**Annual Meeting Opportunities**

SfN’s annual meeting offers the opportunity to maximize your presence in the neuroscience community. These proven opportunities have the potential to be viewed by nearly 30,000 meeting participants. Plan now and reserve your space!

**Don’t miss the chance to maximize your marketing strategy.**

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### Annual Meeting Bonus Distribution

**The Journal of Neuroscience**

Reach up to 30,000 more potential customers by advertising in the October 14 issue of *The Journal of Neuroscience*, which is distributed free-of-charge to attendees and exhibitors at the meeting.

**Daily e-newsletter (six issues available)** — $5,000/each

**Exclusive support** — $25,000

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### 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

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### 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** — $5,000/each

**Exclusive support** — $25,000

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### 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) — $10,000

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For Annual Meeting on-site marketing opportunities, contact adsales@sfn.org
**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 acknowledgment banner is placed overhead.

*Exclusive support — $20,000*

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**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.

- *Hyatt Regency Chicago — $7,500*
- *Hyatt Regency McCormick Place — $7,500*
- *Fairmont Chicago, Millennium Park — $5,000*

*Exclusive Support — $10,000*
Annual meeting support and marketing opportunities help showcase your company to the neuroscience community and maximize your impact at Neuroscience 2015. In addition to current offerings, the following opportunities are now available:

**Sponsored Seating Areas**
$5,000 each
Clusters of tables and chairs on the outskirts of the exhibit floor offer attendees a place to relax. Advertisers receive recognition via tabletop signs and literature distribution on the tables. Two packages are available for exhibitors only.

**Charging Stations**
$7,000 each
Brand tower-style charging stations in designated locations on the exhibit floor and throughout the convention center.

**Wireless Splash Page**
$10,000
Be the first face that attendees see each day by advertising on the convention center’s wireless splash page. Attendees will see your company’s advertisement, each morning when they log on to the wireless network. This is an exclusive opportunity for one advertiser for the duration of the meeting.

**Internet Cafes**
$7,000 each
Brand tower-style charging stations in designated locations on the exhibit floor and throughout the convention center.

**Attendee Lounge**
$7,000
Receive recognition via tabletop signs and literature distribution, by sponsoring the Attendee Lounge, located on the exhibit floor. One opportunity available for exhibitors only.
Exhibiting at Neuroscience 2015

Chicago
Sunday, October 18 — Wednesday, October 21
9:30 a.m.– 5 p.m.

<table>
<thead>
<tr>
<th>Booth Categories</th>
<th>Before May 3</th>
<th>After May 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Inline 10’ x 10’ Booth</td>
<td>$4,293</td>
<td>$4,654</td>
</tr>
<tr>
<td>Commercial Corner 10’ x 10’ Booth</td>
<td>$4,537</td>
<td>$5,020</td>
</tr>
<tr>
<td>Commercial Island Booth per 100 sq. ft.*</td>
<td>$4,649</td>
<td>$5,147</td>
</tr>
<tr>
<td>Nonprofit Inline or Corner 10’ x 10’ Booth</td>
<td>$875</td>
<td>$917</td>
</tr>
<tr>
<td>Institute Inline or Corner 10’ x 10’ Booth</td>
<td>$387</td>
<td>$403</td>
</tr>
</tbody>
</table>

*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, eNeuro, and Neuroscience Nexus 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 40,000 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

Exhibit Guide Advertising Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box ad</td>
<td>$347</td>
</tr>
<tr>
<td>Half-page color</td>
<td>$1,779</td>
</tr>
<tr>
<td>Full-page color</td>
<td>$2,808</td>
</tr>
<tr>
<td>Quarter-page color</td>
<td>$1,188</td>
</tr>
</tbody>
</table>

Preferred locations (16) available for an additional fee.

Neuroscience 2015 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 — $310/1,000
Profit — $410/1,000

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 Exhibits, Exhibit Guide ad sales, and Attendee Mailing Lists, contact advertising@sfn.org
Take advantage of advertising on the SfN annual meeting mobile app. With an increase in mobile device usage by meeting attendees, your ad on the mobile app can maximize your presence and drive prospects to your booth.

**Ad at Startup/Exclusive Advertiser Tab**

$25,000

Your company logo appears at initial launch of the app and on "sponsor" tab at the top of the “more” section. Your ad can link to a message page you provide (no internet access required) or a URL.

**Premium Banner on Home Screen**

$5,000/day or $25,000

For six days your banner ad will appear on the home screen of the app, below the tool bar. Your ad will be the only banner visible for the designated day.

**Exclusive Support**

$50,000

As sole advertiser of the app, you receive a logo on the splash page when the app launches, a “sponsor” tab at the top of the “more” section, and a banner ad on the home screen.

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