EXHIBIT AT THE LARGEST NEUROSURGICAL MEETING IN NORTH AMERICA

The American Association of Neurological Surgeons (AANS) invites you to exhibit at the 2017 AANS Annual Scientific Meeting in Los Angeles. The theme of the meeting is *Neurosurgery: A World of Innovation*. In addition to highlighting the latest in neurosurgical science and practice, this meeting explores the educational and technological advances that are transforming neurosurgery around the globe.

You are invited to share your knowledge and expertise with neurosurgical specialists. Your participation at the meeting offers an unequalled opportunity to showcase your products and services to neurosurgeons and other health-care professionals.

Submit your application to reserve your exhibit space now.

Your exhibit fee includes:
- More than 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 Meeting App;
- Listing on the 2017 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: $3,100
10’ x 10’ Corner: $3,300
Island: $35/square foot

Facility
Los Angeles Convention Center
1201 South Figueroa Street
Los Angeles, CA 90015
Phone: 213.741.1151

Exhibit Halls
Halls GHJ

Exhibit Dates
April 24–26, 2017

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 the medical attendees at the 2017 AANS Annual Scientific Meeting.

Only companies exhibiting products and services related to the neurosciences will be permitted to exhibit. Any other company wishing to exhibit will be 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 2017 AANS Annual Scientific Meeting.

Installation
All crates, etc., must be off the exhibit floor, and all exhibits must be erected by 3:30 p.m. on Sunday, April 23. 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 AANS (“the Association”) prior to 12 p.m. on Sunday, April 23, 2017, shall revert to the Association to be utilized and occupied in any manner as the Association may see fit. If setup of an exhibit has not begun by 12 p.m. on Sunday, April 23, 2017, 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 shall be responsible for any injury to person or damage to property incurred.

Dismantling
The following hours have been scheduled for dismantling exhibits:
Wednesday, April 26, 2017: 2:15-11 p.m.
Thursday, April 27, 2017: 8 a.m.-4 p.m.

Dismantling exhibits before the official close at 2:15 p.m. on Wednesday, April 26, 2017, is strictly prohibited. Dismantling, or “preparing to dismantle,” prior to the show closing will result in a $1,000 fine, loss of priority points and may result in a ban to exhibit at future meetings. Exhibit dismantling must conclude no later than 4 p.m. on Thursday, April 27, 2017.

EXHIBIT SCHEDULE

<table>
<thead>
<tr>
<th></th>
<th>Friday, April 21</th>
<th>Saturday, April 22</th>
<th>Sunday, April 23</th>
<th>Monday, April 24</th>
<th>Tuesday, April 25</th>
<th>Wednesday, April 26</th>
<th>Thursday, April 27</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Registration</td>
<td>11 a.m.–5 p.m.</td>
<td>7 a.m.–5:30 p.m.</td>
<td>7 a.m.–6:30 p.m.</td>
<td>7 a.m.–4 p.m.</td>
<td>7 a.m.–3:30 p.m.</td>
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<tr>
<td>Installation of Exhibits</td>
<td>8 a.m.–4:30 p.m.</td>
<td>8 a.m.–4:30 p.m.</td>
<td>8 a.m.–3:30 p.m.</td>
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<tr>
<td>AANS Exhibit Hall Opens</td>
<td></td>
<td>9 a.m.–4:15 p.m.</td>
<td>9 a.m.–4:15 p.m.</td>
<td>9 a.m.–2:15 p.m.</td>
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<tr>
<td>Morning Beverage Break in Exhibit Hall</td>
<td></td>
<td>9–9:45 a.m.</td>
<td>9–9:45 a.m.</td>
<td>9–9:45 a.m.</td>
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<tr>
<td>Lunch in the Exhibit Hall</td>
<td></td>
<td>1–2 p.m.</td>
<td>1–2 p.m.</td>
<td>1–2 p.m.</td>
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<tr>
<td>Afternoon Beverage Break in the Exhibit Hall</td>
<td></td>
<td>3:30–4 p.m.</td>
<td>3:30–4 p.m.</td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Dismantling of Exhibits</td>
<td>2:15–11 p.m.*</td>
<td></td>
<td></td>
<td>8 a.m.–4 p.m.</td>
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Exhibitors will be allowed in the Exhibit Hall one hour before it opens and one hour after it closes.

*Dismantling or preparing to dismantle prior to the show closing will result in a $1,000 fine, loss of priority points and may result in a ban to exhibit.

More than Six Hours of Unopposed Exhibit Time

More than six hours of unopposed exhibit time and more than 19 hours of total exhibit time are scheduled during the 2017 AANS Annual Scientific Meeting. Morning and afternoon beverage breaks and lunch are served to all medical attendees in the Exhibit Hall to increase traffic flow to the exhibitors.

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**RESERVE YOUR 2017 EXHIBIT SPACE NOW**

**Exhibit Contracts with 50% Deposit Are Due Aug. 31, 2016**

To Start the Online Submission Process:
2. For returning users, please enter your username and password. If you do not remember your password or you are a new user, please contact Kim Schrader at 847.378.0522 or kls@aans.org.
3. Once logged into www.MyAANS.org, access “My Meetings” from the top navigation.
4. Now choose “Exhibitor Corner” from the left-side navigation.
5. Select “2017 AANS Annual Scientific Meeting” under future events.

Exhibit contracts received after Aug. 31, 2016, will be allocated space on a first-come basis. Not all applicants are guaranteed exhibit space.

The AANS database allows for one key contact per company to be listed as the Exhibitor Contact. This representative will be able to access your exhibit account to submit applications or make changes to that record after submission.

To Update the Key Exhibitor Contact
If the key contact information requires a revision or update, please 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.

**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, nor will space be assigned without the required deposit. The balance of the remaining fee, if applicable, is due on or before Nov. 18, 2016. 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. 18, 2016, 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. Checks should be made payable to: “American Association of Neurosurgeons.”

**Credit Card**
The online contract submission process provides an area for credit card payments. Amounts over $10,000 should 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.

**Check**
Please 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 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.

**Cancellation of Booth Space Contract**
Requests for cancellations of exhibit space must be made in writing. Fax or email is accepted. No refunds will be allowed for space left unoccupied during the 2017 AANS Annual Scientific Meeting. Refunds will be made in accordance with the following schedule:
- Received by the AANS prior to Aug. 31, 2016: full refund (less $200 processing fee)
- Received by the AANS from Sept. 1, 2016, until Nov. 18, 2016: forfeit 50% of total booth cost
- Received by the AANS on or after Nov. 19, 2016: forfeit 100% of total booth cost

**Reductions in Space**
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. 31, 2016: full refund (less $200 processing fee)
- Received by the AANS from Sept. 1, 2016, until Nov. 18, 2016: forfeit 50% of total booth cost
- Received by the AANS on or after Nov. 19, 2016: forfeit 100% of total booth cost

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

**2016 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
- Bob Capuzzelo, Varian Medical Systems, Inc.
- David Chapa, Leica Microsystems
- Karen Dale, Globus Medical
- Joanne Luca, Life Instruments
- Amy Mummy, Stryker
- Theresa Simpson, K2M, Inc.
ATTENDEE DEMOGRAPHICS
2016 AANS Annual Scientific Meeting Medical Registrants (Based on responses to survey)

Attendance by Registration Type

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<tbody>
<tr>
<td>Physicians</td>
<td>2,184</td>
<td>2,355</td>
<td>2,240</td>
<td>2,272</td>
<td>2,397</td>
</tr>
<tr>
<td>Residents</td>
<td>578</td>
<td>517</td>
<td>504</td>
<td>378</td>
<td>395</td>
</tr>
<tr>
<td>Advanced Practice Providers (Nurses and Physicians Assistants)</td>
<td>180</td>
<td>212</td>
<td>225</td>
<td>295</td>
<td>314</td>
</tr>
<tr>
<td>Medical Students</td>
<td>290</td>
<td>287</td>
<td>174</td>
<td>135</td>
<td>112</td>
</tr>
<tr>
<td>Other</td>
<td>159</td>
<td>142</td>
<td>151</td>
<td>127</td>
<td>124</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3,391</strong></td>
<td><strong>3,533</strong></td>
<td><strong>3,294</strong></td>
<td><strong>3,207</strong></td>
<td><strong>3,342</strong></td>
</tr>
</tbody>
</table>

Practice Setting

- Government Hospital/Health Facility: 2%
- Armed Forces/Veterans Administration: 1%
- Other: 7%
- Academic Health/Medical School: 54%

Practice Type

- Neurosurgical Group Practice (6-20 physicians): 31%
- Solo: 7%
- Neurosurgical Group Practice (21+ physicians): 3%
- Multi-specialty (6-20 physicians): 12%
- In Training: 5%
- Multi-specialty (21+ physicians): 12%

Specialty

- Spine: 36%
- Neurovascular: 15%
- Pediatric: 10%
- Neuro-oncology: 12%
- Functional: 5%
- Trauma: 4%
- Skull Base: 5%
- General Neurosurgery: 5%
- Other: 5%
- Epilepsy: 3%
- Other 5%

Country Attendees

- United States: 2,660
- Canada: 73
- International: 658

AANS
FLOOR PLAN
Visit http://www.aans.org/floorplans/aans17/default.html to view the interactive online floor plan.
**IMPORTANT DATES**

**May 2, 2016**
- Housing block reservations 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.org.

**Aug. 31, 2016**
**Priority Exhibit Contract Deadline**
- Exhibit contracts received after Aug. 31, 2016, will be allocated space on a first-come basis. Not all applicants are guaranteed exhibit space.

**Oct. 14, 2016**
**Commercial Support Applications Due (First Right of Refusal)**
- Supporters of an activity in 2016 are given first right of refusal of that item until Oct. 14, 2016. On Oct. 15, 2016, all non-committed items will return to inventory.

**Nov. 4, 2016**
- Booth confirmations will be emailed to the key contact.
- Housing block reservations are due.
- Function Space Request Forms are available at www.aans.org/Exhibit in the left-hand menu.
- Registration Brochure available online at www.aans.org/aans2017.

**Nov. 18, 2016**
- Final booth payment is due.

**Jan. 2, 2017**
- 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 Los Angeles Convention Center. You may rent an Expo Suite on the exhibit floor. The Expo Suite rental form will be in the Service Kit.

**Jan. 13, 2017**
- Company description (maximum of 50 words) must be submitted to the Exhibits Manager at kls@aans.org. All descriptions submitted after this date may not be listed.
- An email will be sent with a link to the Service Kit to the key contact for company and posted online at www.aans.org/Exhibit.
- Advance badge registration will open online. Each exhibiting company’s main contact will receive an email with details on how to register booth personnel. The registration link will also be available at www.aans.org/Exhibit.

**March 3, 2017**
- Island booth drawings must be submitted to Show Management no later than this date. Submit your drawings to the Exhibits Manager at kls@aans.org.
- Exhibit Appointed Contractor form and Certificate of Insurance are due.

**March 22, 2017**
- Advance badge registration is due. Submit online via the registration website link emailed to the key contact.

**PRIORITY POINTS**

Exhibit space is assigned in the order of existing priority points during the presale appointments held during the 2016 AANS Annual Scientific Meeting and through Aug. 31, 2016. After Aug. 31, 2016, exhibitors will be assigned space based on when 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 or the AANS Meeting App generate one point.
5. **Housing:** Two priority points are awarded for booking hotels through the AANS Housing Bureau, onPeak, on or before Aug. 31, 2016.

### 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 by Sunday, April 23, at 3:30 p.m.;
- 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 will be equipped with an 8-ft.-high back drape and 3-foot side rail. Non-island booths will be provided with a 7” x 44” identification sign displaying the exhibitor’s name and booth number. All exhibitors are required to provide their own carpet 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 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 limits of their respective booth(s) as indicated on the floor plan, and all equipment, products or materials in the remaining space forward to the aisle.

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 their 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 25 feet. Booths that exceed 750 square feet of space with enclosed perimeter walls will require at least two separate exits. Additional exits may be required on a case-by-case basis. Capacity will be computed at 15 square feet per person.

Multi-level Exhibits

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. Multi-level booths will be assessed a $22/square foot rate for the second floor’s dimensions. Please contact Kim Schrader at cscc@aans.org for more information on multi-level exhibit space.

RULES AND REGULATIONS

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
Exhibiting companies are 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. 2, 2017. Space will be 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 scchr@aans.org or 847.378.0536.

No entertainment functions, meetings, satellite symposiums or social functions may be scheduled to conflict with 2017 AANS Annual Scientific Meeting program hours. Approved ancillary function times are listed below.

<table>
<thead>
<tr>
<th>Date</th>
<th>June 23-26, 2017</th>
<th>Time</th>
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<tbody>
<tr>
<td>Saturday, April 22</td>
<td></td>
<td>After 6 p.m.</td>
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<tr>
<td>Sunday, April 23</td>
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<tr>
<td>Monday, April 24</td>
<td>Prior to 7:15 a.m.</td>
<td>Not Available</td>
</tr>
<tr>
<td>Tuesday, April 25</td>
<td>Prior to 7:15 a.m.</td>
<td>After 6 p.m.</td>
</tr>
<tr>
<td>Wednesday, April 26</td>
<td>Prior to 7:15 a.m.</td>
<td>After 6 p.m.</td>
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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 22, 2017, through Wednesday, April 26, 2017. Association approval is required prior to implementation. Fees may apply.

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.

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.

Cadavers or Live Tissue

No procedures may be performed on any live tissue or cadavers in exhibit booths. No procedures may be performed on any live tissue or cadavers in exhibit booths.
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.

Compressed Gases/Flammable Liquids/Aerosols
Exhibitors are not permitted to bring in any type of cylinder gas. Safety Regulations require all cylinder gases to be purchased and managed through Freeman. Cylinders of compressed gas, both combustible and non-combustible, shall be installed only by permit from the fire department and shall be half-charged and firmly secured in an upright position. The demonstration or use of equipment using combustible liquid fuel in buildings is prohibited.

Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed and shall be half-charged and firmly secured in an upright position. The demonstration or use of equipment using combustible liquid fuel in buildings is prohibited.

Independent Exhibitor Meetings and Events
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 must 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 21, through Wednesday, April 26, 2017.

Covered Booths
Covered booths with a cover of at least 100 square feet, but NOT exceeding 750 square feet, shall be protected internally by a smoke detector that will sound a local alarm. Covered booths exceeding 750 square feet shall be protected by a Los Angeles Fire Department (LAFD) approved automatic fire sprinkler system. These systems must be installed under permit from the Department of Building and Safety. All portions of the sprinkler system, including the “sprinkler riser” which supplies the water service to the booth, must be installed within the borders of the respective booth space. No portions of the sprinkler system or any structures or barricades that protect said system are allowed in any portion of an aisle. Sprinkler systems cannot be installed in any other areas of the building. Please refer to “Covered Areas and Structure” under the Los Angeles Convention Center (LACC) Operating Guidelines.

Decorative Materials, Fire Retardant and Flame Retardant Treatment
All decorations, drapes, signs, banners, plastic displays, hay, straw, moss, split bamboo and other similar materials must be flame retardant and their use is prohibited. A Certificate of Flame Resistance shall be available for review by the Fire Marshal or on file with the Fire Marshal for all decorative materials.

Fire and Safety Regulations
Comply with all federal, state and local fire and building codes that apply to the facility.

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

Electrical Equipment
All equipment, regardless of power source, must comply with Federal, State and local codes as well as any applicable local recognized electrical authorities and standards. Freeman reserves the right to inspect all electrical devices and connections to ensure compliance with all codes and proper permitting. Freeman is required to refuse connections where the exhibitor wiring is not in accordance with local electrical code and permitting. Exhibitors’ cords must be a minimum of 14 gauge 3 wire with ground and must be flat when used for floor work. All multi-outlet devices (e.g. power strips) must have circuit protection. All exposed, non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded. Exhibitors with hard wall displays must arrange for power to be installed inside the booth or provide access.

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 Federal 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.”
Food/Beverage
Sale of food or beverage product 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 kks@ans.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 25 feet when measured from the floor up to the top of the sign. 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 2017 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.

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.

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 3, 2017. The company name, address, company telephone number and name of the supervisor and their cell phone number scheduled to be in attendance at the 2017 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 2017 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 3, 2017;
- Order decorator labor in advance from Freeman; and,
- Register all employees and temporary help at the labor entrance.

Lighting
Exhibitor lighting must be limited to the confines of the booth space. Lighting that projects onto other exhibitor’s space or Association aisles or otherwise detracts from the professional atmosphere of the event will not be allowed. 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.

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.
EXHIBITOR REGISTRATION AND HOUSING

Exhibitor Badge Registration
Online Advance Badge Registration will be available to exhibiting companies in January 2017 at www.aans.org/Exhibit.

Badges must be ordered by March 22, 2017, in order to pre-register all company personnel. Personnel not registered by the March 22, 2017, 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 $100 each before March 22, 2017. All badges requested on or after March 23, 2017, onsite or badge substitutions will cost $150 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 of 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
Neurosurgeons must register as members of the specialty in order to be credited with attendance at the 2017 AANS Annual Scientific Meeting and to receive AMA/PRA Category 1 Credit™ for participating in the specialty in order to be credited with attendance at 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 will receive two complimentary tickets (up to a maximum of 10 tickets) to the Opening Reception on Sunday evening, April 23, 2017. Additional tickets may be purchased on-site 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 on-site 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 2017 AANS Annual Scientific Meeting. It is a mandatory policy and part of the Association’s exhibit contract that all 2017 AANS Annual Scientific Meeting exhibitors book hotel rooms through onPeak. If rooms are not booked through onPeak, Priority Points will be deducted from an 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 Los Angeles Convention Center, 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, Los Angeles Convention Center 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 Los Angeles Convention Center 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: AANS, Freeman, Los Angeles Convention Center 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 2017 AANS Annual Scientific Meeting and the use of Los Angeles Convention Center 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 2017 AANS Annual Scientific Meeting by anyone not an employee of the Association concerning the exhibitor or his/her exhibit. In the event that the Los Angeles Convention Center 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, Los Angeles Convention Center 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 21, 2017, 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 Los Angeles Convention Center to insure compliance.
ADVERTISING OPPORTUNITIES

Increase Your Visibility and Support the 2017 AANS Annual Scientific Meeting

With more than 3,300 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 exhibits@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 Seminar
$20,000 for Monday, April 24
$15,000 for Tuesday, April 25

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 will take place in a meeting room.

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. Supporter will have the opportunity to personalize the key-card design, offering incredible exposure. Supporter pays for production of keys. A preproduction proof is required 45 days prior to the meeting and is subject to approval from AANS.

Email Stations
$7,500

Email kiosks let the attendees stay in touch with their offices or families.

Footprints
$30,000 (two available)

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. Advertiser to provide artwork.

Hotel Room Door Drop Insert
$3,200–$5,500

This opportunity allows advertisers to place ad materials, promotional info about their booths, or samples 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 Monday or Tuesday morning, prior to the Exhibit Hall opening.

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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 new 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 (in one color, within a 7” x 7” space, subject to approval by the Association) on the bag, which will be delivered directly to the rooms of more than 2,000 medical attendees early Monday or Tuesday morning, prior to the Exhibit Hall opening. The AANS logo will appear on the opposite side of the bag.

Expo Suites
$3,200–$5,500
(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.

Meeting App

Prices to be determined.

A variety of advertising options will be available on the Meeting App.

Quick Planner Ad Space
$7,500–$10,000

The Quick Planner will be handed to each medical attendee during registration. The Quick Planner contains 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 itinerary.

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 Los Angeles Convention Center 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.

Women in Neurosurgery (WINS) Events

$1,000–$5,000

WINS is committed to supporting the professional needs of their members.

Young Neurosurgeon Luncheon
$10,000

The future leaders of neurosurgery will gather for a luncheon program designed to discuss matters relevant to newly practicing neurosurgeons.
NREF SUPPORT OPPORTUNITIES

Pinnacle Partners Program
From scientific meetings and educational courses to communications 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.

Your financial contributions will support the neurosurgical industry’s most prominent educational event of the year. 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 scientific advancements and discoveries; and,
- DEMONSTRATE your support for the neurosurgical community and its commitment to education.

Support Levels

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For additional information, please contact Kim Schrader, Exhibits Manager, at 847.378.0552 or kls@aans.org.

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FUTURE AANS ANNUAL SCIENTIFIC MEETINGS

2018: NEW ORLEANS, APRIL 28–MAY 2
2019: SAN DIEGO, APRIL 13-17

SAVE THE DATE