WHY EXHIBIT AT THE AAN ANNUAL MEETING?

The AAN Exhibit Hall is a great opportunity to showcase your organization to thousands of Annual Meeting attendees in the field of neurology. Network with attendees and market your products and services to neurologists.

New this year! Look for the Innovation Hub in the Exhibit Hall. With physician led presentations, paint, and wine, and interactive displays, it is sure to be a must-see in the Exhibit Hall.

YOU HAVE A STORY TO TELL. SHARE IT AT THE MOST EXCITING NEUROLOGY EVENT OF THE YEAR!

- Largest international meeting of neurologists and neuroscience professionals
- World’s leader in providing neurology-related CME programming for Maintenance of Certification
- Create and build brand awareness
- Network with colleagues and build relationships
- Generate leads from thousands of attendees in just four days
- Show your support for the field of neurology
- With charging lounges, Buzz cafes, the AAN is constantly thinking of new ways to get attendees to interact in the Exhibit Hall
**EXHIBIT HALL SCHEDULE**

### EXHIBIT HALL HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>April 22, 2018</td>
<td>11:30 a.m.–4:00 p.m.</td>
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<td></td>
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<td><em>Includes Opening Luncheon</em> 11:30 a.m.–1:00 p.m.</td>
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<tr>
<td>Monday</td>
<td>April 23, 2018</td>
<td>11:30 a.m.–6:00 p.m.</td>
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<td></td>
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<td><em>Includes Exhibit Hall Networking Reception</em> 4:30 p.m.–6:00 p.m.</td>
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</tbody>
</table>

Complimentary lunch and an afternoon coffee break will be served for all attendees Sunday through Wednesday.

### EXHIBITOR BOOTH INSTALLATION SCHEDULE

**ISLANDS 1,600 SQUARE FEET AND LARGER ONLY**

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>April 19, 2018</td>
<td>8:00 a.m.–4:30 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>April 20, 2018</td>
<td>8:00 a.m.–4:30 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>April 21, 2018</td>
<td>8:00 a.m.–4:30 p.m.</td>
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</tbody>
</table>

### IMPORTANT

All exhibit crates must be removed from the exhibit floor by 4:30 p.m. on Saturday, April 21, 2018. No exceptions will be allowed. Any exhibit booth not set up by 9:00 a.m. on Sunday, April 22, 2018, will be reclaimed by the AAN under the No-show Policy. Exhibitors are expected to make travel arrangements in accordance with the official Exhibit Hall schedule. Sanctions will be applied to exhibitors tearing down and/or moving out prior to 3:00 p.m. on April 26, 2018. This rule applies to all exhibitors including nonprofit organizations in the Association Neighborhood.

### EXHIBITOR BOOTH DISMANTLING SCHEDULE

After 3:00 p.m. on Wednesday, April 26 until 12:00 p.m. on Thursday, April 27.

Any exhibit materials remaining unboxed on the exhibit floor may be mistaken for trash. Exhibit material or damaged exhibits remaining in the convention center after the contracted move-out time has expired will be removed by Freeman at the expense of the exhibitor.
BOOTH RATES

It has never been easier to register as an exhibitor for the AAN Annual Meeting! Simply click the link below, log-in with your password, and purchase your booth. New to exhibiting with the AAN? Click on the link in lower right-hand corner of the landing page to create a company profile.

INCLUDED WITH YOUR STANDARD BOOTH RATE:
- Draped aluminum supports (8’ high in back, 36” high on the sides)
- Two-line identification sign (7” × 44” with company name and booth number)
- Booth drape and aisle carpeting (booth carpet is NOT included, but mandatory)
- Complimentary company listing in the Annual Publications and on AAN.com
- Complimentary booth listing as well as company description in On-site Guide and Annual Meeting mobile application
- Digital booth on Annual Meeting mobile application floor plan and online floor plan on AAN.com
- Exhibitors may register up to four employees for each 10’ × 10’ unit/100 sq. ft. Refer to page 17 » for an overview of which courses/presentations you will gain access to with an exhibitor badge
- Ability to rent pre- and post-meeting Attendee List (see page 56 » for details)
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal
- Two (2) complimentary lunch tickets per booth for Sunday—Wednesday

Not included:
- Carpet and furniture (except for booths in the Career Fair)

Pricing:
- 10’ × 10’ Linear = $3,300
- 10’ × 10’ Corner = $3,500
- 10’ × 20’ and larger = $4,450 per 10’ × 10’ unit

Refer to Exhibit Booth Worksheet » for details on pricing.

Exhibit Space Assignment

In order to ensure appropriate booth assignment, the AAN requires that all organizations provide three (3) preferred booth choices. The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary. Booth assignment is determined based on the following criteria:

1. Priority points
2. Contract/payment submission date

The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.

RULES, GUIDELINES, AND CANCELLATION POLICIES

Upon exhibit contract submission, the exhibitor agrees that the information and guidelines contained in this publication are a binding part of the contract. Please review the 2018 Industry Policies Guidelines » as well as the Exhibit Booth Online Contract » for additional information, including cancellation policies.

DEPOSITS ARE DUE WITH CONTRACT.

The AAN requires 100% deposit/payment for credit cards or a 50% deposit for check or wire transfers. Final payments are due by January 31, 2018. If payment is not received by deadline, the AANI reserves the right to reassign or sell the space, and the original applicant will be responsible for 50% of the contracted space costs.

Reserve Your Exhibit Space Online
EXHIBIT NEIGHBORHOODS

ASSOCIATION NEIGHBORHOOD

The AAN offers twenty (20) complimentary spaces in the Association Neighborhood. The first 20 medically related nonprofit association (as determined by the AAN) contracts received will be guaranteed a free space in the neighborhood.

Once the neighborhood is sold out, a reduced nonprofit rate for a standard 10’ × 10’ booth will be offered. Priority points will not be taken into account for exhibitors paying the reduced nonprofit rate. Booths will be assigned by the AAN based on availability.

Requests for association space must be accompanied by proof of nonprofit status for first-time exhibitors.

Complimentary space in the Association Neighborhood Booth Furnishings not included.

Exhibitor is responsible for ordering carpet and furniture package; an order form at a reduced rate will be provided with your confirmation and in the Exhibitor Service Kit.

Nonprofit reduced rate:
- 10’ × 10’ Linear = $1,100
- 10’ × 10’ Corner = $1,500

These booth rates do not include carpet or furniture. Carpet is mandatory for all booths. Order form will be available in the Exhibitor Service Kit. Exhibit Hall Non-Profit Space is assigned at the discretion of the AANI.

FIRST-TIME EXHIBITORS

The AAN will reserve a block of booths in a high traffic area of the hall for first-time exhibitors. An aisle banner will highlight this area of the hall. Please indicate on the online contract if you wish to be placed in this area.

Space is limited and will be distributed on a first come, first-served basis. Exhibit fees are at the standard rates, no discounts apply.

CAREER FAIR

Special Package for Recruiters

The Career Fair package is available to anyone looking to recruit neurologists or other neuroscience professionals at the AAN Annual Meeting. It will feature a unique look with teal drape and blue carpet that will differentiate this area from the rest of the Exhibit Hall.

Package includes:
- 10’ × 10’ booth in the Career Fair in the AAN Exhibit Hall
- Furniture package: pipe & drape, one (1) 6’ × 42’ draped counter, one (1) black diamond stool, one (1) wastebasket, and booth carpet
- 1/4 page black & white ad in AAN Career Compass
- 6’ table exhibit at the Faculty and Trainee Reception

Package Price: $5,700

The Faculty and Trainee Reception is held on Monday, April 23, 2018, 6:00 p.m.–9:00 p.m.
EXHIBIT NEIGHBORHOODS

TECHNOLOGY PAVILION
Are you a leader in innovation? Do you have products that are changing the face of neurology as we know it? This is the neighborhood for you! This will be the place for attendees to go to learn about new technologies they could use in their office setting.

PUBLISHERS’ ROW
This specialized area is the go-to spot for attendees looking for the newest journals, magazines, and periodicals. An aisle banner will highlight the area. Please indicate on the online contract if you wish to be placed in this area. Space is limited and will be distributed on a first come, first-served basis. Exhibit fees are at the standard rates; no discounts apply.
EXHIBITOR PRIORITY POINTS

HOW DO I ACCUMULATE POINTS?

THERE ARE MULTIPLE WAYS FOR EXHIBITORS TO ACCUMULATE PRIORITY POINTS:

- Companies that submit their contract and deposit by the contract deadline on November 17, 2017, will receive two (2) points for exhibiting at the 2018 Annual Meeting
- Five (5) additional points are awarded for exhibiting in a consecutive year
- Two (2) points for booking staff rooms through the official AAN housing process (CMR)
- 1 point for exhibiting at any other AAN conference (e.g. Fall Conference, Sports Concussion Conference, Breakthroughs in Neurology Conference, Early Career Essentials, etc.)
- 1 point for submitting product description by deadline
- 1 point for registering booth staff by deadline
- 1 point for participating in the post Annual Meeting exhibitor survey
- 1 point per 100 square feet of exhibit space

Note: In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.

Please refer to the AAN 2018 Industry Guidelines for more information on the priority point system.

Example 1:
Company ABC and company XYZ currently both have 30 priority points and exhibited at the 2017 AAN Annual Meeting. Company ABC submits its 2018 booth contract and deposit in September (5 + 2 points), books hotel rooms through AAN housing (2 points), submits the company description (1 point) as well as staff names (1 point) by the communicated deadline, and responds to the AAN post-meeting survey (1 point). After the Annual Meeting, Company ABC will have 42 points, Company XYZ will have 35 points. Company ABC will receive priority booth assignments for the next meeting ahead of Company XYZ.

Example 2:
In addition to the above, Company ABC also spent $111,700 outside the Exhibit Hall (Industry Therapeutic Update, Full page ad in Exhibit Guide, and Door Drop insert). Company ABC would get an additional 10 points for the above commitments, bringing its total to 52 points.
## EXHIBITOR BOOTH WORKSHEET

**ORDER ONLINE BY NOVEMBER 17 FOR PRIORITY ASSIGNMENT.**

*Note: this worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.*

### RATES/BOOTH SELECTIONS

When possible, space will be assigned according to the exhibitor’s request. Preferences for booth location are not guaranteed. Space will be assigned by priority points and date application is received. Final space will be determined by the AANI.

#### Booth Spaces

<table>
<thead>
<tr>
<th></th>
<th>Until 11/17/2017</th>
<th>After 11/17/2017</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
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<tbody>
<tr>
<td><strong>10’ × 10’ Rates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linear</td>
<td>$3,300</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corner</td>
<td>$3,500</td>
<td>$3,700</td>
<td></td>
<td></td>
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<tr>
<td><strong>Island and Pavilion Rates</strong></td>
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<td></td>
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</tr>
<tr>
<td>10’ × 20’</td>
<td>$8,900</td>
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<td>20’ × 20’</td>
<td>$17,800</td>
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<td>20’ × 30’</td>
<td>$26,700</td>
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<td>20’ × 40’</td>
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<td>20’ × 50’</td>
<td>$44,500</td>
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<tr>
<td>30’ × 30’</td>
<td>$40,050</td>
<td>$41,400</td>
<td></td>
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<tr>
<td>30’ × 40’</td>
<td>$53,400</td>
<td>$55,200</td>
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<td>30’ × 50’</td>
<td>$66,750</td>
<td>$69,000</td>
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<td>40’ × 40’</td>
<td>$71,200</td>
<td>$73,600</td>
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<td>40’ × 50’</td>
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<td>50’ × 50’</td>
<td>$111,250</td>
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<td>50’ × 70’</td>
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#### Additional Options

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<th>Non-IRT</th>
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<th>Subtotal</th>
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<tr>
<td><strong>Presentation Stage</strong></td>
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<td></td>
<td></td>
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<tr>
<td>For booths 20’ × 20’ &amp; larger</td>
<td>$9,900</td>
<td>$11,000</td>
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<tr>
<td><strong>Meeting Suites</strong></td>
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<tr>
<td>10’ × 20’</td>
<td>$15,075</td>
<td>$16,750</td>
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<tr>
<td>20’ × 20’</td>
<td>$24,750</td>
<td>$27,500</td>
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</tr>
<tr>
<td>20’ × 20’ Sound Dampening</td>
<td>$45,000</td>
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<tr>
<td>Premium Meeting Suites</td>
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</table>

#### Nonprofit Space in Association Neighborhood

Complimentary Space for the first 20 (twenty) registered

|                      |       |         |     |          |
| 10’ × 10’ Linear     | $1,100 |         |     |          |
| 10’ × 10’ Corner     | $1,500 |         |     |          |
| 10’ × 20’ Corner     | $4,450 |         |     |          |

#### Career Fair

Recruiter Package with 10’ × 10’ Booth

|                      |       |         |     |          |
| Recruiter Package    | $5,700 |         |     |          |

**Total**

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2018 American Academy of Neurology Annual Meeting Industry Opportunities

Exhibits

16
EXHIBITOR BOOTH STAFF REGISTRATION, HOTEL, AND TRAVEL

BOOTH STAFF REGISTRATION

EXHIBITOR REGISTRATION DEADLINE: MARCH 29

Exhibitors will receive four (4) complimentary registrations per 10’ × 10’ booth purchased. Additional badges for exhibit personnel may be purchased for $200 per badge. Online registration for exhibitors will be available beginning in December.

Exhibitor badges will be distributed at the Annual Meeting at the Exhibitor Registration Desk. Admission to the Exhibit Hall will be restricted to registered exhibit personnel wearing official AAN badges. Badges must be worn in the Exhibit Hall at all times. Attaching cards, ribbons, or other items to badges is not permitted.

Activities Included with Exhibitor Badge

- You may only attend scientific sessions; this includes Scientific Platform and Poster Sessions, Plenary Sessions, and Neuroscience in the Clinic Sessions. You may claim CME for these sessions
- You can access the Exhibit Hall two (2) hours prior to the hall opening and one (1) hour after hall closing
- If you would like to attend any other programs, including education programs, you must register as an attendee and pay the general registration fee. An attendee badge is required for admittance to these meetings

Benefit available only to Industry Roundtable members

Top-level Industry Roundtable members will receive a limited number of free full badges. Please contact industrysales@aan.com for details and to register.

All programs and sessions are available on a first-come, first served, basis only. In the event of reaching room capacity, the AAN reserves the right to decline admission to any program or session in the interest of both comfort and safety.

HOTEL ACCOMMODATIONS

Headquarter Hotel
JW Marriott Los Angeles L.A. Live

AAN Official Housing Vendor
Convention Management Resources (CMR)
San Francisco, CA

The AAN offers special hotel rates for its Annual Meeting at official contracted hotels and reserves a select number of rooms specifically for exhibitors hotels in our block. Hotel information is sent to exhibitors upon receipt of their exhibitor contract. Rooms are assigned on a first-come, first-served basis. Top-level Industry Roundtable members will be eligible for 15 rooms at the JW Marriott and 20 rooms at other hotels based on availability.

Benefits of Booking Hotel Rooms Through AAN Housing

- Helps maintain consistent and competitive exhibit rental costs and registration fees, resulting in greater physician attendance
- Helps the AAN meet contractual agreements whereby the AAN is financially liable for rooms that are not sold. These charges affect overall costs of the meeting, future meeting contracts, and what the AAN charges for exhibit space
- Exhibitors will receive two (2) additional priority points by booking through AAN Housing

Exhibitor Housing Rules

- Exhibitor housing must be used only for exhibitor personnel
- Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the 2018 Annual Meeting and/or future Annual Meetings
- In the event of exhibit space cancellation, all headquarter group hotel reservations held on behalf of the exhibiting company will be canceled immediately. No exceptions will be granted
- An attrition policy of 80 percent applies to the contracted room block as of the turnover date. Refer to the materials sent to you from CMR for more details

Travel Arrangements

Exhibitors enjoy a 2–10-percent discount off regularly published airfares, subject to availability and advance purchase requirements. Further details and airline discount codes will be posted on the Annual Meeting website at AAN.com/view/AM18.
TRAFFIC BUILDERS

We have identified several marketing/advertising opportunities that will help drive traffic to your booth. Contact Gretchen Liedl gliedl@aan.com for more details and to let us help you choose the most appropriate traffic builder for your organization.

CELL PHONE CHARGING STATIONS/LOCKERS

Sponsorship Fee:
Starting at $7,425 per station
Starting at $15,075 per locker
For more information, refer to page 33 »

DOOR DROP

Reach: 3,500+ attendees (each door drop)
Door Drop Inserts: Starting at $8,235 per day
Door Drop Bag Sponsorship: Starting at $20,250 per day
For more information refer to page 52 »

FLOOR MARKETING: FOOTPRINTS AND GRAPHICS

Footprints: Starting at $30,150 (limited availability)
Graphics outside of Exhibit Hall: Starting at $49,500
For more information refer to page 46 »

EXHIBIT GUIDE

Sponsorship Fee: Ad rates start at $6,525, logos at $350.
For more information and additional pricing refer to page 50 »

NEW! EXHIBIT HALL BUZZ CAFES

Sponsorship Fee:
Starting at $31,500 each day
For more information refer to page 34 »

EXHIBIT HALL OPENING LUNCHEON

Sunday, April 22, 11:30 a.m.–1:00 p.m.
Sponsorship Fee: Starting at $60,750
For more information refer to page 34 »

EXHIBIT HALL PASSPORT

Passport: Starting at $500
For more information refer to page 47 »

PREMIER PASSPORT SPONSORSHIP

Sponsorship Fee: Starting at $5,000 (in addition to the passport participation fee)

Industry Roundtable members receive member pricing on sponsorships and advertising buys.
PRESENTATION STAGES

SUNDAY, April 22–WEDNESDAY, April 25
Exhibitors create their own schedule during official Exhibit Hall hours.

EXHIBIT HALL
Presentation Stages are a unique marketing tool providing an additional opportunity for exhibitors to reach motivated Annual Meeting attendees in sessions held within their exhibit space. The 20-minute presentations provide a forum to discuss a product and its role in the treatment of a disease and to educate a greater number of attendees at one time.

Reach: 12,000+ attendees
Fee: Starting at $9,900 for booths 20’ × 20’ and larger. Fee does not include any AV equipment or other set-up. This is strictly a participation fee.
Complimentary Items:
Food and beverage in Exhibit Hall; AAN promotional signage.
Acknowledgement:
Thank you publication ads in AANnews®, Neurology Today®, Science Program, and On-site Guide.

PRESENTATION STAGES—RULES & REGULATIONS
Please also refer to 2018 Industry Guidelines »
- Minimum of 20’ × 20’ booth space required
- Presentation stage must fit within footprint of booth space
- Seating allowed for maximum of 25 people
- Presentations must not exceed 20 minutes in length
- Maximum of two presentations on Sunday, four presentations per day Monday–Wednesday (maximum of 14 presentations)
- Presenter may be AAN member but must not be AAN Annual Meeting presenter, first author of a poster being displayed during AAN Annual Meeting Poster Sessions, member of AAN leadership, or AAN staff
- Presenter must clearly state that he/she is not representing the AAN’s views and/or opinions
- Companies choosing not to use the AAN preferred audiovisual vendor will be charged a premium fee of $2,500

This is the only type of in-booth presentation allowed at the AAN Annual Meeting. No other in-booth presentations of any kind will be allowed and sanctions for guideline violations will apply.
CONVENTION CENTER MEETING SUITES

LOCATED IN THE KENTIA HALL ONE LEVEL BELOW THE EXHIBIT HALL.

All meeting suites allow for more privacy for your confidential team meetings. You must be an exhibitor to purchase a convention center meeting suite.

THREE LEVELS OF MEETING SUITES ARE AVAILABLE.

SATURDAY, April 21—THURSDAY, April 26, 8:00 a.m.—5:00 p.m. | FRIDAY, April 27, 8:00 a.m.—12:00 p.m.

20’ x 20’ SOUND DAMPENING SUITE STARTING AT $45,000

This suite will give you the privacy you need for important meetings.

**Includes:**
- 20’ x 20’ hard wall (12’ high)
- Ceiling and lights
- Board room table for 10
- Carpet
- ID sign
- Locking door
- Ability to customize exterior

20’ x 20’ SUITE STARTING AT $24,750

**Includes:**
- 20’ x 20’ hard wall (8’ high)
- Carpet
- Board room table for 10
- Wastebasket
- ID sign
- One locking door
- Ability to customize exterior

10’ x 20’ SUITE STARTING AT $15,075

**Includes:**
- 10’ x 20’ hard wall (8’ high)
- Carpet
- Board room table for 8
- Wastebasket
- ID sign
- One locking door
- Ability to customize exterior

Enhance your meeting suite with the following:
- Company graphics on the outside of the suite (for Kentia Hall suites only)
- Additional furniture and/or audiovisual equipment
- Food and beverage service for your guests
- All order forms will be available in the service kit

Recommended use
- Staff meetings, one-on-one meetings, and social events. Product presentations, as well as speaker/presenter trainings, are not permitted.