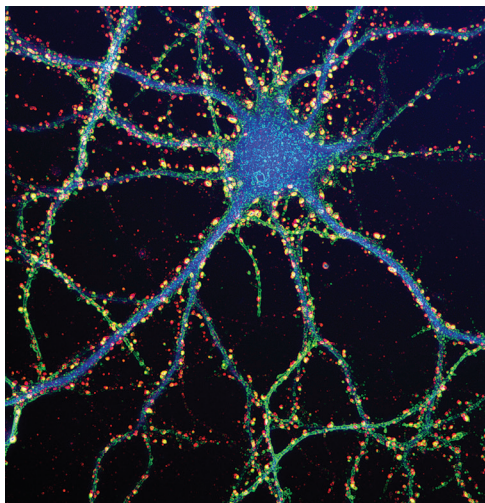


# ANNUAL MEETING ADVERTISING, EXHIBITS, MARKETING, AND SUPPORT OPPORTUNITIES

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**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](mailto: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](mailto: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](mailto:advertising@sfn.org)

### JNeurosci

Date for the 2018 annual meeting bonus issue is TBA. Please contact [adsales@sfn.org](mailto: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](mailto: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](mailto: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](mailto:sams@sfn.org)

For information about the Priority Points System: [advertising@sfn.org](mailto: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.....\$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/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](mailto: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 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**

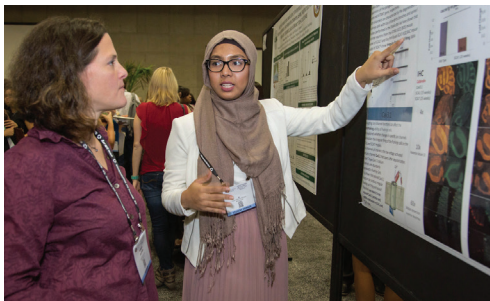
### • Brain Awareness Campaign Event: **\$10,000**

### • 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](mailto: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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