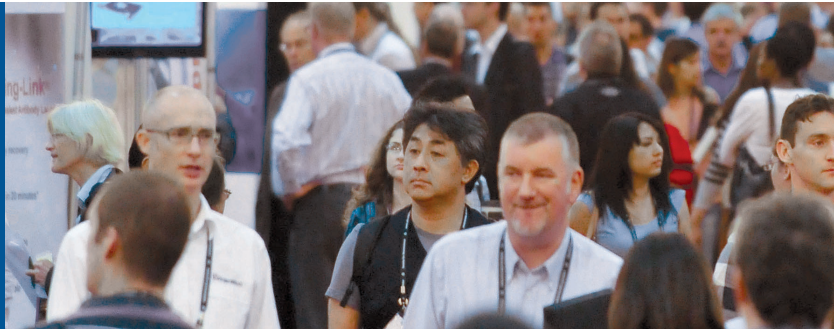




NEUROSCIENCE
2014

Annual Meeting Exhibits, Marketing, and Program Support Opportunities



Plan Now for Neuroscience 2014
WASHINGTON DC, NOVEMBER 15-19



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\$330
- Full-page color.....\$2,670
- Half-page color.....\$1,690
- Quarter-page color\$1,130

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 2014 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.....\$300/1,000
- Profit.....\$400/1,000

For attendee mailing lists, 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.....\$555

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

For featured listings, contact
advertising@sfn.org

THE JOURNAL OF NEUROSCIENCE

The November 5, 2014, bonus distribution issue of *The Journal* is distributed to attendees at the meeting.

- Full-page black and white\$1,005
- Full-page color.....\$2,090
- Half-page black and white\$685
- Half-page color.....\$1,770
- Quarter-page black and white ...\$535
- Quarter-page color\$1,620

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

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



EXHIBITING

LOCATION

Walter E. Washington Convention Center
801 Mt. Vernon Place NW
Washington, DC 20001

MEETING DATES

Saturday, November 15 — Wednesday,
November 19

EXHIBIT DATES AND HOURS

Sunday, November 16 — Wednesday,
November 19, 9:30 a.m. — 5 p.m.

QUESTIONS?

Direct, early contact with exhibition management can be the key to your success. Never hesitate to ask a question or verify information.

For exhibit sales, contact
exhibits@sfn.org

Booth Categories	By May 2	After May 2
Commercial Inline 10' x 10' Booth	\$4,050	\$4,390
Commercial Corner 10' x 10' Booth	\$4,280	\$4,735
Commercial Island Booth per 100 sq. ft.*	\$4,385	\$4,855
Nonprofit Inline or Corner 10' x 10' Booth	\$825	\$865
Institute Inline or Corner 10' x 10' Booth	\$365	\$380

* 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

Our 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*, *The Journal of Neuroscience*, *Neuroscience Nexus*, and *Neuroscience Quarterly* with a maximum of 5 points per publication, per year

CORPORATE 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 42,000 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

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

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

ON-SITE MARKETING OPPORTUNITIES

NEUROSCIENCE EXTRA!

Daily e-newsletter sent to all registered attendees at the Society's 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 (six issues available) \$5,000/each
- Exclusive support.....\$25,000



RECYCLING CENTERS AT CONVENTION CENTER

Show that your company is environmentally friendly and enjoy exposure at central locations in the convention center. Your company logo will be prominently displayed.

- Recycling center (two locations)..... \$5,000/each
- Exclusive support..... \$7,500

MESSAGE CENTERS

The message center, also accessible online, is a bank of monitors enabling attendees to find a colleague attending the meeting, read messages, and send messages to other registered attendees before, during, and after the meeting.

- Message Center (up to three locations).....\$10,000/each
- Exclusive support.....\$25,000



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 15 through Wednesday, November 19.

- Each Package (seven available, plus production costs).....\$20,000

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.

- Washington Marriott Marquis.....\$10,000
- Renaissance
Washington DC\$ 7,500
- Exclusive Support.....\$15,000

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/day or \$25,000 for six days
- Exclusive Support\$60,000

CITY MAPS

Help attendees tour Washington, DC with ease. Your company's name and logo are printed on each map, which attendees refer to throughout their visit.

- Exclusive support (plus production and shipping costs)\$10,000

NEUROSCIENCE MEETING PLANNER (NMP) VIEWING AREA

The NMP Viewing Area includes 45-50 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.....\$25,000

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



PROGRAM SUPPORT

Based on the support level, benefits may include recognition in the digital and print versions of the *Preliminary Program* and final *Program*, on the annual meeting website, and on signage throughout the convention center, as well as verbal acknowledgement at the supported event. Supporters also may be invited to the Presidential Reception (number of invitations based on support level).

LECTURES

- Presidential Special Lecture — most prestigious and well-attended (7,000+) event at the meeting (four available) \$20,000/each
- History of Neuroscience Lecture \$20,000
- Special Lectures (12-14 available)..... \$15,000/each

POSTER SESSIONS

Presented concurrently in adjacent locations

- Diversity Poster Session \$10,000
- International Fellows Poster Session..... \$10,000
- Travel Awards Poster Session..... \$10,000
- Exclusive support \$25,000

EDUCATION COURSES

Short Courses are all-day educational sessions focused on results dissemination of cutting-edge research projects in the field of neuroscience, presented by a panel of four to six respected researchers and clinicians.

- Short Courses (up to three offered)..... \$10,000/each
- Exclusive support \$25,000

RECEPTIONS AND SOCIALS

- Graduate Student and Postdoctoral Fellow Reception \$10,000
- Brain Awareness Week Campaign Reception \$10,000
- Celebration of Women in Neuroscience Luncheon \$10,000
- Diversity Reception \$10,000
- Neuroscience Departments and Programs Reception \$5,000



MENTORING EVENTS

- Mentoring and Networking
Event\$10,000
- Diversity Fellowship Mentor and
Fellow Breakfast.....\$10,000

WORKSHOPS AND ROUNDTABLES

- Animals in Research
Panel.....\$5,000
- Social Issues Roundtable\$5,000
- Professional Development Workshops
(12-14 available).....\$1,000
- Exclusive Workshop
Support.....\$10,000

MEET-THE-EXPERT SERIES

- 10 planned sessions\$1,000/each
- Exclusive support.....\$9,000

FELLOWSHIPS, AWARDS, AND PRIZES

- Travel Award Program
 - North America awards\$1,000/each
 - International awards\$2,000/each
 - International exclusive
support\$50,000
- Science Educator Award\$10,000
- Mika Salpeter Lifetime
Achievement Award\$10,000
- Award for Education
in Neuroscience\$10,000

For program support opportunities, contact
development@sfn.org, (202) 962-4000.

