

EXHIBITOR PROSPECTUS

EXHIBIT DATES AND OPPORTUNITIES

AANS2024 CHICAGO

MAY 3-6



ABOUT THE AANS

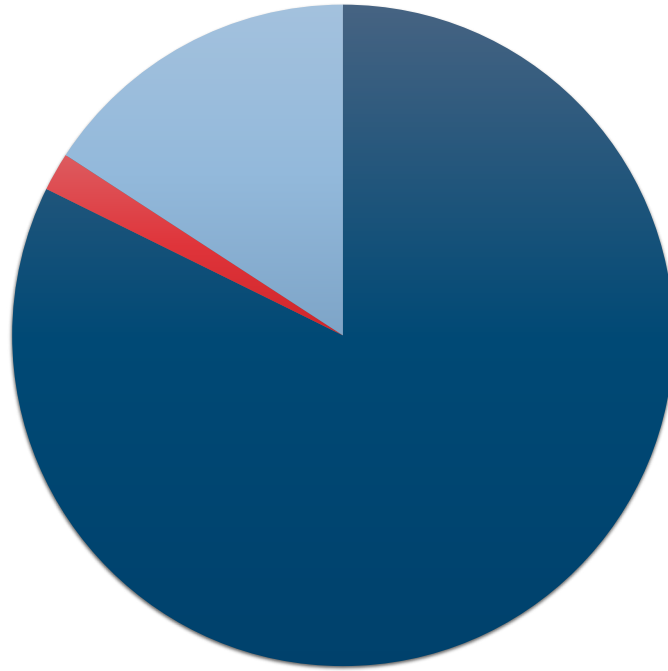
Founded in 1931 as the Harvey Cushing Society, the American Association of Neurological Surgeons (AANS) is a scientific and educational association with more than 13,000 members worldwide.

The AANS is dedicated to advancing the specialty of neurological surgery to provide the highest quality of neurosurgical care to the public.

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AANS MEMBERS BY COUNTRY

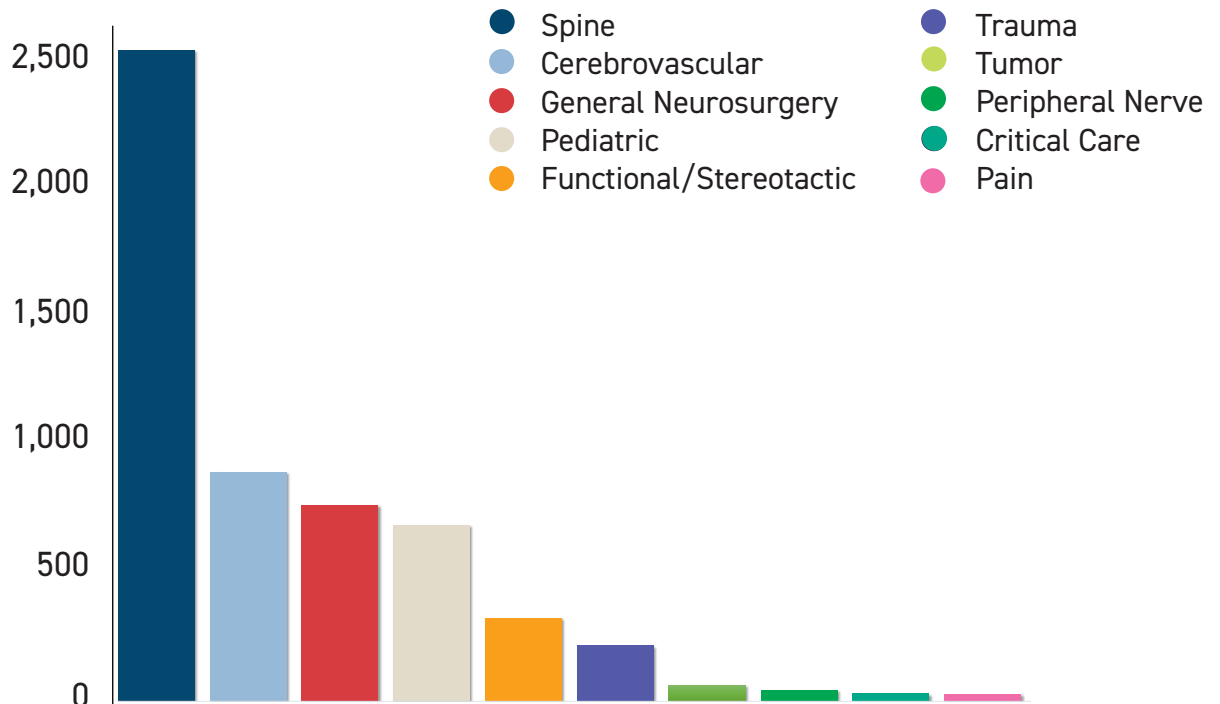


United States: 83%

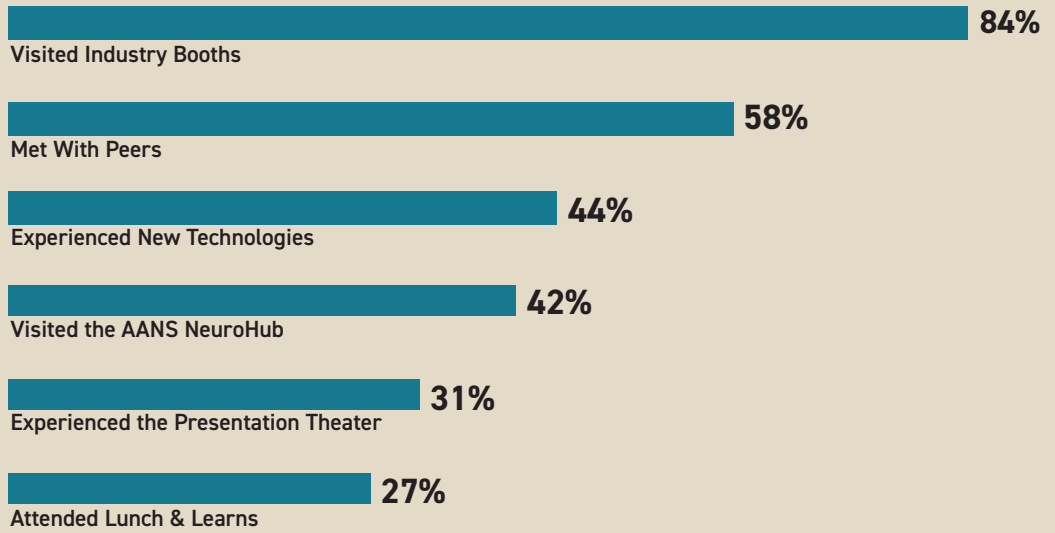
International: 16%

Canada: 2%

AANS MEMBERS BY SUBSPECIALTY FOCUS

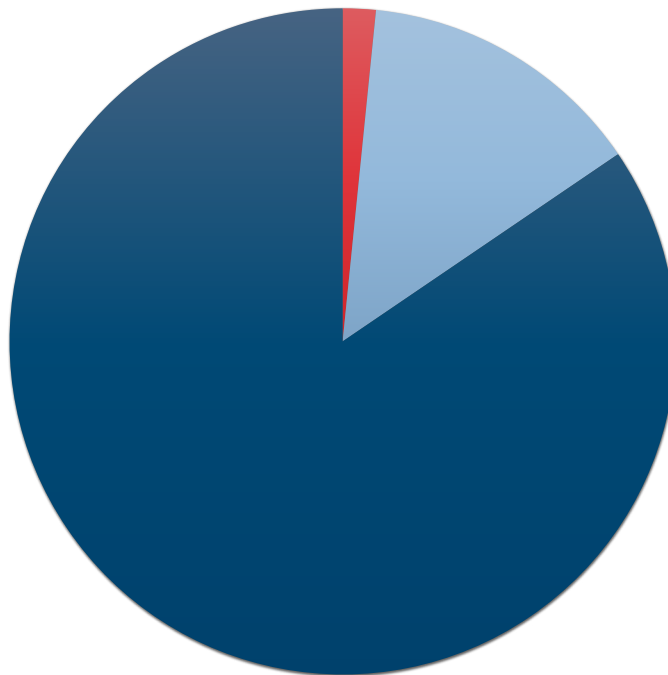


How Attendees Spent Time In The Exhibit Hall 2023 AANS Annual Scientific Meeting



In 2023, **95%** of meeting attendees visited the Exhibit Hall.

MEETING ATTENDANCE BY COUNTRY



United States: 84.5%

International: 13.9%

Canada: 1.6%



EXHIBIT INFORMATION

ADVANCED RATE before October 14th

In-Line: \$37/sq ft
Corner: \$40/sq ft
Island Rate: \$42 ft

STANDARD RATE after October 14th

In-line: \$39/sq ft
Corner: \$42/sq ft
Island Rate: \$43/sq ft

Exhibitors are assigned space based on when the contract is received.

LOCATION

McCormick Place - North Building, Chicago

WHAT'S INCLUDED

- 10' x 10' space or multiples thereof, 8' high back drape, 3' high side rails
- Three (3) Exhibitor Badges per 10' x 10' booth. An additional three (3) badges per 10' x 10' can be purchased in advance for \$350 each or on-site for \$550 each. Additional badges are available at the non-member non-physician rate at the time of registration.
- Exhibitor Badges give you access to the Opening Reception on the show floor on Friday, May 3, 6:30 - 8:30 pm.
- Exhibitor listing in the meeting app
- Listing on the 2024 AANS Annual Scientific Meeting website
- Opportunity to purchase pre-and post-show attendee mailing lists exclusively through AANS
- Housing through the official AANS Housing Bureau, OnPeak, which negotiates special rates for attendees and exhibitors
- Access to educational sessions (non-ticketed events only)
- Perimeter security

Companies are responsible for all costs of furniture, carpet, A/V, electrical, food and beverage, internet and in-booth security. Order forms will be provided in the Exhibitor Service Kit.

**RULES &
REGULATIONS**

For more information and to customize a strategic sales plan, contact:

Amanda Pezzuto
AANS Exhibits & Sponsorship Sales
apezzuto@aans.org
617.529.2560

EXHIBIT HALL ACCESS & HOURS



EXPO SUITE

Spend more time with key customers. Use the suite for important business meetings, staff strategy sessions or a quiet spot for your team to follow up with new leads. Located along the perimeter of the exhibit hall floor. Available in two sizes.

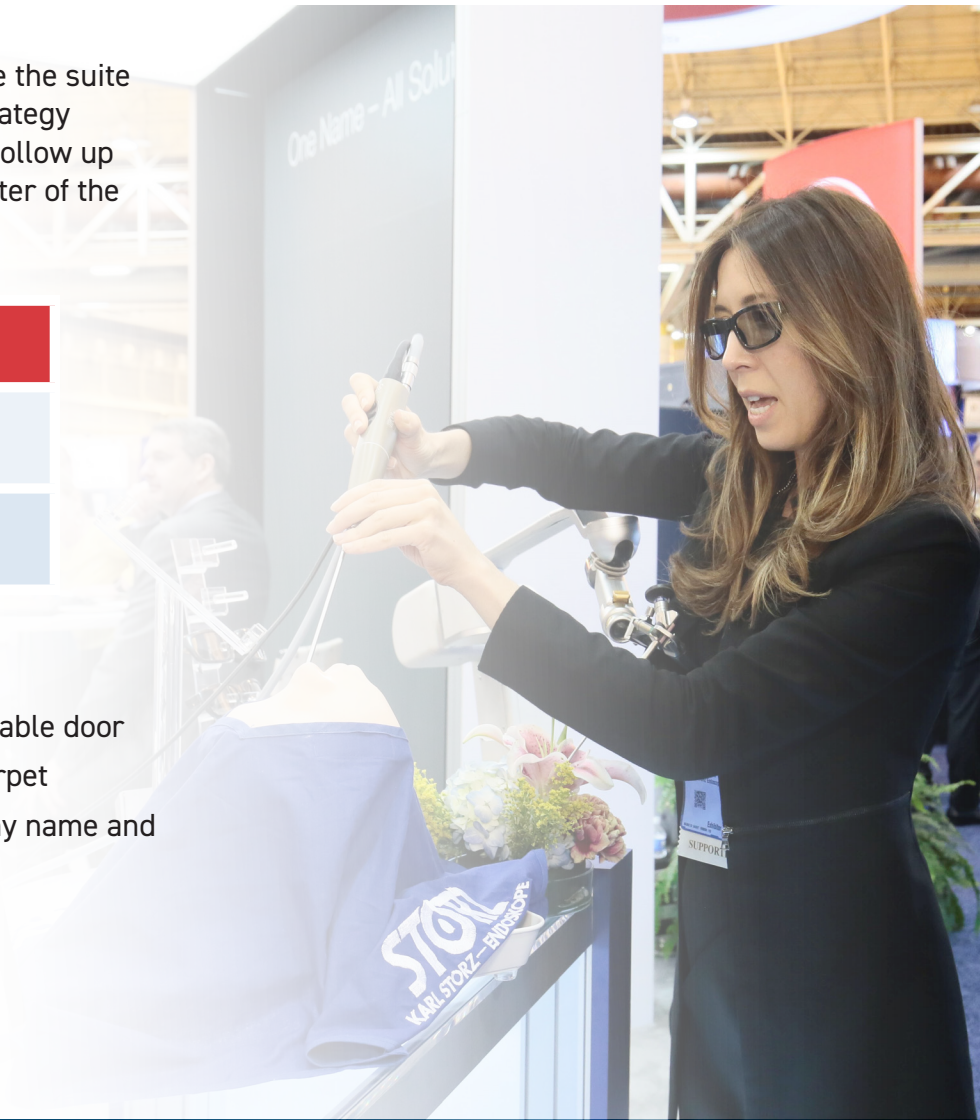
SUITE SIZES

10' x 10'	\$8,500
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10' x 20'	\$12,000
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EXPO SUITE FEE INCLUDES:

- 8' high white MIS wall system with lockable door
- Midnight blue (blue/black) standard carpet
- 14" x 22" sign designating your company name and suite number



IMPORTANT DATES



SPONSORSHIP OPPORTUNITIES

Advance your business goals with these Corporate Support opportunities. Customize a package to engage, educate or promote your brand.

EDUCATION

LUNCH SYMPOSIUM (NON-CME) \$30,000

Connect with attendees beyond your exhibit booth to showcase your innovation and expertise on your products and services. This opportunity includes a private lecture room on the Exhibit Hall floor with A/V equipment and promotion of your event via on-site signage and the meeting's mobile app. Food and beverage will be provided by AANS for medical attendees. Limited sessions are available.



BREAKFAST BITES (NON-CME) \$15,000

Optimize attendees' breakfast time to showcase your new innovations and expertise on your products and services. This opportunity includes a private lecture room on the Exhibit Hall floor with A/V equipment and promotion of your event via on-site signage and the meeting's mobile app. Food and beverage will be provided by AANS for medical attendees. Limited sessions are available.

NEURO SPOTLIGHT \$5,000

Showcase your company's products and services or present a hot topic case study in front of industry decision-makers during a 20-minute sponsored session on the Exhibit Hall floor in the NeuroHub during lunch or break.

PRINT PLACEMENT

ATTENDEE SHOW BAG SPONSORSHIP \$20,000

Take advantage of a prime branding opportunity with our Attendee Show Bag Sponsorship. Showcase your company on AANS meeting bags which will be given to every attendee when they arrive in Chicago. Your company selects and produces the bag, pre-approval is required. The sponsor is responsible for production costs.



ATTENDEE SHOW BAG INSERT \$6,000

Maximize your brand's exposure with an attendee registration bag insert that puts your message directly into the hands of every meeting attendee. Pre-approval before printing is required. The maximum size of the insert is 8.5x11.

QUICK PLANNER

The Quick Planner is given out to every medical attendee. It is referenced throughout the meeting as a guide to educational and social events. Limited advertising opportunities are available.

Back Cover \$15,000

Inside Cover \$7,500

Inside Back Cover \$7,500

Facing Exhibit Map \$7,500

Run-of-Book Ad \$5,000

SPONSORSHIP OPPORTUNITIES

DIGITAL

MOBILE APP SPLASH SCREEN - EXCLUSIVE \$25,000

This is an exclusive opportunity to include your corporate logo or ad on the mobile app splash page.

MOBILE APP HOME SCREEN TILE FULL WIDTH \$12,000 HALF-WIDTH \$8,000

Feature your company or products on the home screen, where your ad is slotted between speakers, sessions and events that attendees choose from each day of the meeting.

SPONSORED CONTENT E-BLAST \$10,000

Our Sponsored Content E-blast offers a unique opportunity to promote to a receptive and motivated audience. This is an effective tactic to highlight your brand, your event or drive traffic to your booth.

APP PUSH NOTIFICATION \$6,000

Push Notifications are strategically scheduled throughout the meeting. You can send a targeted message directly to our engaged audience's mobile devices to promote your event or drive traffic to your booth. These are estimated to be seen by at least 1,500 individuals.

MOBILE APP STICKY BANNER AD \$5,000

Capture the attention of our audience and increase brand recognition with a Sticky Banner Ad that remains visible while users scroll through the mobile app.

DAILY DIGEST MEETING E-NEWSLETTER \$2,500/Day

Your branded digital banner, logo and messaging can be featured in daily e-newsletters sent to every registered attendee.

PRE-MEETING E-NEWSLETTER BANNER AD \$2,500

Our Pre-Meeting E-Newsletter Banner Ad offers the perfect opportunity to showcase your brand to a highly engaged audience of professionals prior to their arrival at the 2024 AANS Annual Scientific Meeting.



SPONSORSHIP OPPORTUNITIES

BRANDING

HANGING BANNER \$20,000-\$40,000

Hung in high-traffic locations for ultimate visibility, printed banners are an ideal way to gain exposure and increase product awareness. Contact Amanda Pezzuto for more details.

HOTEL KEY CARD \$25,000

Guest's hotel key cards get pulled out every day, sometimes more than once. Get your brand in the hands (and wallets) of every attendee staying at the headquarter hotel. The company is responsible for production costs and pre-approval is required.

FLOOR DECAL \$20,000

Direct attendee traffic or highlight your company or product with a floor decal. Your company's decals will be placed strategically in areas of high visibility to make your mark at the 2024 AANS Annual Scientific Meeting.



BADGE LANYARDS \$18,000+ Expenses

Every meeting attendee must wear the badge lanyard to enter 2024 AANS Annual Scientific Meeting sessions and social events. Place your brand around the neck of every AANS meeting attendee. Your company is responsible for production costs and pre-approval is required.



CARPET LOGO \$10,000

Welcome attendees to the 2024 AANS Annual Scientific Meeting with an 8' x 5' carpet logo prominently featuring your company or product.

BEVERAGE BREAKS \$7,500

Sponsor the always anticipated beverage breaks which bring together colleagues in the Exhibit Hall to network and reconnect. Napkins, cups and other promotional materials can be included at the company's expense.

METERBOARD \$5,000

Effective and affordable, these double-sided signs showcase your company or product in high-traffic areas of the convention center.

SUPPORT LEVELS

PLATINUM \$75,000+

- 10 Complimentary Badges to the meeting which includes the Opening Reception
- 12 Priority Bonus Points
- Supporter Ribbon
- Support Acknowledgement at the Annual Meeting
- Listing in Meeting App
- Acknowledgment on the 2024 AANS Annual Scientific Meeting Website
- Supporter Acknowledged on Slide in Daily Plenary Session
- Pre-registration Mailing List at Registration Cut-Off Date (Must Complete and Return Order Form)
- Final Attendee Mailing List

GOLD \$50,000–74,999

- 6 Complimentary Badges to the Meeting which Includes the Opening Reception
- 10 Priority Bonus Points
- Supporter Ribbon
- Support Acknowledgement at the Annual Meeting
- Listing in Meeting App
- Acknowledgment on the 2024 AANS Annual Scientific Meeting Website
- Supporter Acknowledged on Slide in Daily Plenary Session
- Pre-registration Mailing List at Registration Cut-off Date (Must Complete and Return Order Form)
- Final Attendee Mailing List

SILVER \$25,000–49,999

- 5 Complimentary Badges to the Meeting which Includes the Opening Reception
- 8 Priority Bonus Points
- Supporter Ribbon
- Support Acknowledgement at the Annual Meeting
- Listing in Meeting App
- Acknowledgment on the 2024 AANS Annual Scientific Meeting Website
- Supporter Acknowledged on Slide in Daily Plenary Session
- Pre-registration Mailing List at Registration Cut-off Date (Must Complete and Return Order Form)

BRONZE \$15,000–24,999

- 2 Complimentary Badge to the Meeting which Includes the Opening Reception
- 6 Priority Bonus Points
- Supporter Ribbon
- Support Acknowledgement at the Annual Meeting
- Listing in Meeting App
- Acknowledgment on the 2024 AANS Annual Scientific Meeting Website
- Supporter Acknowledged on Slide in Daily Plenary Session