

EXHIBITOR PROSPECTUS

Exhibit Dates and Opportunities



AANS 2027 SAN DIEGO

APRIL 9-12

NAVIGATING THE
IMPOSSIBLE



ABOUT THE AANS



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

Join us at the 2027 AANS Annual Scientific Meeting to connect with a global network of experts, explore cutting-edge advancements and be part of shaping the future of neurosurgery.





Dear Corporate Partner,

We are delighted to invite you to participate in the highly anticipated 2027 AANS Annual Scientific Meeting, hosted by the American Association of Neurological Surgeons (AANS). This premier event will take place April 9-12, 2027, in the vibrant hub of San Diego, California, and will celebrate this year's theme, *Navigating the Impossible*.

The 2027 AANS Annual Scientific Meeting offers unparalleled opportunities to connect with a diverse audience of over nearly 3,000 neurosurgeons, residents, fellows, associates, allied health professionals and medical students. With a robust program featuring cutting-edge scientific sessions, hands-on workshops and keynote presentations by world-renowned experts, your organization will have the chance to showcase its latest advancements and solutions to decision-makers and innovators from institutions across the U.S. and around the globe.

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

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

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

We look forward to welcoming you to San Diego, where the energy and growing medical landscape provides the perfect backdrop for this impactful gathering. Your partnership is instrumental in driving the future of neurosurgical care and we are excited to collaborate with you to make the 2027 AANS Annual Scientific Meeting an extraordinary success.

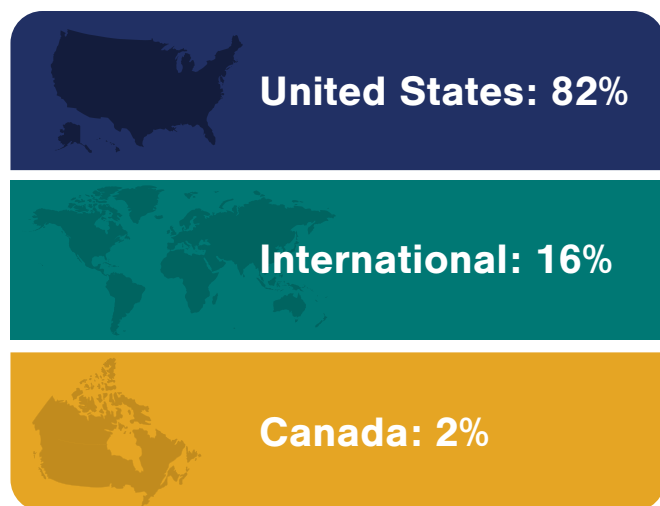
Warm regards,

J Mocco, MD, FAANS
AANS Corporate Relations Chair



MEMBERSHIP

AANS Members By Country

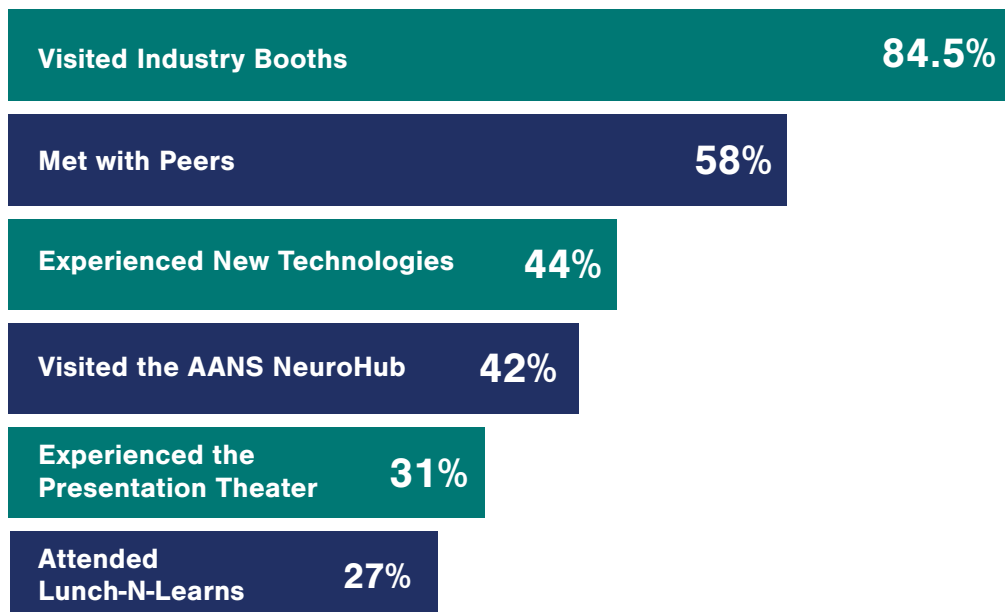


Subspecialty Focus



MEETINGS

How Attendees Spent Time in the 2026 Exhibit Hall



In 2026,
97%
of meeting
attendees visited
the Exhibit Hall.

3,669
total number
of 2026
registrants

448
international
attendees from
60
countries

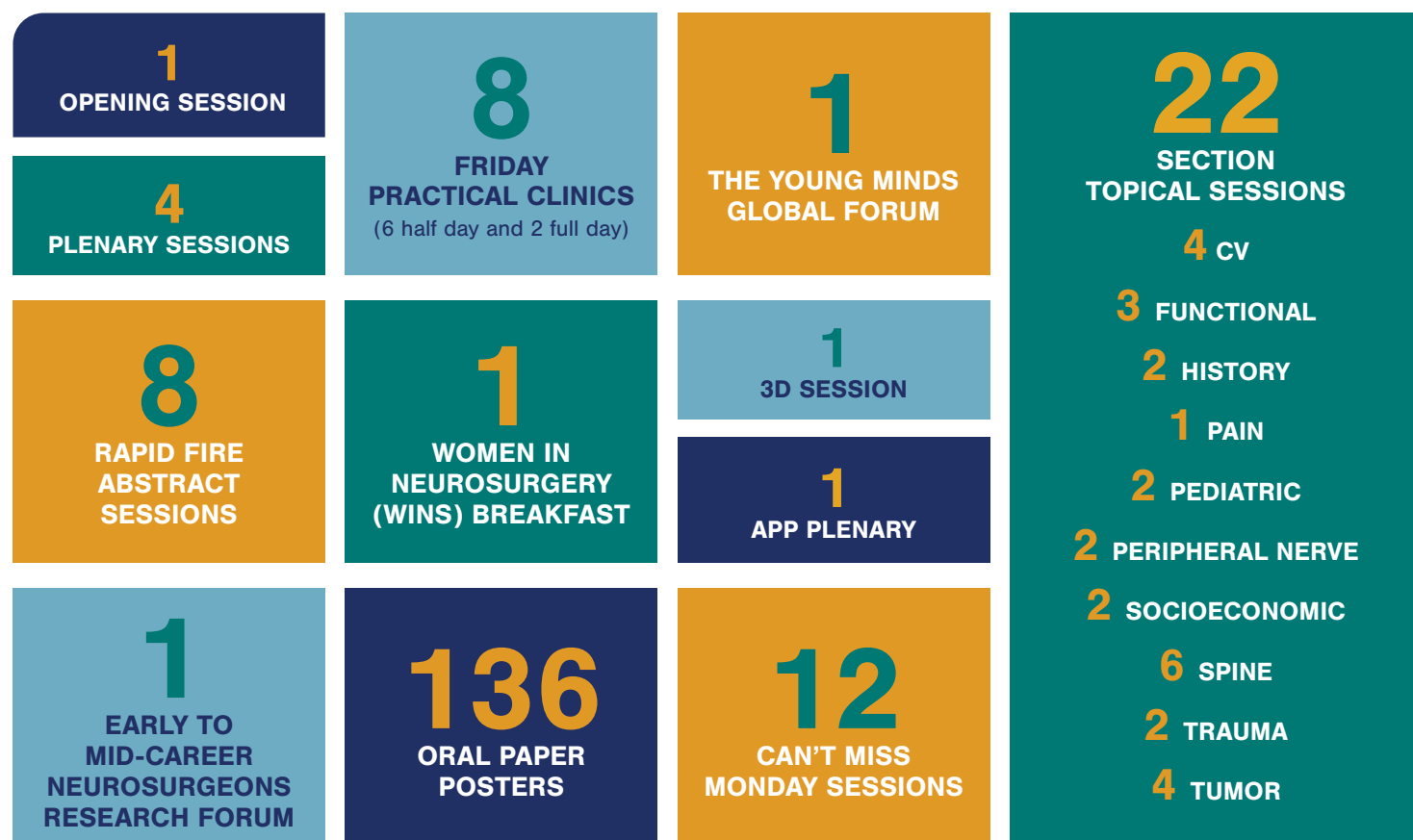
Meeting Attendance by Country



Abstract Submissions

Year	Number of Abstracts
2020	2,389
2021	1,894
2022	2,501
2023	1,434
2024	2,599
2025	3,778
2026	3,059

A Peek Into Education & Programming





ADVANCED RATE before October 14th

In-Line: \$40/sq ft

Corner: \$43/sq ft

Island Rate: \$45 ft

STANDARD RATE after October 14th

In-line: \$42/sq ft

Corner: \$45/sq ft

Island Rate: \$46/sq ft

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

Location

San Diego Convention Center

What's Included

- 10' x 10' space or multiples thereof, 8' high back drape, 3' high side rails
- Three (3) Exhibitor Badges per 10' x 10' booth. An additional three (3) badges per 10' x 10' can be purchased in advance for \$450 each or on-site for \$550 each. Additional badges are available at the non-member non-physician rate at the time of registration.
- Exhibitor Badges give you access to the Sip, Savor and Showcase on the show floor on Friday, April 9, 6–7:30 pm.
- Exhibitor listing in the mobile app
- Listing on the 2027 AANS Annual Scientific Meeting website
- Opportunity to purchase pre-and post-show attendee mailing lists exclusively through AANS
- Housing through the official AANS Housing Bureau, OnPeak, which negotiates special rates for attendees and exhibitors; Diamond & Platinum partners receive preferred hotel accommodations based on their giving level from the previous year.
- Access to educational sessions (non-ticketed events only)
- Perimeter security

Companies are responsible for all costs of furniture, carpet, A/V, electrical, food and beverage, internet and in-booth security. Order forms will be provided in the Exhibitor Service Kit.

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

Click here for
[RULES &
REGULATIONS](#)

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

Paula Krueger, AANS Senior Marketing and Events Operations Manager
pkrueger@aans.org | 847-378-0528

Exhibit Hall Access and Hours

FRIDAY

April
9
6–7:30pm

SATURDAY

April
10
8am–4pm

SUNDAY

April
11
8am–2:30pm

Expo Suite

Spend more time with key customers. Use the suite for important business meetings, staff strategy sessions or a quiet spot for your team to follow up with new leads. Located along the perimeter of the Exhibit Hall floor. Available in two sizes.

SUITE SIZES

10' X 10'	\$5,000
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10' X 20'	\$10,000
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BRANDED SUITES

10' X 10'	\$10,000
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10' X 20'	\$15,000
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Expo Suite Fee Includes:

- 8' high white MIS wall system with lockable door
- Midnight blue (blue/black) standard carpet
- 14" x 22" sign designating your company name and suite number



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

Education

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

Reserve a 2-hr timeslot with space at the AANS Headquarter hotel and/or Convention Center. Basic A/V, marketing in mobile app and onsite signage included. Sponsor responsible for food and beverages and accreditation if offered.

INDUSTRY SPONSORED COURSE (NON-CME) \$35,000

This 4-hour sponsored workshop is designed to engage neurosurgeons, researchers and clinical leaders in a high-impact learning experience focused on the integration of advanced technologies in neurosurgical care. The session will showcase real-world case applications, emerging data and interactive demonstrations of the supporting company's products. Benefits include: AANS promotions, listed in online program, signage, e-blast and full control of the agenda/program execution.

LUNCH-N-LEARN SYMPOSIUM (NON-CME) \$30,000

Connect with attendees beyond your exhibit booth to showcase your innovation and expertise on your products and services. This opportunity includes a private lecture room on the Exhibit Hall floor with A/V equipment and promotion of your event via on-site signage and the meeting's mobile app. Food and beverage will be provided by AANS for medical attendees. Limited sessions are available.

BREAKFAST BITES (NON-CME) \$15,000

Optimize attendees' breakfast time to showcase your new innovations and expertise on your products and services. This opportunity includes a private lecture room on the Exhibit Hall floor with A/V equipment and promotion of your event via on-site signage and the meeting's mobile app. Food and beverage will be provided by AANS for medical attendees. Limited sessions are available.

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

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

NEURO SPOTLIGHT (NON-CME) \$7,000

Showcase your products, services, or a hot-topic case study during a 20-minute sponsored session right in front of industry decision-makers. This high-impact presentation takes place in a prominent, high-traffic location on the main aisle of the Exhibit Hall floor during lunch or breaks, ensuring maximum visibility when attention is highest.

Print Placement

ATTENDEE SHOW BAG INSERT \$5,000

Maximize your brand's exposure with an attendee registration bag insert that puts your message directly into the hands of every meeting attendee. Pre-approval before printing is required. The maximum size of the insert is 8.5x11.



QUICK PLANNER

The Quick Planner is given out to every medical attendee. It is referenced throughout the meeting as a guide to educational and social events. Limited advertising opportunities are available.

Back Cover.....	\$10,000
Inside Cover.....	\$5,000
Inside Back Cover	\$5,000
Facing Exhibit Map	\$7,500
Run-of-Book Ad.....	\$3,500

Marketing Advertising & Digital Opportunities

MOBILE APP SPLASH SCREEN

EXCLUSIVE \$25,000

This is an exclusive opportunity to include your corporate logo or ad on the mobile app splash page.

MOBILE APP HOME SCREEN TILE

Full-Width \$12,000 | Half-Width \$8,000

Feature your company or products on the home screen, where your ad is slotted between speakers, sessions and events that attendees choose from each day of the meeting.

MOBILE APP STICKY BANNER AD \$6,000

Capture the attention of our audience and increase brand recognition with a Sticky Banner Ad that remains visible while users scroll through the mobile app.

SPONSORED CONTENT E-BLAST \$10,000

Our Sponsored Content E-blast offers a unique opportunity to promote to a receptive and motivated audience. This is an effective tactic to highlight your brand, your event or drive traffic to your booth.

MOBILE APP PUSH NOTIFICATION \$6,000

Push Notifications are strategically scheduled throughout the meeting. You can send a targeted message directly to our engaged audience's mobile devices to promote your event or drive traffic to your booth. These are estimated to be seen by at least 1,500 individuals.

HOUSING CONFIRMATION EMAIL AD \$10,000

Reach attendees the moment they secure their hotel accommodations. Each housing confirmation email includes your banner ad, guaranteeing premium visibility and direct engagement with our audience.

DAILY DIGEST MEETING EMAIL AD \$3,500/DAY

Your branded digital banner, logo and messaging can be featured in daily e-newsletters sent to every registered attendee.

PRE-MEETING EMAIL BANNER AD \$2,500

Our Pre-Meeting E-Newsletter Banner Ad offers the perfect opportunity to showcase your brand to a highly engaged audience of professionals prior to their arrival at the 2027 AANS Annual Scientific Meeting.

MAXIMIZE ROI WITH TARGETED MARKETING

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

Marketing Package 1 \$8,500

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

Includes:

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

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

Marketing Package 2 \$12,500

Includes

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

Wi-Fi SPONSOR

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

Convention Center Exclusive Opportunity \$30,000

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

Headquarter Hotel Opportunity \$25,000

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

AANS ANNUAL MEETING WEBSITE AD \$8,000

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

- Availability: Three banner ads are available (home page, registration page and program page)
- Ad will appear for three months. Additional three-month increments can be purchased for a total of six-month placement
- Specifications: 728 px wide x 90 px high.

SOCIAL MEDIA \$12,000

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

-  **Facebook:** 25,000
-  **Instagram:** 14,700
-  **LinkedIn:** 29,500
-  **YouTube:** 72,500
-  **X (formerly Twitter):** 25,500

Quantum Walls \$12,500

Quantum Wall: 12 ft. wide x 6.5 ft. tall.

Quantum walls can be placed in many locations throughout the building.



ATTENDEE REGISTRATION LIST

\$1,000 (Pre-Meeting), \$1,000 (Post-Meeting) or \$1,500 for Both

Personally invite attendees to visit your booth and utilize the list to plan appropriate staff coverage and attendance or a post-meeting thank you. An attendee registration list is a one-time mailing and is available for purchase exclusively to 2027 AANS Annual Scientific Meeting exhibitors. Physical mailing addresses only, no emails.

*Pre-meeting attendee list rental will be available beginning March 1, 2027.

*Post-meeting attendee list rental will be available beginning April 20, 2027.

DIGITAL SIGNAGE AT CONVENTION CENTER

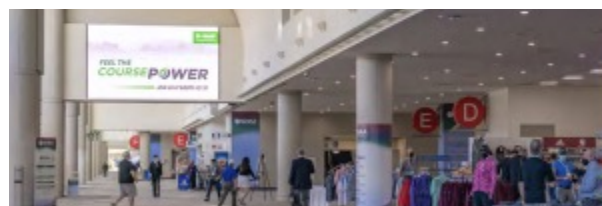
Hall E Entryway Marquee \$15,000

This screen is 40 ft. wide x 11.5 ft. tall. Create messaging seen by all AANS attendees as they enter the venue. Static image or video—no sound.



Lobby D Video Wall \$15,000

This 20 ft. wide x 11.5 ft. tall screen is prominent above Lobby D and is ideal for sponsorship. Static image or video—no sound.



Branding

HANGING BANNER \$10,000–\$40,000

Hung in high-traffic locations for ultimate visibility, printed banners are an ideal way to gain exposure and increase product awareness.

HOTEL KEY CARD \$25,000

Guest's hotel key cards get pulled out every day, sometimes more than once. Get your brand in the hands (and wallets) of every attendee staying at the headquarter hotel. The company is responsible for production costs and pre-approval is required.

FLOOR DECAL \$10,000



Drive attendee traffic and spotlight your company or product with strategically placed floor decals at the 2027 AANS Annual Scientific Meeting, ensuring your brand makes a prominent mark in high-visibility areas.



BADGE LANYARDS \$18,000+ Expenses

By sponsoring the 2027 AANS Annual Scientific Meeting badge lanyards, your brand will be prominently displayed around the neck of every attendee, granting you unparalleled visibility at all sessions and social events.

CARPET LOGO \$10,000

Welcome attendees to the 2027 AANS Annual Scientific Meeting with an 8' x 5' carpet logo prominently featuring your company or product.

BEVERAGE BREAKS \$5,000 Per Day

Sponsor the always-popular beverage breaks in the Exhibit Hall, a prime opportunity to bring colleagues together for networking and reconnecting.

METERBOARD

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

Showcase your company or product effectively and affordably with double-sided signs, strategically placed in high-traffic areas of the convention center.

CHARGING STATION \$18,000

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



NETWORKING HUB RECEPTION \$10,000 EXCLUSIVE

Secure unparalleled visibility and engagement with attendees by sponsoring the AANS Networking Hub.

- **Branded Napkins:** Enjoy custom-designed napkins featuring your logo and tagline, ensuring high visibility at every drink served.
- **Reserved High-Top Table:** Benefit from an exclusive high-top table reserved for your brand, creating a prime spot for networking and engagement.
- **Signage:** Showcase your logo and message on a prominent square sign or tv advertisement in a high-traffic area, maximizing exposure among attendees.

The AANS Networking Hub is a full bar that offers wide variety of beverages to purchase, including beer, wine, specialty sodas and coffee.



Other Branding Opportunities at 2027 AANS

Highlight your company's presence by purchasing signage throughout the 2027 AANS meeting space.

- **Aisle Signs in Exhibit Hall \$30,000**
- **Directional Signage Sponsor \$15,000**
- **Escalator \$30,000**
- **Column Wrap \$17,500**
- **Window Clings Starting at \$5,000**



Satellite Symposium Opportunity

The AANS Annual Scientific Meeting draws more than 3,000 neurosurgeons and allied professionals for high-impact education and meaningful networking. Hosting a Satellite Symposium offers your company a valuable platform to present focused, relevant content to a highly specialized and influential audience. Pricing is determined by the number of invited and anticipated surgeon/physician attendees, with rates ranging from \$7,500 to \$15,000.

- **15–24 attendees:** \$7,500
- **25–49 attendees:** \$10,000
- **50+ attendees:** \$15,000

To apply, contact Paula Krueger at pkruieger@aans.org with your invited and expected attendee count. You will receive an application along with access to the registered medical attendee list for invitation purposes. We'll also inform you of any official 2027 AANS Annual Meeting social events scheduled on the same evening to help with planning.

All Satellite Symposium events need to be vetted and approved by the AANS.

Private Meeting Rooms

A limited number of private meeting rooms are available to corporate supporters for \$3,500 per day. These rooms are intended for stakeholder meetings with fewer than 15 participants and are ideal for one-on-one conversations, advisory board discussions and strategic planning sessions. Please note: These spaces are not intended for non-CME educational presentations, promotional programming or larger-scale gatherings.



2027 AANS Career Fair

Participate in the 2027 AANS Career Fair, a must-attend event that attracts many qualified neurosurgery professionals. Become a sponsor to have a table at the networking hour and your recruiters will get to speak face-to-face with job seekers during the 90 minute event. After the event, you will receive a list of all registrants to add to your recruiting pipeline. For more information, email Paula Krueger at pkruieger@aaans.org.

Social Event Opportunities

PRESIDENTIAL RECEPTION EXCLUSIVE

\$25,000

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

SIP, SAVOR & SHOWCASE

\$5,000 multi sponsor; \$25,000 exclusive

Elevate your brand visibility and generate valuable leads. Sponsor our Sip, Savor & Showcase (formerly our Opening Reception) and connect with industry leaders, showcase your company to a targeted audience and delight your guests with a memorable experience.

THE YOUNG MINDS GLOBAL FORUM: AN INTERACTIVE EXCHANGE

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

Join a dynamic evening reception that brings together early-career neurosurgeons, trainees and renowned faculty from around the world to foster mentorship, global collaboration and meaningful industry engagement—featuring selected global abstracts and paper poster presentations that showcase emerging research and innovation.

AANS/CNS SECTION ON WOMEN IN NEUROSURGERY (WINS) BREAKFAST

\$7,500

Join your fellow colleagues for the Women in Neurosurgery (WINS) Breakfast in San Diego and embark on an unforgettable morning. This is a must-attend event at the 2027 Annual Meeting.



MATSON RECEPTION

\$5,000

The Donald Matson lectureship and reception were established in the 1980's to honor a masterful surgeon and author of the first textbook dedicated to pediatric neurosurgery. By sponsoring this legacy, you'll gain exposure to a distinguished audience of neurosurgeons and contribute to the advancement of the field.

RENGACHARY LECTURE AT THE PETER CARMEL HISTORY SECTION DINNER

\$5,000

Sponsor the History Section's annual dinner and gain exposure to a distinguished audience of historians, neuroscientists and medical professionals. By sponsoring, you'll support the advancement of historical scholarship and position your brand as a leader in the field.

NREF DONOR RECEPTION

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

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

EARLY TO MID-CAREER NEUROSURGEONS NETWORKING LUNCHEON

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

Sponsor the Early Career Neurosurgeon Lunch at the 2027 AANS Annual Scientific Meeting and gain exclusive access to a dynamic group of emerging neurosurgical talent. This event offers a unique opportunity to network.

AANS/CNS SECTION ON WOMEN IN NEUROSURGERY (WINS) RECEPTION

\$5,000

The WINS reception is a networking event for current and aspiring neurosurgeons from underrepresented minorities in Neurosurgery, and the perfect opportunity to network.

SPONSORSHIP OPPORTUNITIES



CUSTOM RECEPTION

\$15,000

Host an unforgettable private gathering for up to 25 guests in beautiful San Diego. This opportunity will let you showcase your brand while creating a memorable experience for your guests.

Sponsorship Includes:

- Exclusive event in a private setting. Location TBD
- Recognition in the official meeting program and on the event website
- Opportunity to co-brand invitations
- Option to deliver welcome remarks or a short program
- Food & beverage arrangements made directly by the sponsor



NEW BOOK SIGNING

\$5,000

Sponsor an in-booth book signing during the AANS Annual Meeting to create a memorable attendee experience and elevate your brand. This opportunity includes recognition on on-site signage and in the official meeting mobile app, drawing traffic to your booth as attendees gather for autographs and conversation. Please note the sponsor is responsible for the cost and shipping of all books.

NAVIGATING THE IMPOSSIBLE



BENEFITS	DIAMOND \$200,000+	PLATINUM \$100,000–\$199,999	GOLD \$50,000–\$99,999	SILVER \$25,000–49,999	BRONZE \$15,000–24,999
Complimentary Badges (Full Conference) to the meeting which includes the Opening Reception (Cost: \$450 per badge)	14	10	6	4	2
Additional Priority Bonus Points	14	12	10	8	6
Acknowledgment in Mobile App	Rotating Banner Ad (1)	Rotating Banner Ad (1)	Listing in Sponsor Tab	Listing in Sponsor Tab	Listing in Sponsor Tab
Acknowledgment in Program/Quick Planner	Full Page Thank you for your support with logo	Full Page Thank you for your support with logo	Thank you for your support with name	Thank you for your support with name	
Acknowledgment on the 2027 AANS Annual Scientific Meeting Website	Thank you to our sponsor with individual logo	Thank you to our sponsor with individual logo	Thank you to our sponsor with name listed	Thank you to our sponsor with name listed	Thank you to our sponsor with name listed
Email to registrants highlighting industry activities and recognizing supporting companies—visit booths (KBYG)	Banner ad on email	Banner ad on email			
Elevated accommodations	●	●			
Final Attendee Mailing List	●	●	●		
Pre-registration Mailing List at Registration Cut-off Date (Must complete and return order form)	●	●	●	●	
Push Notification	●	●			
Recognition in 1 Daily Digest	Banner ad on email	Banner ad on email	Acknowledgement in Daily Digest		
Supporter Acknowledgement on signage at the 2027 Annual Meeting	(1) Single-sided individual meterboard	(1) Single-sided individual meterboard	Grouped with Gold, Silver and Bronze	Grouped with Gold, Silver and Bronze	Listed with Gold, Silver and Bronze
Supporter Acknowledged on slide in Daily Plenary Session	Individual slide	Individual slide	●	●	●
Supporter Ribbon	●	●	●	●	●
Tickets to AANS & JNS Joint Boards Dinner	2				
Tickets to President's Reception	4	2			
Social Media Acknowledgment	(1) Social post distributed across all channels				