

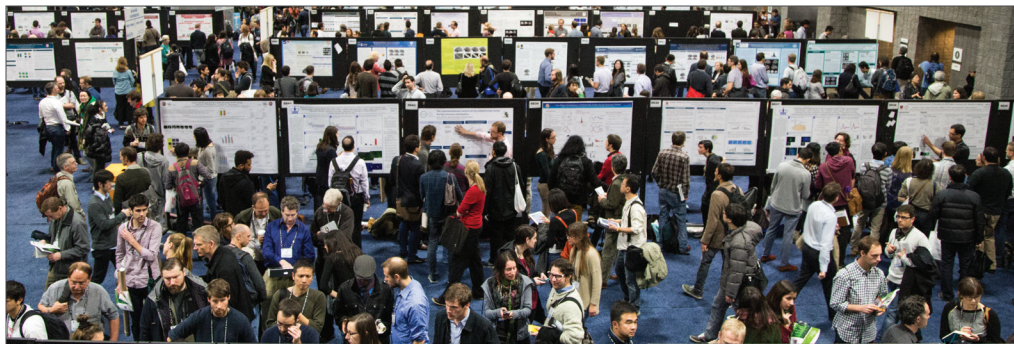
ANNUAL MEETING ADVERTISING, EXHIBITS, MARKETING, AND SUPPORT OPPORTUNITIES

PLAN NOW FOR NEUROSCIENCE 2017

WASHINGTON, D.C., NOVEMBER 11–15



SOCIETY *for*
NEUROSCIENCE



ADVERTISING

Exhibit Guide

Drive traffic to your booth and increase your impact by advertising in the *Exhibit Guide*. Attendees view the *Exhibit Guide* as a resource and refer to it during the meeting, and long after.

- Box ad, per inch\$390
- Full-page color.....\$3,100
- Half-page color.....\$1,960
- Quarter-page color\$1,315

Sixteen preferred locations are available at premium rates. Purchase your ad through the online exhibit application process.

For *Exhibit Guide* ad sales, contact
advertising@sfn.org

Neuroscience 2017 Attendee Mailing List

Target your efforts by directly inviting registered attendees to visit your booth during the annual meeting. Postal mailing lists only are available and will be provided electronically by e-mail.

- Nonprofit.....\$330/1,000 addresses
- Profit\$460/1,000 addresses

For attendee mailing lists, contact
amsales@sfn.org

My Neuroscience Marketplace

All exhibitors are listed online. The featured listing will move your company's name to the top of the exhibitor list during all searches. Attendees may search by product category and alphabetical listing of exhibiting companies.

- Enhanced booth level\$615

Exhibitors with the featured listing will be listed in alphabetical order on all searches.

For featured listings, contact
advertising@sfn.org

JNeurosci

The November 8, 2017, bonus distribution issue is distributed to attendees at the meeting.

- Full-page black and white.....\$1,110
- Full-page color\$2,300
- Half-page black and white\$760
- Half-page color\$1,950
- Quarter-page black and white\$595
- Quarter-page color\$1,785

Covers and premium positions also are available for an additional fee.

For *JNeurosci* ad sales, contact
adsales@sfn.org, (202) 962-4064

EXHIBITING

Location

Walter E. Washington Convention Center,
801 Mount Vernon Place NW,
Washington D.C., 20001

Meeting Dates

Saturday, November 11–Wednesday,
November 15

Exhibit Dates And Hours

Sunday, November 12–Wednesday,
November 15, 9:30 a.m.–5 p.m.

Questions?

Never hesitate to ask a question
or verify information.

For exhibit sales, contact
exhibits@sfn.org

BOOTH CATEGORIES	BY MAY 5	AFTER MAY 5
Commercial Inline 10' x 10' Booth	\$4,830	\$5,235
Commercial Corner 10' x 10' Booth	\$5,105	\$5,645
Commercial Island Booth per 100 sq. ft.*	\$5,230	\$5,790
Nonprofit Inline or Corner 10' x 10' Booth	\$990	\$1,040
Institute Inline or Corner 10' x 10' Booth	\$440	\$460

* Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.

Priority Points System : SfN's priority points system is designed to give long-term exhibitors and advertisers the opportunity for prime exhibition space.

Advertising

1 point per \$1,000 of advertising in the *Exhibit Guide*, *JNeurosci*, *eNeuro*, *Neuroscience Nexus*, and Registration List Sales with a maximum of 5 points per publication, per year

Program Support

1 point per \$5,000 of corporate support, with a maximum of 5 points per year

Exhibit Booth Space

1 point per 10' x 10' booth space purchased, with a maximum of 5 points

Sustaining Associate Members

Show your company's support for neuroscience — become a Sustaining Associate Member (SAM) today. As a SAM,

your company helps maintain important SfN programs, including professional development and public outreach. Membership also gives your organization high visibility in the world's largest organization of brain researchers, with nearly 38,000 members in 100 countries around the world.

Platinum Level — 3 points per year

Gold Level — 2 points per year

Silver Level — 1 point per year

Nonprofit Level — 1 point per year

For information about Sustaining Associate Membership: sams@sfn.org

For information about the Priority Points System: advertising@sfn.org



ON-SITE MARKETING OPPORTUNITIES

Neuroscience Extra!

Daily e-newsletter sent to all registered attendees at the annual meeting the day before the meeting and each evening prior to the five days of the meeting. Support includes text box with logo above newsletter masthead.

- Daily e-newsletter
(five issues available).....\$5,000/each
- Exclusive Support.....\$25,000

Hotel Key Cards

Be the company name attendees see when they return to their rooms at the three largest hotels. Advertiser is responsible for production costs and hotel fees.

- Marriott Marquis
Washington, DC.....\$ 7,500
- Renaissance Washington,
DC Downtown\$ 7,500
- Exclusive Support.....\$15,000

Charging Stations

Display your logo on tower-style charging stations in designated locations on the exhibit floor and throughout the convention center.

- Exclusive Support.....\$7,000

Mobile App

With an increase in mobile device usage by meeting attendees, your ad on the mobile app will enable you to be on the go and in front of attendees each time they use the app to access the program, schedule, maps, and more.

- Ad at Startup/Exclusive
Advertiser Tab.....\$25,000
- Premium Banner on Home Screen
.....\$5,000/per day
.....\$25,000/six days
- Exclusive Support.....\$50,000

Internet Cafes

Three of the express badge pick-up stations in the high-traffic lobby areas will convert to Internet Cafes beginning the Monday morning of the meeting. Your company logo will be prominently displayed in this area for all to see.

- Two locations
(starting Monday).....\$3,000/each
- One location
(starting Tuesday)\$2,000
- Exclusive Sponsorship\$5,000

Shuttle Bus Advertising

For five days, six buses traveling separate routes will promote your company from early morning until evening. Ads will run throughout the city from Saturday, November 11 through Wednesday, November 15.

- Each package (three available, plus production costs).....\$10,000

Wireless Splash Pages

Be the first company name that attendees see each day by advertising on the highly visible splash page. The wireless splash page displays when attendees access the Internet from their mobile devices and computers inside the convention center. Each time attendees access the Internet, your advertisement will appear.

- Exclusive Support.....\$10,000

Neuroscience Meeting Planner (Nmp) Viewing Area

The NMP Viewing Area includes 35–45 computer terminals near the main registration area. The first port-of-call for many attendees, the NMP allows users to browse scientific abstracts and create personalized itineraries. Ads are displayed as screensavers on the computer terminals and a prominent acknowledgement banner is placed overhead.

- Exclusive Support.....\$20,000

Sponsored Seating Areas

Chairs and round tables will be set up on each end of the convention center. Signs on tables will display your company's name. You also may distribute literature on the tables for attendees to peruse while taking a break.

- Two locations..... \$5,000/each

For on-site marketing opportunities, contact adsales@sfn.org, (202) 962-4064.



NEUROSCIENCE 2017

SUPPORT OPPORTUNITIES

Program support is an excellent stand-alone promotional opportunity as well as an effective add-on for exhibitors and on-site advertisers seeking enhanced ways to connect and build relationships with target markets. Every year, institutions such as foundations and corporations, and even individual donors, take part in the chance to support Neuroscience programs and these contributors enjoy a major profile at the annual meeting with acknowledgment of their support role in a variety of platforms including: the preliminary and final Program, on convention center signage, and verbal recognition at applicable events.

Lectures

- **Presidential Special Lecture:**

ACCME-Accredited

\$25,000/each

The highlight of the annual meeting, the Presidential Special Lecture Series is selected by the SfN president for outstanding merit and importance of neuroscience.

- **History of Neuroscience:**

\$25,000

A chronicle of the evolution and growth of major topics in neuroscience.

- **Special Lecture:**

ACCME-Accredited

\$15,000/each

A series of high-profile lectures each representing a neuroscience theme.

Poster Sessions

Provides trainees the opportunity to present their research and make lasting connections with establish neuroscientists.

- **International Fellows**

Poster Session: \$10,000

- **Diversity Fellows**

Poster Session: \$10,000

- **Trainee Professional Development**

Awards Poster Session: \$10,000

- **Exclusive Support: \$25,000**

(For all 3 poster sessions)

Meet-The-Expert Series

Experts describe their research techniques and accomplishments in a personal context.

- **Individual Session: \$2,000/each**

- **Three Sessions: \$5,000**

- **Exclusive Support: \$18,000**
(For all 10 sessions)

Mentoring & Networking Events

Celebrates the achievements of neuroscience communities and offers attendees networking opportunities.

- **Diversity Reception: \$10,000**

- **Brain Awareness Week**
Campaign Reception: \$10,000

- **Graduate Student and Postdoc**
Fellow Reception: \$10,000

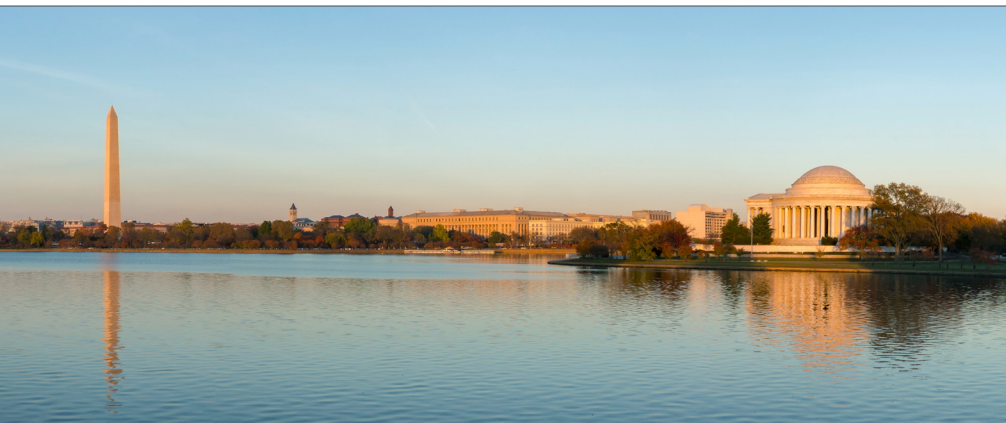
- **Celebration of Women in**
Neuroscience Luncheon: \$10,000

- **Career Development Topics:**
A Networking Event: \$10,000

Neuroscientists lead discussions on a wide range of topics, including work-life balance, career transitions, and others in an informal, roundtable format.

- **Neuroscience Scholars Program**
Mentoring Breakfast: \$10,000

SfN's Professional Development Committee members, Mentors, and Neuroscience Scholars Program Alumni lead discussions with scholars on their scientific progress and career goals.



Awards

- **Ralph W. Gerard Prize in Neuroscience:**
\$50,000

Highest recognition conferred by SfN to a scientist who made significant contributions in neuroscience during his or her career.

- **Young Investigator Award: \$25,000**

Recognizes a young neuroscientist who demonstrated distinguished scholarly independence.

- **Science Educator Award: \$10,000**

Honors neuroscientists who made significant contributions to educating the public.

- **Mika Salpeter Lifetime Achievement Award: \$10,000**

Recognizes an individual who promoted the advancement of women in neuroscience.

- **Trainee Professional Development Awards:**
Sponsorships range from \$2,000–\$50,000

Presented to deserving young scientists who demonstrate scientific merit and excellence in their research.

Educational Courses

Trains scientists in day-long courses focused on emerging topics and research techniques.

- **Short Course: \$10,000/each**
- **Exclusive Support: \$25,000**
(For all 3 short courses)

Discussions

- **Social Issues Roundtable: \$7,000**

Covers timely social issues of neuroscience topics that have an impact on society, particularly in terms of ethics or social awareness.

- **Animals in Research Workshop: \$7,000**

A panel discussing the ethical use of animal models in scientific studies as well as the benefits of this research.

Professional Development Workshops

Designed to improve various aspects of professional skills at all career stages.

- **Individual Workshop: \$2,000/each**
- **Three Workshops: \$5,000**
- **Exclusive Support: \$20,000**
(For all workshops — up to 14 available)

To learn more about the program support process or to make your commitment to support Neuroscience in 2017, contact development@sfn.org or call 202-962-4057.

The SfN development team would love to hear from you and looks forward to tailoring a support package that aligns with your institution's philanthropic and marketing priorities.



NEUROSCIENCE
2017

WASHINGTON D.C. | NOVEMBER 11–15



SOCIETY *for*
NEUROSCIENCE

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Washington, DC 20005 USA

PLAN NOW FOR FUTURE ANNUAL MEETINGS

NEUROSCIENCE 2018 November 3–7 San Diego

NEUROSCIENCE 2019 October 19–23 Chicago

NEUROSCIENCE 2020 October 24–28 Washington, D.C.