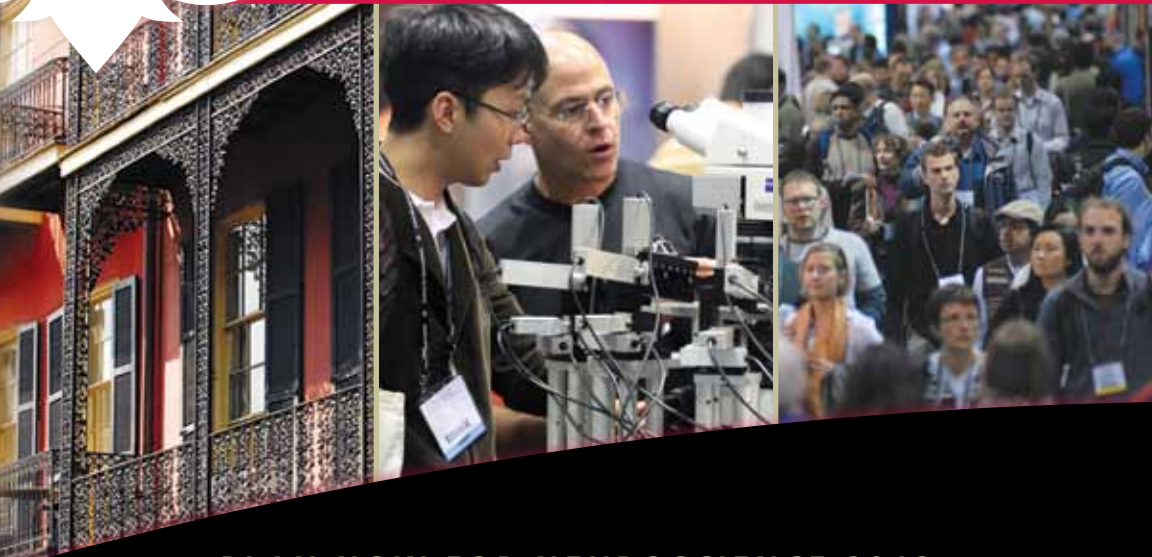




**NEUROSCIENCE 2012**

**ANNUAL MEETING  
EXHIBITS, MARKETING,  
AND PROGRAM SUPPORT  
OPPORTUNITIES**



**PLAN NOW FOR NEUROSCIENCE 2012**



# ADVERTISING



## EXHIBIT GUIDE

Drive traffic to your booth and increase your impact by advertising in the *Exhibit Guide*.

Attendees view the *Exhibit Guide* as a resource and refer to it during and long after the meeting.

### EXHIBIT GUIDE RATES

- Box ad, per inch — \$310
- Full-page color — \$2,510
- Half-page color — \$1,590
- Quarter-page color — \$1,060

Sixteen preferred locations are available at premium rates.

Purchase your ad through the online exhibit application process.

**For *Exhibit Guide* ad sales, contact:**

Allison Burns, CEM, [advertising@sfn.org](mailto:advertising@sfn.org)

## NEUROSCIENCE 2012 ATTENDEE MAILING LIST

Target your efforts by directly inviting registered attendees to visit your booth during the annual meeting. Postal mailing lists only are available and will be provided electronically by e-mail.

- Nonprofit — \$280/1,000
- Profit — \$380/1,000

**For attendee mailing lists, contact:**

Allison Burns, CEM, [advertising@sfn.org](mailto:advertising@sfn.org)

## FEATURE YOUR COMPANY IN THE ONLINE EXHIBITOR LISTING

Feature your company in the exhibitor listing at My Neuroscience Marketplace. This featured listing will move your company's name to the top of the exhibitor list during all searches. Attendees may search by product category and alphabetical listing of exhibiting companies.

**NOTE:** Exhibitors with a featured listing will be listed in alphabetical order on all searches. Purchase your featured listing through the online exhibit application process.

- Online Featured Listing — \$515



## THE JOURNAL OF NEUROSCIENCE

A bonus distribution issue of *The Journal* is distributed to attendees at the meeting.

### THE JOURNAL OF NEUROSCIENCE 2012 ADVERTISING RATES

- Full-page black and white — \$925
- Full-page color — \$1,925
- Half-page black and white — \$630
- Half-page color — \$1,630
- Quarter-page black and white — \$490
- Quarter-page color — \$1,490

Covers and premium positions also are available for an additional fee.

**For *The Journal* ad sales, contact:**

Marci Leach, Sales & Marketing  
Manager, [mleach@sfn.org](mailto:mleach@sfn.org)  
Phone: (202) 942-4064

# EXHIBIT FEES AND DATES

## LOCATION

Earnest N. Morial Convention Center  
900 Convention Center Blvd.  
New Orleans, LA 70130

## MEETING DATES

Saturday, October 13 — Wednesday,  
October 17

## EXHIBIT DATES AND HOURS

Sunday, October 14 — Wednesday,  
October 17  
9:30 a.m.–5 p.m.

## QUESTIONS?

Direct, early contact with exhibition management can be the key to your success. Never hesitate to ask a question or verify information.

### For exhibit sales, contact:

Allison Burns, CEM, [exhibits@sfn.org](mailto:exhibits@sfn.org)

Booth Categories	Fees (US \$)	
	Before May 4	After May 4
Commercial Inline 10' x 10' Booth	\$3,815	\$4,135
Commercial Corner 10' x 10' Booth	\$4,030	\$4,460
Commercial Island Booth per 100 sq. ft.*	\$4,130	\$4,570
Nonprofit Inline or Corner 10' x 10' Booth	\$775	\$810
Institute Inline or Corner 10' x 10' Booth	\$335	\$350

\*Exhibitors who wish to create their own island booths will be charged the full cost of all booths deleted as a result.

## ADDED BENEFITS FOR PARTICIPATING IN SEVERAL Sfn OFFERINGS

Sfn's priority point system gives exhibitors, *Exhibit Guide* advertisers, and supporters optimal opportunity for booth space at the annual meeting. Exhibitors receive one point per 10' x 10' space purchased, for a maximum of five points for exhibiting. Additional points may be accrued by becoming a Sustaining Associate Member (SAM), advertising in the *Exhibit Guide*, *The Journal of Neuroscience*, *Nexus*, or *Neuroscience Quarterly*, and providing program support. Advertisers receive one priority point per \$1,000 of advertising with a maximum of 5 points per publication, per year. SAMs accrue points based on category: Platinum — 3 points; Gold — 2 points; Silver — 1 point. Corporate supporters accrue 1 point per \$5,000 of corporate support with a maximum of 5 points.



# ANNUAL MEETING SUPPORT AND MARKETING

Enjoy recognition in the meeting's *Program*, Web site, and on-site signage, and receive invitations to the Presidential Reception when you take advantage of on-site advertising opportunities.

## NEUROSCIENCE EXTRA!

Daily e-newsletter sent to all registered attendees at the Society's annual meeting the day before the meeting and each evening prior to the five days of the meeting. Six issues available; recipients total more than 25,000. Support includes text box with logo above newsletter masthead. Average open rate of 28 percent.

### BENEFITS:

- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Support of each daily e-newsletter — \$5,000
- ◆ Exclusive support — \$25,000

## RECYCLING CENTERS AT CONVENTION CENTER (2 LOCATIONS)

Show your company is environmentally friendly and enjoy exposure at key locations in the convention center. Your company logo will be prominently displayed at each recycling center.

### BENEFITS:

- ◆ Acknowledgement at the Recycling Center
- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Exclusive support — \$10,000

## MESSAGE CENTERS (3 LOCATIONS)

The message center, also accessible online, is a vital tool for attendees to communicate with colleagues before, during, and after the meeting. Attendees can find a colleague attending the meeting, read messages, and send messages to other registered attendees. Attendees also can access messages through the annual meeting Web site.

### BENEFITS:

- ◆ Pre-, on-site, and post-meeting recognition
- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Message Center support — \$10,000/each location
- ◆ Exclusive support — \$25,000

## SHUTTLE BUS ADVERTISING

For five days, six buses traveling separate routes will promote your company from early morning until evening. Each bus will have one four-color 2' x 34' sign.

### BENEFITS:

- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Advertising throughout the city
- ◆ \$20,000 plus production costs (Seven packages available)
- ◆ Length of exposure: Saturday, October 13 — Wednesday, October 17

## CITY MAPS

Help attendees tour New Orleans with ease. Your company's name and logo will be printed on each map, which attendees will refer to throughout their visit.

### BENEFITS:

- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Acknowledgement on maps
- ◆ Exclusive support — \$10,000 plus production and shipping costs

## NEUROSCIENCE MEETING PLANNER (NMP) VIEWING AREA

The first port-of-call for many attendees, the NMP allows users to browse scientific abstracts and create personalized itineraries.

### BENEFITS:

- ◆ Supporter's logo on NMP room computer screensavers (45 computers)
- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Exclusive support — \$35,000

## HOTEL KEY CARDS (4 PROPERTIES)

Be the company name attendees see when they return to their rooms each evening. Available at the four largest hotels. Advertiser is responsible for production costs and hotel fees.

### BENEFITS:

- ◆ Acknowledgement on hotel keys for attendees in specified hotels
- ◆ Recognition in the *Program* and on the annual meeting Web site
- ◆ On-site signage
- ◆ Hilton New Orleans Riverside (1,000 rooms) — \$10,000
- ◆ Sheraton New Orleans (900 rooms) — \$10,000
- ◆ New Orleans Marriott (550 rooms) — \$7,500
- ◆ The Astor Crowne Plaza (500 rooms) — \$7,500
- ◆ Exclusive support (all four hotels) — \$30,000

For on-site advertising opportunities, **contact:** Grants & Development, [development@sfn.org](mailto:development@sfn.org)



# PROGRAM SUPPORT OPPORTUNITIES

The benefits of program support include recognition in all annual meeting printed publications, on the annual meeting Web site, and on signage throughout the convention center, and verbal acknowledgement at the event. Supporters also are invited to the Presidential Reception.\*

## POSTER SESSIONS

Presented concurrently in adjacent locations

- ♦ Diversity Poster Session — \$10,000
- ♦ International Fellows Poster Session — \$10,000
- ♦ Travel Awards Poster Session — \$10,000
- ♦ Exclusive support — \$25,000

## EDUCATION COURSES

- ♦ Short Courses — \$10,000/each
- ♦ Exclusive support — \$25,000

## MEET-THE-EXPERT SERIES

- ♦ 10 sessions — \$1,000/each
- ♦ Exclusive support — \$9,000

## RECEPTIONS AND SOCIALS

- ♦ Graduate Student and Postdoctoral Fellow Reception — \$15,000
- ♦ Brain Awareness Week Campaign Reception — \$15,000
- ♦ Celebration of Women in Neuroscience Luncheon — \$15,000
- ♦ Diversity Reception — \$15,000
- ♦ Neuroscience Departments and Programs Reception — \$5,000



\* Number of Presidential Reception invitations will vary by support opportunity.



## LECTURES

- ♦ Presidential Special Lecture — \$20,000
- ♦ Special Lecture — \$15,000

## WORKSHOPS AND ROUNDTABLES

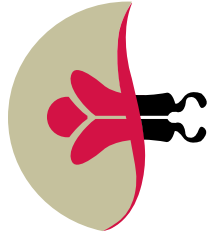
- ♦ Animals in Research Workshop — \$5,000
- ♦ Social Issues Roundtable — \$5,000
- ♦ Professional Development Workshops (Support a portion or all workshops)
  - Multiple workshops — \$1,000/each
  - Exclusive support (14 workshops) — \$10,000
- ♦ Mentoring and Networking Event — \$15,000

## FELLOWSHIPS, AWARDS, AND PRIZES

- ♦ Travel Award Program
  - North America awards — \$1,000/each
  - International awards — \$2,000/each
  - International exclusive support — \$50,000
- ♦ Diversity Fellowship Mentor and Fellow Breakfast — \$10,000
- ♦ Science Educator Award — \$10,000
- ♦ Mika Salpeter Lifetime Achievement Award — \$10,000
- ♦ Award for Education in Neuroscience — \$10,000

For program support opportunities, contact: Grants & Development, [development@sfn.org](mailto:development@sfn.org)





## NEUROSCIENCE 2012



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[www.sfn.org](http://www.sfn.org)

## PLAN NOW FOR FUTURE ANNUAL MEETINGS

### NEUROSCIENCE 2012

October 13–17  
New Orleans, Louisiana

### NEUROSCIENCE 2013

November 9–13  
San Diego, California

### NEUROSCIENCE 2014

November 15–19  
Washington, DC