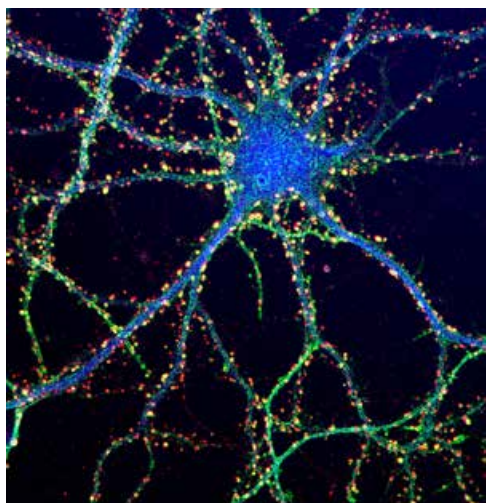
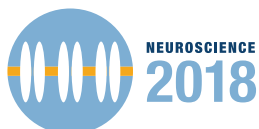


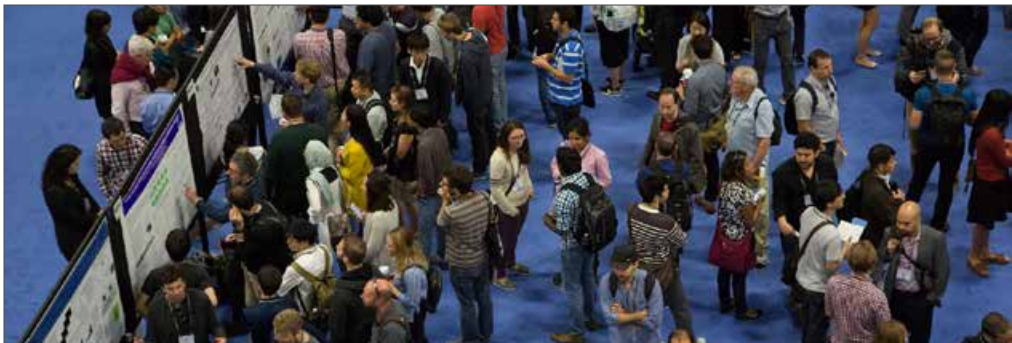
ANNUAL MEETING ADVERTISING, EXHIBITS, MARKETING, AND SUPPORT OPPORTUNITIES

PLAN NOW FOR NEUROSCIENCE 2018

SAN DIEGO, NOVEMBER 3–7



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\$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

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 e-mail.

- Nonprofit.....\$340/1,000 addresses
- Profit\$485/1,000 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\$635

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

For featured listings, contact
advertising@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

BOOTH CATEGORIES	BY MAY 4	AFTER MAY 4
Commercial Inline 10' x 10' Booth	\$5,120	\$5,550
Commercial Corner 10' x 10' Booth	\$5,415	\$5,985
Commercial Island Booth per 100 sq. ft.*	\$5,545	\$6,140
Nonprofit Inline or Corner 10' x 10' Booth	\$1,050	\$1,105
Institute Inline or Corner 10' x 10' Booth	\$470	\$490

*** 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 two largest hotels. Advertiser is responsible for production costs and hotel fees.

- San Diego Marriott Marquis & Marina\$ 7,500
- Hilton San Diego Bayfront \$ 5,000
- Manchester Grand Hyatt San Diego.....\$ 7,500
- Exclusive Support.....\$25,000

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/five 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/each
- Exclusive Sponsorship\$5,000

Shuttle Bus Advertising

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

- Each package (three available, plus 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 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 or (202) 962-4092.



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 ways to connect with attendees. Corporate and foundation donors enjoy a major profile with recognition of their support role in a variety of platforms including: the preliminary and final Program, convention center and exhibit hall signage, the SfN.org website, and a slideshow that airs during plenary lectures. Verbal recognition by the SfN President and a press release is available and depends on the supported program.

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**
- **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 each**

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: Support begins at \$2,000**

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

Professional Development Workshops

Improves 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)

Contact Jason Sapia, SfN Development Manager, at development@sfn.org or 202-962-4057 to become a Neuroscience 2018 Program Supporter.



SAN DIEGO | NOVEMBER 3–7

PLAN NOW FOR FUTURE ANNUAL MEETINGS

NEUROSCIENCE 2019 October 19–23 Chicago

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

NEUROSCIENCE 2021 November 13–17 Chicago



**SOCIETY *for*
NEUROSCIENCE**

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Washington, DC 20005 USA