Windows re-installation prior to upgrading. For optimal performance we recommend laptop replacement every 3 years.)	\$1000.00	
NeurCARE Professional v1.95 or prior to NeurOptimal® Professional v2.0 Includes NeurOptimal® Professional v2.0 license upgrade, a pre-configured laptop, 3 months PASS membership and shipping to the US and Canada. Sorry, we do not sell this upgrade without a laptop. (zAmp required)	\$3250.00	
Add a zAmp to your upgrade order: Includes Zengar zAmp and 15-foot USB cable.	\$1695.00	

SERVICES

Full Service PASS Membership From forums to discounts to full maintenance and technical support on your system... this is the		
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complete support package for NeurOptimal® Professional owners. Must be a licensed NeurOptimal® Professional v2.0 owner to apply. Monthly membership holds a 12 month commitment, after which you may cancel at any time. Subsequent PASS memberships for additional systems and/or licenses issued to same owner at 1/2 price. Please provide us with the encoder serial # and computer make & model that you would like to be covered under this PASS membership. An initial visit at our hourly rate will be needed to clean up your system if this is a not a renewal.	\$995/yr	
	\$89/mo	
NeurOptimal® MUSIC DOWNLOADS & INSTRUCTIONAL DVDS		
DVD - GETTING STARTED WITH NeurOptimal®: Professional Edition software. Susan Cheshire Brown, Ph.D. Video, screen capture and voice over. All you need to know to successfully run a session. Learn how to connect your equipment, how to do a hookup, record pre- and post- baselines and run a session the way we do at Zengar Inc. - Updated for use with NeurOptimal® Professional v2.0 Prices include shipping. PASS members enjoy a 10% discount (on DVD, not shipping)	\$64	
	PASS \$58.10	
	International \$69	
	PASS Inter. \$63.10	
Music for NeurOptimal® 3 Download Music especially composed for NeurOptimal® by Jeff Bova. Download contains two complete tracks, one timed for the four ZenX modes of a standard session, and one for an extended session.	\$45.00	
	PASS \$40.50	
Music for NeurOptimal® 2 Download Music especially composed for NeurOptimal® by Jeff Bova. Download contains two complete tracks, one timed for the four ZenX modes of a standard session, and one for an extended session. (Note- this IS the same music that is included with your software since March 1, 2009).	\$45.00	
	PASS \$40.50	
Add "Music for NeurOptimal® 1 Download" to your order of Music for NeurOptimal® 2 for only \$25 (PASS \$22.50).	\$25	
	PASS \$22.50	
Music for NeurOptimal® 1 Download Original music especially composed for NeurOptimal® by Jeff Bova. Download contains two complete tracks, one timed for the four ZenX modes of a standard session, and one for an extended session. (Note - this music has been included in distribution of our software through March 1, 2009).	\$35.00	
	PASS \$31.50	
NeurOptimal® REPLACEMENT SYSTEM		
***Zengar laptops are fully loaded and configured to support NeurOptimal® Professional or Personal and are shipped pre-installed with NeurOptimal® Professional or Personal , Norton 360 (1-year) and other software vital for the health of your system. Prices do NOT include purchase price of NeurOptimal® , which will be installed on it. Our laptops are sold only with the latest version of NeurOptimal® installed. If you are using a prior version you will need to order the NeurOptimal® Professional or Personal Upgrade . Regretfully, we do not license any computer that has not been directly supplied by Zengar or one of its representatives. Price includes shipping in USA & Canada.		
Zengar NeurOptimal® System: Please answer questions below to complete your order.	\$1750	
	PASS \$1695	
***If you are ordering a system and it is to be configured for use with an encoder that you currently own, please write your encoder MODEL and SERIAL number here: If this is not the first computer that you have licensed to the above encoder, please tell us if you plan on continuing to use NeurOptimal® on your existing computer once you have received your new one. Yes / No. If yes, please check here in agreement to a \$100 (\$50 for PASS members) backup computer fee . If no, you will be sent instructions on unlicensing your system.	\$100	
	PASS \$50	
ZAMP ENCODER		
zAmp: Includes Zengar Inc.'s zAmp encoder and 15 foot USB cable.	\$1950	
	PASS \$1755	
Please note: you will need to unlicense all hard drives of the encoder you are replacing with this purchase prior to licensing your new zAmp. This is done via MouseCall and there are no exceptions.		
RESOURCES		
Survey Report: The results are in! We have pulled together the results of the survey put out to all our trainers early this year and have had it professionally designed, printed and bound. Perfect for your waiting room or as a reference tool! (Pricing is per report)	\$89	
	PASS \$59	
COURSES & EVENTS		

BASIC CERTIFICATION in NeurOptimal® v 2.0 - Online Course

This four (half) day Basic Certification course is designed to familiarize you with the Zengar approach to central nervous system functional transformation using the latest NeurOptimal® software. You will learn the practical skills needed to effectively run sessions and empower your clients. It introduces you to the major features of the latest version of NeurOptimal®, the off-line data analysis and the underpinnings of the theory upon which it is based. Successful completion of this course grants the attendee Basic NeurOptimal® Certification. (\$10 discount if previously purchased DVD.)

\$660**PASS: \$594****ADVANCED CERTIFICATION in NeurOptimal® v 2.0: An in-depth Exploration of Non-Linear Dynamical Neurofeedback Using NeurOptimal® - Online Course**

Explore the non-linear dynamical theory in more detail than you ever thought possible. Learn how to use the balance of the numerous features in the NeurOptimal® system in greater depth, as well as the many options available in the extensive off-line analysis package. Come away with an in-depth understanding of the most current evolution in the approach, including the exciting newest feature, AutoNAV. Basic Certification is a pre-requisite for this course.

\$660**PASS: \$594****Using NeurOptimal® Manually: Going off the Reservation - Recording of course**

Using the power of NeurOptimal® to work differently than the default Zengar method - Dr. Val Brown will teach how you can make NeurOptimal® work the way you want it to, by demonstrating some of its many available manual options. A download link for the video and documents from the course will be sent to you upon purchase. (Demonstrated with NeurOptimal® Professional v1.98).

\$105**PASS \$94.50****PLEASE NOTE: All prices are in \$CAD.**

Shipping: Typical service used within the USA and Canada is FedEx Ground. Please add here any special shipping requests (if any):

TOTAL:**TERMS AND CONDITIONS**

Price: All prices are in \$CAD unless specified otherwise. Subject to change. In this event you will be notified before your order is processed. Prices may vary world wide due to differences in taxes, duties and shipping costs. **Shipping and Handling:** Shipping charges vary according to item, destination and service. Charges may be included, added to the initial processing of your credit card, or may involve a second, separate charge once costs are known. The prices in which shipping is included (DVDs and CDs) are so indicated. **Warranties:** We cannot guarantee results on any particular central nervous system, but we can and do guarantee the operation of the system. Zengar warranties its zAmp, other hardware is warranted by the manufacturer. **Order Processing:** Once your payment has cleared we ship as rapidly as possible. Please allow time for paper checks to be received and to clear—which can be up to 26 business days for US banks. We regret we cannot process an order prior to receipt of payment. **Payment Options:** VISA, MasterCard, PayPal, cashier's check, electronic funds transfer are accepted. We generally do not accept institutional POs- please contact Zengar for exceptions. **Delivery Time:** Typical delivery time is 10-14 business days. **Cancellations and Returns:** Orders may be canceled or returned within 30 days for a refund less a 20% restocking fee and the cost of replacing damaged or missing components and consumables. Zengar will arrange shipment through its regular carrier at customer's expense. **Courses:** Your credit card will be charged at the time of receipt of registration. In-person courses: cancellation up to two weeks before the start of the course the fee will be credited less an administrative charge of \$95 CAD per individual course. With notice of less than two weeks the course registration fee is non-refundable. On-line courses: fee will be credited up to 48 hours ahead less a \$95 administrative charge. After 48 hours the fee is non-refundable. **NeurOptimal® Purchase Agreement:** You are licensing the use of NeurOptimal® software subject to the terms and conditions of the End User License Agreement (EULA) included in the software and by installing and using the software, you are agreeing to the conditions of that agreement. NeurOptimal® is sold on the understanding that you are using it lawfully within your state, province or country and determining applicable laws is entirely your responsibility. **Computer Licensing:** Zengar Institute offers a carefully configured and standardized platform to ensure the ability to provide high quality and effective technical support to its users. For this reason, Zengar Institute can neither license nor support any new or replacement system that did not originate from Zengar or one of its representatives. **PASS:** Annual subscriptions are non-refundable, i.e. there can be no refund of "unused" portions. Monthly subscriptions hold a 12 month commitment, subscription may be cancelled at any time after this term. **MouseCalls:** When choosing to have Zengar access your system remotely you are giving Zengar or its representative to perform any and all operations deemed appropriate by Zengar including downloading files to or from your system, and that Zengar's liability is limited to correcting the operating of NeurOptimal®. **Norton:** Customer acknowledges responsibility for renewing the annual Norton 360 subscription and that all fees associated with this will be absorbed by the customer. No system security software substitutes will be accepted under the MouseCalls Technical Support option. **Export/Import Regulatory Requirements:** Customer acknowledges that items purchased from Zengar Institute Inc. (including, but not limited to, commodities, software and/or technology) are deemed to contain significant United States/Canadian content. They are subject to all local applicable laws including but not limited to the Canadian Export and Import Permits Act, and also to the Export Administration Regulations of the United States, the International Traffic in Arms Regulations, the Office of Foreign Asset Controls as well as all other United States export controls where deemed applicable. Customer agrees that it will not divert, use, export or re-export such items contrary to any Federal, Provincial or State laws within the United States or Canada. Customer expressly acknowledges, and agrees that it will not export, re-export, transship or provide such items to any entity or person within any country that is subject to United States and/or Canadian economic sanctions or embargoes without obtaining prior authorization from the applicable Government(s). Customer also expressly acknowledges and agrees that it will not export, re-export, transship or provide such items to entities and persons that are ineligible under applicable laws to receive such items. Please note that VAT and all import duty charges - which are not included with shipping - are the responsibility of the purchaser. (Does not apply to USA or Canada).

Please provide us with your VAT# (if applicable):

Who (if anyone) has played a major role in introducing you to and/or helping you with your decision to purchase NeurOptimal®?

Yes, it is ok for Zengar to send emails with product and/or promotional information to the email address at the top of this form. (Your information will only be used by Zengar for marketing and contact purposes and will never be provided to any third party).

I have read and understood and agree to the above terms, and if I am applying for PASS membership I have read and understood and agree to the [terms and conditions](#) of PASS membership. I authorize Zengar Inc. or its representative, to charge my credit card.

I would like to pay using PayPal. Please send me a "PayPal funds request" via email.

Signature: _____ **Date:** _____

CREDIT CARD INFORMATION

Cardholder's Name:

Card Type:

Credit Card Number:

Expiration Date:



CONSENT FOR TRAINING WITH NEUROOPTIMAL®

NeuroOptimal® is a training technology for the brain. Based upon unique Dynamical Neurofeedback™ principles, it “simply” provides information to your brain which it can use to release its points of stuckness and organize itself. When ones brain does this, one usually feels better in their lives with easier access to more optimal functioning physically and emotionally. NeuroOptimal® does not tell your brain what to do. It does not push the brain into specific states of consciousness. Instead, it offers information to the brain about its own activity, which your brain will use—or not— to adjust itself. Because of this NeuroOptimal® is very safe and remarkably free of side-effects. However, the process of integrating the information and growing and changing can be a powerful one, one that many of us are not familiar with and which can feel disorienting for some. We have prepared this document to explain this process as fully as we can, so that when you sign consent for training you are doing so knowledgeably. Please ask for clarification on any issue that is not clear.

NeuroOptimal® is not a medical treatment, device or methodology. It is not used to diagnose medical disorders, nor is it used as a medical treatment for disorders. It has not been approved for any medical purpose whatsoever by the FDA, Health Canada or any other governing agency. While Zengar trainers may or may not be licensed health care practitioners, their use of NeuroOptimal® is as a tool for brain training and optimization, not as a means of diagnosis or as a medical intervention.

Sessions. Most people find the sessions enjoyable—you can just relax and enjoy them. There is absolutely nothing you have to do. You can lie back or not, and have your eyes open or closed. Some may feel sensations in their body or head, like tingling or warmth, or they may feel nothing. It’s not important whether you are aware of sensations or not. It’s not related to its efficacy.

You will know within six sessions if NeuroOptimal® can help you. If you see any changes at all, even if it is not yet what you are looking for or even if it is something you don’t especially want, it is always helpful because it tells us that your brain is responding to the information NeuroOptimal® is providing. **We cannot predict your personal response to NeuroOptimal® training, nor its outcome.** Each person’s journey and their results will vary. Some people experience dramatic shift and growth while others are slower in how they change. It’s possible you will perceive little or no effect.

Progress can be variable— it often doesn’t follow a straight path forward. This is normal. It can go up and down, but we do like to see a general trend in the desired direction. NeuroOptimal® Professional can show you some analyses that can contribute to your understanding of your progress, but in the end it is always how you are doing in your life that is most important.

Once your central nervous system (cns) starts to shift in response to training you may feel the effects of this physically, emotionally or in your daily life. While these effects are often what we want, there can sometimes be some unwanted effects also. These can fall into one or more of several groups depending on when they are experienced during a session, after a session, effects before the changes have “settled in” (between sessions), and the more ongoing effects of change.

Effects felt during a session or soon after are a response by your cns to the challenge of training. Although the sessions may feel relaxing, your brain is actually working very hard. NeuroOptimal® is like going to a gym for the brain. Once you start training the instabilities that you have (which we all have to a greater or lesser degree) can put in an appearance, sometimes more strongly than usual. This can be anything you have ever tended to experience, or a symptom that belongs to the symptom cluster that is a problem for you, even if you haven’t experienced that one symptom before. As these symptoms can be anything that any one of us can complain about, it is difficult to make a full list, but the more common are sensations in or on the head, irritability, difficulty sleeping that night, feeling anxious, headache, discomfort in the body often associated with old injuries, sleepiness during the session, heart palpitations, children more cantankerous afterwards, feeling spacey or dizzy, ear noises changing and so on. These effects, if they occur, are temporary and usually disappear in the hours following the session and generally stop appearing after a few sessions when the cns becomes stronger, more flexible and more resilient. If undertaking



additional efforts or experiencing new types of stress sometimes trigger physical or psychological reactions in you, the initial stages of the training might provoke these reactions. This is more important if you experience severely incapacitating symptoms of some kind, so please be aware that it is possible (although not necessarily so) that you may see a temporary increase in your symptoms as the CNS “goes into the gym” and plan accordingly (e.g. you may temporarily want to have someone drive you). If you are working with a trainer, they can work with you to adjust the length, frequency and intensity of the sessions to keep you as comfortable as possible until you reach a new level of stability. If you are running your own sessions, work with the Initial Session until you are comfortable with that, then Session Two and so on until you are comfortable running Regular Sessions. It is important to remember however, NeuroOptimal® is merely providing information that your brain uses to do its own organizing, so even if you jump in and do the most difficult sessions from the start (Regular and Extended sessions), which many do, it is a question of comfort, not safety.

Effects felt between sessions and before the full change has “settled in”. Very often the change people experience with NeuroOptimal® is remarkably effortless and seamless. You are in “this universe” now, and “this new universe” in the next moment. The challenge with this is to notice the changes that are happening— when you are in your “new universe” you don’t remember accurately what it was like in the old one. This process of seamless change is why it is important to decide ahead of time how you will know if you are getting the results you want. But not all change is seamless, and some people may have feelings that are less comfortable, such as feeling more open, vulnerable, raw, reactive or tearful. Sometimes it is not that they feel more of these emotions, but instead are becoming more aware of their feelings. Another effect is that some of the people in your environment can be challenged by the changes in you, as you become clearer around your needs. These challenges are all similar to how people can feel in response to good psychotherapy or other healing modality. There can be bodily shifts too. As your brain becomes more finely tuned the negative effects of some of our bad habits become harder to ignore, like drinking too much or not getting enough sleep. Your tolerance for alcohol will reduce, so the same amount of alcohol will feel like more, so please adjust accordingly. If you are on medication for a disorder, there may come a time when you need less medication. This can show by seeing side effects from that medication, or more surprisingly, by a sudden reappearance of the symptoms for which you are taking the medication. Of course, all medication decisions will be handled by your physician, so please let him or her know about your NeuroOptimal® training and any medication effects you are having. Please make sure you follow your physician’s advice and treatment on-going for your medical issues. NeuroOptimal® in no way replaces medical care, and indeed, NeuroOptimal® trainers will often require that you are under such care before they work with you.

On-going change. Your tastes can change— things that have been appealing to you in the past may not seem so any more. While this is usually in line with your well-being, if you earn your living by one of your senses, please be aware these senses may change and it may take you time to adapt to the new sensations. So wine may not taste the same, for example. If you are an energy healer, as you shift you may feel a bit “out of water” for a while as you reach for the familiar and find it is not there in the same way as it was before. It could also be that if you had a particular talent that was based on “being parked” (or stuck) in a particular state. You may find this “talent” dropping away initially as the CNS releases its points of stuckness. You will have access to these states, but you will need to develop the skill to “go there” and “come back”.

How long do the effects last? As your changes become more stable, they will become your new norm and will remain with you through your lifetime. It’s like learning how to read or swim. Once you know, you can’t not know, although you may get rusty. Your brain is living tissue and can get thrown off by stress, chemicals, hormonal changes, an anesthetic, head injury or other challenge. If this happens to you, a few booster sessions will help your brain return to its good place.

Research. Although the neurofeedback field as a whole has decades of history behind it and much research now, it is still considered by many to be experimental and NeuroOptimal®’s dynamical technology (dynamical is a technical term used in the field it comes from) is the newest and most innovative of all the approaches. So while there are some studies supporting NeuroOptimal®’s use, the practical training experience exceeds the research by far. However, Zengar conducted an extensive

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survey conducted of its users after 10 years of use of NeuroOptimal®. It reports on the experience of over a million hours use by its trainers worldwide, and is available for perusal by request. You are invited to explore the potential benefits to you of undertaking this training, but if you feel it is not being helpful for you or that the downsides outweigh the upsides, please let us know of your concerns. If you still feel it is not helpful or too uncomfortable, please cease training. Because NeuroOptimal® is purely a source of information and does not direct the response of your CNS, you are agreeing to not hold Zengar Institute Inc or any of its users and trainers responsible for a less than desired outcome or any outcome that could be considered negative.

Driving. Please be aware training can be very relaxing. If you are driving, please make sure you are alert enough to do so.

For NeuroOptimal® Owners and those purchasing NeuroOptimal®: You agree to ensure every individual (or their parent or guardian if minor or incompetent) who runs sessions with you, signs this consent form before commencing training and to keep the original for a minimum period of seven years from the time of signing.

Our Commitment. Please do not hesitate to raise with us any concerns you may have, at any time. Our commitment to you is to provide the best training possible, and to address your questions and concerns openly and with integrity. Beyond that, your training is a unique exploratory journey that we embark upon together.

If you wish to commence training, please sign below indicating that you have read, understood and accept the above information and terms. Your consent will remain valid without limit unless replaced by a later one. Thank you!

Your Signature

Date

Your Printed Name

Witness Signature

Date

Witness Printed Name