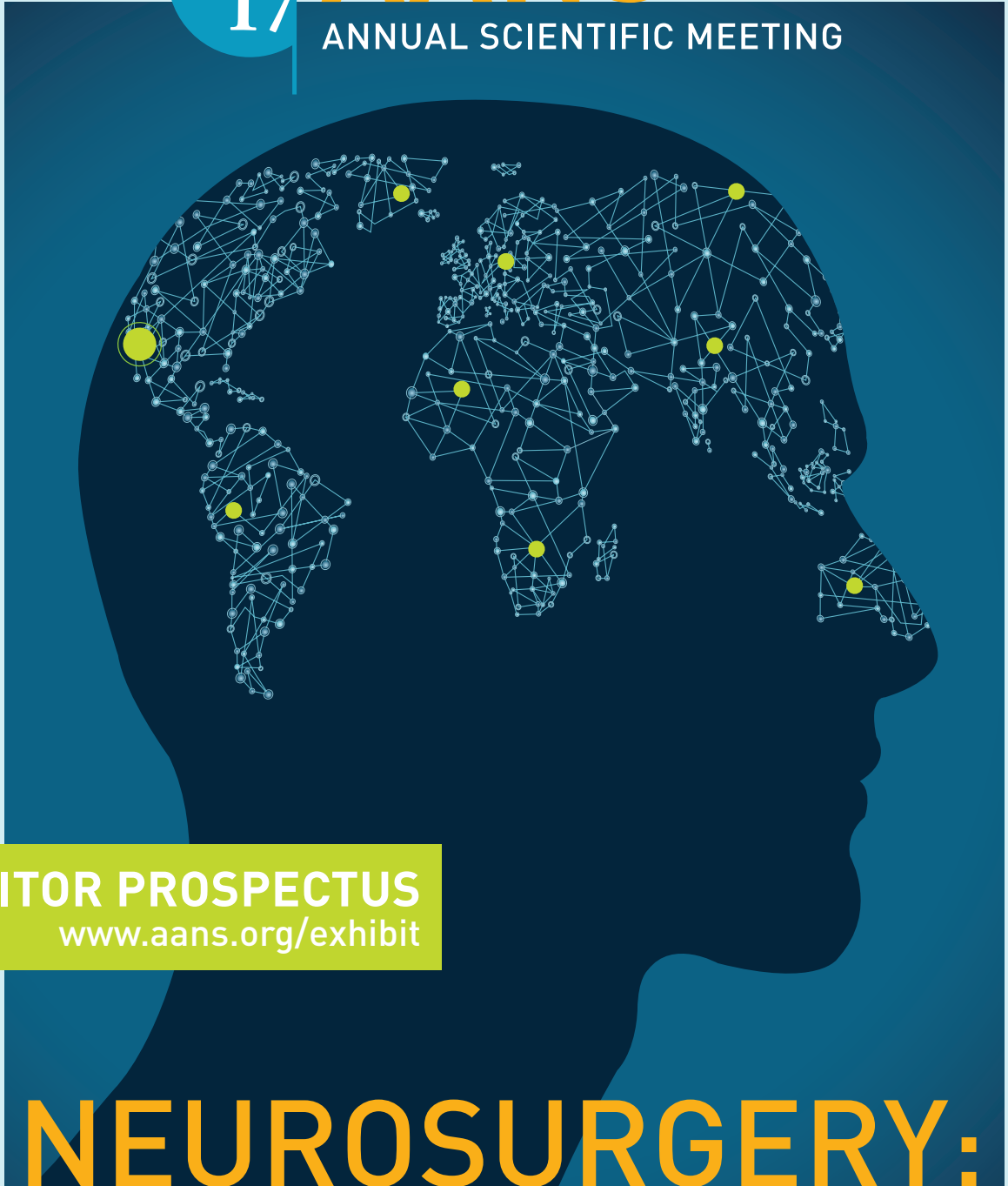


20
17 **AANS**

ANNUAL SCIENTIFIC MEETING



EXHIBITOR PROSPECTUS
www.aans.org/exhibit

NEUROSURGERY:

A WORLD OF INNOVATION

APRIL 22-26, 2017 | LOS ANGELES



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EXHIBIT AT THE LARGEST NEUROSURGICAL MEETING IN NORTH AMERICA

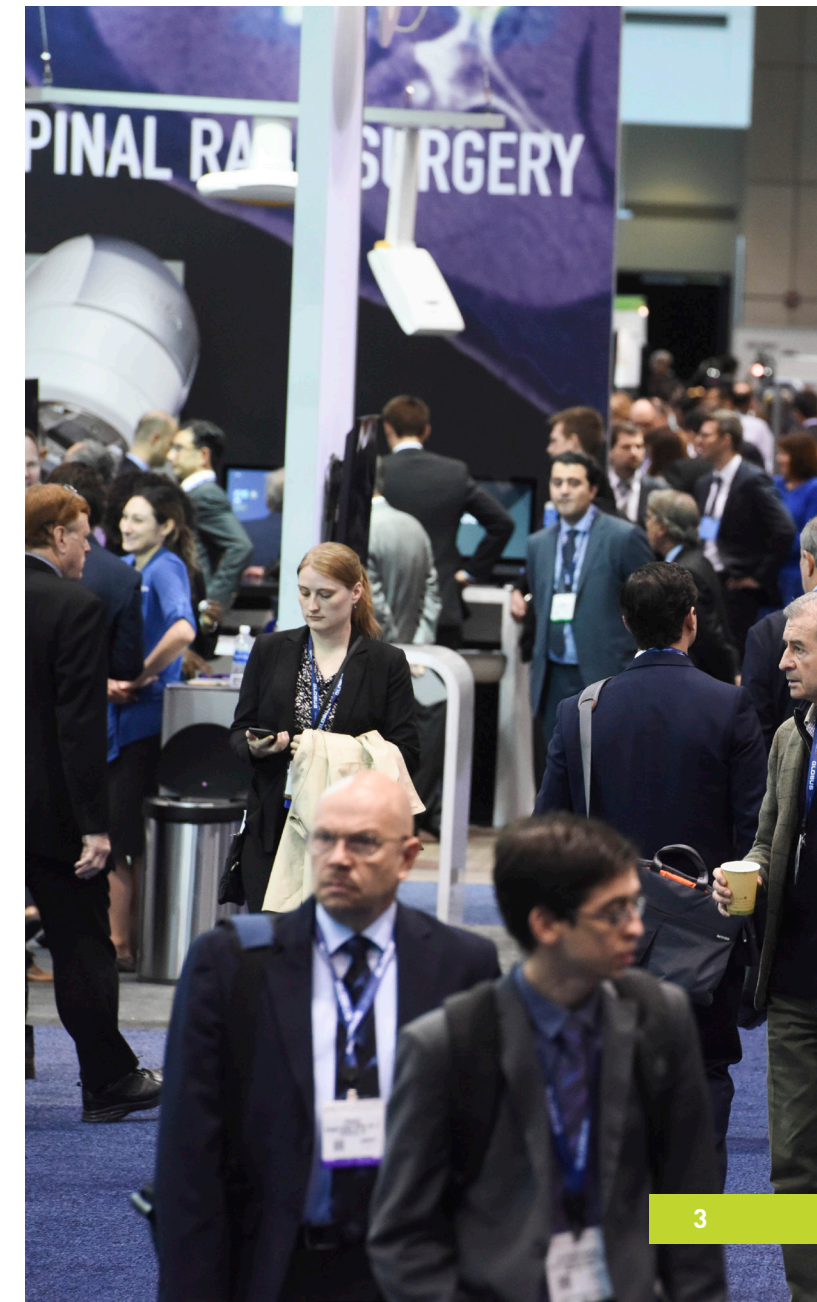
The American Association of Neurological Surgeons (AANS) invites you to exhibit at the 2017 AANS Annual Scientific Meeting in Los Angeles. The theme of the meeting is *Neurosurgery: A World of Innovation*. In addition to highlighting the latest in neurosurgical science and practice, this meeting explores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

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.

EXHIBIT SCHEDULE All times subject to change.

	Friday, April 21	Saturday, April 22	Sunday, April 23	Monday, April 24	Tuesday, April 25	Wednesday, April 26	Thursday, April 27
Exhibitor Registration	11 a.m.–5 p.m.	7 a.m.–5:00 p.m.	7 a.m.–6:30 p.m.	7 a.m.–4 p.m.	7 a.m.–4 p.m.	7 a.m.–3:30 p.m.	
Installation of Exhibits	8 a.m.–4:30 p.m.	8 a.m.–4:30 p.m.	8 a.m.–3:30 p.m.				
AANS Exhibit Hall Opens				9 a.m.–4:15 p.m.	9 a.m.–4:15 p.m.	9 a.m.–2:15 p.m.	
Morning Beverage Break in Exhibit Hall				9–9:45 a.m.	9–9:45 a.m.	9–9:45 a.m.	
Lunch in the Exhibit Hall				1–2 p.m.	1–2 p.m.	1–2 p.m.	
Afternoon Beverage Break in the Exhibit Hall				3:30–4 p.m.	3:30–4 p.m.		
Dismantling of Exhibits						2:15–11 p.m.*	8 a.m.–4 p.m.

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.



RESERVE YOUR 2017 EXHIBIT SPACE NOW

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

To Start the Online Submission Process:

1. Visit www.MyAANS.org.
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 847.378.0552 or klsl@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 receive all exhibit-specific communications from the AANS and AANS' official vendors. The key contact 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 klsl@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.

Contact Us

American Association of Neurological Surgeons

5550 Meadowbrook Drive
Rolling Meadows, IL 60008-3852
Phone: 888.566.AANS (2267) or 847.378.0500 (International)

Exhibit Space, Commercial Support, Exhibit Operations

Kim Schrader
AANS Exhibits Manager
Phone: 847.378.0552
Fax: 847.378.0652
Email: klsl@aans.org

Function Space

Sue Christiansen
AANS Meetings Coordinator
Phone: 847.378.0536
Fax: 847.378.0636
Email: scc@aans.org

Pre-registration or Full Membership Mailing Lists

Order form available online at www.aans.org/Advertising
Karen Yoshikawa
Member Services
Phone: 847.378.0554
Fax: 847.378.0654
Email: kny@aans.org

Decorator Services

Freeman
901 E South Street
Anaheim, CA 92805
Phone: 714.254.3410
Fax: 469.621.5602
Email: FreemanAnaheimES@freemanco.com

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.

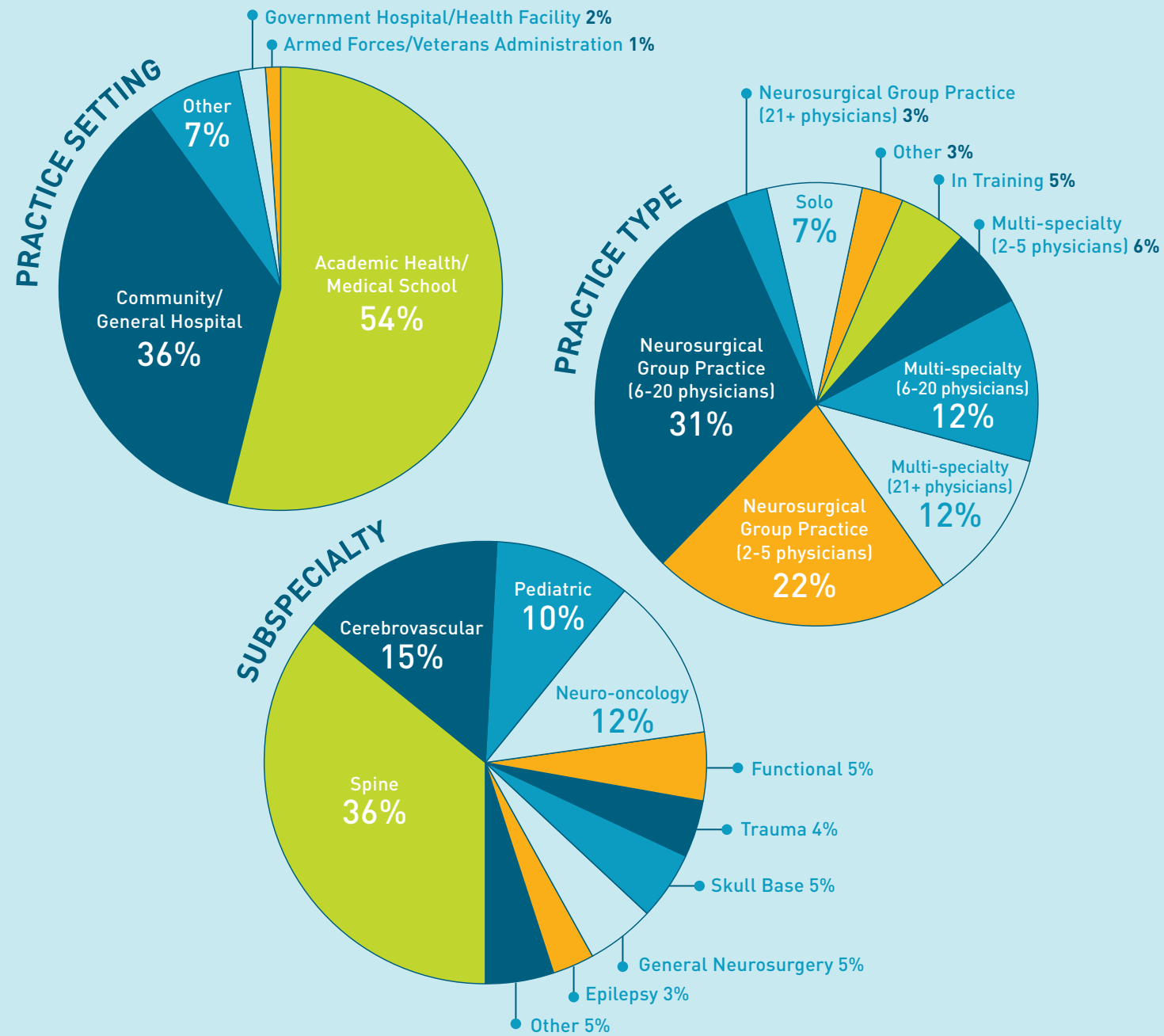
Doris Aubuchon, Elekta
Bob Capuzelo, Varian Medical Systems, Inc.
David Chapa, Leica Microsystems
Karen Dale, Globus Medical

Joanne Luca, Life Instruments
Amy Mumby, Stryker
Theresa Simpson, K2M, Inc.



ATTENDEE DEMOGRAPHICS

2016 AANS Annual Scientific Meeting Medical Registrants (Based on responses to survey)



Country	Attendees
United States.....	2,660
Canada.....	73
International.....	658

AANS

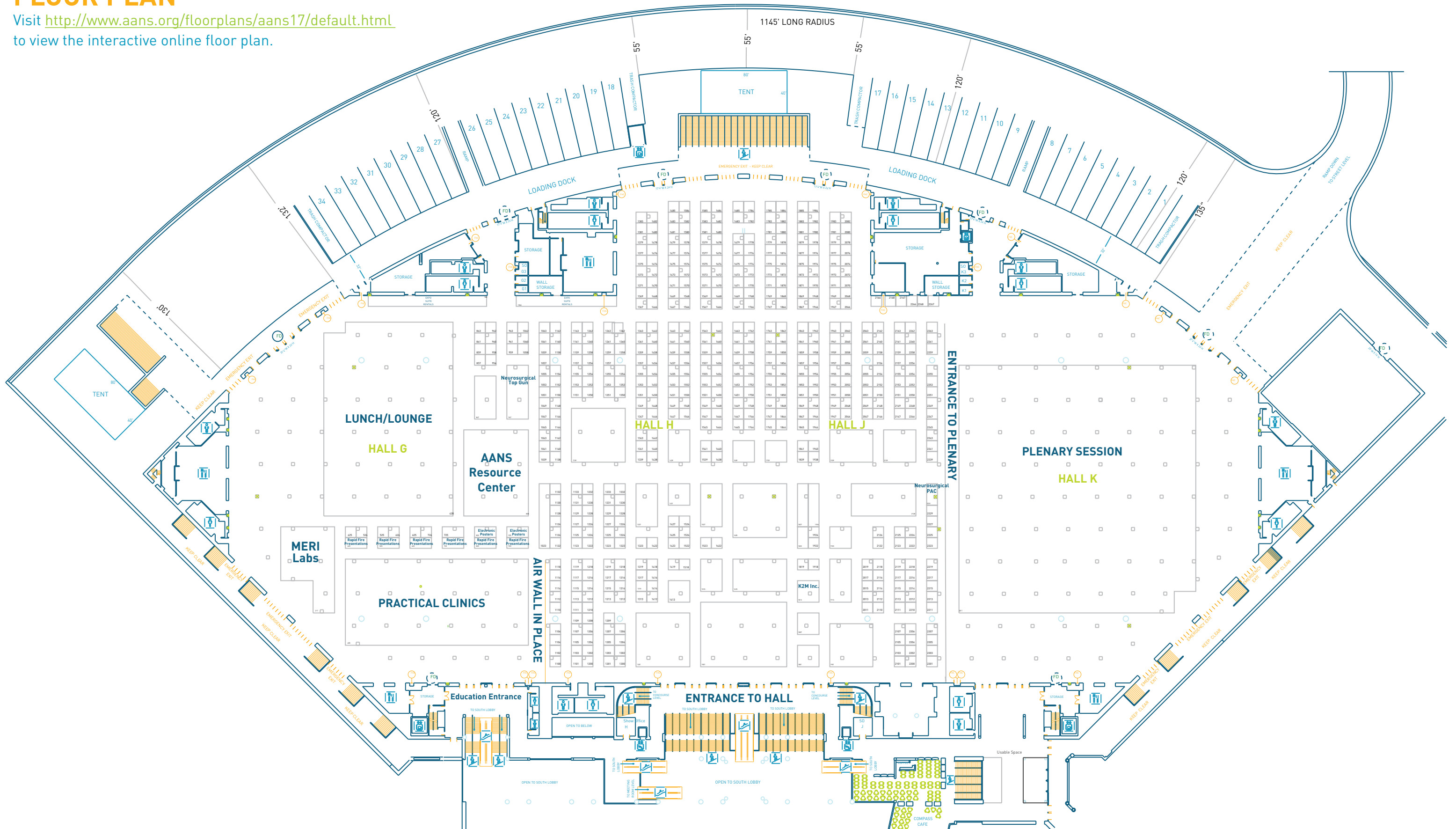
Attendance by Registration Type

	2016 Chicago	2015 Washington, D.C.	2014 San Francisco	2013 New Orleans	2012 Miami
Physicians	2,184	2,355	2,240	2,272	2,397
Residents	578	517	504	378	395
Advanced Practice Providers (Nurses and Physicians Assistants)	180	212	225	295	314
Medical Students	290	287	174	135	112
Other	159	162	151	127	124
TOTAL	3,391	3,533	3,294	3,207	3,342



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.

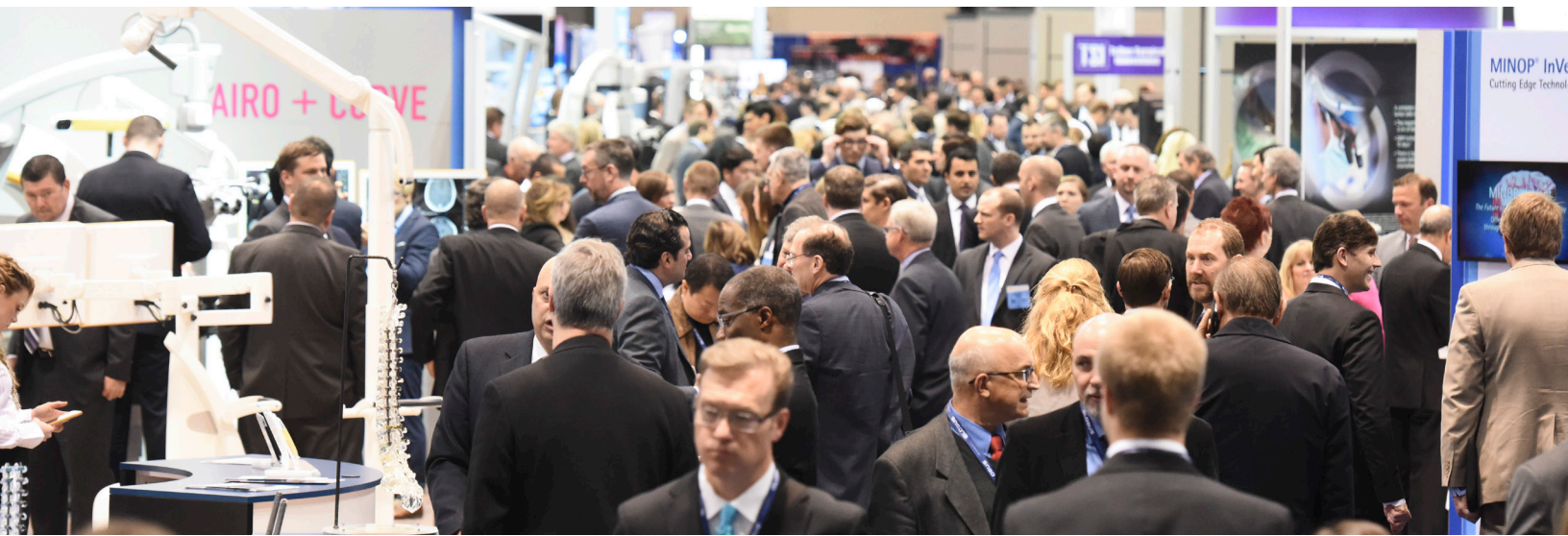
- **First Violation:** Loss of current year's priority points
- **Second Violation:** Loss of one-half of accrued priority points
- **Third Violation:** Loss of remainder of priority points
- **Fourth Violation:** One-year suspension of exhibit privileges

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 floor covering for their booth space. You may order carpet from the service contractor or place your own carpet.

Every booth must be constructed or arranged in such a manner as to be able to accommodate its viewing audience inside the booth 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 to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure that the attendees viewing the exhibit will stand within the said space and not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or the AANS object to any exposed portions of a display, the exposed portions will be draped by the AANS and billed to the exhibitor. All tables used in an exhibit space must be skirted.

Linear and Corner Booths

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

Island Booths

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

All island booths must submit 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 kls@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 scc@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.

Saturday, April 22.....	After 6 p.m.
Sunday, April 23.....	Not Available
Monday, April 24.....	Prior to 7:15 a.m. and After 6 p.m.
Tuesday, April 25.....	Prior to 7:15 a.m. and After 6 p.m.
Wednesday, April 26.....	Prior to 7:15 a.m. and After 6 p.m.

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 booth.

Children

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

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 flammable liquid fuel in buildings is prohibited.

Combustibles

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

Contests and Drawings

Any contest or drawing must be approved by the Association. Approved contests or drawings must comply with all local, state and federal laws governing such contests or drawings. The rules must be posted at the booth and must include: eligibility, date and time of the drawing, the words "no purchase necessary to enter," odds of winning, how winners are notified and how participants can find out who has won. The exhibitor must agree to indemnify the Association, its Board of Directors, employees and vendors in the event of any claims arising from the operation of the event. The Association must be notified of the winners and when the prize was awarded. The Association reserves the right to restrict contests or drawings that it deems inappropriate or unprofessional.

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 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 to the satisfaction of the fire department and the State Fire Marshal. Table coverings must be flame-retardant treated unless they lay flat with an overhang no greater than 6". Oilcloth, tar paper, sisal paper, nylon, orlon and certain other plastic materials that cannot be made 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 kls@aans.org.

Giveaways

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

Hanging Signs or Banners

Hanging signs or banners are only available for island booths, and may not exceed the perimeter of assigned booth space. The suspended height limit for signs is 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.

Security

The Association will provide uniformed security guard service in the Exhibit Hall beginning with the delivery of exhibits to the hall through 4 p.m. on Thursday, April 26, 2017. Neither the Association nor the Los Angeles Convention Center will be held responsible for any loss or damage to the exhibitor's property.

Selling on the Floor

Exhibitors who make sales or take orders for sales during the meeting must obtain a temporary seller's permit from the California State Board of Equalization. Visit http://www.bow.ca.gov/info/temporary_sellers.htm, or call 800.400.7115 for complete information.

Smoking

Smoking is prohibited inside the convention center.

Storage

Crates, fiber cases and cardboard boxes may not be stored behind the drape.

Booth Conduct

The Association reserves the right to approve all exhibits and activities related thereto. The Association may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the

character of the Association or the 2017 AANS Annual Scientific Meeting, or if it exceeds the bounds of good taste as interpreted by Show Management. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the Exhibit Contract for Association approval. Inspection of the Exhibit Hall will be made during installation hours. Every effort will be made to notify exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by show management at their own expense or risk removal from the exhibition without notice and without obligation on the part of the Association for any refund whatsoever.

The Association reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the 2017 AANS Annual Scientific Meeting. Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

The Association does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the 2017 AANS Annual Scientific Meeting.



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

Neurological surgeons 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 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 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.



CONTRACTUAL INFORMATION

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.

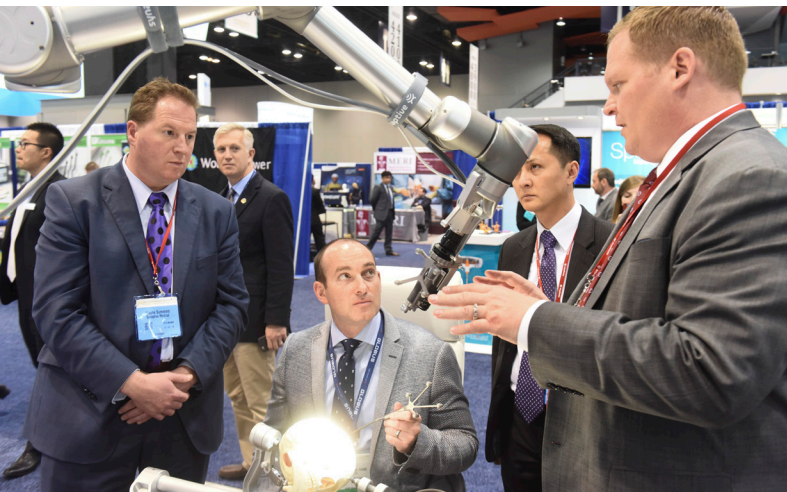
ADVERTISING OPPORTUNITIES

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 kls@aans.org to learn more.

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



Non-CME Education

Lunch-and-learn 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.

Satellite Symposia

\$12,500 plus expenses

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

Hands-on Workshops

Call for pricing. More information will be available in September 2016.

Eye-catching Marketing Opportunities

Badge Lanyards

\$15,000, plus expenses

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

Beverage Breaks

\$4,000 each (Five available)

Promote your company by supporting a beverage break served in the AANS Exhibit Hall on Monday, Tuesday or Wednesday morning, or Monday or Tuesday afternoon.

Charging Stations

Call for pricing

Charge up your product or brand placement with advertising at stations located in key areas of the convention center.

Column Wraps

Call for pricing

Increase your product or company awareness by having your product on a column wrap. There are various column locations within the convention center.

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-\$5,000

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

Food/candy items will not be accepted, and all materials must be approved in advance by the Association. The Hotel Room Door Drop Bags are delivered to the hotel rooms of medical attendees who book their housing through 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.

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

SUPPORT LEVELS AND BENEFITS

BENEFITS	Platinum	Gold	Silver	Bronze
Complimentary Opening Reception tickets	10	6	4	2
Supporter ribbon	•	•	•	•
Support acknowledgement at the Convention	•	•	•	•
Listing in Meeting App	•	•	•	•
Sign at supported event	•	•	•	•
Acknowledgement on the official meeting website	•	•	•	•
Supporter acknowledged on slide in daily general session	•	•	•	•
Pre-registration mailing list at registration cut-off date <i>(must complete and return order form)</i>	•	•	•	
Final attendee mailing list	•	•		

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

Platinum	\$75,000 and up
Gold	\$50,000-\$74,999
Silver	\$25,000-\$49,999
Bronze	\$1,000-\$24,999

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

SAVE THE DATE

FUTURE AANS ANNUAL SCIENTIFIC MEETINGS

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

