

EXHIBITOR PROSPECTUS

— Exhibit Dates and Opportunities —



AANS2025 BOSTON

— APRIL 25-28 —

POWER
OF ONE



IMPACT
OF MANY



Founded in 1931 as the Harvey Cushing Society, the AANS is the premier professional organization advancing the specialty of neurological surgery. With over 12,000 members worldwide, including neurosurgeons, residents, fellows, medical students and allied health professionals, the AANS leads the way in innovation, world-class education, groundbreaking research, advocacy and collaboration to elevate patient care and shape the future of the field.

Join us at the 2025 AANS Annual Scientific Meeting to connect with a global network of experts, explore cutting-edge advancements, and be part of shaping the future of neurosurgery. Together, we're creating ripples of innovation that impact the field for generations.

TABLE OF CONTENTS

| | |
|--------------------------------------|----|
| Letter from the Exhibits Chair | 3 |
| Demographics | 4 |
| Exhibiting | 6 |
| Sponsorship Opportunities | 8 |
| Support Levels | 15 |





Dear Corporate Partner,

We are delighted to invite you to participate in the highly anticipated 2025 AANS Annual Scientific Meeting, hosted by the American Association of Neurological Surgeons (AANS). This premier event will take place from April 25-28, 2025, in the vibrant city of Boston, and will unite the global neurosurgery community under the inspiring theme, “Power of One, Impact of Many.”

This meeting celebrates the profound ripple effect created by individual contributions—how one breakthrough, one innovation and one connection can spark widespread advancements in neurosurgical care. As a key industry partner, your presence amplifies this ripple effect, enabling collaboration, education and innovation to flourish.

The 2025 AANS Annual Scientific Meeting offers unparalleled opportunities to connect with a diverse audience of over 3,000

neurosurgeons, residents, fellows, associates, allied health professionals and medical students. With a robust program featuring cutting-edge scientific sessions, hands-on workshops and keynote presentations by world-renowned experts, your organization will have the chance to showcase its latest advancements and solutions to decision-makers and innovators from institutions across the U.S. and around the globe.

The Exhibit Hall serves as the epicenter for engagement, where your contributions can create meaningful impacts. With dedicated exhibit hours, beverage breaks and networking events, you’ll have prime opportunities to interact with attendees. The hall also attracts a significant number of residents and fellows, offering you the chance to build relationships with the next generation of neurosurgical leaders who will shape the future of the field.

To further amplify your impact, we offer a range of customized sponsorship and branding opportunities designed to spotlight your innovations and enhance your visibility. These packages are tailored to your strategic goals, ensuring your presence is felt throughout the event and reinforcing your role as a leader in neurosurgery.

Don’t miss the opportunity to secure your booth space and position your organization as a vital player in the evolving world of neurosurgery. Exhibit spaces are in high demand and sell out quickly, so we encourage you to reserve early.

We look forward to welcoming you to Boston, where the power of individual contributions will merge with the collective energy of our community to create lasting impacts. Your partnership is instrumental in driving the future of neurosurgical care and we are excited to collaborate with you to make the 2025 AANS Annual Scientific Meeting an extraordinary success.

Warm regards,

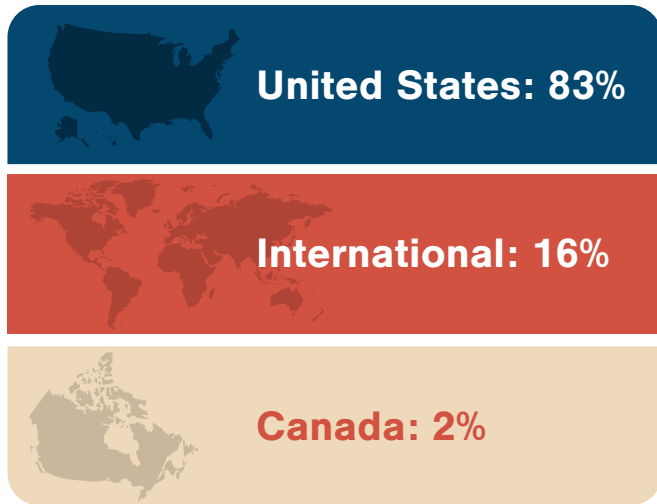


John A. Ratliff, MD, FAANS
Chair, AANS Exhibits Committee

DEMOGRAPHICS

MEMBERSHIP

AANS Members By Country

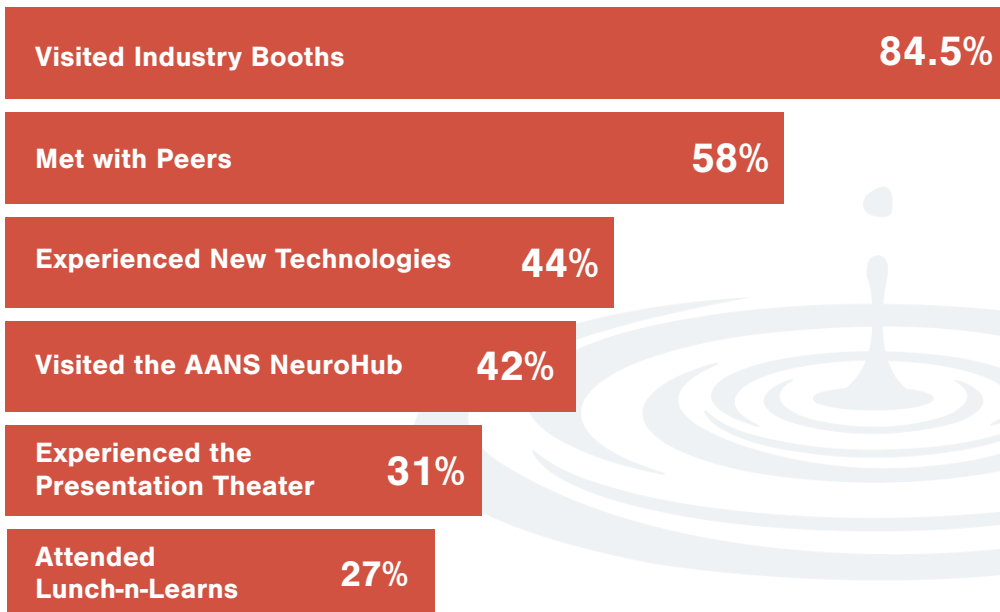


Subspecialty Focus



MEETINGS

How Attendees Spent Time in the 2024 Exhibit Hall



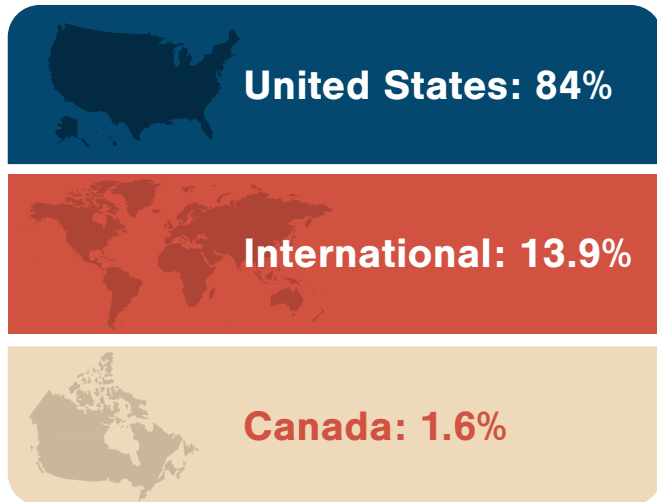
In 2024,
97%
of meeting attendees visited the Exhibit Hall.

4,682
total number of 2024 registrants

400
international attendees from
76
countries

DEMOGRAPHICS

Meeting Attendance by Country



Abstract Submissions

| Year | Number of Abstracts |
|------|---------------------|
| 2020 | 2,389 |
| 2021 | 1,894 |
| 2022 | 2,501 |
| 2023 | 1,434 |
| 2024 | 2,599 |
| 2025 | 3,778 |

A Peek Into Last Year's Education & Programming

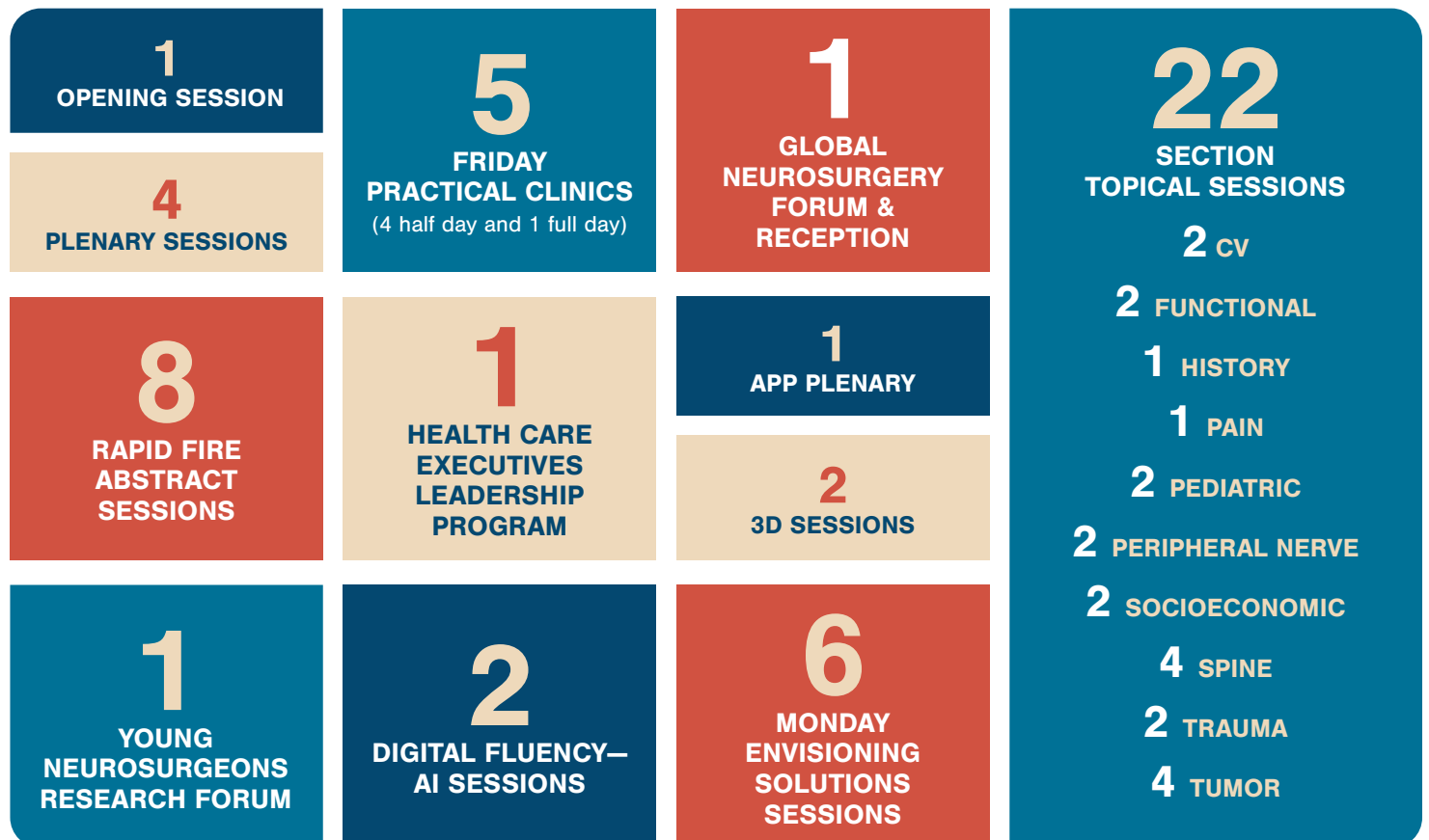


EXHIBIT INFORMATION



ADVANCED RATE before October 14th

In-Line: \$39/sq ft

Corner: \$42/sq ft

Island Rate: \$44 ft

STANDARD RATE after October 14th

In-line: \$41/sq ft

Corner: \$44/sq ft

Island Rate: \$45/sq ft

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

Location

Boston Convention Exhibit Center (BCEC)

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 \$450 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, April 25, 6:30–8 pm.

Exhibitor listing in the meeting app

Listing on the 2025 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.

Any meeting, whether held at the headquarter hotel, convention center or offsite needs prior approval from the AANS.

[Click here for
**RULES &
REGULATIONS**](#)

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

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

EXHIBIT INFORMATION

Exhibit Hall Access and Hours

| | |
|---|---|
| <p>FRIDAY</p> <p>April 25</p> <p>6:30–8 pm</p> | <p>SATURDAY</p> <p>April 26</p> <p>7 am–3:45 pm</p> |
| <p>SUNDAY</p> <p>April 27</p> <p>7 am–3:45 pm</p> | |

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' | \$5,000 |
| 10' x 20' | \$10,000 |

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



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

Education

2-HOUR SYMPOSIA (NON-CME) \$30,000

2-hr timeslot with space at the AANS Headquarter hotel, Westin Boston Seaport District on Friday, April 25th. Basic A/V, marketing in mobile app and onsite signage included. Sponsor responsible for food and beverages and accreditation if offered.

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.

NEW FOCUS GROUP (NON-CME) \$20,000

Host a 1.5-hour private focus group at the AANS 2025 Annual Meeting to engage directly with up to 10 individuals of your choice, including neurosurgeons, residents, fellows, medical students, or allied health professionals. Conduct your session in a dedicated meeting room, providing a focused and confidential environment to gather insights, test new ideas, or explore key topics.

NEURO SPOTLIGHT (NON-CME) \$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 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..... | \$10,000 |
| Run-of-Book Ad..... | \$5,000 |

Marketing Advertising & Digital Opportunities

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 \$3,500/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 2025 AANS Annual Scientific Meeting.

NEW MAXIMIZE ROI WITH TARGETED MARKETING

Turn your sponsorship or booth participation into a success story. Our tailored marketing package puts your brand in front of key decision-makers, maximizing your return on investment.

Marketing Package 1 \$8,500

Maximize ROI with Targeted Marketing: Turn your sponsorship or booth participation into a success story. Our tailored marketing package puts your brand in front of key decision-makers, maximizing your return on investment.

Includes:

- Push Notification (1)
- Ad in Quick Planner (1)
- Mailing List Pre/Post (1)

Enhance ROI with Strategic Marketing: Transform your sponsorship or booth into a standout success. Our customized marketing packages place your brand directly in front of key decision-makers, ensuring maximum impact and a strong return on investment.

Marketing Package 2 \$12,500

Includes

- Push Notification (1)
- Ad in Quick Planner (1)
- Mailing List Pre/Post (1)
- Insert in Door Drop Bag (1)

NEW Wi-Fi SPONSOR

Enhance your visibility and ensure your company name is at the fingertips of every attendee by sponsoring the WiFi at the event. This exclusive sponsorship places your brand front and center, providing essential connectivity while associating your name with convenience and productivity.

BCEC Exclusive Opportunity: \$30,000

As the exclusive BCEC Wi-Fi sponsor, you will be able to select the Wi-Fi password as well as have signage throughout the meeting.

Westin Exclusive Opportunity: \$25,000

As the exclusive Westin Wi-Fi sponsor, you will be able to select the Wi-Fi password as well as have signage throughout the meeting.

SPONSORSHIP OPPORTUNITIES

NEW AANS ANNUAL MEETING MICROSITE AD \$8,000

Capture the attention of our audience and increase brand recognition with a website advertisement.

Availability: Three banner ads are available (home page, registration page and program page)

Ad will appear for three months. Additional three-month increments can be purchased for a total of six-month placement

Specifications: 728 px wide x 90 px high.

NEW SOCIAL MEDIA \$12,000

Attract the attention of our engaged audience and increase your brand recognition with targeted social media messages. For one price, your message will be shared across AANS Facebook, X (formerly Twitter), LinkedIn, Instagram and YouTube with the content of your choice. Companies can purchase up to two messages per day to maximize their reach.

 **Instagram: 7,500**

 **Facebook: 24,000**

 **X (formerly Twitter): 24,000**

 **YouTube: 63,500**

 **LinkedIn: 23,000**



NEW DIGITAL SIGNAGE BOSTON CONVENTION AND EXHIBITION CENTER

15 seconds: \$10,000, 30 seconds: \$15,000

(BCEC) Video Wall is 12 feet tall, spanning 160 feet long. Create messaging seen by all AANS attendees as they enter the venue. Static image or video—no sound.



NEW DIGITAL WESTIN HOTEL LOBBY SIGN \$12,500

Make a statement by placing an ad on the digital screen in the Westin lobby, conveniently located next to registration and the lobby bar.



Branding

HANGING BANNER \$10,000–\$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 \$10,000

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 2025 AANS Annual Scientific Meeting.



BADGE LANYARDS \$18,000+ Expenses

Every meeting attendee must wear the badge lanyard to enter 2025 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 2025 AANS Annual Scientific Meeting with an 8' x 5' carpet logo prominently featuring your company or product.

BEVERAGE BREAKS \$8,500

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

Single Side: \$3,500 | Double Sided: \$5,000

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

NEW CHARGING STATION \$15,000

Phone charging stations at the AANS Meeting ensure that attendees stay connected throughout the event. These convenient charging spots will be in key areas, making it easy to recharge devices during breaks. With ample power outlets available, participants can focus on networking and learning without worrying about battery life.



NEW NETWORKING HUB \$15,000

Exclusive Sponsorship: \$30,000

Become a sponsor of the AANS networking hub on the exhibit room floor, gaining unparalleled visibility and engagement opportunities with attendees.

Branded Napkins: Enjoy custom-designed napkins featuring your logo and tagline, ensuring high visibility at every drink served.

Reserved High-Top Table: Benefit from an exclusive high-top table reserved for your brand, creating a prime spot for networking and engagement.

Signage: Showcase your logo and message on a prominent square sign in a high-traffic area, maximizing exposure among attendees.



Other Branding Opportunities at AANS 2025

Highlight your company's presence by purchasing signage throughout the AANS 2025 meeting space.

Escalators leading up to Exhibit Hall **\$30,000**

Escalators Westin to Exhibit Hall Skybridge **\$30,000**

Aisle Signs in Exhibit Hall **\$30,000**

Stairs to Exhibit Hall **\$20,000**

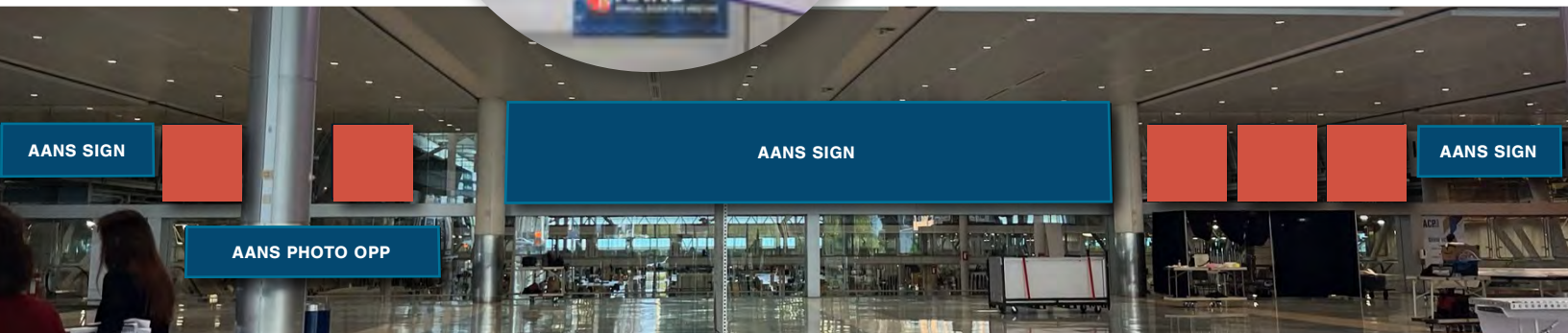
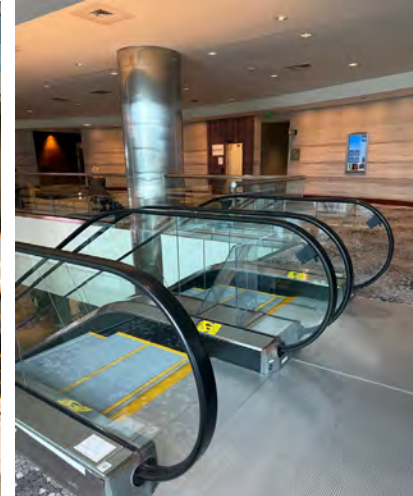
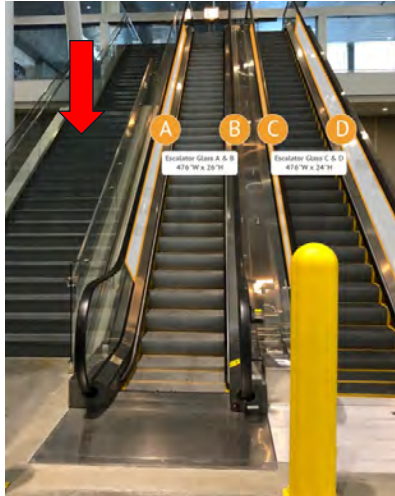
Floor Clings Top of Escalator to Exhibit Hall **\$10,000**

Window Clings Exhibit Hall Entrance **\$10,000**

Window Clings/Column Wraps on Education Floor **\$5,000-\$8,500**

Directional Signage Sponsor **\$15,000**

Sky Bridge in Exhibit Hall **Call for Details**



NEW Private Meeting Room

In order to reserve a room to host a meeting or event at the AANS 2025, please submit a meeting room request form. After approval, we'll assign a room and issue an invoice. Sponsoring companies are responsible for A/V equipment and food/beverage. Events must occur during approved times set forth by AANS.

All Day Meeting Room (1 room per company) **\$3,500 per day, Limited availability!**

For a private space to conduct business outside your exhibit booth, consider a private meeting room. These rooms are conveniently located within the BCEC or hotel, allowing you and your customers to handle business without extensive travel. Cost includes room exclusivity use fee.

Internal Precon Meeting Room (1 room per company) **\$2,000 per meeting, Limited availability!**

If you need a private setting for internal pre-con meeting (up to 4 hours), consider booking a private meeting room. These rooms are conveniently situated within the BCEC or hotel, allowing you and your company to conduct business efficiently without the need for extensive travel. Cost includes room exclusivity use fee.



Social Event Opportunities

Presidential Reception Exclusive

\$60,000

The by-invitation-only AANS Presidential Reception is an unmissable event that gathers the leading figures in neurosurgery. As a sponsor, you will have a unique opportunity to connect with top professionals in the field, enhancing your brand's visibility and showcasing your commitment to advancing neurosurgical practice. Don't miss your chance to be part of this influential gathering. This is a rare opportunity, as we have never allowed sponsorship for this event before. Sponsors will receive six tickets and first right of refusal for future sponsorship opportunities in the years to come.

Opening Reception

\$10,000 multi-sponsor or \$40,000 exclusive

Elevate your brand visibility and generate valuable leads. Sponsor our Opening Reception and connect with industry leaders, showcase your company to a targeted audience and delight your guests with a memorable experience featuring Boston's finest cuisine and culture.

AANS and ABNS Luncheon Navigating Neurosurgery Residency: Resilience and Resources for Underrepresented Minorities

\$10,000 multi-sponsor or \$40,000 exclusive

Neurosurgery residency is a demanding field, especially for underrepresented minorities who face additional challenges. This seminar aims to equip these residents with resilience strategies to thrive in this high-pressure environment.

Global Neurosurgeon Forum & Reception

\$5,000 multi-sponsor or \$25,000 exclusive

The Global Neurosurgery Forum is the premier platform for global neurosurgeons. Join us to network with experts, collaborate on groundbreaking research, and shape the future of neurosurgery through insightful discussions and innovative solutions.

Early to Mid-Career Neurosurgeons Reception hosted by E2M Committee/CSNS

\$5,000 multi-sponsor or \$25,000 exclusive

The sponsorship of our cocktail reception following the Early to Mid-career Neurosurgeons Research Forum offers the opportunity to gain exclusive access to a highly engaged audience of aspiring neurosurgeons.

AANS/CNS Section on Women in Neurosurgery (WINS) Breakfast

\$5,000

Join your fellow colleagues for the Women in Neurosurgery (WINS) Breakfast in Boston and embark on an unforgettable morning. This is a must-attend event at the 2025 Annual Meeting. This year, WINS welcomes the 2025 Louis Eisenhardt Lecturer, Asma Khan, a force in London's culinary scene and recognized by TIME magazine as one of the 100 most influential people in 2024.

Advanced Practitioners Reception: Connect and Collaborate

\$5,000 multi-sponsor or \$25,000 exclusive

Sponsor our exclusive reception for advanced practitioners and gain direct access to a highly influential audience. This event offers a unique opportunity to network, share insights and discuss the future of healthcare.

Matson Reception

\$5,000

Sponsor the Donald Matson Lectureship and Reception and support the legacy of a pioneering neurosurgeon. This prestigious event honors Dr. Alan Cohen, a renowned expert in pediatric neurosurgery. By sponsoring, you'll gain exposure to a distinguished audience of neurosurgeons and contribute to the advancement of the field.

AANS Section on the History of Neurological Surgery Annual Dinner

\$5,000

Sponsor the History Section's annual dinner at the Harvard Club and gain exposure to a distinguished audience of historians, neuroscientists and medical professionals. Dr. T. Forcht Dagi's keynote address on the evolution of brain death criteria will spark insightful discussions and inspire future research. By sponsoring, you'll support the advancement of historical scholarship and position your brand as a leader in the field.

NREF Donor Reception

\$5,000 multi-sponsor or \$25,000 exclusive

Sponsor the NREF Donor Reception and connect with leading researchers, clinicians and industry partners. This exclusive event celebrates the impact of philanthropy on neurosurgery and offers a unique opportunity to network, share insights and contribute to groundbreaking research.

Early to Mid-Career Neurosurgeons Networking Luncheon

\$5,000 multi-sponsor or \$25,000 exclusive

Sponsor the Early Career Neurosurgeon Lunch at the 2025 AANS Annual Scientific Meeting and gain exclusive access to a dynamic group of emerging neurosurgical talent. This event offers a unique opportunity to network.

Dr. Jacques Morcos Honor Your Mentor Fund Dinner

\$10,000 multi-sponsor or \$60,000 exclusive

Sponsor the dinner honoring Dr. Jacques Morcos, AANS President and support the Jacques J. Morcos Honor Your Mentor Fund. This exclusive event will bring together leading neurosurgeons to celebrate Dr. Morcos's contributions and support the next generation of researchers.

SUPPORT LEVELS

| BENEFITS | DIAMOND \$200,000+ | PLATINUM PATRON \$100,000+ | PLATINUM \$75,000+ | GOLD \$50,000–74,999 | SILVER \$25,000–49,999 | BRONZE \$15,000–24,999 |
|--|---|--|--|---|---|---|
| Complimentary Badges (Full Conference) to the meeting which includes the Opening Reception (Cost: \$350 per badge) | 18 | 14 | 10 | 6 | 5 | 2 |
| Additional Priority Bonus Points | 18 | 15 | 12 | 10 | 8 | 6 |
| Acknowledgment in Meeting App | Rotating Banner Ad (1) | Rotating Banner Ad (1) | Listing in Sponsor Tab | Listing in Sponsor Tab | Listing in Sponsor Tab | Listing in Sponsor Tab |
| Acknowledgment in program/Quick Planner | Full Page Thank you for your support with logo | Full Page Thank you for your support with logo | Full Page Thank you for your support with logo | Thank you for your support with name | Thank you for your support with name | |
| Acknowledgment on the 2025 AANS Annual Scientific Meeting Website | Thank you to our sponsor with individual logo | Thank you to our sponsor with individual logo | Thank you to our sponsor with individual logo | Thank you to our sponsor with name listed | Thank you to our sponsor with name listed | Thank you to our sponsor with name listed |
| Email to registrants highlighting industry activities and recognizing supporting companies—visit booths (KBYF) | Banner ad on email | Banner ad on email | Thank you to sponsors in email with company logo | | | |
| Final Attendee Mailing List | ● | ● | ● | ● | | |
| Pre-registration Mailing List at Registration Cut-off Date (Must complete and return order form) | ● | ● | ● | ● | ● | |
| Push Notification | ● | ● | ● | | | |
| Recognition in 1 Daily Digest | Banner ad on email | Banner ad on email | Acknowledgement in Daily Digest | Acknowledgement in Daily Digest | | |
| Supporter Acknowledgement on signage at the 2025 Annual Meeting | (1) Single-sided individual meterboard | (1) Single-sided individual meterboard | (1) Single-sided individual meterboard | Grouped with Gold, Silver and Bronze | Grouped with Gold, Silver and Bronze | Listed with Gold, Silver and Bronze |
| Supporter Acknowledged on slide in Daily Plenary Session | Individual slide | Individual slide | Individual slide | ● | ● | ● |
| Supporter Ribbon | ● | ● | ● | ● | ● | ● |
| Tickets to AANS & JNS Joint Boards Dinner | 2 | | | | | |
| Tickets to President's Reception | 4 | 2 | | | | |
| Social Media Acknowledgment | (1) Social post distributed across all channels | | | | | |