ANNUAL MEETING ADVERTISING, EXHIBITS, MARKETING, AND SUPPORT OPPORTUNITIES

PLAN NOW FOR NEUROSCIENCE 2018
SAN DIEGO, NOVEMBER 3–7
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 $410
- Full-page color $3,255
- Half-page color $2,060
- Quarter-page color $1,385

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

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 $635

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

For featured listings, contact advertising@sfn.org

Neuroscience 2018 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 email.

- Nonprofit $340/1,000 addresses
- Profit $485/1,000 addresses

For attendee mailing lists, contact amsales@sfn.org

JNeurosci
Date for the 2018 annual meeting bonus issue is TBA. Please contact adsales@sfn.org for more information.

- Full-page black and white $1,145
- Full-page color $2,370
- Half-page black and white $785
- Half-page color $2,010
- Quarter-page black and white $615
- Quarter-page color $1,840

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

For JNeurosci ad sales, contact adsales@sfn.org or (202) 962-4092
EXHIBITING

Location
San Diego Convention Center, 111 W. Harbor Dr.
San Diego, CA 92101

Meeting Dates
Saturday, November 3–Wednesday, November 7

Exhibit Dates And Hours
Sunday, November 4–Wednesday, November 7, 9:30 a.m.–5 p.m.

Questions?
Never hesitate to ask a question or verify information.

For exhibit sales, contact exhibits@sfn.org

<table>
<thead>
<tr>
<th>BOOTH CATEGORIES</th>
<th>BY MAY 4</th>
<th>AFTER MAY 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Inline 10’ x 10’ Booth</td>
<td>$5,120</td>
<td>$5,550</td>
</tr>
<tr>
<td>Commercial Corner 10’ x 10’ Booth</td>
<td>$5,415</td>
<td>$5,985</td>
</tr>
<tr>
<td>Commercial Island Booth per 100 sq. ft.*</td>
<td>$5,545</td>
<td>$6,140</td>
</tr>
<tr>
<td>Nonprofit Inline or Corner 10’ x 10’ Booth</td>
<td>$1,050</td>
<td>$1,105</td>
</tr>
<tr>
<td>Institute Inline or Corner 10’ x 10’ Booth</td>
<td>$470</td>
<td>$490</td>
</tr>
</tbody>
</table>

* 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 37,000 members in over 90 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)..................$5,513/each
- Exclusive Support..........................$27,565

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
  San Diego Marina...............................$ 7,500
- Hilton San Diego Bayfront ........$ 7,500
- Manchester Grand Hyatt
  San Diego........................................$ 7,500
- Exclusive Support.......................$ 7,500

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/five days
- Exclusive Support............$50,000
Shuttle Bus Advertising
Promote your company from early morning to late evening on buses traveling six separate routes throughout the city. Ads will run Saturday, November 3, through Wednesday, November 7.

• Each package (three available, does not include production costs) $10,000

Wireless Splash Pages
Have your advertisement be the first thing attendees see when they access the wireless network in the convention center.

• Exclusive Support $10,000

Neuroscience Meeting Planner (NMP) Viewing Area
The NMP Viewing Area includes 24–26 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
Direct attendees to your booth when they sit down for a rest by featuring your company name on signs placed on tables in the convention center. Available to exhibitors only.

• Two locations $5,000/each

For on-site marketing opportunities, contact adsales@sfn.org or (202) 962-4092.
SfN.org

NEUROSCIENCE 2018
SUPPORT OPPORTUNITIES

Program support is an excellent stand-alone promotional opportunity and an effective add-on for exhibitors and on-site advertisers seeking wide-reach, brand visibility, and targeted awareness of philanthropic contributions to the field. Supporters are acknowledged in the preliminary and final Program, on the SfN website, and convention center signage. Recognition is available in certain award press releases and verbally at applicable events.

Lectures

• Presidential Special Lecture:
  ACCME-Accredited
  $25,000/each
Presidential Special Lecture are among the most anticipated and widely attended events, with speakers selected by the SfN president.

• 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 established 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 Campaign Event: $10,000
• Graduate School Reception: $10,000
• Celebration of Women in Neuroscience Luncheon: $10,000
• Career Development Topics: A Networking Event: $10,000
• Neuroscience Scholars Program Mentoring Breakfast: $10,000
**Awards**
- **Ralph W. Gerard Prize in Neuroscience:** $50,000
  Honors an outstanding scientist who has made significant contributions to neuroscience throughout his or her career.
- **Young Investigator Award:** $25,000
  Recognizes the outstanding achievements and contributions by a young neuroscientist who has demonstrated scholarly independence.
- **Science Educator Award:** $10,000
  Honors up to two neuroscientists who have made significant contributions to educating the public about neuroscience.
- **Mika Salpeter Lifetime Achievement Award:** $10,000
  Recognizes an individual with outstanding career achievements in neuroscience who has also significantly promoted the professional advancement of women in neuroscience.
- **Trainee Professional Development Awards:** $3,000 each
  Recognize undergraduate and graduate students and postdoctoral fellows demonstrating scientific merit and excellence in research.

**Educational Courses**
Trains scientists in daylong courses focused on emerging topics and research techniques.
- **Short Course:** $10,000/each

**Discussions**
- **Social Issues Roundtable:** $7,000
  Covers timely social issues related to neuroscience topics that have an impact on society, particularly in terms of ethics or social awareness.

**Professional Development Workshops**
Improves various 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)

Contact Jason Sapia, SfN Development Manager, at development@sfn.org or 202-962-4057 to become a Neuroscience 2018 Program Supporter.
NEUROSCIENCE 2019  October 19–23  Chicago

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

NEUROSCIENCE 2021  November 13–17  Chicago