

Dates and Deadlines

Exhibitor Booths and Housing

Exhibit Hall Deadlines

NOV Exhibit contract deadline for priority booth assignments

NOV 50% booth cancellation fee begins, including downsizing of booth size

Exhibitor Service Kit available online JAN

JAN Exhibit booth renderings due for exhibits 15 400 sq. ft. or larger

> Notification of Intent to Use an Exhibitor Appointed Contractor/Non-official Contractor form due

Certificate of Liability Insurance form due

Exhibits Giveaways and Booth Activity form due

Meeting suite renderings due

Final booth payments due 31

100% booth cancellation fees begin, including downsizing of booth

FEB Product/company descriptions and company logo due for AAN Mobile App

MAR Warehouse receiving begins 3

MAR Warehouse receiving ends 31

Designated early move-in booths 8:00 a.m.-4:30 p.m. (Refer to target floorplan for dates and times)

APR All exhibitors move in from 8:00 a.m.-4:30 p.m.

Exhibitor booth dismantling after 4:00 p.m.

Booth Staff Registration and Housing

NOV Exhibitor housing requests open 11

NOV Exhibitor housing requests priority deadline 22

DEC Assignments sent to requests submitted by November 22

FEB Group rooming list deadline 21

MAR Exhibit booth staff registration due 21





Dates and Deadlines—continued

Advertising

First Pre-Meeting Direct Mail

Order form and payment due

Graphic file due for approval

JAN Final (approved) graphic files due

Second Pre-Meeting Direct Mail

Order form and payment due

Graphic file due for approval

FEB Final (approved) graphic files due

Digital Advertising

JAN Order form and payment due

Graphic/video file due for approval

FEB Final (approved) file due

Email Advertising

Pan February marketing email order form and payment due

February marketing email graphic file due for approval

FEB February marketing email final approved graphics due

March marketing email and industry-focused email order form and payment due

March marketing email and industry-focused email graphic file due for approval

AM Daily, Thank You, and Recording Access Reminder emails order form and payment due

MAR March marketing email and industry-focused email final approved graphics due

AM Daily, Thank You, and Recording Access Reminder emails graphic file due for approval

MAR AM Daily, Thank You, and Recording Access Reminder emails final approved graphics due

Annual Meeting Daily

Order form and payment due

Graphic files due for approval

MAR Final (approved) graphic files due

Mobile App

Order form and payment due

Graphic file due for approval

MAR Final (approved) graphic files due

Attendee List

MAR Order form and payment due

MAR Deadline to provide marketing sample to the AAN for approval

Pre-Meeting Attendee List becomes available (to those who have AAN approved marketing piece)

MAR Deadline to send to pre-meeting attendee list **26**

Post meeting attendee list become available (to those who have an AAN-approved marketing piece)

APR Final deadline to send post-meeting attendee list marketing piece

Out-of-home Advertising

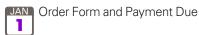
NOV/ DEC Offerings become available



Dates and Deadlines—continued

Sponsorship

Hotel Door Drops



Door Drop Bag graphic file due from company to AAN for approval

JAN Final approved Door Drop Bag due

Insert graphic files sent to AAN for approval

Materials to fulfillment house, if company is printing

Artwork to Taylor, if Taylor is printing

Business Administrator Day
Carpet Graphics
Exhibit Hall Opening Luncheon
Footprints
Hanging Aisle Banner
Lunch Line Dividers
Park Benches
Tabletop Graphics

Order Form and Payment Due

Graphic file due to the AAN for AAN approval

Final (approved) graphic due

Buzz Cafes
Charging Options
Escalator Clings
Exhibit Hall Door Clings
Exhibit Hall Exit Decal/Banner
Hydration Stations
SketchBot Mosaic
Puppy Park
Street Lamps and Flower Beds

JAN Order Form and Payment Due

Graphic file due to the AAN for AAN approval

FEB Final (approved) graphic due

Hotel Key Cards and Card Holders

JAN Order form and payment due

Graphic file due to the AAN for approval

Final (approved) graphic files due

Hotel Do Not Disturb Signs

Order form and payment due

Graphic file due to the AAN for approval

FEB Final (approved) graphic files due

Exhibit Hall Passport Exhibit Hall Networking Crawl

Order form and payment due

Logo due to the AAN for approval

MAR Final (approved) graphic files due

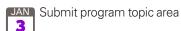
^{*}Late graphics may be subject to penalty charges



Dates and Deadlines—continued

Industry Therapeutic Updates











MAR Deadline to send pre-meeting emails/mailers 26

Specifications



Exhibit Hall Opportunities

Offering	Details	Color	Acceptable File Formats
Exhibit Hall Passport	Company/Product Logo	4 Colors	High-resolution Transparent PNG, vector EPS, or Al format

Advertising Opportunities

Offering	Details	Size	Live Space	Color	Acceptable File Formats
Annual Meeting Emails	Top/Middle or Bottom Ad	650×200 px	N/A	RBG	PNG or JPG (PNG preferred)
Digital Advertising	Lobby C Video Wall	27'×6'—2640×704 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
	Lobby D Video Wall	20'×11.5'—1920×1080 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
	Ballroom 20 Video Wall	12'×6.5'—1920×1080 px	N/A	RBG	Static: JPG, PNG Video: MP4, H.264
Annual Meeting Daily	Quarter-Page Vertical Ad	3.5"×3.75" plus 0.125" bleed margins or border	3.25"×3.5"	4 Colors	
	Half-page Horizontal Ad	8.25"×4.4375" plus 0.125" bleed margins	7.25"×3.4375"	4 Colors	
	Half-page Vertical Ad	4.025"×10.875" plus 0.125" bleed margins	3.025"×9.875"		 High-resolution, press quality PDFs with bleeds and crop marks
	Full-page Ad	8.25"×10.875" plus 0.125" bleed margins	7.25"×9.875"		 2-page spreads should be provided as reader spreads
	Spread Ad	16.5"×10.875" plus 0.125" bleed margins	7.25"×9.875" each		
	Cover Tip	8"×6" plus 0.125" bleed margins	7"×5"		

Specifications—continued



Offering	Details	Size	Live Space	Color	Acceptable File Formats
	Interstitial Ad	1536×3840, 3840×1536	N/A	RBG	PNG files only, 2MB maximum
Mobile App	Push Notification Ad	N/A	N/A	N/A	Copy for each section of message. • Message Subject: Max 60 characters including spaces • Message Body: Max 375 characters including spaces • Only include link, max 512 characters • Display Text for link, only external links are applicable, 512 characters Image limited to 2 MB and size less than 1500×1500px
	Carousel Ads	640×80, 960×80, 2048×107, 2732×107, 1242×120	N/A	RBG	PNG files only, 2MB maximum

Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
Buzz Cafes	 (2) 87"×77" graphic panels on the sides of main unit (2) 27"×44" graphic panels on the ends of main unit (2) 26"×46" graphic panels on corner unit (2) 40" diameter circular table decals (3) 30" diameter circular table decals 	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Carpet Graphics at Hall Entrance	8'×8' decal carpet decal	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Footprints	$2^{\prime}\!\times\!2^{\prime}$ decals placed on exhibit hall aisle carpet to create a clear path to your booth.	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Portable Charging Kiosk	Sizing template to be sent once opportunity is purchased		
Exhibit Hall Charging Lounges	(4) $27" \times 36"$ graphic panels on ends of tables (4) $95" \times 12"$ graphic panels on table dividers	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Charging Seating Options	(2) 82"×51" graphic panel on back wall(2) 17"×14" graphic panel on charging cube	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Exhibit Hall Charging Table	71.875"×27.75" decal	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Specifications—continued



Offering	Details	Color	Acceptable File Formats
Hydration Station	(1) 360"×96" wall cling or fabric wall(2) 36" diameter tabletop clings	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TiFF, JPG (quality 8 and higher)
Meeting Pods	(2) 18"×45" window clings (1) 28"×45" door cling	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TiFF, JPG (quality 8 and higher)
Meeting Pods Digital Display	604×1073 px (9:16)	RGB	JPG, GIF, MP4 (video files)
Lunch Line Divider	66"W×36"H	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TiFF, JPG (quality 8 and higher)
Entrance Door Clings	41.5"x112" graphic cling per door	4 Color	AI, EPS, INDD, High-res PDF, PSD, TiFF, JPG (quality 8 and higher)

Exhibit Hall Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
Park Benches	(2) 82"×51" graphic on back wall (2) 36"×36" floor decals		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Street Lamp Posts and Flower Beds	(10) Lamp posts with 16" x 36" double-sided banners on each side (20) flower boxes with a 14" x 14.5" graphic on the outer ends		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Wayfinding Map Sponsorship	15"×30" decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Logo on Exhibit Hall Map		ogo will be automatically centered on the booth space, so consider the shape booth that you are adding the image on top of as well as the size of the booth	
Convention Center Escalator Clings	Sizing template to be sent once opportunity is purchased		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Pillar Marketing	(4) 4' × 12' banners		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Tabletop Graphics	30" round table decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
Digital Billboard	12-second static, digital spots to loop every 60 seconds		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

Specifications—continued



Hotel Opportunities

Offering	Details	Color	Acceptable File Formats
Hotel Key Cards and Card Holders	Envelope Live Area for non-bleed area: 2.99"×2.13" and 2.10"×1.88"		
	Key Card RFID Live Area: 3.125"×1.875" Front and Back, Bleed Area 3.625"×2.375"	4 Colors	Vector is preferred, high quality PDFs are accepted
	Key Card Mag Card Live Area Front: 3.125"×1.875" Back: 3.125"×1.25" Bleed Area 3.625"×2.375"		
Hotel Do Not Disturb Signs	Trim: 4.25×11 Bleed Area: 4.375"×11.125"	4 Colors	AI, EPS or High quality PDF
	12×15 digital full-color oxo-biodegradable die cut bag		
Hotel Door Drop Bag Sponsorship	Bag Size: 12"×15"	4 Colors	AI, EPS or High quality PDF
	Imprint Area: 11.5"×14"		
Hotel Door Drop Insert	The inserts maximum size is 8.5"×11" Maximum weight: 5oz	4 Colors	