

Terms for Exhibiting

Benefits of Exhibiting

- More than 15,000 abstracts will be presented as **posters, located in the exhibit hall, bringing thousands of attendees to the exhibit hall.**

- **Admission to scientific events,** space permitting
- **Company description featured in the:**

Exhibit Guide, listed by company name and products

Online Exhibit Listing (My Expo), listed by company name and products

The Neuroscience 2009 final Program

Neuroscience Meeting Planner (NMP). The NMP is a search engine that allows users to view and print scientific abstracts, and to create personalized itineraries during the annual meeting.

- **Complimentary access to exhibitor lounges** with coffee and tea service and cable television. A great location for company staff meetings.
- **Free hyperlink to your company Web site** from Neuroscience 2009's Web site. The hyperlink will remain live for six months after the meeting.
- **Two Exhibitor Guest badges per 10' x 10' booth,** Full Exhibit Hall access (a \$1,230 value)

Rules and Regulations

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN Web Site and by all conditions stipulated by the McCormick Place Campus.

Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

Eligibility for Exhibiting

The purpose of the Society for Neuroscience exhibit program is to further the education of scientists working in the field of neuroscience. Exhibits must be of an educational character. Exhibits must emphasize instruments, products, or services for use in teaching or research. Books or other publications in fields of relevance to the professional interests of the Society's members and meeting registrants are also considered acceptable.

The character of the exhibits is subject to approval by the Society. SfN reserves the right even after an application is approved to refuse applications not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Applications from companies that have not previously exhibited at a Society annual meeting will be reviewed by the Society for eligibility before assignment is made.

The material required for review are:

- background information on company
- promotional brochures/literature for all products and services to be exhibited
- a list of three scientific or medical meetings where the company has recently exhibited

Email company information to exhibits@sfn.org or mail to:

SfN
Attention: Exhibits
1121 14th Street, NW
Washington, DC 20005

Booth Assignments

Applications for exhibit space are subject to approval by the Society for Neuroscience. **To take advantage of priority points, applications must be received by May 15.** Applications received after May 15 may still obtain space, if available. If more than one company has the same number of priority points, assignments will be made in the date and time order the applications were received. First-time exhibitors are assigned space based on the date the application is received.

➔ UPDATED

Priority Points System

Priority in booth assignment will be conducted according to a point-based system. Exhibitors receive one point per 10' x 10' space purchased, for a maximum of five points for exhibiting. In the case of company mergers, SfN will use the highest number of years exhibited in calculating priority points.

Additional points may be accrued by becoming a Sustaining Association Member (SAM), advertising in the *Exhibit Guide*, *The Journal of Neuroscience*, and by becoming a corporate supporter.

Sustaining Association Members (SAM) accrue the following additional points per year:

Platinum Members – 3 points

Gold Members – 2 points

Silver Members – 1 point

Advertisers in *The Journal of Neuroscience* print issues accrue the following additional points:

1 point per \$1000 for advertising with a maximum of 5 points

Advertisers in the *Exhibit Guide* and accrue the following points:

1 point per \$1000 for advertising in with a maximum of 5 points

Corporate Support

1 point per \$5000 of corporate support with a maximum of 5 points

Booth Selections and Assignments

The floor plan should be carefully reviewed and six exhibit preferences selected. Avoid concentrating all choices in one area. Indicate these choices on the application for space. Since prime locations sell quickly, alternate acceptable booths should be indicated. If the selected booths are not available at the time the application is received, the exhibitor agrees to accept the space assigned.

The Society reserves the right to modify the floor plan and reassign exhibit space if a change in the original assignment is necessary.

See floor plan on pages 39-40.

Exhibit Guide

Increase your impact by advertising in the *Exhibit Guide*. Attendees refer to the *Exhibit Guide*, during and long after the meeting, and are more likely to visit an exhibit based on an ad they see. The *Exhibit Guide* is distributed to all attendees.

Exhibit Guide Rates

Box ad \$ 290

Full-page color \$ 2,365

Half-page color \$ 1,500

Quarter-page color \$ 1,000

Preferred locations available (14)

— these rates are in addition to the rates listed above

For Exhibit Guide ad sales contact:

Allison Burns

E-mail: advertising@sfn.org