



**AANP** |

**American Association of Neuropathologists**

**2018** | **94<sup>th</sup> Annual Meeting**

**June 7-10 | Louisville, Kentucky**

**Exhibitor  
Prospectus**

# Exhibitor Prospectus & Sponsorship Opportunities



## INVITATION TO EXHIBIT

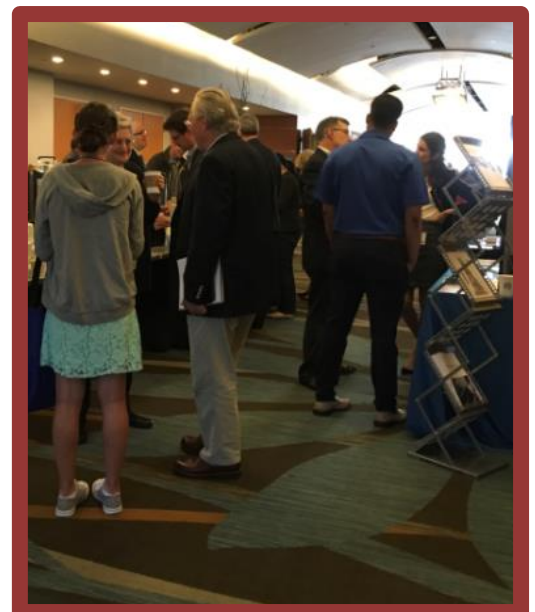
The American Association of Neuropathologists (AANP) invites you to participate in their 94<sup>th</sup> Annual Meeting in Louisville, Kentucky, June 7-10, 2018.

The AANP began in the 1920's as a professional and educational organization representing American neuropathologists. Our purpose is to advance the science, teaching and training of the diseases of the nervous system and the practice of neuropathology. The AANP is proud to be the *only* association exclusively focused on the clinical and scientific practice of neuropathology in the United States. The meeting is attended by US and international neuropathologists who are leaders in the field. Currently, the AANP has more than 800 members and is headquartered in Littleton, CO.

This year's meeting includes a one-day Special Course dedicated to the *Neuropathology of Aging* and an *Update on Molecular Analysis of Brain Tumors*, two days of scientific sessions (platform and poster) in which members or their guests present original research, an evening Diagnostic Slide Session, and a half-day Presidential Symposium focusing on *Emerging Technologies in Neuropathology*.

## Why Exhibit or Sponsor AANP's 94<sup>th</sup> Annual Meeting?

- Access to **hundreds** of the nation's leading neuropathology professionals
- Over 10 hours of exhibit time with the **only** association in the U.S. dedicated to neuropathologists
- Continental breakfast and coffee served in the Exhibit Hall and afternoon snacks during scheduled program breaks
- One complimentary Registration Pass which includes **full conference access**, and an invitation to join meeting attendees at the Annual Reception Thursday evening
- Exhibitor and Sponsor Visibility
  - Recognition on the AANP website, in the Annual Meeting Program book and on the mobile meeting app
  - Poster of Exhibitors and Sponsors at registration will display company name and logo



# Exhibitor Prospectus & Sponsorship Opportunities

## PROFILE OF ATTENDEES

Attendees include active, junior, associate, honorary and senior members of the AANP from all over the United States and internationally.

### Active Members

Active members include graduates in medicine or veterinary medicine or those holding doctoral degrees in pathology or neuropathology, or a related field practice, who are actively engaged in neuropathology, including teaching, research, diagnosis and/or practice. Members with clinical training would typically be expected to have completed their residency/fellowship while basic scientists would be expected to have completed their postdoctoral fellowship training. Active members have made original contributions to neuropathology or neurological sciences, applied or experimental.

### Junior Members

Affiliate members are trainees engaged in the study of neuropathology including residents, fellows, graduate students and postdoctoral fellows.



### Associate Members

Associate members are individuals with an interest in neurological sciences who are not currently in a training program and do not hold a doctoral degree.

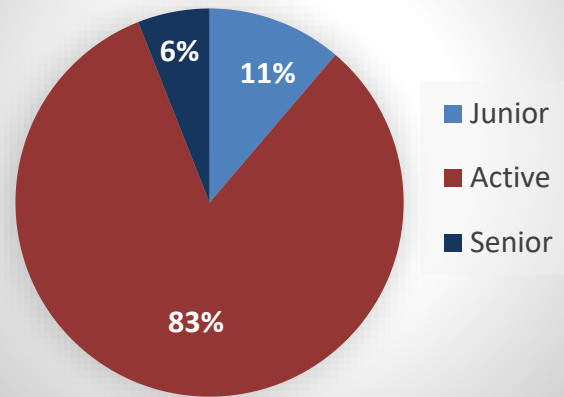
### Honorary Members

These members are exceptionally distinguished investigators or teachers in the field of the neurological sciences.

### Senior Members

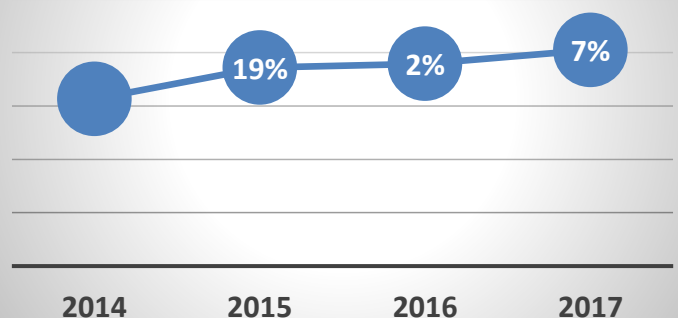
Senior members are former active members who upon retirement from active professional life have requested and been granted this status. Many are still actively engaged in the AANP.

### AANP Annual Meeting Attendees by Member Type

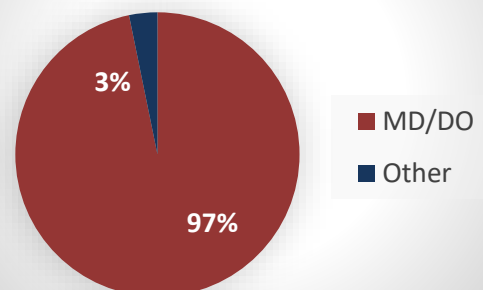


NOTE: Associate Member type added in 2017.

### AANP Annual Meeting Attendance Growth Trend



### AANP Annual Meeting Attendees by Degree



# Exhibitor Prospectus & Sponsorship Opportunities

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## EXHIBITOR PACKAGES

### Standard Exhibit Package:

**\$850**

- (1) 6-foot skirted Tabletop Booth, two chairs and one wastebasket
  - Additional 6-foot tables can be reserved @ \$600 each
- Company Name and Logo listing in the Program Book
- Company Name and Logo listing in the mobile app
- One complimentary Exhibit Registration Pass, which includes full conference access
  - Additional passes are \$475 each
  - Includes admission to Annual Reception
- Dedicated exhibit time from:
  - 7:00 am – 5:30 pm on Thursday
  - 7:00 am – 5:30 pm on Friday
  - 7:00 am – 5:30 pm on Saturday

### Level 1 Exhibitor Package:

**\$1300 (\$1875 value)**

- (1) 6-foot skirted Tabletop Booth, two chairs and one wastebasket (value \$850)
  - Additional 6-foot tables can be reserved @ \$600 each
- Half-page advertisement listing in the Program Book (value \$200)
- Company Name and Logo listing in the mobile app (value \$150)
- Company Name and Logo included in pre-meeting/break slides (value \$100)
- Two complimentary Exhibit Registration Passes, which includes full conference access (value \$575)
  - Additional passes are \$475 each
  - Includes admission to the Annual Reception
- Dedicated exhibit time from:
  - 7:00 am – 5:30 pm on Thursday
  - 7:00 am – 5:30 pm on Friday
  - 7:00 am – 5:30 pm on Saturday

### Level 2 Exhibitor Package:

**\$1800 (\$2675 value)**

- (1) 6-foot skirted Tabletop Booth, two chairs and one wastebasket (value \$850)
  - Additional 6-foot tables can be reserved @ \$600 each
- Full-page advertisement listing in the Program Book (value \$250)
- Company Name and Logo listing in the mobile app (value \$150)
- Tote bag insert (value \$750)
- Company Name and Logo included in pre-meeting/break slides (value \$100)
- Two complimentary Exhibit Registration Passes, which includes full conference access (value \$575)
  - Additional passes are \$475 each
  - Includes admission to the Annual Reception
- Dedicated exhibit time from:
  - 7:00 am – 5:30 pm on Thursday
  - 7:00 am – 5:30 pm on Friday
  - 7:00 am – 5:30 pm on Saturday

# Exhibitor Prospectus & Sponsorship Opportunities

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## SUPPORT OPPORTUNITIES (A la Carte)

### Sponsorship Options:

Extend your reach to neuropathologists from across the globe by supporting the technical and aesthetic components of the AANP 94<sup>th</sup> Annual Meeting. Choose a promotional option that best fits your organization's goals! Organizations will be acknowledged for their support of promotional items – through mention and in the AANP Program Book, and appropriate branding of the promotional item(s) with the organization's name or logo.

#### **[ ] Wireless Internet “Buyout” for the AANP Annual Meeting (All Inclusive) - \$7,500**

This sponsorship provides complimentary Wi-Fi access for attendees who bring their own technical devices to use while attending the annual meeting. The complimentary Wi-Fi is accessible in all AANP program session rooms.

Includes:

- Company Name and Logo recognition in the Program Book, on the Annual Meeting website and in pre-meeting/break slides

#### **[ ] Meeting Application Sponsorship (All Inclusive) - \$6,500**

This sponsorship places your company in the hands of every meeting participant as they use our popular meeting app to navigate the meeting space and network with other attendees.

Includes:

- Company Name and Logo recognition on the home screen of the meeting app
- Company Name and Logo recognition in the Program Book, on the Annual Meeting website and in pre-meeting/break slides

#### **[ ] Conference Tote Bag Sponsorship (one color/one side imprint – All Inclusive) – \$3,500**

Customized with your company's logo, this bag will be distributed to all attendees at registration. The AANP will work with you on choosing the bag and your logo will appear on it. The AANP logo will also be on the bag. Attendees will use these bags throughout the conference and take them when they leave.

#### **[ ] Hotel Keycard Sponsorship (All Inclusive) – \$2,500**

The AANP attendees will see your company logo as they access their hotel room door multiple times a day at the AANP headquarters hotel. The sponsorship provides great visibility for your company.

Includes:

- Custom-designed key card with your sponsor logo
- Company Name and Logo recognition in the Program Book

#### **[ ] Afternoon Coffee Break Upgrade (All Inclusive per break) – \$2,000**

Provide an upgraded afternoon refreshment break for attendees such as cookies or brownies or even warm, soft pretzels!

Includes:

- Company Name and Logo recognition signage during the break
- Opportunity to have refreshments distributed near the sponsor's booth location.

#### **[ ] Lanyard Sponsorship (All Inclusive) – \$1,200**

Sponsor the badge lanyards that are distributed to all attendees at the registration desk.

#### **[ ] Tote Bag Insert – \$750**

Your material will be distributed in the tote bags that attendees receive at registration. (Example of tote bag inserts include, but are not limited to flyers, brochures, candy, water bottles, notepads or pens).

### Are you interested in another type of sponsorship?

If you don't see a sponsorship option that meets your marketing needs, please contact us and we will work with you to provide a custom sponsorship opportunity that better suits your organization. For more specific information about sponsorship opportunities, please contact Paula Bessire at 303-557-0859 Ext. 87 or [pbessire@aoeconsulting.com](mailto:pbessire@aoeconsulting.com).

# Exhibitor Prospectus & Sponsorship Opportunities

## EXHIBIT INFORMATION & GUIDELINES

### Important Dates and Hours:

#### Registration Deadline:

Friday, April 6, 2018

#### Logo Submission and Program Book Advertisement

#### Deadline:

Friday, April 27, 2018

#### Tote Bag Insert Deadline:

Friday, May 4, 2018

#### Exhibit Installation:

Wednesday, June 6, 2018 – 5:00 pm – 8:00 pm

#### Earliest Booth Shipment Receipt Date:

Monday, June 4, 2018

#### Exhibit Dates & Hours:

##### Day 1: Thursday, June 7, 2018

7:00 am – 8:00 am: Breakfast

10:30 am – 11:00 am: Refreshment Break

12:30 pm – 1:30 pm: Lunch

3:00 pm – 3:30 pm: Refreshment Break

##### Day 2: Friday, June 8, 2018

7:00 am – 8:00 am: Breakfast

10:00 am – 10:30 am: Refreshment Break

12:45 pm – 2:00 pm: Lunch

4:00 pm – 4:45 pm: Refreshment Break & Poster Viewing

##### Day 3: Saturday, June 9, 2018

7:00 am – 8:00 am: Breakfast

10:00 am – 10:30 am: Refreshment Break

12:45 pm – 2:00 pm: Lunch

4:00 pm – 4:45 pm: Refreshment Break & Poster Viewing

#### Exhibit Dismantle:

Saturday, June 9, 2018 – 5:30 – 6:30 pm

### Registration:

All exhibitor personnel must be registered for name badges. Registration cannot occur without full payment of exhibiting fees. An exhibitor badge allows full conference admission, including admission to the Annual Reception on Thursday, June 7, 2018. **Please complete the application at the end of this prospectus to begin the registration process.**

### Location Information:

#### Hyatt Regency Louisville

311 South 4<sup>th</sup> Street

Louisville, KY 40202

Phone: (502) 581-1234

### Cancellation Policy:

The exhibit cancellation deadline is March 30, 2018. AANP will refund up to 50% of total exhibit fees prior to this date. After March 30, no refunds will be granted under any circumstances.

### Exhibit Booth Electricity/Shipping:

If an exhibitor needs electricity for a tabletop booth or needs to ship items for a tabletop booth to the hotel prior to the meeting, additional cost will be incurred, to be paid directly to Hyatt Regency Louisville. Please request the Hyatt Shipping and Power Form from Paula Bessire via email at [pbessire@aoeconsulting.com](mailto:pbessire@aoeconsulting.com).

### ACCME Guidelines:

In order to comply with ACCME guidelines, **no commercial promotional materials** shall be displayed or distributed in the **same room** immediately before, during or after an educational activity certified for credit takes place. Representatives of commercial companies may attend an educational activity, but they **may not engage in sales activities** while in the room where the educational activity takes place. Commercial promotional materials may only be distributed at the exhibit booth.

### Attire:

Attire of all exhibit personnel should be business professional, consistent with the atmosphere of the AANP Annual Meeting.

### Booth Assignment:

All requested exhibit booths will be assigned booth space on a first-come, first-served basis. Notification of booth assignments will be sent in May.

### Booth/Promotional Activity:

Booth/promotional activities will not be permitted outside of the exhibitor's assigned booth space. Activities such as demonstrations, interviews, market research, etc., may not interfere with normal traffic flow or infringe on neighboring exhibits.

### Distribution of Advertising Material:

Distribution of advertising or promotional materials by an exhibitor or anyone representing a non-exhibiting firm is prohibited outside of the exhibitor's booth space or in any part of the exhibit hall, meeting rooms, or public areas of the hotel.

### Organization Logo Instructions:

Please submit the organization logo (not brand logo) that you wish to use for promotional opportunity and recognition purpose to [pbessire@aoeconsulting.com](mailto:pbessire@aoeconsulting.com). **Please adhere to the following specifications for logo submissions:**

- File Type – Photoshop, Illustrator, EPS, TIF, PDF, JPG
- Quality – 300 dpi
- Color – CMYK or RGB
- Size – 6 inches or larger

# Exhibit Space Application & Contract

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**DEADLINE FOR APPLICATION: MARCH 30, 2018**

## Organization/Contact Information:

Organization: \_\_\_\_\_ Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Primary Contact Email: \_\_\_\_\_

## Exhibit Directory Information:

Please email your organization's product and service description to be used in the Program Book and on the meeting app to [pbessire@aoeconsulting.com](mailto:pbessire@aoeconsulting.com) (50 word minimum).

## Signature of Agreement:

**By signing this form, as well as submitting full payment and organization logo, I am providing support for the AANP 94<sup>th</sup> Annual Meeting. I agree to abide by the guidelines outlined in the prospectus, which will be enforced without exception. The AANP reserves the right to dismiss (without refund or appeal for redress) any supporter in violation of these guidelines.**

\_\_\_\_\_  
Organization Representative Printed Name

\_\_\_\_\_  
Organization Representative Signature

\_\_\_\_\_  
Date

## Payment Information:

- To register to exhibit or sponsor, click [here](#). Login under New User.
- Proceed with entering exhibitor contact information.
- Review/Select Exhibitor Registration Choices and/or A la Carte Sponsorship Opportunities.
- Review hotel information and registration add-ons.
- Review Summary page for accuracy.
- Enter payment information and click "Submit Payment".
- Please follow this [link](#) to book your hotel room, if necessary.

**For any exhibitor/sponsorship questions, please contact:**

**Paula Bessire** | *Program Manager*

The American Association of Neuropathologists, Inc.

AANP | 5575 S. Sycamore St., Suite 235 | Littleton, CO 80120

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