

AANS08CHICAGO

AANS ANNUAL MEETING

APRIL 26—MAY 1



American
Association of
Neurological
Surgeons

and the American Association of Neurosurgeons

EXHIBIT PROSPECTUS AND SPONSORSHIP GUIDE



MESSAGE FROM AANS PRESIDENT AND AANS ANNUAL MEETING CHAIR

Dear Exhibitor,

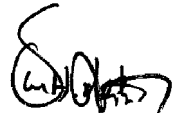
The 76th Annual Meeting of the American Association of Neurological Surgeons (AANS) is the world's premier neurosurgical event. The 2008 meeting will be attended by approximately 3,000 neurosurgeons and other healthcare professionals, affording you access to the highest quality leads of any neurosurgery meeting. Eminent neurosurgeons will visit exhibitors to advance their understanding of sophisticated, state-of-the-art innovations in neurological research, technology, products and services. The AANS invites you to share your knowledge and expertise with these neurosurgical specialists.

The AANS considers exhibitors essential and valued partners in the AANS Annual Meeting. The equipment and expertise highlighted are an essential part of the meeting's value to those in attendance. Neurosurgeons from the United States and throughout the world have come to rely on our exhibitors' knowledge and expertise to answer questions and provide hands-on product demonstrations.


We hope you will take advantage of this opportunity to showcase your products and services to our large audience of prominent neurosurgeons in our spacious and well-appointed exhibit hall. Plan now to exhibit April 28 to 30, 2008, in Chicago, Illinois. Your participation as an exhibitor will offer you an exceptional three-day marketing opportunity!

We look forward to seeing you at this important meeting in the Windy City.

Sincerely,



Jon H. Robertson, MD
President



Timothy B. Mapstone, MD
Annual Meeting Chair



TABLE OF CONTENTS

2 Why You Should Exhibit	12 Advertising and Marketing Opportunities	21 Who Exhibits
4 Online Contract Submission Process	13 Rules and Regulations	22 Sponsorship Information
4 Important Dates	13 Exhibit Conduct	
7 Preliminary Schedule of Events	15 Space Assignment and Fees	
8 General Information	15 Booth Construction	
9 Booth Information	18 Installation and Dismantling	
10 Exhibit Hall Floor Plan	19 Registration	
	19 Contractual Information	

ANNUAL MEETING MISSION

The main goals of the American Association of Neurological Surgeons (AANS) Annual Meeting are to serve as a primary source of continuing medical education, tailored specifically to our specialty to advance neuroscience research, and to promote a climate conducive to excellence in clinical practice. This year, we celebrate new innovations and technology, because the future is now.

The 2008 Annual Meeting Planning Committee is dedicated to infusing innovative ideas and technology, and incorporating a renewed sense of energy and enthusiasm into the 76th Annual Meeting. This committee encourages the support of all who share these goals and the drive to create an environment where networking, awareness and knowledge are plentiful and are freely exchanged.

The Planning Committee expresses their gratitude for the continued loyalty of vendors who participate as our partners in making this success a reality.

2008 ANNUAL MEETING PLANNING COMMITTEE

Jon H. Robertson, MD
President

James R. Bean, MD
President-Elect

Timothy B. Mapstone, MD
Annual Meeting Chair

E. Sander Connolly, Jr., MD
Scientific Program Chair

Gail Rosseau, MD
Local Host Committee Chair

Paul C. McCormick, MD
Treasurer

AANS MEMBERSHIP BY CATEGORY AS OF 2/7/2007

Active	2,912
Active (Provisional)	454
International	601
Resident/Fellow	1,175
International Resident	19
Associate Nurse	113
Associate Physician Assistant	92
Associate Physician	81
Allied Health	2
Honorary	17
Lifetime	1,586
Pending	82
Total	7,134



WHY YOU SHOULD EXHIBIT

Regardless of their subspecialty or practice type, neurosurgeons turn to AANS for the knowledge they need to help them in their practice.

Return on Investment

Increase your bottom line where face-to-face contact can equal big returns!

Exposure

Unparalleled access to over 3,000 influencers and decision makers.

Competitive Advantage

Don't be left out! Your participation at the AANS Annual Meeting provides you the opportunity to spend quality time with physicians and get your message across more effectively and efficiently.



“Sales reps get an average of two minutes or less of a physician’s time during an average office visit, doctors spend an average of 7.5 minutes in each booth on the exhibit floor, with 4.7 minutes exclusively with an individual rep.”

Friedlander, Pat and Shalo, Sibyl. “On Site and Right on Track.” Perspectives on ROI, ROO, and Other Measures of Meeting Effectiveness. Meetings And Conventions. 1 Oct. 2006

Net Square Feet of Exhibit Space

2000 San Francisco	81,000
2001 Toronto	75,000
2002 Chicago	86,000
2003 San Diego	80,000
2004 Orlando	86,600
2005 New Orleans	78,700
2006 San Francisco	87,000
2007 Washington, DC	88,200

Number of Exhibiting Companies

2000 San Francisco	204
2001 Toronto	199
2002 Chicago	209
2003 San Diego	214
2004 Orlando	242
2005 New Orleans	224
2006 San Francisco	236
2007 Washington, DC	241

MEDICAL PRACTICE TYPE 2006 AANS MEDICAL REGISTRANTS

Practice Type	%
Neurosurgical Group Practice (2–5)	25%
Neurosurgical Group Practice (6–20)	24%
Multi-specialty Group Practice (21+ physicians)	13%
Multi-specialty Group Practice (2–5 physicians)	12%
Solo Practice	11%
Multi-specialty Group Practice (6–20 physicians)	10%
Other	3%
Neurosurgical Group Practice (21+)	1%
Non-Practicing/Retired	1%
Practice Setting	%
Academic Health/Medical School	44%
Community Hospital	38%
Other	12%
Government Hospital/Health Facility	4%
Armed Forces/Veterans Administration	2%

PRIMARY NEUROSURGICAL SUB-SPECIALTY 2006 AANS MEDICAL REGISTRANTS

Subspecialty	%
Spine	47%
Cerebrovascular	13%
Tumor	12%
Peripheral Nerves	1%
Pediatric	8%
Endovascular	1%
Pain Medicine	1%
Stereotactic	4%
Trauma	5%
Skull Base Lesions	3%
Epilepsy	2%
Other	3%

2006 AANS MEDICAL REGISTRANTS BY REGISTRATION TYPE

AANS Neurosurgeons	1925
AANS Non-neurosurgeon MDs	15
AANS Residents/Fellows	241
AANS Nurses/PAs/Allied Health	89
Non-member Neurosurgeons	350
Non-member Non-neurosurgeon MDs	117
Non-Member Nurses/PAs/Allied Health	246
Non-Member International Residents/Fellows	53
Other Registrants	33
Total Medical Attendance	3069

2006 MEDICAL ATTENDANCE BY GEOGRAPHIC AREA

The AANS Annual Meeting is a highly targeted meeting that attracts an influential group of neurosurgeons, neurosurgical residents and neurosurgical nurses from the United States and around the world.

International Attendees

Argentina	7
Australia	16
Austria	2
Belgium	15
Brazil	25
Canada	68
Chile	1
China	7
Columbia	1
Czech Republic	2
Denmark	7
Dominican Republic	2
Ecuador	1
Egypt	1
El Salvador	1
Finland	5
France	7
Georgia	2
Germany	25
Greece	3
Hungary	5
India	1
Ireland	2
Israel	5
Italy	16
Japan	61
Jordan	3
Kuwait	1
Lebanon	3
Mexico	30
Morocco	1
Netherlands	1
New Zealand	4
Northern Ireland	1
Norway	3
Panama	1
Peru	2
Philippines	5
Portugal	2
Puerto Rico	9
Saudi Arabia	5
Singapore	6
Slovakia	5
South Africa	1
South Korea	42
Spain	16
Sweden	5
Switzerland	13
Taiwan	33
Turkey	6
United Kingdom	12
Venezuela	3
Vietnam	1
Virgin Islands	1
TOTAL	503

Domestic

Alabama	31
Alaska	4
Arizona	61
Arkansas	24
California	511
Colorado	47
Connecticut	40
Washington, DC	9
Delaware	7
Florida	121
Georgia	58
Hawaii	19
Idaho	16
Illinois	122
Indiana	46
Iowa	21
Kansas	12
Kentucky	24
Louisiana	38
Maine	8
Maryland	59
Massachusetts	63
Michigan	91
Minnesota	48
Mississippi	24
Missouri	70
Montana	10
Nebraska	15
Nevada	10
New Hampshire	11
New Jersey	51
New Mexico	9
New York	173
North Carolina	59
North Dakota	3
Ohio	131
Oklahoma	22
Oregon	51
Pennsylvania	134
Rhode Island	10
South Carolina	14
South Dakota	12
Tennessee	68
Texas	150
Utah	32
Vermont	2
Virginia	58
Washington	65
West Virginia	11
Wisconsin	53
Wyoming	10
Total	2738
Grand Total	3241

(Based on AANS Registration Statistics)

IMPORTANT DATES

JULY 31, 2007

Exhibit Contract Deadline

**BEFORE THE 2008
AANS ANNUAL MEETING**

Choose your
2008 Booth
During the
2007 Meeting!



The AANS is pleased to announce an innovative way for you to determine your booth space for the following year. Priority Points will determine your exhibit booth selection date and time during the 2007 AANS Annual Meeting. Appointments will be set in 15-minute increments. Should an exhibitor not arrive promptly for their scheduled appointment, that slot will be skipped and the next sequential number will be taken. Skipped priority numbers will revert to the end of the pre-selection assignment list.

Please remember to bring your www.MyAANS.org logon (email address) and password. Computers will be available in the 2008 booth assignment office so you may complete the online application. Show Management will then work with you to assign your 2008 space, using the interactive floor plan. Additional information may be found online at www.AANS.org.

PRIORITY POINTS

Four components are factored into an AANS exhibitor's Priority Points. These are defined below:

1) Attendance For each year that a company has exhibited, they receive one Priority Point.

2) Booth For the most recent five years ONLY, an exhibitor receives one Priority Point for each 10x10 booth occupied.

Example:

Attended	Attendance	Booth	Additional	Cons Years	Year Total
2000	1.00	0.00	0.00	0.00	1.00
2001	1.00	0.00	0.00	0.00	1.00
2002	1.00	20.00	0.00	0.00	21.00
2003	1.00	20.00	5.00	0.00	26.00
2004	1.00	225.00	0.00	1.00	227.00
2005	1.00	25.00	10.00	0.00	36.00
2006	1.00	45.00	0.00	0.00	46.00

Total Priority Points: 358.00

ONLINE SUBMISSION PROCESS

All exhibit space must be submitted online via Exhibitor's Corner. Exhibit contract and 50% deposit are due to secure initial space assignments. This can be done via the new onsite method in Washington, DC, or anytime until July 31, 2007.

Credit cards are accepted. Checks are accepted if received within 10 business days of contract submission via Exhibitors Corner at www.MyAANS.org. Note: Exhibit contracts received after July 31, 2007 will be allocated space on a first-come basis. Not all applicants are guaranteed exhibit space.

Only contracts received with a 50% deposit by July 31, 2007 are guaranteed to be printed in the Preliminary Program.

3) Additional This category is for discretionary Priority Points (extended at the discretion of the Exhibits Manager and/or Director of Meetings).

4) Consecutive Years For each consecutive five-year span of participation at the AANS Annual Meeting, an exhibitor receives one Priority Point on the fifth year.

This online communication vehicle makes it easier than ever to access vital meeting and exhibit information. From this site, exhibitors may:

- View meeting details, including floor plans and exhibit dates
- Submit exhibit space contracts
- Submit sponsorship contracts
- Submit credit card payments for exhibit space and sponsorships
- Confirm final booth number and booth size
- View and print invoices
- Download the following forms:
 - Function Space Request
 - Group Housing Agreement
 - Exhibit Appointed Contractor
- View Exhibit Services Kit

TO START THE PROCESS

1. Visit www.AANS.org
2. Click MyAANS.org, upper right of page
3. Select one of the following:
 - Login (for returning users)
 - Register (for new users*) to create a login and password
4. Access Exhibitor's Corner
5. For subsequent visits to Exhibitor's Corner, simply type in your email address and password to access the site.

The AANS database allows for ONE company representative (KEY CONTACT) to be listed as Exhibitor Contact. This representative will receive exhibit-specific mailings from AANS. The key contact will be able to access your exhibit account to submit applications or make changes to that record after submission.

If the key contact information requires a revision or update, please contact the AANS Exhibits Manager via email at exhibitors@aans.org with the following:

Company Name
Full key contact name
Key contact phone number
Key contact fax number
Key contact e-mail address

*"New User" refers to the person, not the company. If your company has exhibited before, but you are a new contact, you will need to register.

October 1, 2007

The following will be available via Exhibitor's Corner:

- Booth Confirmation Letters
- Function Space Request Forms (available online at www.AANS.org)
- Exhibitor Group Housing Agreement (For vendors requesting one or more rooms per night. Available online at www.AANS.org.)

November 1, 2007

- Sponsorship Applications Due

All applications may be submitted online via Exhibitor's Corner only (see instructions on this page). Payment in full required no later than 10 business days after contract submission.

November 15, 2007

- Final Booth Payments Due. Pay online at Exhibitor's Corner or send a check per instructions on page 9.

Only online contract submissions which are paid in full by November 15, 2007 are guaranteed to be printed in the Program Guide.

December 14, 2007

- Function Space Requests Due—Submit online via Exhibitor's Corner. Fees may apply.

Late requests will be accepted and assigned if space is available.

January 31, 2008

- Preliminary Scientific Program available online at www.AANS.org in the Annual Meeting section.
- Advance Badge Registration—Online registration available at www.AANS.org in the Annual Meeting section.
- Housing Reservations—Online registration available at www.AANS.org in the Annual Meeting section.

January 31, 2008

Exhibit Services Kits emailed to the key contact for each exhibiting company and posted online at www.AANS.org in the Annual Meeting section.

February 15, 2008

Function Space Requests Confirmed.

Direct all questions to the Education and Meetings Department at: (847) 378-0536.

February 28, 2008

- Insurance Certificates Due—Independent contractors are required to submit a certificate of insurance by this date.
- Exhibit Appointed Contractor Forms Due (available in the online Services Kit at www.AANS.org in the Annual Meeting section).

March 21, 2008

- Advance Badge Registrations Due—Submit online via Registration and Housing Web site link available online at www.AANS.org in the Annual Meeting Section.

Company personnel must be registered by this date to avoid paying late registration fees.

KEY CONTACTS

Questions? Contact the following:

Exhibit Space, Sponsorship, Exhibit Operations

AANS Exhibits Manager
Phone: (847) 378-0552
Fax: (847) 378-0652
exhibitors@aans.org

Function Space

Education and Meetings Department
Phone: (847) 378-0536

Pre-Registration or Full Membership Mailing Lists

Order form available online at <http://www.aans.org/membership/>

Member Services

Phone: (847) 378-0539

Decorator Services

FREEMAN Chicago
5040 W. Roosevelt Road
Chicago, IL 60644
Phone: (773) 379-5040
Fax: (773) 379-5042
freemanchicago@freemanco.com

Facility

McCormick Place
2301 S. Lake Shore Drive
Chicago, Illinois 60616
Phone: (312) 791-7000
Fax: (312) 791-6543

AANS

5550 Meadowbrook Drive
Rolling Meadows, IL 60008-3852
Phone: (888) 566-AANS (2267)
or (847) 378-0500 (International)

AT THE MEETING

Dates

Meeting Dates

April 26 – May 1, 2008

Exhibit Dates

April 28–30, 2008

Location

McCormick Place
2301 S. Lake Shore Drive
Chicago, Illinois 60616
Phone: 312-791-7000
Fax: 312-791-6543

Exhibitor Registration

Saturday, April 26, 2008

7:30 AM–5:30 PM

Sunday, April 27, 2008

7:30 AM–5:30 PM

Monday, April 28, 2008

7:30 AM–4:00 PM

Tuesday, April 29, 2008

7:30 AM–4:00 PM

Wednesday, April 30, 2008

7:30 AM–3:00 PM

Installation

Saturday, April 26, 2008

8:00 AM–4:00 PM

Sunday, April 27, 2008

8:00 AM–4:00 PM

Exhibit Hours

Monday, April 28, 2008

9:00 AM–4:00 PM

Tuesday, April 29, 2008

9:00 AM–4:00 PM

Wednesday, April 30, 2008

9:00 AM–3:30 PM

Unopposed Exhibit Hours

Monday, April 28, 2008

9:00–9:45 AM

1:00–2:45 PM

Tuesday, April 29, 2008

9:00–9:45 AM

1:00–2:45 PM

Wednesday, April 30, 2008

9:00–9:45 AM

1:00–2:45 PM

Beverage Breaks in the Exhibit Hall

Monday, April 28, 2008

9:00–9:45 AM

2:45–3:30 PM

Tuesday, April 29, 2008

9:00–9:45 AM

2:45–3:30 PM

Wednesday, April 30, 2008

9:00–9:45 AM

2:45–3:30 PM

Dismantling

Wednesday, April 30, 2008

3:30 PM–Midnight

Thursday, May 1, 2008

8:00 AM–4:00 PM

Note: All of the times above are subject to change.

Future AANS Annual Meetings

2009 San Diego, CA, May 2–7

2010 Philadelphia, PA, May 1–6

2011 Denver, CO, April 9–14



PRELIMINARY SCHEDULE OF EVENTS

Saturday, April 26

Exhibitor Registration
7:30 AM–5:30 PM

Practical Clinics
8:00 AM–5:00 PM

Sunday, April 27

Exhibitor Registration
7:30 AM–5:30 PM

Practical Clinics
8:00 AM–5:00 PM

Opening Reception
6:30–8:30 PM

Monday, April 28

Breakfast Seminars
7:30–9:30 AM

Exhibitor Registration
7:30 AM–4:00 PM

Exhibits Open
9:00 AM–4:00 PM

Beverage Break
9:00–9:45 AM

Scientific Programming
9:45 AM–1:00 PM

Lunch for Medical Attendees
in Exhibit Hall
1:00–2:00 PM

Poster Viewing
2:00–2:45 PM

Beverage Break
2:45–3:30 PM

Scientific Programming
2:45–5:15 PM

Annual Business Meeting
5:30–6:30 PM

Tuesday, April 29

Breakfast Seminars
7:30–9:30 AM



Exhibitor Registration
7:30 AM–4:00 PM

Exhibits Open
9:00 AM–4:00 PM

Beverage Break
9:00–9:45 AM

Scientific Programming
9:45 AM–1:00 PM

Lunch for Medical Attendees in
Exhibit Hall
1:00–2:00 PM

Poster Viewing
2:00–2:45 PM

Beverage Break
2:45–3:30 PM

Scientific Programming
2:45–5:30 PM

Wednesday, April 30

Breakfast Seminars
7:30–9:30 AM

Exhibitor Registration
7:30 AM–3:00 PM

Exhibits Open
9:00 AM–3:30 PM

Beverage Break
9:00–9:45 AM

Scientific Programming
9:45 AM–1:00 PM

Lunch for Medical Attendees
in Exhibit Hall
1:00–2:00 PM

Poster Viewing
2:00–2:45 PM

Beverage Break
2:45–3:30 PM

Scientific Programming
2:45–5:30 PM

Thursday, May 1

Breakfast Seminars
7:00–9:00 AM

Scientific Programming
9:15 AM–12:30 PM

NOTE: Times indicated in the Preliminary Schedule of Events are subject to change.

GENERAL INFORMATION

To help you plan for the 2008 AANS Annual Meeting, listed below are some important details you should know.

Function Space Requests—Deadline December 14, 2007.

Function Space Request Forms will be available online at www.AANS.org in the Annual Meeting area on October 1, 2007. If you require meeting room space for company sales meetings or other AANS approved activities, you are required to complete the form and return it to the AANS Meeting Services Department by December 14, 2007.

Meeting space will be assigned on a first-come, first-served basis and space assignments will be confirmed February 15, 2008. Fees may apply.

Direct all questions to Meeting Services Department at (847) 378-0536.

Note: The AANS prohibits the scheduling of exhibitor events, including those for company personnel only, whether they are scientific, technical or social, at times which conflict with the association's scientific program activities and exhibit hall hours. Only vendors exhibiting at the AANS Annual Meeting will be able to reserve function space at hotels within the AANS block during meeting dates.

APPROVED ANCILLARY FUNCTION TIMES

Saturday, April 26
After 6:00 PM

Sunday, April 27
Unavailable

Monday, April 28

Tuesday, April 29

Wednesday, April 30

Prior to 7:15 AM

After 5:30 PM

Thursday, May 1

Prior to 7:00 AM

After 12:30 PM

Ancillary space is not available at the convention center. Ancillary space is available only at the venues and hotels where AANS has contracted space. A list of those venues is available from the Education and Meetings Department at (847) 378-0536.

In-booth demonstrations are approved in the exhibit hall during published exhibit hours:

Monday, April 28

9:00 AM–4:00 PM

Tuesday, April 29

9:00 AM–4:00 PM

Wednesday, April 30

9:00 AM–3:30 PM

Advertised demonstrations in the exhibit hall are approved only during unopposed exhibit hours in the exhibit hall:

Monday, April 28

Tuesday, April 29

Wednesday, April 30

Morning breaks: 9:00–9:45 AM

Lunches: 1:00–2:45 PM

Afternoon breaks: 2:45–3:30 PM

HOSPITALITY SUITES

Hospitality suites are only available to companies who are contracted and paid exhibitors of the 2008 AANS Annual Meeting. Exhibitors requesting suites should do so through the AANS Housing Bureau at the same time that sleeping room requests are made. Upon approval by the AANS, confirmations will be sent by the AANS Housing Bureau, Conference Technology Enhancements (CTE).

Note: The AANS prohibits the scheduling of hospitality events, whether they are

scientific, technical or social, at times that conflict with the association's scientific program activities and exhibit hall hours.

SHIPPING AND HANDLING

Advance shipments to the warehouse: \$81.00 per CWT

Direct shipments to the exhibit hall: \$66.00 per CWT, 200 lb. minimum.

Additional details about labor, shipping, and handling rates will be in the Exhibit Services Kit e-mailed to the key contact for each exhibiting company and posted online at www.AANS.org in the Annual Meeting section in January 2008.

LABOR RATES

Straight Time \$91.00/hour/person

Overtime \$136.50

Double Time \$182.00

One hour minimum per person applies to each of the above rates.

HOURS

Straight Time

Monday–Friday / 8:00 AM–4:30 PM

Overtime

Monday–Friday / 4:30 PM–8:30 PM

Saturday / 8:00 AM–4:30 PM

Double Time

Monday–Friday / 8:30 PM–8:00 AM

Saturday / Before 8:00 AM and

After 4:30 PM

Sunday and Holidays / All Day

HOTEL—ONE (1) OR MORE ROOMS

Exhibitors may request room blocks (for one (1) or more rooms) by completing the Exhibitor Group Housing Agreement form found online at www.AANS.org in the Annual Meeting section. Every effort will be made to accommodate your request.

NOTE: Room blocks will be confirmed AFTER October 1, 2007.

BOOTH INFORMATION

BOOTH PRICES

10' x 10' Linear	\$2,700
10' x 10' Corner	\$2,900
Island	\$30/sq.ft.

Exhibit Contracts with 50% deposit are due July 31, 2007.

Final payments are due November 15, 2007.

STANDARD BOOTHS

All booths are 10' x 10' or multiples thereof. An identification sign will be supplied for all non-island booths. Linear booths will have an 8' high draped back wall and 36" high side drapes. Booth carpeting is mandatory and is the responsibility of the exhibiting company. Complete details about linear and island booth formats can be found on pages 15 and 16.

PRIORITY POINTS

Four components are factored into an AANS exhibitor's Priority Points. These are defined below:

- 1) Attendance** For each year that a company has exhibited, they receive one Priority Point.
- 2) Booth** For the most recent five years ONLY, an exhibitor receives one Priority Point for each 10x10 booth occupied.
- 3) Additional** This category is for discretionary Priority Points (extended at the discretion of the Exhibits Manager and/or Director of Meetings).
- 4) Consecutive Years** For each consecutive five-year span of participation at the AANS Annual Meeting, an exhibitor receives one Priority Point on the fifth year.

Booths are assigned based upon booth size requirements, Priority Points, date of receipt of application and deposit, and proximity of competitive firms on the exhibit floor.

EXHIBIT CONTRACT

All Exhibit Contracts, including those submitted onsite in Washington, DC, must be submitted online via the Exhibitors Corner at www.AANS.org in the Annual Meeting section. Credit Card payments are accepted online.

BOOTH PAYMENTS

Credit Card

The online contract submission process provides an area for credit card payments.

Check

Please mail payments to:
AANS
2370 Eagle Way
Chicago, IL 60678-1023

Make checks payable in U.S. dollars, to the American Association of Neurosurgeons, Inc.

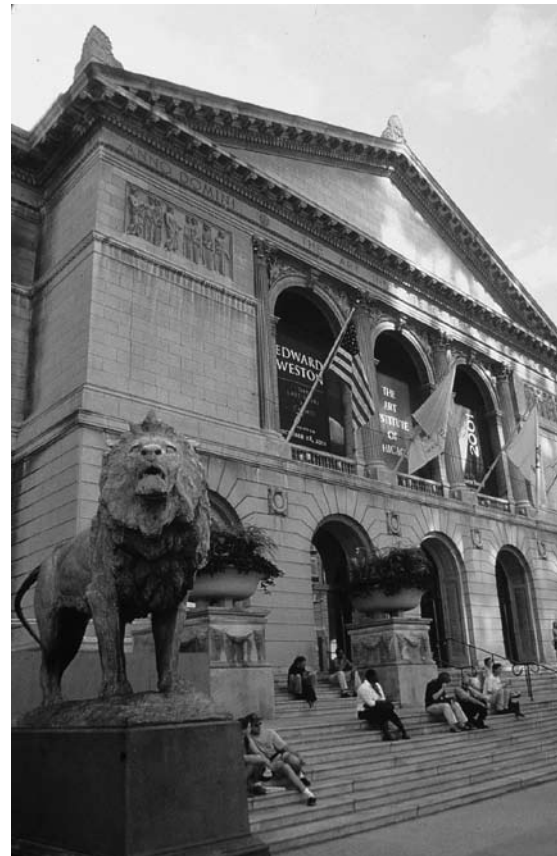
Allow 10 days for receipt and processing of checks sent to the above address.

If you wish to overnight your payment to this address, use ONLY United States Postal Service Priority Mail. Other overnight services do not deliver to the above address.

Wire Transfer

To pay via wire transfer, use the information below:
Bank Name: Bank One
Bank Address: 120 South LaSalle Street,
Chicago, IL 60603-3400, USA
Phone: (312) 661-9735
Attention: Ms. Aileen Kocanda
ABA Number: 0710-0001-3 (domestic)
Swift Number: FNBCUS44 (for International wire transfers)
Account Name: American Association of Neurosurgeons, Inc.
Account Number: 17954584

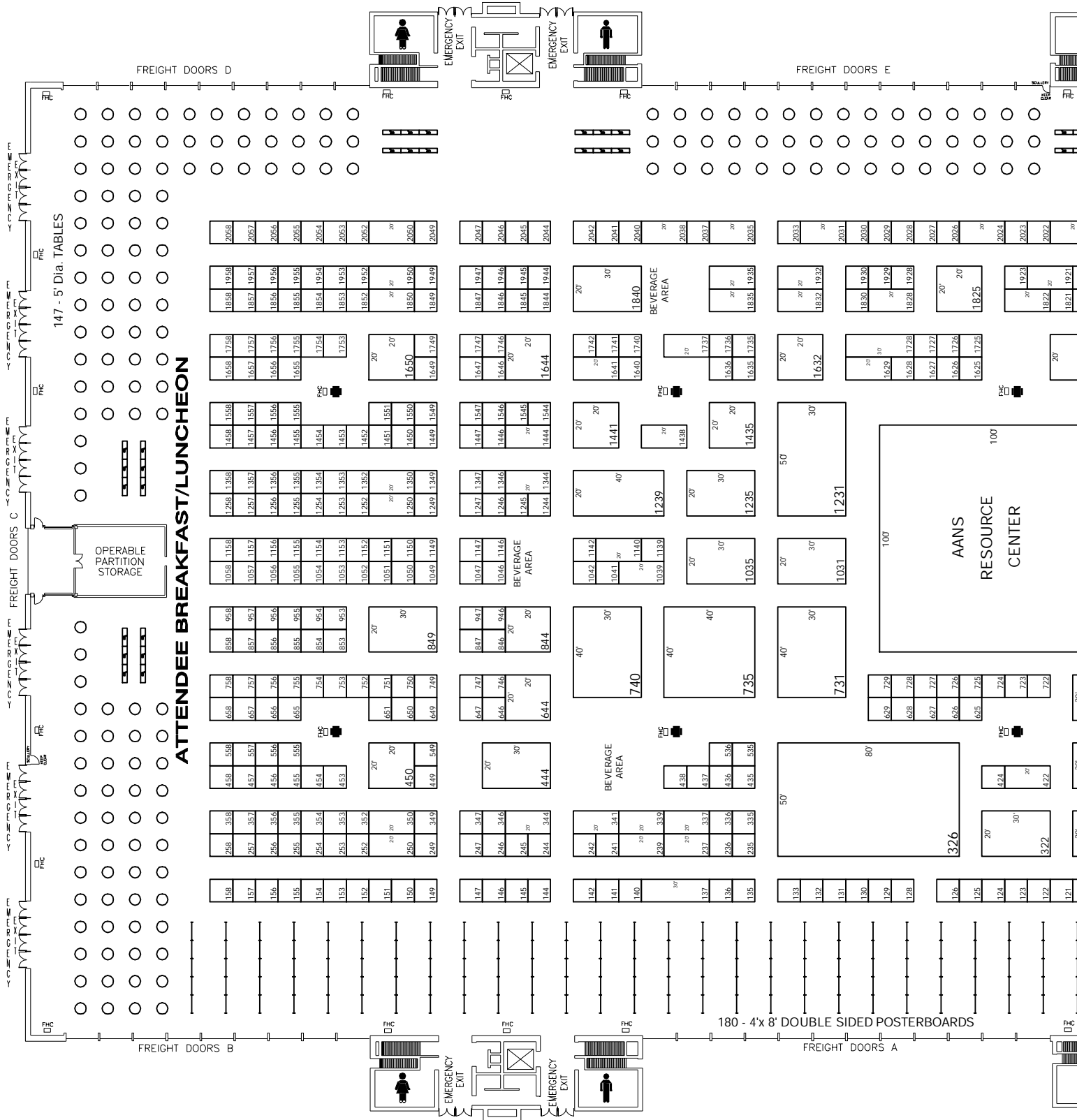
To be included in the Preliminary Program book and other promotional vehicles, exhibit contracts AND a 50% deposit must be received by July 31, 2007.



“The AANS Annual Meeting continues to be one of Integra’s most important-medical meetings each year. The AANS provides us with a great opportunity to expose our customers to our new and innovative products through the annual exhibit as well as the hands-on practical courses.”

Mark D. Budde, Integra LifeSciences
Chairman, AANS Exhibitor’s Advisory
Committee

EXHIBIT HALL FLOOR PLAN



For the most current version of this floor plan, and to view available booth space, visit www.AANS.org in the Annual Meeting section.

ADVERTISING AND MARKETING OPPORTUNITIES

DON'T WAIT!

Take advantage of the pre-show, onsite and post-show promotional opportunities.

Gain industry-wide exposure and maximize booth traffic.

Begin your promotion well in advance!

MAILING LISTS:

Communicate early with potential visitors to highlight your attendance at the meeting months before the show. The AANS' mailing list of member and non-member neurosurgeons and other medical professionals contains more than 12,000 names that can be custom-sorted to meet your needs.

Pre-registration mailing lists are available after the advance registration deadline of March 24, 2008*. List prices are determined by number of registrants but average approximately \$450. Order forms are available in the Membership section at www.AANS.org or contact Member Services at (847) 378-0539.

*Advance deadline is subject to change

Additional lists: Membership, subspecialty or other targeted mailing lists are available. Post-meeting mailing lists will be available after May 1, 2008. List prices are determined by the number of registrants but average beginning at \$450. Order forms are available in the Membership section at www.AANS.org or contact Member Services at (847) 378-0539.

REINFORCE YOUR MESSAGE THROUGH ADVERTISING

Destination Guide:

Ad Insertion Deadline: August 30, 2007

Materials Due: September 19, 2007

This pre-meeting primer mails in October to a circulation of 8,700 prospective meeting attendees. This is the first opportu-

nity for AANS medical attendees to register for the meeting and make hotel selections. The guide promotes the destination city, and with your advertisement, will promote your presence at the meeting as well.

Preliminary Program:

Ad Insertion Deadline: October 15, 2007

Materials Due: October 29, 2007

The Preliminary Program contains detailed information on the scientific program, speakers, award winners, advance registration, housing and exhibit hall attractions. The Preliminary Program is a useful tool for reaching 8,700 prospective meeting attendees who will receive it by mail in January 2008.

Program Guide:

Ad Insertion Deadline: February 29, 2008

Tab Insertion Deadline: March 7, 2008

Materials Due: March 14, 2008

The Program Guide is distributed onsite to attendees of the 2008 AANS Annual Meeting, and is an enduring reference for the approximately 2,800 medical attendees who will receive it. This guide contains detailed meeting information on the sessions and the exhibit hall, directing attendees to your booth during the meeting. Your advertisement in this guide reinforces your participation and support of the meeting, and highlights your products and services.

Hotel Door Drops:

Ad Insertion Deadline: March 25, 2008

Materials Due: April 10, 2008

This valuable on-site marketing vehicle gives you the opportunity to extend an invitation for medical attendees to put your booth on their agenda! Materials will be delivered to approximately 1,700 medical attendee hotel rooms on Sunday, the day before exhibits open.

AANS Bulletin Advertisement:

The pre-meeting issue, with a circulation of approximately 5,200, mails in March. Place your ad in this vehicle, and deliver your message directly to an audience representing 92 percent of U.S. Board-certified neurosurgeons, plus Board-certified neurosurgeons from Mexico and Canada and practicing neurosurgical specialists from all over the world. This issue will also be distributed in the AANS Resource Center during the Annual Meeting.

Contact Information:

Contact Rich Devanna at Cunningham Associates at (201) 767-4170 or rdevanna@cunnasso.com for detailed information, including pricing, final closing dates and material deadlines.

Full descriptions and price lists for advertising opportunities may be found online at www.AANS.org. Select "Corporate Partners" then "Advertising and Marketing."

JNS Publishing Group:

Journal of Neurosurgery Publications

Companies interested in advertising in the highly-acclaimed *Journal of Neurosurgery*, *Journal of Neurosurgery: Spine* or the *Journal of Neurosurgery: Pediatrics* should contact:

Kristin Lind
Slack, Inc.
6900 Grove Rd.
Thorofare, NJ 08086-9447
Phone: (800) 257-8290 ext. 200

RULES AND REGULATIONS

EXHIBIT CONDUCT

Interpretation of Rules

The following Rules and Regulations are part of the contract between the exhibitor and the American Association of Neurosurgeons (the Association). All matters not covered in these Rules and Regulations shall be referred to the Association for adjudication and the decision of the Association shall be final.

These Rules and Regulations may be amended at any time by the Association and all the amendments so made shall be binding upon the exhibitor equally with these Rules and Regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 2008 AANS Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

Purpose of Exhibits

The purpose of the exhibits, an integral part of the Association's largest educational activity, is to complement the professional meetings and scientific sessions by enabling registrants to examine and evaluate the latest developments in equipment, supplies and services that are presented for use in the course of neurosurgical practice. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

Any organization that convenes one or more meetings/exhibitions annually which is deemed as competitive with the AANS Annual Meeting shall not be allowed to market and/or sell said meetings/exhibitions at the AANS Annual Meeting.

Potential Exhibitor Information

Day passes for potential exhibiting companies at the AANS Annual Meeting are not available for purchase. Potential

exhibitors who wish to experience the exhibit hall may make advance arrangements for a brief tour of the hall, to be accompanied by the AANS Exhibits Manager by contacting the AANS at (847) 378-0552 or exhibitors@aans.org no later than two weeks prior to the meeting.

Sales and/or Solicitation of Orders

As set forth above, the exhibition is designed specifically to educate registrants at the AANS Annual Meeting. The sole purpose for contracting exhibit space is to display and/or demonstrate equipment, supplies and/or services.

Therefore, in accordance with Internal Revenue Service regulations, the solicitation of orders and/or the selling of any products or services for delivery during or following the AANS Annual Meeting is strictly forbidden.

Eligibility to Exhibit

This exhibit is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of neurological surgery and the professional education of the medical attendees at the AANS Annual Meeting.

Only companies exhibiting products and services related to the neurosciences will be permitted to exhibit. The Association reserves the right to decline or prohibit any exhibit or part thereof that, in its opinion, is not in keeping with the character and/or spirit of the AANS Annual Meeting.

FDA Compliance

Any medical device exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products which are not FDA approved for a particular use in humans or which are not commercially available in the U.S. will be permitted to be displayed only when accompanied by appropriate signs that

indicate the device's FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device.

Unapproved devices with pending pre-market approval (PMA) applications or premarket notification (510(k)) submissions should bear a label stating: "Pending 510(k)/PMA, not available for sale within the United States." Unapproved devices without a pending 510(k) or PMA should bear a label stating: "Not available in the United States." Products in the development stage should bear a label stating: "Work in progress."

Booth Conduct

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the AANS or the AANS Annual Meeting, or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the Exhibit Contract for AANS approval.

Inspection of the exhibit hall will be made during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the AANS for any refund whatsoever.

The AANS reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the AANS Annual Meeting.

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

The AANS does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the AANS Annual Meeting.

Exhibitors may not sell any food or beverage on the exhibit floor.

Distribution of any literature outside of an exhibitor's own space is prohibited.

No procedures may be performed on any live tissue or cadavers on the exhibit floor.

Failure to comply with corrections requested by show management may result in loss of Priority Points and/or removal from the exhibition.

Pyrotechnics and Laser Policy

Laser equipment may be operated only if the laser is contained within a safety shield. Exhibitors may not operate carbon dioxide, argon and neodymium YAG lasers in a therapeutic or treatment mode without providing a suitable enclosed place with eye protection for those viewing the laser.

A special permit is required for the use of pyrotechnics and/or lasers. Each situation must be individually pre-approved by McCormick Place and the Fire Marshal. If approved, the use of pyrotechnics and/or lasers will be strictly controlled and continuously monitored. Standby fire personnel may be required. Permittee will be charged by Chicago, Illinois, for the cost of standby personnel.

Live Music

Once approved by the AANS, exhibitors must get relevant licenses from ASCAP and BMI to present live or pre-recorded music at any time during the meeting.

Children

Children under 18 years of age are NOT permitted to enter the exhibit hall at any time during the meeting, including the installation and dismantling of exhibits, and if present, will be required to leave the hall immediately.

Photography / Videotaping / Audiotaping

Only the official photographer may take photographs, video or audio tapes of and in the exhibit hall. Details about the official photographer will be included in the Exhibit Services Kit, available online at www.AANS.org in the Annual Meeting section.

Exhibitors may photograph or video tape within their own booth, or have their own booth photographed by a photographer hired by them for this purpose. Exhibitors must notify the AANS Exhibits Manager in writing of use of an outside photographer, and must arrange with AANS Show Management for security clearance for access to the exhibit hall. Photographing any exhibit or presentation other than one's own is strictly prohibited.

Handouts and Giveaways

Distribution of samples of products and souvenirs is permissible. Approval of samples and souvenirs must be obtained by the AANS Exhibits Manager one month prior to the meeting.

Distribution of such products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance and causes no interference with adjoining exhibits. Unapproved items will be removed from the exhibit floor.

For approval, send a pre-production sample of all giveaways and handouts to:

AANS Exhibits Manager
5550 Meadowbrook Drive
Rolling Meadows, IL 60008-3852
(Samples will not be returned)

Contests, Raffles, and Drawings

Approved contests, drawings or raffles must comply with all local, state and federal laws governing such contests, raffles or drawings and have prior approval of the AANS Exhibits Manager.

The rules must be posted at the booth and must include: eligibility, date and time of the drawing, the words "no purchase necessary to enter," odds of winning, how winners are notified, and how participants can find out who won. The exhibitor must agree to indemnify the AANS, its Board of Directors, employees and vendors in the event of any claims arising from the operation of the event.

The AANS must be notified of the winners and when the prize was awarded. The AANS reserves the right to restrict contests, drawings or raffles that it deems inappropriate or unprofessional.

Food and Beverage Regulations

Exhibitors distributing food samples from their booths must comply with the following policies:

Samples must be distributed from those specific exhibitor booth locations only. Samples may not exceed two (2) ounces by weight of a solid product, and eight (8) ounces by volume of a non-alcoholic beverage product. No alcoholic beverages may be distributed. Approval for distribution of samples must be obtained from the AANS Exhibits Manager.

Sale of any food or beverage product is strictly prohibited. A menu listing the approved food items, and an order form, will be available in the Exhibit Services Kit online at www.AANS.org in the Annual Meeting section.

Security

The Association will provide uniformed security guard service in the exhibit hall beginning with the delivery of exhibits to the hall through 6:00 PM, Thursday, May 1, 2008. Neither the Association nor McCormick Place will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage. Security information will be available in the Exhibit Services Kit available online at www.AANS.org in the Annual Meeting section.

SPACE ASSIGNMENT AND FEES

Applying for Exhibit Space

To apply for exhibit space, use the online contract submission process via Exhibitors Corner. A 50% deposit is required and may be made online using a credit card, or by mailing a check within 10 business days of contract submission to: American Association of Neurosurgeons, 2370 Eagle Way, Chicago, IL 60678-1023, via first-class or Express Mail. Exhibit contracts received without the necessary deposit may be returned to the applicant.

Space Assignments

To be included in the Preliminary Program book and other promotional vehicles, Exhibit Contracts must be received by the Association on or before July 31, 2007.

Booth space is assigned on the following Priority Point basis—booth size requirements, priority points, the date of receipt of the Exhibit Contract and deposit, and the proximity of competitive companies on the exhibit floor.

Exhibit Contracts received after the July 31, 2007 deadline will be assigned space on a first-come basis.

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from either company, whichever is more favorable, but not the combined history of both companies. The sale of a product, product line, certain technology or certain assets to another company will be considered to transfer priority points only if and to the extent determined by the Association in its sole discretion.

The Association reserves the right to change the exhibit floor plan, without consultation of contracted exhibitors, if conflicts arise regarding space requests or conditions that are beyond the Association's control.

The Association reserves the right to locate exhibitors demonstrating loud apparatus or conducting odor-producing activities in an area where the noise or aroma will not interfere with other exhibits. Show management reserves the right to deter-

mine at what point sound or odor interferes with others and must be discontinued.

The Association reserves the right to relocate an exhibitor at any time, with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the AANS Annual Meeting, the deposit and/or full payment for exhibit space will be fully refunded.

Booth Payments

A deposit of at least 50% of the total booth cost must accompany the original submission of the Exhibit Contract, if submitted by July 31, 2007. The application will not be processed, nor will space be assigned without the required deposit.

The balance of the remaining fee, if applicable, is due on or before November 15, 2007. If full payment is not received by this date, the assigned space may be reassigned or sold and the deposit forfeited. If space is reserved after November 15, 2007, full payment with contract submission is required to confirm the space.

Exhibitors will not be allowed to occupy assigned space until all monies due the Association are paid in full. Checks should be made payable to the American Association of Neurosurgeons, Inc.

Subletting of Space

The subletting, assignment or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of their business. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or distributed by the contracting exhibitor.

Cancellation or Reductions in Space

Requests for cancellations or reductions in exhibit space must be made in writing. Facsimile or e-mail is accepted.

No refunds will be allowed for space left unoccupied during the AANS Annual Meeting.

Refunds will be made in accordance with the following schedule. Written cancellation or request for reduction in space received:

- Prior to July 31, 2007: full refund (less \$200 processing fee)
- Received by AANS after July 31, 2007 but prior to November 15, 2007: forfeit 50% of total booth cost
- Received by AANS after November 15, 2007: forfeit 100% of total booth cost

Reductions in booth space will be treated the same as a cancellation according to the above schedule. Space assignment of the smaller booth will be processed as a new booth purchase.

BOOTH CONSTRUCTION

The AANS follows IAEE guidelines for Display Rules and Regulations.

Standard Booths and Carpet

All booths are 10' x 10' or multiples thereof. Non-island booths will be equipped with an 8' high back drape and 36" high side rails. Non-island booths will be provided with a 7" x 44" identification sign displaying the exhibitor's name and booth number. Exhibitors are required to carpet their booths and must do so at their own expense.

Linear Booths

Linear booths (including corner booths) must not exceed 8' 3" in height. Any construction that extends above the 36" high side rail dividers shall not extend more than one-half of the distance from the back wall of the exhibit, nor will any display be allowed to limit or otherwise interfere with other exhibits.

Island Booths

An island exhibit is an open area of exhibit space with aisles on all four sides. Island exhibits may occupy 100% of the rental space but must maintain a 50% see-through/walk-through effect on that portion of the booth up to 8' in height, so as not to block booths located on any side of the island. Portions of the booth above 8' in height must follow IAEE Guidelines for Display Rules and Regulations.

All display fixtures more than 4' in height and placed within 4' of an adjoining booth must be at least 4' from the aisle line to avoid blocking the site line from the aisle to the adjoining booth.

Ceiling Height

Lakeside Center Hall D:

30' Maximum*

*Refer to floorplan for specifics

Important: A sketch of an island booth must be submitted to the Association for design approval. If the design is not submitted and the construction is determined to be in violation of the above restrictions, the Association has the right to prohibit assembly of the booth, or to order disassembly when and if a violation becomes apparent. The exhibitor must secure the necessary safety certificate and local fire and building code approvals for two-story booths. Two-story booths will assess a \$15/square foot rate for the second floor's dimensions. Special arrangements for two-story booths or other special presentations must be approved 60 days in advance of the meeting by the Association and McCormick Place.

Booth Construction and Arrangement

All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or the Association object to any exposed portions of a display, the exposed portions will be draped by the Association and billed to the exhibitor.

All tables used in an exhibit space must be skirted.

The floor load of McCormick Place is 125 lbs. per sq/ft. Operation of heavy equipment must have the approval of McCormick Place and protective measures must be taken to protect McCormick Place's Exhibit Hall.

Exhibit signs, displays or other materials are prohibited in any public space or elsewhere on the premises of McCormick Place. No pins, tacks or adhesives of any kind are permitted on any wall, door or



column. Any tape applied to the floor by the exhibitor must be approved by McCormick Place Management. Proper tape can be purchased from Freeman Decorating Company. No nails or bracing wires used in erecting displays may be attached to the premises without the written consent of McCormick Place.

Banners, balloons of any type, or other identification which is suspended or otherwise separated from the booth itself is not permitted, nor shall there be any structure above aisles between facing linear booths.

Carpeting of aisles is not permitted.

Every booth must be constructed or arranged in such a manner as to be able to accommodate its viewing audience inside the booth in order to discourage the formation of a standing crowd in the aisles.

Demonstration areas may not be set on the aisle line of the exhibit. All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan and all equipment, products or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure that the attendees viewing the exhibit will stand within the said space, not in the aisles.

Decorative Materials

Nothing may be taped, nailed, stapled, tacked or otherwise affixed to ceilings, walls, painted surfaces, fire sprinklers, columns or windows. Holes may not be drilled, cored or punched into any surface of McCormick Place.

Electrical Services

McCormick Place Focus One Utilities provides utilities as an exclusive service at McCormick Place. Forms are available in the Exhibit Services Kit online at www.AANS.org in the Annual Meeting section. McCormick Place Focus One Utilities requires that all electrical work inside or attached to disconnect switches, panels, motor control centers, panel boards and other electrical equipment controlled by McCormick Place be performed by their electrical staff only. McCormick Place Focus One Utilities' equipment should not be removed by exhibitors, service contractors or other personnel.

Helium Balloons

Helium balloons may not be distributed or sold inside the facility. With the prior approval of the AANS Exhibits Manager, helium balloons may be used when they are permanently affixed to authorized displays. If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons

from ceilings and airhandlers will be charged to the exhibitor at the prevailing rate. Helium balloons distributed outside the facility shall not be permitted inside the building. Additionally, helium balloons may not be released into the outside environment from the premises of McCormick Place.

Helium tank storage inside McCormick Place is prohibited. Exhibitors are required to submit a completed "Balloon Waiver" to the McCormick Place Exhibitor Services Desk prior to the balloons being permitted on property.

Multi-Level Booths

Floor plans must be submitted to the AANS Exhibits Manager for approval.

A certified structural drawing of a multi-level booth must be submitted to McCormick Place's Fire Marshal at least ninety (90) days in advance of the first move-in day to allow sufficient time for any needed corrections.

- Two-story booths will assess a \$15/square foot rate for the second floor's dimensions.
- One 2A10BC-type fire extinguisher must be on each level of the booth, easily available and unobstructed from view.
- All areas under multi-level booths must be equipped with a UL approved battery-operated smoke detector attached to the ceiling or understructure.
- No ceilings are allowed on the topmost level.
- If any deck is designed to hold over 10 people, a second staircase is required for emergency evacuations.
- All stairways must be at least three (3) feet in width and must be equipped with a handrail on at least one side.
- Fire watch may be required depending on booth size, at the prevailing rate.

Gas Bottles

Non-flammable gas bottles must be securely fastened to a carriage or to a fixed location at all times, and must be removed from McCormick Place at the close of each event day. At no time can extra tanks be stored in McCormick Place. Use of

pressurized cylinders containing compressed gasses or liquids must be pre-approved by the Fire Marshal.

Safety

Exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires are heat generators and are prohibited.

Cooking/warming devices shall be electric and shall be UL or FM approved. Cooking/warming devices and heated products need to be four (4) feet away from the front of the display, or have a shield 18 inches high, 1/4 inch thick across the front and down the sides of the demonstration area. A 2A10BC fire extinguisher must be in the booth and readily available near the demonstration area. Activity that introduces a fire hazard into the facility may require fire watch personnel at the prevailing rate.

The use of welding equipment, open flames, decorative candles or smoke emitting devices or material is prohibited.

All display materials must be flame retardant according to Chicago fire codes. A fire retardancy certificate of the display materials and the exhibitor booth construction must be posted or readily available within the exhibit. If smoke detectors are required for exhibit enclosures or for multi-level exhibit booths, or if the Fire Marshal deems necessary, special fire watch coverage will be in effect and billable when the exhibit or show is closed for business.

Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aisle ways must be clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection values and fire hose cabinets must be kept clear at all times.

The use of burning fluids, oils, camphene, liquid oxygen, ethylene, kerosene, gasoline or anything else of like nature is discouraged in the facilities. If your exhibit

absolutely requires the use of hazardous materials, maximum limits and controls will be placed on use of such materials.

Those maximum limits and controls include our reserved right to curtail the use of the materials.

In the event that an alarm goes off, please do not deactivate any alarm until the proper emergency response team is onsite, verifies the cause of the alarm and then deactivates the alarm. McCormick Place operates at a maximum safety level that helps to insure life. In case of an emergency following an alarm, McCormick Place will activate their public address system and provide direction to everyone in the facility. When the public address system starts to operate, please listen and follow the directions.

Doing anything else will increase the hazard and put you at risk.

Electrical equipment shall be installed, operated and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment.

No spray painting is allowed on the premises.

Smoking

McCormick Place is a non-smoking facility. By state law, and in the interest of public health, Chicago has adopted a non-smoking policy. There are areas outside the building where smoking is permitted.

Hanging Signs/Lighting

Show management prohibits signs, parts of exhibits, lighting, trusses, banners or any other exhibit materials to be suspended from or attached to the ceiling of the exhibit hall in any manner. All booth identification must be part of the physical structure of the booth itself.

Ceiling Height

The ceiling height of McCormick Place is 30' in the Lakeside Center's Hall D. Island booth ceiling height not to exceed 28'. Linear booth ceiling height not to exceed 8'3".

Refer to floor plan on pages 12–13.

Utilities

Complete information on utilities will be available in the Exhibit Services Kit, which will be posted online at www.AANS.org in the Annual Meeting area in January 2008.

INSTALLATION AND DISMANTLING

Installation

The following hours have been scheduled for the installation of exhibits:

- Saturday, April 26, 2008
8:00 AM–4:00 PM
- Sunday, April 27, 2008
8:00 AM–4:00 PM

All crates, etc. must be off the exhibit floor and all exhibits must be erected by 4:00 PM on Sunday, April 27, 2008. No trunks, cases or other packaging materials are to be left in the exhibit area after installation of the booth, nor may such materials be brought into the exhibit hall during open exhibit hours.

Any space not claimed and occupied, or for which no special arrangements have been made in writing to the Association prior to 12:00 noon on Sunday, April 27, 2008, shall revert to the Association to be re-let and occupied in any manner and for such purposes as the Association may see fit.

If set-up of an exhibit has not begun by 2:00 PM on Sunday, April 27, 2008, the Association may, but shall not be obligated to, order the exhibit erected and the exhibitor billed for all charges incurred. Neither the Association nor Freeman Decorating Company shall be responsible for any injury to person or damage to property incurred.

Exhibition Hours

The exhibits will be open as follows:

- Monday, April 28, 2008
9:00 AM–4:00 PM
- Tuesday, April 29, 2008
9:00 AM–4:00 PM
- Wednesday, April 30, 2008
9:00 AM–3:30 PM

The Association requires all exhibits to remain open, with representatives in attendance, during the above specified exhibit hours.

Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one hour after the daily closing of the exhibit hall, with the exception of Wednesday, April 30, 2008, when dismantling begins. Meetings scheduled in the hall before or after these times are not permitted.

Shipping Instructions

Exhibitors agree to ship and store their materials at their own risk and expense. Arrangements have been made with Freeman Decorating Company to receive and store all shipments for the AANS Annual Meeting up to 30 days prior to exhibitor move-in, and to deliver all shipments to the appropriate booths on setup days. All shipments must be labeled and consigned with the company name and booth number. Shipments must have all transportation charges PREPAID and advance shipments must arrive on or before April 18, 2008. (Shipments sent collect will not be accepted.) Freeman Decorating Company will receive direct shipments to McCormick Place no sooner than April 26, 2008. All empty and reusable cartons and boxes must be removed from the hall prior to the meeting and will be returned at its conclusion. McCormick Place does not accept freight of any kind for non-McCormick Place personnel. Complete shipping information will be available in the Exhibit Services Kit posted online at www.AANS.org in the Annual Meeting section in January 2008.

Dismantling

The following hours have been scheduled for dismantling exhibits:

- Wednesday, April 30, 2008
3:30 PM–12:00 midnight
- Thursday, May 1, 2008
8:00 AM–6:00 PM

Dismantling exhibits before the official close at 3:30 PM on Wednesday, April 30, 2008, is strictly prohibited and violators will lose one priority point per 10'x 10' booth contracted. Exhibit dismantling must conclude no later than 6:00 PM on Thursday, May 1, 2008.

Return Shipments

Advance arrangements for all return shipments must be made with Freeman Decorating Company prior to the close of the show. Return bills of lading will be required for your outbound shipments at the close of the meeting. Each shipment will require a separate bill of lading. Do not leave outbound bills of lading in your exhibit booth or on your freight. Turn all bills in at the Freeman Service Desk as soon as your materials are ready for shipment. If you want your shipment to be sent by a specific carrier, you must indicate that carrier on the bill of lading. If no carrier is indicated, the official drayage contractor will select the most convenient carrier available.

Service Desk

Freeman Decorating Company will staff a service desk beginning at 8:00 AM on Saturday, April 26, 2008. At the service desk, exhibitors may verify, check and adjust their requirements for installation, furniture rental, equipment and other auxiliary services. The service desk will be open throughout the entire meeting.

Exhibit Services Kit

An Exhibit Services Kit containing complete show information and order forms for all show services will be e-mailed to the key contact for each exhibiting company in January 2008, and will also be posted online at www.AANS.org in the Annual Meeting section. All forms should be completed and submitted in advance of the meeting to ensure that adequate labor, equipment, etc., is available for a smooth set-up. Forms will be included for the following services—labor, material handling, electricity, furniture rental, signs, rental displays, photography service, utilities, audio visual, telephone, florist, security and cleaning.

Independent Contractors

Exhibitors who plan to use a service contractor other than Freeman Decorating Company must notify the AANS Exhibits Manager in writing on or before February 28, 2008. The company name, address, telephone number, name of the supervisor

scheduled to be in attendance at the AANS Annual Meeting and a statement that such contractor will comply with all rules and regulations of the show (including observance of local labor rules and regulations) must be furnished at that time.

Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with the AANS Annual Meeting's established deadlines.
- Not engage in solicitation of business on the exhibit floor for present or future conventions.
- Provide a Certificate of Insurance to the AANS Exhibits Manager no later than February 28, 2008.
- Order decorator labor in advance from Freeman Decorating Company.
- Register all employees and temporary help at the Exhibitor Registration Desk.

Tipping

Freeman Decorating Company requests that exhibitors not tip Freeman employees in any manner.

REGISTRATION

Exhibitor Registration

Online Advance Badge Registration will be available to exhibiting companies in January 2008 at www.AANS.org in the Annual Meeting section. Badges must be ordered by March 21, 2008, in order to pre-register all company personnel. Personnel not registered by the March 21, 2008 deadline will incur surcharges. At least one (1) representative must be present in the exhibitor's booth during open exhibit hours.

Badge and Program Guide Distribution

Badges will be distributed on site at the Exhibitor Registration Desk. Badges will be distributed ONLY to the key contact designated with the Registration and Housing Bureau. Representatives without a badge will not be admitted to the exhibit hall under any circumstances.

Representatives without badges will be required to exit the exhibit hall or meeting room immediately. Companies of such representatives will be subject to Priority Point penalization, and companies not represented on the exhibit floor may be banned from future participation of the meeting.

Each exhibiting company is entitled to five complimentary badges per 10' x 10' booth contracted, whether requested in advance or onsite. All badges required beyond the free allotment will cost \$100 each before March 21, 2008. All badges requested after March 21, 2008, onsite or badge substitutions will cost \$150 each.

Badges are personal and nontransferable and must be worn in the exhibit area at all times. Attaching unapproved cards, ribbons or other items to badges is not permitted.

The designated onsite company representative is entitled to the following per each 10' x 10' booth contracted: one (1) copy of the AANS Program Guide (up to a maximum of 5) and one (1) copy of the AANS Scientific Program CD (up to a maximum of 5). Books and CDs may be collected onsite at the Exhibitor Registration Desk. Additional copies of either may be purchased for \$100 each if orders are received by March 24, 2008.

Physician Attendance

Neurological surgeons must register as members of the specialty in order to be credited with attendance at the AANS Annual Meeting and receive CME credits for participating in the related scientific sessions. Neurosurgeons may register as representatives of exhibiting companies but will not receive CME credit or an attendance certificate.

Opening Reception Tickets

For each 10' x 10' booth contracted, exhibitors will receive five (5) complimentary tickets (up to maximum of 25 tickets) to the Opening Reception on Sunday evening, April 27, 2008. Additional tickets may be purchased for \$100 each. Dress for the Opening Reception is business attire.

Admission to Plenary and Scientific Sessions, Seminars, and Clinics

Exhibitors may attend the Plenary, Scientific and Section Sessions free of charge once all attending doctors have been seated. Exhibitors may purchase tickets for Breakfast Seminars onsite, if tickets are available. Exhibitors may NOT register for or attend Practical Clinics.

CONTRACTUAL INFORMATION

Insurance

The exhibitor acknowledges that none of the following: American Association of Neurological Surgeons, Freeman Decorating Company, nor McCormick Place, shall be obligated to maintain property, liability or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense.

Liability/Hold Harmless Agreement

Each exhibitor assumes full responsibility for and agrees to protect, defend, indemnify, save and hold forever harmless the American Association of Neurological Surgeons (AANS), Freeman Decorating Company, McCormick Place and their respective agents, employees, representatives, successors and assigns, from any and against all claims, demands, causes of action, damages, costs and expenses, including attorney's fees, for injury to person or damage to property, including theft, misappropriation or loss of property asserted against either or all of them arising out of or in connection with the exhibitor's occupancy or use of McCormick Place and its exhibition hall, including but not limited to the installation, maintenance and removal of the exhibit, and from and against any penalty, damages or charges imposed for the violation of any law, ordinances or regulations arising out of or in connection with the exhibitor's occupancy or use of McCormick Place and its exhibition hall, including but not limited to the installation, maintenance or removal of the exhibit, resulting from the negligent act or acts of its employee(s) or products.



The exhibitor waives any and all claims it may have against any or all of the following: American Association of Neurological Surgeons, Freeman Decorating Company, McCormick Place and their respective agents, employees, representatives, successors and assigns for injury or damage to persons or property (including theft, misappropriation or loss of property) arising out of or in connection with the AANS Annual Meeting and the use of McCormick Place and its exhibition hall, except as may arise solely from the gross negligence of one of the foregoing parties. The exhibitor further waives any claim against the Association and its agents, employees, representatives, successors and assigns, arising out of the oral or written publication of any statement made in connection with the Association Annual Meeting by anyone not an employee of the Association concerning the exhibitor or his/her exhibit.

In the event that McCormick Place or any portion thereof is destroyed or damaged by fire or other calamity so as to prevent the use of the premises for the purposes and during the period of the exhibit or in the event the Association, McCormick Place or Freeman Decorating Company cannot use or occupy the premises because of strikes, acts of God, war, terrorism, national emergency or other causes beyond their control, the exhibitor's right to exhibit lease shall terminate and the exhibitor hereby

waives any claim it may have against any of the foregoing parties by reason of such termination, except that if such event occurs prior to April 26, 2008, the opening day of the meeting, the Association shall refund the prepaid fee to the exhibitor.

Fire Marshal

Exhibitors and independent service contractors must comply with all federal, state and local fire and building codes that apply to public assembly facilities. An in-house, full-time Fire Marshal is assigned to McCormick Place to insure compliance. The McCormick Place Event Manager can provide a complete copy of the McCormick Place operations policy which identifies the McCormick Place fire regulations for this facility. Special event permits for exhibits, tents, lasers, open flame, pyro or other special requests are required and will be reviewed by the Chicago Fire Marshal.

Independent Exhibitor Meetings and Events

Except to hold entertainment or social functions, exhibitors must confine their activities to their allotted exhibit space. Entertainment and social functions must be in good taste and conform to the purpose of the meeting. The Association should be notified in writing of any special activities (whether entertainment, educational or promotional in nature) planned by an exhibiting company for the period beginning Friday, April 25 through Thursday, May 1, 2008.

Announcements and invitations addressed to members of the medical profession concerning such industry sponsored events should clearly indicate the name(s) of the sponsor and must in no manner imply directly or indirectly that the event is a part of, or an official activity of, the Association. Fees may apply.

Permitted Time

No entertainment functions, meetings, courses or social functions may be scheduled to conflict with AANS Annual Meeting program hours, activity hours or exhibit hours. Approved ancillary function times are listed on page 8.

Room Assignments

Function space held by the Association will be released only to companies exhibiting at the AANS Annual Meeting and paid in full for all booth space and sponsorship monies. Space will be assigned on a first-come basis upon submission of proper forms found on www.AANS.org in the Annual Meeting section. Fees may apply.

Americans with Disabilities Act

Exhibitors are responsible for compliance with the Americans With Disabilities Act of 1992 for their booth space.

Violations

Violations of the Rules and Regulations shall subject the exhibiting company to the following penalties:

- 1) First Violation: Loss of current year priority points
- 2) Second Violation: Loss of one-half accrued priority points
- 3) Third Violation: Loss of remainder of priority points
- 4) Fourth Violation: One year suspension of exhibit privileges

Disciplinary action will be progressive according to the above sequence. However, a more severe penalty may be levied at the discretion of the Association without following the above sequence. The Association reserves the right to restrict and/or dismiss at any time any exhibit which it deems undesirable.

WHO EXHIBITS

3M Health Care
 4-D Neuroimaging
 AANS/CNS Sections
 Abbott Spine
 Accuray, Incorporated
 Acra-Cut, Inc.
 Adam Williams Traumatic Brain Injury Initiative
 Ad-Tech Medical Instrument Corporation
 Advanced Neuromodulation Systems
 Aesculap Implant Systems
 Aesculap Inc.
 Allen Medical Systems
 Allmeds
 AlloSource
 ALOKA Ultrasound
 Alpha Omega
 Alphatec Spine, Inc.
 Altiva Corporation
 Ambulatory Surgical Centers of America
 American Association of Neurological Surgeons
 American College of Surgeons
 American RadioSurgery, Inc.
 American Surgical Sponges, Div.
 Anatomate
 Anspach Companies
 Antigenics
 Anulex Technologies Inc.
 AOSpine North America
 Apatech
 Apex Medical, Inc.
 Ark Therapeutics, Ltd.
 Aspen Medical Products
 Association of Neurosurgical Physician Assistants
 Atlas Spine, Inc.
 Attorneys Dell & Schaefer
 Axiom Worldwide
 Baitella AG
 Baxter
 Berkeley Advanced Biomaterials, Inc.
 BFW, Inc.
 Biomedical Devices International (BMDI)
 Biomet Spine
 Blue Chip Surgical Center Partners
 BOSS Instruments Ltd.
 Boston Scientific Neurovascular
 BrainLAB
 Cardinal Health V. Mueller Neuro/Spine Products
 Carilion Health System
 Carl Zeiss Certified
 Carl Zeiss Meditec, Inc.
 CEREMED, INC.
 Cervitech, Inc.
 CLOWARD Instrument Corporation
 Codman, a Johnson & Johnson company
 Community Tissue Services
 COMPASS International Inc.
 Computational Diagnostics, Inc.
 Confluent Surgical
 Congress of Neurological Surgeons
 Cordis Neurovascular
 Cosman Medical
 CrossCurrent
 Custom Spine
 Cyberonics
 Cytyc Surgical Products
 DePuy Spine, a Johnson & Johnson company
 DeRoyal
 Designs For Vision, Inc.
 Elekta
 Ellman Innovations
 Endius, Inc.
 Endure Medical, Inc.
 ERBE USA, Inc
 Fehling Surgical Instruments, Inc.
 FHC, Inc. (Frederick Haer Co.)
 Flowtronics, Inc.
 FONAR Corporation
 Fujiiryoki/ACIGI
 FzioMed, Inc.
 GE Healthcare
 Globus Medical
 Gore & Associates
 HCA Physician Recruitment
 Hydrocephalus Association
 Ianni & Associates, P.L.L. C.
 Image Stream Medical
 IMRIS
 Innovasis, Inc
 Innovative Spinal Technologies, Inc.
 Integra LifeSciences
 InteliFUSE, Inc.
 Interim Physicians Inc.
 Invivo Corporation
 Jerome Medical
 JNS Publishing Group
 Joimax
 K2M, Inc.
 Karger Publishers
 Karl Storz Endoscopy-America, Inc.
 Kinamed, Inc.
 King Pharmaceutical Inc.
 Kirwan Surgical Products, Inc.
 KLS - Martin , LP
 Koros USA, Inc.
 Kyphon
 Kyron Clinical Imaging
 Kyungwon Medical Co.,Ltd.
 LANX, LLC
 Legacy Health System
 Leica Microsystems
 Life Instrument Corporation
 Marcap Corporation
 Market Access Partners
 Mazor Surgical Technology Inc.
 MD Logic, Inc.
 Medical Designs, LLC
 Medical Doctor Associates
 Medical Education & Research Institute
 Medivance Inc.
 Medsource Consultants
 Medtronic
 MGI PHARMA, INC.
 Micro Touch, Inc.
 MicroVention, Inc.
 Micrus® Endovascular Inc.
 MINRAD International, Inc.
 Mizuho America, Inc.
 Moeller Medical GmbH and Co. KG
 Moeller-Wedel
 Myelotec, Inc.
 Nadia International, Inc.
 National Fibromyalgia Research Association
 National Inst of Neurological Disorders and Stroke (NINDS)
 NDA, Inc
 NeoPharm Inc.
 NeoSpine, LLC
 Neuro Diagnostic Devices
 Neurologica Corporation
 Nextgen Healthcare Information Systems, Inc.
 Novo Nordisk Inc.
 NSK Nakanishi, Inc.
 Nuetera Healthcare
 NuVasive, Inc.
 Olsen Medical
 Orion Medical Services, LLC
 Ortho Development Corporation
 Orthofix, Inc.
 Orthovita, Inc.
 OSI
 OsteoMed L.P.
 Osteotech, Inc.
 Pathfinder Business Strategies, LLC
 PDL BioPharma
 Pioneer Surgical Technology
 Plural Publishing
 PMT Corporation
 Porex Surgical, Inc.
 Priority Consult
 Pro Med Instruments, Inc.
 Quality Medical Publishing, Inc.
 Richard Wolf Medical Instruments Corporation
 RosmanSearch, Inc.
 RSB SPINE
 Saunders / Mosby - Elsevier Inc.
 Scanlan International, Inc.
 Schering-Plough
 Scientia, Rare Medical Books
 Scient'x USA
 SeaSpine, Inc.
 Siemens Medical Solutions USA, Inc.
 Signus Medical, LLC
 Single Use Surgical
 Sontec Instruments
 Sophysa USA INC
 Spinal Elements
 Spine Wave, Inc.
 SpineMark Corporation
 SpineVision, Inc.
 SSI Ultra Instruments
 Stealth Surgical
 Stryker
 SurgiTel/General Scientific Corporation
 Synergetics, Inc.
 Synthes, Inc.
 TeDan Surgical Innovations
 The Bidding Committee for the WFNS 2013 in Seoul
 The Bremer Group Company
 The Doctors Company
 Theken
 Thieme Medical Publishers
 Thompson Surgical Instruments, Inc.
 Titan Health Corporation
 TNA-Trigeminal Neuralgia Association
 TomoTherapy, Inc.
 TotalChart
 TranSI
 Triage Medical, Inc..
 TrueVision Systems, Inc.
 Ulrich Medical USA
 US Spine
 USA Sport and Health, LLC
 Varian Medical Systems
 VERTEBRON Inc.
 VertiFlex
 VISTA Staffing Solutions
 Volume Interactions
 VSM MedTech Ltd
 Vygon US
 W. Lorenz Surgical
 Weatherby Locums
 Webb Dordick
 Welch Allyn, Inc.
 Wiggins Medical
 Wolters Kluwer Health-Lippincott Williams & Wilkins
 Xoran Technologies Inc.
 Zimmer Spine

SPONSORSHIP INFORMATION

Founded in 1931, the American Association of Neurological Surgeons (AANS) is the premier scientific and educational association, with more than 6,800 members worldwide. Dedicated to excellence in neurosurgical patient care and the advancement of the specialty, the AANS is the organization that will afford you the most exposure and increased recognition for your company and its products and services.

We invite our corporate partners to “get in on the ground floor” as we plan the many events and activities, in support of our theme, “**Focus on Learning.**” The opportunities presented in this brochure range in size and scope, to afford each exhibitor the perfect exposure for their marketing plans and business needs.

Submit sponsorship requests via our online contract vehicle, using the same process as your booth submission. It’s that simple!

EDUCATIONAL SPONSORSHIP OPPORTUNITIES

The highly respected scientific program at the Annual Meeting of the American Association of Neurological Surgeons attracts neurosurgeons spanning the entire spectrum of subspecialty and practice types. Participants gain valuable knowledge and experience to help improve their practice, learn about the latest advances in neurosurgical research and earn Continuing Medical Education (CME) credits. The Annual Meeting offers a variety of educational grant sponsorships listed below.

Cushing Oration

The Cushing Oration is a popular and highly attended Annual Meeting event, featuring a prominent speaker that addresses politics, media, fine arts, science or education.

Exclusive sponsorship is \$60,000.

Nurses’ Practical Clinic

Support the nursing community by sponsoring this course specifically for nurses, which offers case studies, review of published guidelines and class discussion.

Exclusive sponsorship is \$5,000.

Plenary Sessions

Sponsoring a plenary session offers a unique opportunity to reach the entire audience of attendees. Held Monday through Wednesday, the plenary session’s speakers include the Richard C. Schneider lecturer and other luminaries from the field of neurosurgery.

Single sponsor per plenary session is \$15,000.

Practical Clinics for Residents and Fellows

Complimentary practical clinics, designed to prepare neurosurgical residents, fellows and medical students for entry into neurosurgical practice, provide an outstanding way to reach residents, fellows and medical students.

Single sponsor per practical clinic is \$7,500.

Registration for First 100 Nurses

Announce your support of this worthy industry by sponsoring full registration to the AANS Annual Meeting for the first 100 nurses to register.

Exclusive sponsorship is \$25,000.

Scientific Program CD

The program CD contains all of the scientific oral and poster abstracts presented during the meeting. As the sole sponsor, your company’s logo and a link to your Web site will be displayed when the disk is opened for viewing. Your logo will also be included on the CD’s packaging.

Exclusive sponsorship is \$40,000.

Scientific Sessions

Each scientific session includes an invited speaker who lectures about the most current advancements in neurosurgery.

Single sponsor per session is \$7,500.

Speaker Grants

This is an exceptional way to support neurosurgeons instrumental to the success of the AANS Annual Meeting. Sponsor a speaker for the meeting and receive recognition in the form of signage and in the session being sponsored.*

Sponsorship of a domestic speaker is \$3,000 each.

Sponsorship of an international speaker is \$5,500 each.

*Final speaker support subject to approval by the AANS Scientific Program Committee. One sponsor per speaker.

Developing Nations Physician Registration

The contributions from this sponsorship assist multiple physicians from developing nations defray the cost of attending the AANS Annual Meeting.

Exclusive sponsorship is \$35,000.

Young Neurosurgeons Luncheon

The future leaders of neurosurgery will gather on Monday, April 28, 2008, for a luncheon program designed to discuss matters relevant to newly-practicing neurosurgeons.

Exclusive sponsorship is \$7,500.

Electronic Posters

The top poster presentations will be electronically showcased on plasma screens at the meeting. Encourage participation of these honored authors with your educational grant. Benefits include a slide with your company logo within the electronic poster presentation.

Exclusive sponsorship is \$15,000.

EVENING SOCIAL EVENTS

These networking receptions offer Annual Meeting attendees a chance to mix and mingle with their colleagues in a relaxed atmosphere. Exhibiting companies are also offered additional recognition and networking opportunities via sponsorships for the following events.

Opening Reception

This reception brings together more than 2,800 potential and long-standing customers in one convenient, relaxed setting, making networking easier than ever. Your exclusive support of this function and the meeting will be noted with napkins, signage as appropriate within this venue, and complimentary reception tickets for a select number of representatives from your company.

Exclusive sponsorship is \$60,000.

President's Reception

By invitation only, this select group of neurosurgeons represents both present and future leaders of neurosurgery. Exclusive sponsorship allows your company's representatives personal time with these influential association leaders.

Exclusive sponsorship is \$50,000.

International Reception

All AANS international attendees are invited. This event is the perfect venue for your company to make its presence known to a large gathering of international surgeons.

Exclusive sponsorship is \$15,000.

Resident Reception

Provide residents attending the AANS Annual Meeting an opportunity to network on Monday, Tuesday or Wednesday night during approved hours. A pre-registration mailing list is included in this sponsorship.

Exclusive sponsorship is \$25,000, plus expenses.*

*Sponsor pays for food, beverage, hotel charges and entertainment.

EYE-CATCHING MARKETING OPPORTUNITIES

The Annual Meeting offers a number of creative opportunities for you to promote your company and demonstrate your support for the neurosurgical community through maximum coverage of the meeting.

Badge Lanyards

Let each and every participant promote your company name for you! This highly visible sponsorship reminds participants of your continued support of the AANS Annual Meeting with every look at a name badge.

Exclusive sponsorship is \$15,000, plus expenses.*

*Sponsor provides lanyards. A pre-production proof is required and subject to approval from AANS Show Management.

Buses

Have your company logo and message viewed by all attendees, and throughout the city!

Exclusive bus sponsorship is \$15,000, plus expenses. Exclusive bus and video sponsorship is \$25,000, plus expenses.

Electronic Room Keys

Your company's logo and message displayed on all the room keys distributed at the AANS headquarters hotel.

Exclusive sponsorship is \$15,000, plus expenses.

*Sponsor pays for production of keys. A pre-production proof is required and subject to approval from AANS Show Management.

E-mail Stations

E-mail kiosks in the exhibit hall let attendees stay in touch with the office or family. And your graphics on the kiosks allow your company to market specific products or services.

Exclusive sponsorship is \$25,000 (up to 10 stations), plus equipment expenses.

Message Center

Utilized daily by meeting attendees, the message center holds a prominent place in the registration area where your screen-saver will be prominently displayed.

Exclusive sponsorship is \$15,000.

Registration Bags

Distributed onsite to all medical attendees at registration, each participant will receive an attractive tote imprinted with your company name and logo (sponsor to provide bags). An exclusive sponsor may enclose one marketing piece inside the bag.* This is an exceptional opportunity to get your company's name literally within arm's reach of every attendee!

Exclusive sponsorship is \$15,000 plus expenses.*

*Sponsor provides bags and insert. A pre-production proof is required and subject to approval from AANS Show Management.

Footprints

Lead all who enter the exhibit hall directly to your booth! Footprint "stickers" adhere to the floor at each of the main entrances, and can't help but get attention.

Exclusive Sponsorship is \$30,000, plus expenses.

OTHER UNIQUE SPONSORSHIP OPPORTUNITIES

Beverage Breaks—\$3,000 each (6 available)

Breakfast—\$15,000 each (3 available)

Breakfast Seminars—\$2,500 each (3 available)

City Maps—\$15,000* (exclusive sponsorship)

Electronic Posters—\$3,000 each screen**

Exhibit Hall Luncheon—\$15,000 each (3 available)

Newspaper Wraps at headquarters hotel

1 day—\$10,000 + expenses

2 days—\$20,000 + expenses

3 days—\$25,000 + expenses

Pens—\$15,000 + expenses (exclusive sponsorship)

Poster Sponsorship—\$3,000 per category
Program Guide wrap—\$40,000 + expenses
Unrestricted Sponsorships—
Starting at \$500

*Sponsor provides city map. A pre-production proof is required and subject to approval from AANS Show Management.

**Slide subject to approval from AANS Show Management prior to production.

OTHER CORPORATE PARTNERSHIP OPPORTUNITIES

According to a recent survey of active AANS members, educating the public about the role of the neurosurgeon and providing the latest information about specific conditions and treatments is a top priority for AANS members. It is important to neurosurgeons that the AANS educate the general public, media, referring physicians, third-party payers and other medical associations about the role of neurosurgeons in treating a wide variety of disorders. Through dedicated public outreach initiatives, the AANS promotes the neurosurgical specialty to nearly one billion people worldwide every year.

Organizations interested in reaching both neurosurgical health care professionals AND their patients (direct to consumer) should contact the AANS about partnering in a public education program. Examples of current public education initiatives include:

- Neurosurgery Awareness Week (NAW) press releases designed to educate the public and highlight the broad scope of the neurosurgical specialty are produced and distributed during the AANS Annual Meeting.
- Neurosurgery Outreach Month, a public relations initiative first launched in August 2006, offers open-ended possibilities for sponsorship. The recent enhancements made to www.NeurosurgeryToday.org will be highlighted in media materials. Promotional pieces to announce this initiative will be distributed to select hospitals and media outlets.

- Throughout the year, the AANS produces a series of public awareness campaigns, educating the public about a wide variety of neurosurgical conditions. Recent topics have included: lumbar fusion, spinal cord injury, Chiari malformation, stroke prevention, and head injury prevention. The combined total print circulation for these releases has exceeded 209 million to date. These are typically picked up by daily newspapers, magazines, and Web-based health sites.
- Patient Education Materials: The AANS produces a series of patient education brochures. Topics have covered neurosurgery in general, low back pain, neck pain, brain tumors, carpal tunnel syndrome, hydrocephalus, spinal fusion and diagnostic testing. New topics will be added on a regular basis.

Underwriting educational materials brings your company's name before both neurosurgical health care professionals AND the specific patients currently being treated for conditions under your service scope. Your name and logo and a recognition statement will appear in the material itself as well as in print and electronic promotional material distributed to member and nonmember contacts in the AANS database.

Sponsorship options vary depending on how the materials will be provided to members. If you are interested in providing an educational grant for this activity, contact the AANS Communications Department at (847) 378-0500 to discuss these options and accompanying recognition.

Silent Auction

The Young Neurosurgeons Committee invites you and your company to participate in the Tenth Annual Silent Auction held April 28-30, 2008 at the 76th AANS Annual Meeting. Proceeds from the Tenth Annual Silent Auction benefit the Neurosurgery Research and Education Foundation (NREF) and the Research Fellowships and Young Clinician Investigator Awards they support.

For more information about the auction or to learn more about how you can get involved, please visit www.AANS.org/research or contact the Development Coordinator at tlb@aans.org or 847-378-0500.

For additional information about these and other corporate partner sponsorship opportunities leading to further involvement with and exposure to AANS members, please contact the Director of Development at (847) 378-0500 or e-mail msg@aans.org.

Satellite Symposia

The AANS is pleased to offer the ability to host educational or social evening events, designed by you, with access to the pre-registration list for invitation purposes! Specific guidelines and a detailed application form may be found at www.AANS.org, in the Annual Meeting section. Two evenings are available, Monday, April 28, 2008 and Tuesday, April 29, 2008, with 4 opportunities each night. The 2008 AANS Scientific Program Committee will review all Satellite Symposia applications, and will base their decision strictly upon the criteria noted within the application.

Symposia fee is \$15,000, plus expenses.*

*Room rental, food, beverage and all hotel services are additional costs.

SPONSORSHIP BENEFITS

2008 AANS ANNUAL MEETING / APRIL 26–MAY 1 / CHICAGO, ILLINOIS

Benefits	Platinum	Gold	Silver	Bronze
Complimentary event tickets (if applicable)	10	6	4	2
Sponsor log/ribbon	X	X	X	X
Sponsorship acknowledgement throughout convention center	X	X	X	X
Listing in <i>Preliminary Program</i> (8,600 distribution)	X	X	X	X
Listing in <i>Program Guide</i>	X	X	X	X
Signs at sponsored events	X	X	X	X
Registration packet insert, acknowledged by sponsorship level	X	X	X	X
Acknowledgement on the official web site: www.AANS.org	X	X	X	X
Sponsor acknowledgement in post-meeting issue of the <i>Bulletin</i> , the AANS quarterly socioeconomic publication (5,200 distribution)	X	X	X	X
Sponsor acknowledgement slide in daily general session	X	X	X	X
Pre-registration mailing list at registration cut-off date	3	2	1	
Final attendee mailing list	2	1		
Acknowledged over P.A. in exhibit hall during daily breaks	X			
Single logo slide acknowledgement in the daily general session	X			
Company brochures at event*	X	X		
Banner sponsorship acknowledgement**	X	X		
Meter board acknowledgement	2	1		
Banner over booth in exhibit hall***	X			

You may produce: cups, napkins, tent cards and other items with your company logo or product name for your sponsored social event. Subject to approval by AANS Show Management prior to production and distribution.

*Based on social events only, as determined by AANS Show Management. Content subject to AANS approval prior to event.

**Design, size, location and distance from ceiling as determined by AANS Show Management.

***Sponsor pays for banner and rigging for banner over booth. Content subject to AANS Show Management approval prior to event.

Your financial contributions will support the neurosurgical industry's most prominent educational event of the year, and the recognition your company will receive will:

Build and reinforce your company's branding

Enhance your visibility beyond the exhibit hall with meeting-wide exposure

Promote the latest in scientific advances and discoveries

Demonstrate your support for the neurosurgical community and its commitment to education

SPONSORSHIP LEVELS

Platinum \$75,000 and up

Gold \$50,000–\$74,999

Silver \$25,000–\$49,999

Bronze \$1,000–\$24,999

For additional information, please contact the AANS Exhibits Manager, (847) 378-0552 or exhibitors@aans.org

Toll Free: (888) 566-AANS (2267)

Phone: (847) 378-0500

Fax: (847) 378-0600

Web site: www.AANS.org

5550 Meadowbrook Drive

Rolling Meadows, IL 60008-3852



**MAKE PLANS FOR 2009...
SAN DIEGO, CA**

**AANS 77TH ANNUAL MEETING
MAY 2-7, 2009**



American
Association of
Neurological
Surgeons

and the American Association of Neurosurgeons

5550 Meadowbrook Drive
Rolling Meadows, IL 60008-3852

phone: (847) 378-0500
toll free: (888) 566-AANS (2267)
fax: (847) 378-0600
web: www.AANS.org