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EXHIBIT AT THE LARGEST NEUROSURGICAL MEETING IN NORTH AMERICA

The American Association of Neurological Surgeons (AANS) invites you to take part in the 2020 AANS Scientific Meeting in Boston, April 25-29, 2020. The theme of this annual meeting is The World of Neurosurgery. Take this unique opportunity to meet face-to-face with more than 3,100 neurosurgeons and healthcare professionals. Build new and strengthen existing relationships with an exhibit.

The 2020 AANS Annual Scientific Meeting is an unequalled opportunity to showcase products and services to neurosurgeons and other healthcare professionals.

Submit Your Application to Reserve Exhibit Space Now

Exhibit fee includes:
- Six hours of unopposed exhibit time
- Five complimentary exhibitor registrations per 10’ x 10’ booth space
- Two tickets to the AANS Opening Reception per 10’ x 10’ booth space (maximum of 10)
- Exhibit listing in the AANS 360 app
- Listing on the 2020 AANS Annual Scientific Meeting website
- Opportunity to rent pre- and post-show attendee mailing lists
- Opportunity to book housing through the AANS Housing Bureau, which negotiates special rates for attendees and exhibitors
- Access to shuttle busses
- Access to educational sessions (non-ticketed events only)
- Roving security
GENERAL EXHIBIT INFORMATION

Exhibit Space Rates
10' x 10' Linear: $3,500
10' x 10' Corner: $3,700
Island: $39/square foot

Facility
Boston Convention & Exhibition Center
425 Summer St.
Boston, MA 02210
877.393.3393

Exhibit Halls
Halls A & B
To view the interactive, online floor plan, visit https://blueprint.freeman.com/app/slug/aans-2020

Eligibility to Exhibit
This exhibition 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 medical attendees at the 2020 AANS Annual Scientific Meeting.

Only companies exhibiting products and services related to the neurosciences are permitted to exhibit. We do not accept applications from exhibitors that display or sell beauty/anti-aging products, LED skincare, infrared products, TENS or EMS units. Any other company wishing to exhibit is reviewed. The AANS 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 2020 AANS Annual Scientific Meeting.

Meeting Space and Educational Events
Any exhibitor planning on holding a meeting, event or function to take place in Boston during the AANS Annual Scientific Meeting must secure approval from the AANS and must comply with AANS policies. Unapproved meetings will result in loss of priority points.

Unopposed Exhibit Time
Six hours of unopposed exhibit time and over 19 hours of total exhibit time are scheduled during the 2020 AANS Annual Scientific Meeting. Morning and afternoon beverage breaks and lunches are served to all medical attendees in the Exhibit Hall to increase traffic flow to the exhibitors.

AANS Annual Scientific Meeting Website
Visit the meeting microsite for the most up-to-date meeting information.
www.aans.org/AANS2020
**EXHIBIT SCHEDULE**  
ALL TIMES SUBJECT TO CHANGE

<table>
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<tr>
<th>Event</th>
<th>Thursday, April 23</th>
<th>Friday, April 24</th>
<th>Saturday, April 25</th>
<th>Sunday, April 26</th>
<th>Monday, April 27</th>
<th>Tuesday, April 28</th>
<th>Wednesday, April 29</th>
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<tbody>
<tr>
<td>Installation of Exhibits</td>
<td>8 am – 4:30 pm</td>
<td>8 am – 4:30 pm</td>
<td>8 am – 4:30 pm</td>
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<tr>
<td>AANS Exhibit Hall Open</td>
<td></td>
<td></td>
<td></td>
<td>11 am – 4:15 pm</td>
<td>9 am – 4:15 pm</td>
<td>9 am – 4:15 pm</td>
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<tr>
<td>Morning Beverage Break in the Exhibit Hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9 – 9:45 am</td>
<td>9 – 9:45 am</td>
<td></td>
</tr>
<tr>
<td>Lunch in the Exhibit Hall</td>
<td></td>
<td></td>
<td></td>
<td>11:30 am – 12:30 pm</td>
<td>1 – 2 pm</td>
<td>1 – 2 pm</td>
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</tr>
<tr>
<td>Afternoon Beverage Break in the Exhibit Hall</td>
<td></td>
<td></td>
<td>2 – 3 pm</td>
<td>3:30 – 4 pm</td>
<td>3:30 – 4 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dismantling of Exhibits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4:15 – 11 pm*</td>
<td>8 am – 4:30 pm</td>
<td></td>
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</table>

Exhibitors are allowed in the Exhibit Hall two hours before opening on Sunday, one hour on other days, and one hour after it closes.

Dismantling or preparing to dismantle prior to the show closing will result in a $1,000 fine and loss of priority points.
To start the online submission process:

To Start the Online Submission Process:
2. Select Log in or choose Register to create a username and password*.
3. Select My Meetings from the top navigation, then choose Exhibitor Corner from the left-hand navigation.
4. Select the 2020 AANS Annual Scientific Meeting under Future Events.

Exhibit contracts received after Aug. 30, 2019, are allocated space on a first-come basis. Not all applicants are guaranteed exhibit space.

Show management allows for one key contact per company to be listed as the Exhibitor Contact. This representative will receive all exhibit-specific communications from the AANS and its official vendors. The key contact will be able to access your exhibit account to submit applications or make changes to that record after submission.

Update the Key Exhibitor Contact
If the key contact information requires a revision or update, contact Kim Schrader via email at kls@aans.org with the following:
- Company name
- Full key contact name
- Key contact phone number
- Key contact fax number
- Key contact email address

* If your company has exhibited before, but you are a new contact, contact Kim Schrader at kls@aans.org.

Booth Payments
A deposit of at least 50% of the total booth cost must accompany the original submission of the Exhibit Contract. The application will not be processed and space will not be assigned without the required deposit. The balance of the remaining fee, if applicable, is due on or before Nov. 15, 2019. 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 Nov. 15, full payment with contract submission is required to confirm. Exhibitors will not be allowed to occupy assigned space until all monies due to the Association are paid in full.

Credit Card
The online contract submission process provides an area for credit card payments. Amounts over $10,000 must be paid by check, EFT or wire transfer. Please contact Stephen Kulin at sjk@aans.org for detailed information on an EFT or wire transfer. No refund will be made after Nov. 15, 2019.

Check
Mail payments to:
AANS
2370 Eagle Way
Chicago, IL 60678-1023

Make checks payable in U.S. dollars drawn on a U.S. bank, to the American Association of Neurological Surgeons, 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.

Exhibitor opt-in for email communications with official contractors
To ensure compliance with unsolicited commercial email laws, exhibitors consent that they “opt-in” on email communications from the AANS and official contractors associated with the 2020 AANS Annual Scientific Meeting. Exhibitor agrees to indemnify, defend and hold harmless the AANS and official contractors for any and all violations of this provision.
Cancellation of Booth Space Contract
Requests for cancellation of exhibit space must be made in writing. No refunds will be allowed for space left unoccupied during the 2020 AANS Annual Scientific Meeting. Refunds will be made in accordance with the following schedule:

- Received by the AANS prior to Aug. 30, 2019: full refund (less $200 processing fee)
- Received by the AANS after Aug. 30, 2019, until Nov. 15, 2019: forfeit 50% of total booth cost
- Received by the AANS after Nov. 15, 2019: forfeit 100% of total booth cost

Space Reductions
Requests for reductions in exhibit space must be made in writing. Fax or email is accepted. Refunds for the originally contracted space will be made in accordance with the following schedule:

- Received by the AANS prior to Aug. 30, 2019: full refund (less $200 processing fee)
- Received by the AANS from Aug. 30, 2019, until Nov. 15, 2019: forfeit 50% of total booth cost
- Received by the AANS after Nov. 15, 2019: forfeit 100% of total booth cost

Space assignment of a smaller booth is processed as a new booth purchase and handled separately from the reduction schedule above.

Contact Us
American Association of Neurological Surgeons
5550 Meadowbrook Drive
Rolling Meadows, IL 60008-3852
Phone: 888.566.AANS (2267) or 847.378.0500 (International)

Exhibit Space, Commercial Support, Exhibit Operations
Kim Schrader, Exhibits Manager
Phone: 847.378.0552
Fax: 847.378.0652
Email: kls@aans.org

Function Space
Sue Christiansen, Meetings Manager
Phone: 847.378.0536
Fax: 847.378.0636
Email: scc@aans.org

Pre-registration or Full-membership Mailing Lists
Order form available online at www.aans.org/Advertising.
Karen Yoshikawa, Member Services
Phone: 847.378.0554
Fax: 847.378.0654
Email: kny@aans.org

2020 EXHIBIT ADVISORY COUNCIL
The Exhibit Advisory Council (EAC) promotes the involvement and support of exhibiting companies by facilitating communication with the AANS. The EAC advises the AANS on the conduct and policies of the exposition. Exhibitors are encouraged to communicate their perspectives, suggestions and concerns to the AANS and council members.

Doris Aubuchon, Elekta
Fred Fritz, ShuntCreek
Rebecca Lowe, Samsung
Dawn Sadler, CMP, Medtronic

Breana Sullivan, ZimmerBiomet
Sally Wagner, Aesculap Inc.
Diane Wicks, Nadia International, Inc.
DEMOGRAPHICS
(Based on responses to membership survey)

United States ........................................................................ 2,533
Canada ..................................................................................... 139
International ........................................................................... 591
## Attendance by Registration Type

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<tbody>
<tr>
<td>Physicians</td>
<td>2,239</td>
<td>2,080</td>
<td>2,216</td>
<td>2,184</td>
<td>2,355</td>
</tr>
<tr>
<td>Residents</td>
<td>483</td>
<td>469</td>
<td>551</td>
<td>578</td>
<td>517</td>
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<tr>
<td>Advanced Practice Providers (APPs)</td>
<td>226</td>
<td>216</td>
<td>138</td>
<td>180</td>
<td>212</td>
</tr>
<tr>
<td>Medical Students</td>
<td>292</td>
<td>270</td>
<td>314</td>
<td>290</td>
<td>287</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>120</td>
<td>161</td>
<td>159</td>
<td>162</td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,263</td>
<td>3,155</td>
<td>3,380</td>
<td>3,391</td>
<td>3,533</td>
</tr>
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April 28, 2019
Housing block reservations are open online. The housing link is available at www.aans.org/Exhibit in the left-hand menu.
Application for exhibit space can be submitted via www.myaans.aans.org.

Aug. 30, 2019
Priority Exhibit Contract Deadline
Exhibit contracts received after Aug. 30, 2019, are allocated space on a first-come basis. Not all applicants are guaranteed exhibit space.

Oct. 31, 2019
Supporters of an activity in 2019 are given first right of refusal of that item until Oct. 31, 2019.

Nov. 8, 2019
- Booth confirmations are emailed to the key contact.
- Housing block reservations are due.
- Function Space Request Forms are available at www.aans.org/Exhibit.
- Online Program available online at www.aans.org/AANS2020.

Nov. 15, 2019
Final booth payment is due.

Jan. 7, 2020
Function space requests are due. Late requests will be accepted and assigned if space is available. Fees may be assessed by the hotel. Function space is not available at the Boston Convention & Exhibition Center. Expo Suites on the exhibit floor are available for rent. The Expo Suite rental form will be in the Service Kit.

Jan. 10, 2020
- Company description (maximum of 50 words) must be submitted to the Exhibits Manager at kls@aans.org. Descriptions submitted after this date may not be listed.
- An email is sent with a link to the Service Kit to the key contact for the company and posted online at www.aans.org/Exhibit.
- Advance badge registration is open online. Each exhibiting company’s main contact receives an email with details on how to register booth personnel. The registration link will also be available at www.aans.org/Exhibit.

February 26, 2020
All housing reservations must have a specific name registered to each room.

March 2, 2020
- Island booth drawings must be submitted to Show Management no later than this date. Submit drawings to the Exhibits Manager at kls@aans.org.
- Exhibit Appointed Contractor form and Certificate of Insurance are due.
- Advance badge registration is due. Submit online via the registration website link emailed to the key contact.
Exhibit space is assigned in the order of existing priority points during the presale appointments held during the 2019 AANS Annual Scientific Meeting and through Aug. 30, 2019. After Aug. 30, 2019, exhibitors will be assigned space based on when the contract and payment is received.

The following five components are factored into an AANS exhibitor’s priority points:

1. **Attendance**: For each year that a company has exhibited, they receive one priority point.

2. **Booth Size**: An exhibitor receives one priority point for each 10’ x 10’ booth occupied.

3. **Consecutive Years**: An exhibitor receives one priority point on the fifth year for each consecutive five-year span of participation at the AANS Annual Scientific Meeting.

4. **Advertising**: Advertisement in the print Quick Planner, website, AANS 360 app and onsite advertising opportunities earn priority points.

5. **Housing**: Two priority points are awarded for booking hotels through the AANS Housing Bureau, onPeak, on or before Aug. 30, 2019.

**Reduction of Priority Points**

Violations of rules and regulations will result in loss of points.

- **First Violation**: Loss of current year’s priority points
- **Second Violation**: Loss of one-half of accrued priority points
- **Third Violation**: Loss of remainder of priority points
- **Fourth Violation**: One-year suspension of exhibit privileges

Points will be deducted for infractions of rules and regulations, such as:

- Distribution of advertising materials outside of your exhibit space;
- Noncompliance with booth construction guidelines;
- Booth not set-up on time according to the rules;
- Dismantling or packing before show closes;
- Holding a social activity that conflicts with AANS events;
- Unethical conduct during meeting;
- Taking pictures of or recording other booths without permission; or
- Booking hotels outside of the AANS Housing Block.

The AANS reserves the right to deduct any or all points for serious infractions and to restrict and/or dismiss at any time any exhibit that it deems undesirable.
BOOTH CONSTRUCTION

The AANS follows the International Association of Exhibitions and Events (IAEE) guidelines for display rules and regulations. For details, please visit www.iaee.com.

All booths are 10’ x 10’ or multiples thereof. Non-island booths are equipped with an 8 ft.-high back drape and 3-foot side rail. Non-island booths are provided with a 7” x 44” identification sign displaying the exhibitor’s name and booth number. All exhibitors are required to provide floor covering for their booth space. You may order carpet from the service contractor or place your own carpet.

Every booth must be constructed or arranged in such a manner as to be able to accommodate its viewing audience inside the booth to discourage the formation of a standing crowd in the aisle. Demonstration areas may not be set on the aisle line of the exhibit. All exhibits must be confined to the 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 to ensure that the attendees viewing the exhibit stand within the said space and not in the aisles. 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 AANS object to any exposed portions of a display, the exposed portions will be draped by the AANS and billed to the exhibitor. All tables used in an exhibit space must be skirted.

Linear and Corner Booths
Linear and corner booths must not exceed 8 feet in height. The 8-foot height limit is allowed in the rear half of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle.

Island Booths
An island booth is an open area of exhibit space with aisles on all four sides that must provide accessibility from all four sides. Island booths may occupy 100% of the rental space, but must maintain a 50% see-through/walk-through effect.

All island booths must submit a booth layout for approval by the AANS. If the design is not submitted and the construction is determined to be in violation of the above restrictions, the AANS 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. The maximum height for the top of any banner or component is 24 feet.

Multi-level Exhibits and Enclosed Booths
A multi-level exhibit is an island exhibit booth with a second level. All requirements for island exhibit booths apply to multi-level exhibit booths. Detailed plans of multiple-story or enclosed booths must be submitted at least 60 days prior to move-in. Multi-level booths assessed a $22/square foot rate for the second floor’s dimensions. Please contact Kim Schrader at kls@aans.org for more information on multi-level exhibit space.
Interpretation of Rules
The following Rules and Regulations are part of the contract between the exhibitor and the AANS (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.

Americans With Disabilities Act
The exhibiting company is required to be in compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space. Information regarding ADA compliance is available from the U.S. Department of Justice.

Ancillary Function Space
If you require meeting room space for company sales meetings or other Association-approved activity, you are required to complete the ancillary function space form and return it to the AANS Meeting Services Department by Jan. 7, 2020. Space is assigned on a first-come, first-served basis upon submission of the proper forms. Fees may apply. Ancillary space is not available at the convention center. Ancillary space is available only at the venues and hotels where the AANS has contracted space. Direct all questions to Sue Christiansen at scc@aans.org or 847.378.0536.

No entertainment functions, meetings, satellite symposia or social functions may be scheduled to conflict with 2020 AANS Annual Scientific Meeting program hours.

Audiovisual Equipment
Open sound systems will be permitted if a closed sound system cannot be arranged. Sound “leakage” must not interfere with other exhibitors. Show management reserves the right to request a reduction in volume or cessation of any “leakage” that creates sound interference.

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 Association or the 2020 AANS Annual Scientific 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 Association approval. Inspection of the Exhibit Hall occurs during installation hours. Every effort will be made to notify 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 Association for any refund whatsoever.

The Association 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 2020 AANS Annual Scientific Meeting. Exhibit personnel may NOT enter another exhibitor’s booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

Exhibitors are expected to treat people with respect and dignity. The AANS policy Regarding Harassment and Disruptive Behavior at Meetings and Courses can be found at: https://www.aans.org/-/media/Files/AANS/About-Us/Governance/AANS-Policy-Regarding-Harassment-and-Disruptive-Behavior-at-Meetings-and-Courses.ashx?la=en&hash=80cc0F

The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the 2020 AANS Annual Scientific Meeting.
RULES AND REGULATIONS

Booth Storage and Crates
The Boston Convention & Exhibition Center (BCEC) does not provide for storage of crates or freight of any kind. Exhibitors must make arrangements with the General Service Contractor for storage of crates and other packing materials. Combustible materials, such as brochures, literature, give-aways, etc., within exhibit booths are limited to a one-day supply. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. The Marshall inspects to ensure compliance.

Cadavers or Live Tissue
No procedures may be performed on any live tissue or cadavers in an exhibit booth.

Children
Children under 18 years of age are not permitted to enter the Exhibit Hall at any time during the meeting. This restriction includes installation, exhibition and dismantling hours. If children are present, they will be required to leave the hall immediately.

Combustibles
Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat, compact manner. No cardboard boxes or any combustible materials may be stored on top of or near any electrical wiring in the spaces behind the back wall drapery (booth) or behind any display.

Compressed or Cylinder Gases
Exhibitors are not permitted to bring in any type of cylinder gas. Safety Regulations require all cylinder gases to be purchased and managed through Signature Boston.

Contests and Drawings
Any contest or drawing must be approved by the Association. Approved contests or drawings must comply with all local, state and federal laws governing such contests or drawings. 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 has won. The exhibitor must agree to indemnify the Association, its Board of Directors, employees and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests or drawings that it deems inappropriate or unprofessional.

Decorative Materials, Fire Retardant and Flame Retardant Treatment
All combustible materials used in exhibit construction must be treated with an effective, flame-retardant. Only non-combustible materials or fire-retardant wood may be used for exhibits, scenery or props. All curtains, drapes, carpet, carpet padding and decorative materials must be treated with a flame-retardant. The Convention Center rigorously enforces this regulation and may field flame test any questionable materials.
RULES AND REGULATIONS

Demonstrations
Demonstrations may not interfere with normal traffic flow or infringe on neighboring exhibits. Demonstrations are not permitted outside of an assigned booth space. Exhibitors should reserve a reasonable portion of space for crowds.

Electrical Equipment
The end user is responsible for compliance with all applicable federal, state and local codes/laws pertinent to the use of all services. The convention center reserves the right to inspect all devices and connections to ensure compliance with all codes and laws. All electrical equipment must be properly tagged and wired with complete information as to the type or current required for operation, voltage, phase, cycle, horsepower, etc. Exhibitors may use their own extension cords and power strips under the following conditions. The equipment must be 3 wire, 14 gauge minimum with a ground. The extension cords must be flat if they are to be laid under carpet. (Labor is required to lay the cords.) All power strips must have circuit protector. Freeman is responsible for the installation of all electrical distributions from the power source to the exhibit. Distribution is defined as all cable, connectors and hardware up to the first connection that follows the last branch circuit protection device.

Exhibitor Sales
Lead Management Services
The Registration Services Provider, CompuSystems, Inc. (CSI) has the exclusive right to distribute registration data for use in Exhibitor Sales Lead Management Services. Exhibitor may only purchase a license to use the registration data for such services for the event from CSI and from no other entity. If Exhibitor uses a third party vendor for Exhibitor Sales Lead Management Services, Exhibitor and/or the vendor will be required to purchase a license from CSI for the use of the registration data for this purpose. Exhibitor will transmit to CSI a request for data only when it results from a non-exhibitor sales prospect engaging the Exhibitor during the event. Neither the Exhibitor nor the third party will transmit to CSI a request for data that originates, directly or indirectly, from another entity.

Facility Access
The convention center requires that all Exhibitor-appointed Contractors and their workers wear both a convention center Access Credential and individual event credentials at all times. Workers without correct credentials will not be allowed to enter the facility. Workers must use only designated doors to enter or exit the facility.

Facility Regulations
Decorations and signage may not be taped, nailed or otherwise fastened to any permanent surface. Adhesive backed decals or stickers may not be distributed anywhere by anyone in the building. Confetti may not be used without prior approval in carpeted areas of the building. Cleaning fees will be assessed.

FDA Compliance
Any medical device exhibited must have fulfilled all applicable U.S. Food and Drug Administration (FDA) regulations. The Association will permit products that are not FDA-approved for a particular use in humans or are not commercially available in the U.S. 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 pre-market 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.”

Fire and Safety Regulations
Exhibitors must observe all city, state and federal fire laws. Complete fire safety requirements will be included in the Exhibitor Service Kit.
Food/Beverage
Sale of food or beverage products is strictly prohibited. Food and/or beverages of any kind, including bottled water, cannot be dispensed without permission from the AANS Exhibits Manager and the convention center. For more information, contact Kim Schrader at kls@aans.org.

Giveaways
Promotional giveaway items must be limited to products that can be used during the meeting or in a professional capacity. A sample and giveaway form, to be included in the Service Kit, must be submitted for approval.

Hanging Signs or Banners
Hanging signs or banners are only available for island booths and may not exceed the perimeter of assigned booth space. The suspended height limit for signs is 24 feet when measured from the floor up to the top of the sign. Structural Integrity Statement form must be completed with hanging sign order. More information will be available in the Service Kit.

Helium Balloons
Helium balloons may not be distributed or used within the convention center.

Hospitality Suites
Hospitality suites are only available to companies who are contracted and paid exhibitors of the 2020 AANS Annual Scientific 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 Association, confirmations will be sent by the AANS Housing Bureau.

Hotel Promotional Items
The display of banners or other advertisements targeted at AANS attendees is prohibited on the interior or exterior grounds of all AANS official contracted hotels; unless approved by the AANS. Noncompliance with this regulation will result in the loss of priority points by the exhibitor.

Independent Contractors
Exhibitors who plan to use a vendor other than the official vendors listed in the service kit must complete the EAC Form in the service kit on or before March 2, 2020. The company name, address, company telephone number and name of the supervisor and their cell phone number scheduled to be in attendance at the 2020 AANS Annual Scientific 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 2020 AANS Annual Scientific Meeting’s established deadlines
- Not engage in solicitation of business on the exhibit floor for present or future conventions
- Submit a Certificate of Insurance on or before March 2, 2020
- Order decorator labor in advance from Freeman
- Register all employees and temporary help at the labor entrance

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 needs to be notified in writing of any special activities (whether entertainment, educational or promotional in nature) planned by an exhibiting company for the period beginning April 23 – May 1, 2020. Association approval is required prior to implementation. Fees may apply.

Note: The Association prohibits the scheduling of hospitality events, whether they are scientific, technical or social, at times that conflict with the Association’s scientific program activities, Opening Reception and Exhibit Hall hours.
Announcements and invitations addressed to members of the medical profession concerning such industry-supported events should clearly indicate the name(s) of the supporter and must in no manner imply directly or indirectly that the event is a part of or an official activity of the Association.

**Lead Management Services**

The registration services provider, CompuSystems, Inc. (CSI) has the exclusive right to distribute registration data for use in Exhibitor Sales Lead Management Services. Exhibitor may only purchase a license to use the registration data for such services for the event from CSI and from no other entity. If exhibitor uses a third party vendor for Exhibitor Sales Lead Management Services, exhibitor and/or the vendor will be required to purchase a license from CSI for the use of the registration data for this purpose.

Exhibitor will transmit to CSI a request for data only when it results from a non-exhibitor sales prospect engaging the exhibitor during the event. Neither the exhibitor nor the third party will transmit to CSI a request for data that originates, directly or indirectly, from another entity.

**Lighting**

Exhibitor lighting must be limited to the confines of the booth space. Lighting that projects onto other exhibitors’ space or Association aisles or otherwise detracts from the professional atmosphere of the event will not be allowed. Parcan lights may only be used if hung directly above your booth space. Lighting that spins, rotates, pulsates or other specialized effects must be submitted for approval to the AANS Exhibits Manager 60 days prior to the meeting. Approval will be granted on a case-by-case basis.

**Marketing-free Zone**

The AANS has created a marketing-free zone around the vicinity of the Boston Convention & Exhibition Center, The Westin Boston Waterfront, Aloft Boston Seaport District, Element Boston Seaport District and Yotel Boston. Only with written AANS permission are exhibitors allowed to participate in all street marketing activities within this area which include, but are not limited to: street banners, segways, pedicabs, promo bikes, walking/mobile billboards, street teams, bench ads, decals or literature distribution.

**Music Licensing**

Exhibitors are responsible for maintaining compliance with the appropriate music-licensing organizations for all music played in conjunction with an exhibit.

**Photography and Videotaping**

Only the official meeting photographer may take photographs or videotape in the Exhibit Hall. This includes the use of cell phone cameras. Anyone who violates this rule will be removed and will incur the loss of priority points for the exhibiting company (responsible party).

**Pyrotechnics and Lasers**

Pyrotechnics and lasers are not allowed.

**Security**

The Association provides perimeter security of the Exhibit Hall, not individual booths, on a 24-hour basis beginning with the first day of move-in and continuing until the exhibit hall is vacated. The Association, Freeman and the BCEC will not be responsible for an exhibitor’s loss. Exhibitors are reminded that booth security and the protection of the exhibitor display items may require additional security at the exhibitor’s own expenses. A security order form is included in the service kit.

**Selling on the Floor**

Exhibitors who make sales or take orders for sales during the meeting are responsible for the collection and payment of the appropriate taxes to the city and state.

**Smoking**

Smoking is prohibited inside the convention center.

**Storage**

Crates, fiber cases and cardboard boxes may not be stored behind the drape.
Exhibitor Badge Registration
Online Advance Badge Registration will be available to exhibiting companies in January 2020 at www.aans.org/Exhibit.
Badges must be ordered by March 6, 2020, in order to pre-register all company personnel. Personnel not registered by the March 6 deadline will incur surcharges. At least one representative must be present in the exhibitor’s booth during open exhibit hours. 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 $150 before March 6. All badges requested after March 6, onsite or badge substitutions will cost $200 each.

Badge Distribution
Badges will be distributed onsite at the Exhibitor Registration Desk. 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 in the meeting. 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.

Physician Attendance
Neurological surgeons must register as members of the specialty in order to be credited with attendance at the 2020 AANS Annual Scientific Meeting and to receive AMA/PRA Category 1 Credit™ for participating in the related scientific sessions. Neurosurgeons may register as representatives of exhibiting companies but will not receive CME credit or a certificate of attendance.

Opening Reception Tickets
For each 10’ x 10’ booth contracted, exhibitors receive two complimentary tickets (up to maximum of 10 tickets) to the Opening Reception on Sunday evening, April 26, 2020. Additional tickets may be purchased onsite at the meeting. The dress code for the Opening Reception is business casual.

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.

Housing
The Association has secured group housing on a citywide basis for the meeting. onPeak is the official housing provider for the 2020 AANS Annual Scientific Meeting.

It is a mandatory policy and part of the Association’s exhibit contract that all 2020 AANS Annual Scientific Meeting exhibitors book hotel rooms through onPeak. If rooms are not booked through onPeak, Priority Points will be deducted from the exhibitor. Subtracted priority points will be assessed on the following scale: one point for each guest’s name that is not subcontracted.
Insurance
The exhibitor acknowledges that none of the following — AANS, Freeman nor BCEC, 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 AANS, Freeman, BCEC 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 as a direct result of exhibitor’s negligence or willful misconduct, 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 BCEC and its exhibit 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: AANS, Freeman, BCEC 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 2020 AANS Annual Scientific Meeting and the use of BCEC 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 2020 AANS Annual Scientific Meeting by anyone not an employee of the Association concerning the exhibitor or his/her exhibit. In the event that the BCEC 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, BCEC or Freeman 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 25, 2020, 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 will be assigned to BCEC to insure compliance.
Increase Your Visibility and Support the 2020 AANS Annual Scientific Meeting

With more than 3,100 neurosurgical professionals attending, make the most of your time at the meeting. Additional signage, advertising and promotions through the AANS can boost your booth traffic, and hosting non-CME educational events provides additional opportunities to communicate your message.

Opportunities are limited and reserved on a first-come, first-served basis. Contact Kim Schrader, Exhibits Manager, at 847.378.0552 or kls@aans.org to learn more.

Suggestions for new and creative ideas that contribute to the quality of the meeting are welcome.

Non-CME Education

Lunch-and-Learn Seminars
$20,000 for Sunday, April 26
$20,000 for Monday, April 27
$15,000 for Tuesday, April 28

This unique opportunity provides a forum for exhibitors to promote new products/services, present new research findings or conduct product demonstrations outside of their booths in an educational environment. Take advantage of this occasion to provide increased learning possibilities for attendees and gain additional face-to-face contact with potential buyers. The Lunch-and-Learn Seminars take place in the Learning Center.

Satellite Symposia
$12,500, plus expenses

The AANS is pleased to offer the ability to host an educational, research or marketing event, designed by you, with access to the pre-registration list for invitation purposes.

Surgical Suites

Call for Pricing

This unique opportunity provides a forum for 2020 AANS Annual Scientific Meeting exhibitors to hold hands-on workshops or demos during the meeting on the exhibit floor in a private setting. Take advantage of being able to put your product in the hands of neurosurgeons from around the world.

Lab technicians pre-set lab stations and set up tables with all materials needed as well as assist with all technical facets during the event, including instrument cleaning, equipment adjustments and tissue/specimen service.

Eye-catching Marketing Opportunities

Attendee Lounge
$20,000 for Sunday, April 26
$20,000 for Monday, April 27
$15,000 for Tuesday, April 28
plus expenses for each day

Social Hour

The lounge offers attendees a place to rest, catch up with colleagues, have a meeting or grab a drink at the end of the day. The sponsor of the attendee lounge will have their company name and/or product incorporated into the lounge. As an exclusive advertiser for the attendee lounge, you will have customized tabletops in the lounge area for an advertising message or logo. Location to be determined.

Badge Lanyards
$18,000, plus expenses

See every attendee wearing your company’s name and logo. Supplied to each registrant upon check-in, lanyards deliver highly visible, eye-level brand recognition. With your logo on an eco-friendly lanyard, attendees will wear your company name for the duration of the meeting, ensuring maximum visibility. (Lanyards are ordered by the AANS. A pre-production proof will be provided to the supporter 60 days prior to the meeting for logo approval.)

Beverage Breaks
$4,000 each (five available)

Promote your company by supporting a beverage break on Monday, Tuesday or Wednesday morning; or Sunday, Monday or Tuesday afternoon.
ADVERTISING OPPORTUNITIES

**Charging Station**
$30,000
Support a dedicated area for attendees to charge electronic devices. Your company name or product will be incorporated into the charging station area located in a public area to be determined.

**Electronic Room Key Cards**
$15,000 exclusive support, plus expenses
Customized hotel room keys are distributed to all professional attendees staying in the AANS headquarters hotel. Personalize the key card design for incredible exposure.

The supporter pays for the production of keys. A preproduction proof is required 45 days prior to the meeting and is subject to approval from the AANS.

**Email Stations**
$7,500
Email kiosks let the attendees stay in touch with their offices and families.

**Footprints**
$30,000
Drive attendees right to your booth with floor clings. These high-impact clings provide a path from the main entrance to your booth, using the main cross aisle.

**Hanging Banners**
Call for pricing
Promote your company and/or brand identity at the convention center. Cost varies by banner size and location. The advertiser is to provide the artwork.

**Hotel Room Door Drop Insert**
$3,200 – 5,000
This opportunity allows advertisers to place ad materials, promotional info about their booths or sample products in a plastic bag. The Hotel Room Door Drop Inserts are delivered in Hotel Room Door Drop Bags to the rooms of 2,000 medical attendees early Sunday or Monday morning, prior to the Exhibit Hall opening.

Food/candy items will not be accepted, and all materials must be approved in advance by the Association. The Hotel Room Door Drop Bags are delivered to the hotel rooms of medical attendees who book their housing through the AANS Housing Bureau. Maximum size of insert items is 10” x 13”, with a weight of 8 oz. or less.

**Hotel Room Door Drop Bags**
$8,000 – 14,000
Raise the profile of your company by taking advantage of this premium advertising opportunity on the outside of the Hotel Room Door Drop Bag. The exhibiting advertiser can place its company logo, name, website URL and/or booth number on the bag (in one color, within a 7” x 7” space, subject to approval by the Association), which will be delivered directly to the rooms of more than 2,000 medical attendees early Sunday or Monday morning, prior to the Exhibit Hall opening. The AANS logo appears on the opposite side of the bag.

**Expo Suites**
$3,500 – 6,500
(10’ x 10’ or 10’ x 20’, other sizes available)
Expo Suites are available to companies that have exhibit space at the meeting. These private meeting rooms are located in the Exhibit Hall, and exhibitors are allowed to order furniture for their expo suite. Attendees will have access to the Expo Suites during Exhibit Hall hours only.

**Quick Planner Ad Space**
$5,000 – 15,000
The Quick Planner will be offered to each medical attendee during registration. It contains a detailed itinerary, education track information, speaker listings, exhibitor map and social event listings for the entire meeting. The easy-to-use, handheld size allows attendees to reference the guide several times a day and actively use it to plan their schedule.

**Seating Cubes**
$30,000 – 60,000
Put your company name/logo on seating cubes branded on four sides. Strategically located through the hallways, your identity will be in a position of prominence to all attendees.
**Shuttle Bus Service**
$45,000, plus expenses for bus wraps, headrest covers and programs on TV monitors.
Shuttle buses will run all day, every day of the meeting, between the BCEC and most hotels within the AANS’ housing block. Take the opportunity to brand the buses with your company or brand logo, substantially boosting awareness of your presence at the meeting that will be viewed by all attendees and throughout the city.

**SmartAd Kiosk**
$20,000
The Smart Ad Kiosk offers an opportunity to use motion and illumination to draw attention to your message. Available in various locations, this 8’6” tower rotates, maximizing impact by allowing viewers to see up to four different graphics, one on each side of the rectangular kiosk.

**Water Cooler Station**
$25,000
Personalized, branded water cooler stations will be located in various locations throughout the exhibit hall. Associate your brand via positive reinforcement with a refreshing, thirst-quenching drink of cold water. The 2020 AANS giveaway is a water bottle, so these stations will be popular.

**Women in Neurosurgery (WINS) Breakfast**
$1,000 – 5,000
Women in Neurosurgery is committed to supporting the professional needs of their members. The Louise Eisenhart Lecturer will speak at the AANS/CNS Section on Women in Neurosurgery (WINS) Breakfast for an intimate discussion and presentation. Breakfast ticket(s) will be given to supporter based on level of support. The supporter will also receive acknowledgement on signage, Quick Planner and Meeting 360 app.

**Young Neurosurgeon Luncheon**
$10,000
The future leaders of neurosurgery will gather for a luncheon program. The supporter will receive two tickets to the luncheon, acknowledgement on signage, Quick Planner and Meeting 360 app.

**AANS 360 App**

**In-app Pop-up Notification**
$6,000 – 6,500
Your important message is shared the first time an attendee accesses the app each day. Exhibitors may link their information such as website or booth location, to a bold pop-up announcement. Your important message is instantly shared front and center with thousands of app users.

**App Banner Ad**
$5,000
Reach attendees with interactive advertising. Your ad appears at the bottom of the menu, as well as the default home icon (exhibitor listing). Your ad shows up in the first place attendees check to find speakers, abstracts, meeting information and exhibitor listings. Per ACCME regulations, advertisements cannot appear on pages containing education content.

**Email Opportunities**

**Sponsored Email to Attendees**
$10,000
Exhibitors have an opportunity to reach all attendees directly with a personalized email. Communicate your message and introduce your product to more than 3,100 attendees. Availability is limited.

**Housing Confirmation Advertising**
$15,000
This exclusive sponsorship places your company advertisement on the AANS hotel confirmation communication. The sponsor receives valuable exposure on both confirmation email received when an attendee books hotel accommodations using the housing portal and when attendees receive hotel confirmation in the spring.

**Attendee Registration Confirmation Advertising**
$15,000
This exclusive two email sponsorship places your company advertisement on more than 3,100 attendee registration confirmations, and again approximately two weeks prior to the meeting when an additional confirmation is sent.

**Pre-meeting Email**
$10,000
Include your company ad in the email sent to all registered attendees informing them that the meeting content is available on the app. The ad is clickable to one URL destination. The ad must be static. Your ad will be seen by all registered attendees.
Pinnacle Partners Program
From scientific meetings and educational courses to communication vehicles and research fellowships, the Pinnacle Partners program offers the unique opportunity for a corporate supporter to demonstrate its sustained commitment to the success of the neurosciences, while also increasing its recognition and exposure to the neurosurgical community. Various levels of Pinnacle Partners program support are available. For details about this program, and other support opportunities through the Neurosurgery Research & Education Foundation (NREF), please contact the NREF Development Department at 847.378.0500.

Neurosurgery Research and Education Foundation
The NREF is a not-for-profit, 501(c)(3) organization created in 1980 by the AANS to support research and education efforts that enhance and confirm the critical role neurosurgeons play in improving lives.

The NREF is dedicated to providing education to neurosurgeons at all stages of their careers, as well as funding research into new and existing neurosurgical treatments in order to identify links between best practices and improved outcomes in patient care. Through voluntary public donations, corporate support and donations from allied groups, the NREF supports endeavors that impact the lives of those suffering from epilepsy, stroke, brain tumors, spinal disorders, sports related head injuries, lower back pain and Parkinson’s disease. Donations to the NREF are deductible when computing income and estate taxes. If you would like additional information or have a question regarding NREF, contact the Development Department at 888.566.2267 or info@nref.org.
Your financial contributions support the neurosurgical industry’s most prominent educational event of the year. The recognition your company receives will:

- **BUILD** and **REINFORCE** your company’s branding
- **ENHANCE** your visibility beyond the Exhibit Hall with meeting-wide exposure
- **PROMOTE** the latest scientific advancements and discoveries
- **DEMONSTRATE** your support for the neurosurgical community and commitment to education

### SUPPORT LEVELS AND BENEFITS

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<tr>
<th>BENEFITS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Complimentary Opening Reception tickets</td>
<td>10</td>
<td>6</td>
<td>4</td>
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<td>Supporter ribbon</td>
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<td>Support acknowledgement at the Convention</td>
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<td>Listing in Meeting App</td>
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<td>Sign at supported event</td>
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<td>Acknowledgement on the official meeting website</td>
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<td>Supporter acknowledged on slide in daily general session</td>
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<td>Pre-registration mailing list at registration cut-off date (must complete and return order form)</td>
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<td>Final attendee mailing list</td>
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### Support 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 Exhibits Manager Kim Schrader at 847.378.0552 or [kls@aans.org](mailto:kls@aans.org).
MAKE PLANS FOR 2021
VANCOUVER, APRIL 17–21