

## 2010 AAN Exhibit Hall - Frequently Asked Questions 10/2009

### 1. What is the cost to exhibit at the AAN Annual Meeting?

10 x 10 linear booth	\$3,100
10 x 10 corner booth	\$3,300
Island booth (20 x 20 or larger)	\$4,300 per 10 x 10 unit
Non-profit booth (AAN to determine booth location)	Level 1: limited number of free 5x10 space Level 2: 10 x 10 linear \$ 950 or 10 x 10 corner \$1,150

2009 rates are guaranteed for all Exhibit Contracts received by December 31, 2009. Rates for exhibit contracts received after December 31, 2009 are outlined on the exhibit contract as well as in the “2010 Annual Meeting Exhibits, Sponsoring, Support, and Marketing Opportunities” brochure. The brochure and exhibit contract will be available on the exhibitor website in late August/early September.

### 2. Who do I contact regarding exhibit booths:

Franziska Schwarz  
 Senior Administrator, Exhibits & Affiliate Meetings  
 American Academy of Neurology  
 (651) 695-2807  
[fschwarz@aan.com](mailto:fschwarz@aan.com)

### 3. What is new in 2010?

- The AAN is offering in-booth presentation stages (please refer to 2010 Exhibit and Support Brochure for detailed rules and guidelines)
- Medical Affairs and Clinical Trials Showcase
- Section for non-endemic exhibitors
- After 4:00 p.m. exhibitor may serve alcohol out of their booth (AAN needs to be notified via the booth activity form provided on the Exhibitor Portal)
- New sponsorship opportunities include: Speaker Ready Room, Awards Luncheon, News Kiosks, Newspaper Belly Band Advertising at headquarter hotels, Web Advertising on Non-Educational and Scientific pages of the Annual Meeting website, and more (all offerings are subject to change)

### 4. What is included in the cost of my booth space?

- Draped aluminum supports (8’ high in back, 36” high on the sides)
- Two-line identification sign (7” x 44” with company name and booth number)
- Booth drape and aisle carpeting colors are TBD
- Complimentary listing in the Abstract Listing, Exhibit Guide, and on the AAN website
- Exhibitors may register up to six employees for each 10’ x 10’ booth space reserved by completing the online exhibitor registration form available online after January 13, 2010.
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal
- Opening Reception refreshments
- Complimentary lunches served on Tuesday, Wednesday, and Thursday
- Beverages provided during afternoon Exhibit Hall hours

**5. How are booth space assignments determined?**

Booth assignment is determined based on number of priority points as well as the date the contract is received. Exhibit Contract deadline for priority booth assignment is October 1, 2010.

Priority Points will not be taken into account for exhibitors paying the reduced non-profit rate.

Details about the priority point system are explained in the "2010 Annual Meeting Exhibits, Sponsoring, Support, and Marketing Opportunities" brochure.

**6. What attention is given to first time exhibitors?**

New exhibitors interested in prime exhibit space for one year should contact Franziska Schwarz (see contact details above). Space is limited to (2) 20'x20' islands or (8) 10'x10' linears and will be distributed on a first-come, first-served basis. Exhibit fees are at the standard rates, no discounts apply.

**7. Do I have to order carpet?**

Yes, carpet is mandatory.

Exhibitors are also responsible for ordering the following additional services: labor, material handling, electrical, furniture rental, signs, rental displays, photography, utilities, audiovisuals, computers, telephone, florist services, cleaning, and sales lead systems.

**8. What are the move-in and move-out hours?**

**Islands 1,600 Square Feet and Larger:**

Friday, April 9, 2010 / 8:00 a.m.–4:30 p.m.

Saturday, April 10, 2010 / 8:00 a.m.–4:30 p.m.

Sunday, April 11, 2010 / 8:00 a.m.–4:30 p.m.

Monday, April 12, 2010 / 8:00 a.m.–12:00 p.m.

**All Other Exhibitors:**

Saturday, April 10, 2010 / 8:00 a.m.– 4:30 p.m.

Sunday, April 11, 2010 / 8:00 a.m.– 4:30 p.m.

Monday, April 12, 2010 / 8:00 a.m.– 12:00 p.m.

**Exhibitor Booth Dismantling Schedule:**

Thursday, April 15, 2010 / 4:00 p.m.–9:00 p.m.

Friday, April 16, 2010 / 8:00 a.m.–4:30 p.m.

Saturday, April 17, 2010 / 8:00 a.m.–12:00 p.m.

Note: Exhibit booths must remain intact until the close of the exhibition at 4:00 p.m. on April 15, 2010.

Dismantling of exhibits before the official close is strictly prohibited. It is the exhibitor's responsibility to box all items immediately following the exhibition.

**9. What are the show hours?**

Monday, April 12, 2010 / 5:00 p.m. 7:00 p.m. Opening Reception

Tuesday, April 13, 2010 / 11:30 a.m.–5:00 p.m. Luncheon: 12:00 p.m.–2:00 p.m.

Wednesday, April 14, 2010 / 11:30 a.m.–5:00 p.m. Luncheon: 12:00 p.m.–2:00 p.m.

Thursday, April 15, 2010 / 11:30 a.m.–4:00 p.m. Luncheon: 12:00 p.m.–2:00 p.m.

**10. Non-compete times?**

Tuesday, April 13, 2010 11:30 a.m. – 1:30 p.m.

Thursday, April 15, 2010 11:30 a.m. – 1:30 p.m.

### **11. What display regulations apply?**

Linear and corner booths must not exceed 8' in height, with the exception of hanging signs. Hanging signs' ceiling height maximum requirement is 10' at the top of the sign.

Island booths/Pavilions require a minimum of four 10' x 10' booths and must not exceed 20' in height. Tops of signs suspended from the Exhibit Hall ceiling must not exceed 20' from the Exhibit Hall floor.

- No two-story booths
- No solid walls enclosing more than one quarter of the outer perimeter of the booth space

Please refer to additional information in the "Annual Meeting Exhibits, Sponsoring, Support, and Marketing Opportunities" and the Service Kit (Rigging Policy / Overhead Work).

### **12. How does the AAN ensure traffic flow?**

The plenary sessions and poster sessions will be located on the same floor as the Exhibit Hall. Both events draw thousands of attendees. Traffic builders inside the hall will include food and beverage stations in both far end corners of the exhibit hall, internet stations, and news kiosks.

### **13. How many attendees are expected?**

The AAN is expecting approximately 10,500 attendees. Please refer to the "2010 Annual Meeting Exhibits, Sponsoring, Support, and Marketing Opportunities" for detailed 2009 demographics.

### **14. How do I ship my materials to Canada?**

Canada recognizes the importance and impact of the convention industry. The American Academy of Neurology 62<sup>nd</sup> Annual Meeting has qualified and been granted Special Status and Privileges by CBSA-Canada Borders Services Agency (Canada Customs). Freeman has been appointed as the "official" customs services provider for the AAN 62<sup>nd</sup> Annual Meeting. As such, Freeman will facilitate and guide each exhibitor through the programs that the Canada Border Services Agency has implemented. One of many special privileges that have been granted by CBSA is an exemption under Tariff 9993.00.00.00, as well as 9830.00.00.00, which promotes the use of the "Border to Show" system. Under this system, the Metro Toronto Convention Centre is considered a temporary bonded facility and all customs clearance of exhibitors' shipments will be processed after they have been delivered to the Metro Toronto Convention Centre. Exhibitors will receive full information contained in the Freeman Exhibitor's kit. This Online kit contains the required customs and shipping documents with example copies for easy completion. The Online kit will be available early January. In the meantime, you may call 1-877-478-1113 for any questions you might have and refer to the "Customs FAQ" document available at <http://www.aan.com/go/am10/exhibitor>

### **15. Are there any guidelines for medical device companies about bringing devices into Canada?**

Section 26 of the Medical Devices Regulations prohibits importation or sale of a class II, III, or IV medical device unless the manufacturer of the medical device has a valid medical device license:

*26. Subject to section 37, no person shall import or sell a Class II, III or IV medical device unless the manufacturer of the device holds a license in respect of that device or, if the medical device has been subjected to a change described in section 34, an amended medical device license.*

In light of this regulation, Health Canada is frequently asked about whether it is permissible to display an unlicensed medical device at trade shows or what our position is with regards to demonstrating devices

to physicians. At this time, we have no objection to companies importing an unlicensed device for display at a trade show or demonstrating to physicians under the following conditions:

- There is no intention to sell the device (including taking orders for the device).
- The device will not be used on an individual.
- The device is labeled with a clear and visible warning that the device is not licensed in accordance with Canadian law.
- The device must be shipped out of Canada after the trade show or demonstration is over.
- At all time during the Canadian trade show or during a demonstration, the medical device is under direct and continuous control of the company.

**16. How do I register my booth staff?**

Our housing and registration office Convention Management Resources (CMR) will send you instructions on how to register your booth staff online. Online registration will be available January 13, 2010. The deadline to register your staff is March 10, 2010, after this date registrations will have to be completed on-site.

**17. What is included with the exhibitor badge?**

- Scientific Platform and Poster Sessions
- Plenary Sessions
- Advocacy Events
- Guidelines, Practice, and Advocacy Open House
- All Colloquiums

All programs are included on a first-come, first-served, space-available basis only. In the event of overcrowding, the AAN reserves the right to decline admission to any session in the interest of both comfort and safety.

**18. How do I make hotel reservations?**

Please contact our housing bureau Convention Management Resources (CMR):

Housing: [aan2010housing@cmrus.com](mailto:aan2010housing@cmrus.com)

Registration (for exhibitor staff): [aan2010exhib@cmrus.com](mailto:aan2010exhib@cmrus.com)

Phone: (800) 676-72226

Fax: (415) 979-2283

**19. How do I order lead retrieval, AV, electric al, etc.?**

All order forms will be provided in the Service Kit – available January 13, 2010.

**20. Do exhibitors have access to the AAN attendee list?**

Yes, exhibitors can order the attendee list for a one-time use. Refer to the order form in the Service Kit for details and fees.

**21. Am I responsible for insuring my own exhibit?**

The AAN does not provide liability or property damage insurance for exhibitor's property. Exhibitors will be responsible for adequately insuring their indemnification liability and property damage risks, but will not be required to submit a certificate of insurance to the AAN. Externally appointed contractors (EAC) will be required to submit a certificate of insurance to the AAN. Exhibitors do not need to provide a copy of the certificate unless specifically requested by staff.

**22. Is show management responsible for booth security?**

No. The AAN will provide around-the-clock peripheral security services beginning with setup and concluding after freight removal. Personal booth guards can be ordered if necessary. The order form will be provided in the Service Kit. Accessible overnights storage is not available.

**23. Who do I contact for assistance?**

<b>Booth Sales &amp; Assignment Meeting Room Requests</b>	<b>Marketing, Sponsoring, and Corporate Support</b>
Franziska Schwarz Senior Administrator, Exhibits & Affiliate Meetings American Academy of Neurology Phone: (651) 695-2807 Email: fschwarz@aan.com	Bridget Farley Manager, Exhibits and Corporate Relations American Academy of Neurology Phone: (651) 695-2703 Email: bfarley@aan.com
<b>Shipping &amp; Customs</b>	
Sunny Salas Director Exhibit Transportation & Customs Freeman Phone: (416) 252-3361 Email: sunny.salas@freemanco.com	