2015 Exhibit Guidelines

The 2015 Exhibit Policies and Guidelines apply to all exhibitors: both industry and non-industry entities. Industry includes for-profit entities that develop, produce, market, or distribute drugs, devices, services or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions (e.g., pharmaceutical and medical device/software manufacturers and other for-profit health services/product providers). Non-industry includes non-profit entities, entities outside of the healthcare sector, or entities through which physicians provide clinical services directly to patients (e.g., hospitals, medical centers, publishers, foundations, recruiters, insurance providers).

General

Exhibitors participating in the AAN Annual Meeting exhibition must understand the following:

1. The AAN reserves the right to decline applications for any reason without explanation.
2. Exhibitor representatives must conduct themselves professionally.
3. All AAN Annual Meeting registrants must be accorded equal treatment.
4. Exhibitors must abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
5. All booths must be staffed at all times during the posted Exhibit Hall hours. This also applies to complimentary and association showcase booths.
6. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 3:00 p.m., April 23, 2015, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions will be applied.
7. Exhibit personnel must not leave their booths to solicit attendees in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
8. Persons, exhibitors, companies, or organizations must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the Exhibit Hall) or in any hotel contracted by the AAN.
9. Exhibitors not utilizing the official show decorator, Freeman Decorating Company, must notify the AAN by submitting the Exhibit Appointed Contractor (EAC) form available online through the Exhibitor Portal.

Access to Exhibit Hall

During show days exhibit booth staff (with appropriate badge) will have access to the exhibit hall 2 hours prior to hall opening as well as 1 hour after hall closing.

Booth Activities / In-Booth Promotion

1. Booth activities must be submitted through the online Exhibitor Portal.
2. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs.
3. The following promotional practices are prohibited (this list is not exhaustive):
   a. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING POSTERS AND PLATFORM SESSIONS.
   b. Press conferences or filming in exhibit area.
   c. Operating x-ray equipment.
   d. Use of microphones, unless on AAN approved Presentation Stage.
   e. Unauthorized giveaway items in compliance with the CMSS Code for Interactions with Companies.

Sanctions

Regardless of the cause, sanctions will be applied in all cases where exhibitors fail to comply with the guidelines and policies set forth in this document. All exhibitors are expected to follow the guidelines and policies set forth in this document.
Guidelines

1. 2015 Exhibit Guidelines
2. In Conjunction With (ICW) Events Guidelines
3. Press Room Guidelines

Sanctions

f. Distribution of Lanyards.
g. Illegal Raffles and Drawings. Laws and regulations vary depending on Annual Meeting location. The AAN does not provide exhibitors with legal advice.
h. Use of balloons (helium or otherwise).
i. Entering the non-public area of another exhibitor’s booth without permission.
j. Photography of any kind unless contracted with AAN Official Photographer or pre-approved by AAN staff as part of a booth activity.
k. Unofficial door drops at AAN hotels.
l. Live music and live entertainment.
m. Excessive noise levels for pre-recorded music or presentations.

Company Mergers/Purchases

Any company name changes must be combined into one name, for example: ABCDEFG Company (formerly ABCD, Inc. and EFG, Co.) for the initial year the merger, purchase, or company name change has taken place. After the first year, all AAN printed material will contain only the new name.

Deadlines and Penalties for Space Cancellation and Reductions

Until November 6, 2014 = $50.00 administrative fee.
November 7, 2014–January 31, 2015 = 50% of total exhibit fee.
February 1, 2015–April 18, 2015 = 100% of total exhibit fee.

Refunds for canceled space will be forwarded to exhibitors approximately four weeks after the Annual Meeting. No priority points will be issued for canceled or reduced booth space.

Display Rules and Regulations

General Rules for all booths:
• No two-story booths or peninsulas are permitted.
• Displays must not limit the view or otherwise interfere with other exhibitors.
• All exhibitors are required to order carpet for their booths at the exhibitor’s expense unless otherwise specified.
• No enclosed ceilings are permitted.

Linear and corner booths:
• All ceiling heights are contingent on Walter E. Washington Convention Center clearance.
• Must not exceed 8’ in height.
• Hanging signs are prohibited for any linear booths.
• 8’ draped background and 3’ sides drapes are provided by AAN.
• Within perimeter of inline booths, all display material is restricted to a maximum height of 4’ in the front 5’ (half) of the booth and 8’ in the back 5’ (half) of the booth.
• All linear booths must have finished backside or be draped at the exhibitors expense.

Island booths/Pavilions:
• Require a minimum of four 10’ x 10’ booths and must not exceed 20’ in height.
• Counters must be a minimum of 1’ from the edge of the exhibit space if on the outer perimeter of the space (no exceptions).
• All ceiling heights are contingent on Walter E. Washington Convention Center clearance.
• Tops of signs suspended from the Exhibit Hall ceiling must not exceed 25’ from the Exhibit Hall floor.
• No solid walls enclosing more than one quarter of the outer perimeter of the booth space are permitted.

Lighting / Miscellaneous:
• All materials must meet with all local rules for exhibits.
• All booth identification must be part of the physical structure of the booth with the exception of hanging signs.
• Exposed hardware or electrical components must be hidden from view.

Cancellations and Reductions

All notices of cancellation must be forwarded in writing to the AAN (any form of space reduction be it large or small after an application is processed and space is assigned is considered a cancellation not a reduction). All appropriate cancellation penalties will apply. The date the notice is received at the AAN office is the official notification date. Once space has been assigned booth space cannot be decreased without cancellation penalties.

Please send cancellations to fbschwarz@aan.com.

Children

Children are not permitted in the Exhibit Hall during setup and teardown.
• Hanging signs and lighting must have prior authorization from the AAN.
• Spotlights and clip lights must not reflect beyond the footprint of occupied exhibit space.
• Flashing lights such as strobes and other distracting elements are not permitted.

**Guidelines**

- 2015 Exhibit Guidelines
- In Conjunction With (ICW) Events Guidelines
- Press Room Guidelines

**Sanctions**

- Hanging signs and lighting must have prior authorization from the AAN.
- Spotlights and clip lights must not reflect beyond the footprint of occupied exhibit space.
- Flashing lights such as strobes and other distracting elements are not permitted.

**Inspection:**

All exhibit booths will be inspected by AAN staff during setup and throughout the exhibition to ensure exhibits are in compliance with all AAN booth requirements. If adjustments need to be made, any cost incurred to conform to AAN booth regulations will be incurred by the exhibitor.

**Exhibit Contract**

All exhibitors are required to sign and return the AAN Exhibitor Contract before exhibit space will be held by the AAN. The contract deadline for priority booths assignment is November 6, 2014. After that date booths will be assigned first-come first-served and based on availability.

**Exhibitor Service Kit and Exhibitor Portal**

The Exhibitor Service Kit contains all of the specifics on exhibiting at the AAN Annual Meeting including regulations, forms, guidelines, and shipping information. The Service Kit will be available on the Exhibitors page the week of December 1, 2014.

Exhibitors must submit a structural drawing including hanging signs and lighting for all booths 20’ x 20’ or larger to the AAN for approval by March 11, 2015. Information on booth activities and handouts, emergency contact information, and product descriptions must be submitted through the AAN Exhibitor Portal, available the week of December 1, 2014.

**Fire Regulations**

All exhibits must abide by the Walter E. Washington Convention Center Fire Regulations, which will be strictly enforced by the Walter E. Washington Convention Center. Any exhibit found not to be in accordance with the federal, state, and municipal fire regulations will be dismantled.

**Food and Beverage Distribution**

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must disclose to the AAN and have written authorization from the Walter E. Washington Convention Center catering department. A food and beverage distribution waiver/authorization form will be provided in the Online Exhibitor Service Kit.

1. All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
2. Exhibitors must not use imprinted containers and supplies of any kind.
3. Alcoholic beverages will be permitted with prior written AAN approval.

**Meeting Suites**

Exhibitors have the opportunity to rent a meeting suite in the Exhibit Hall. Access to these suites is limited to the following days/hours: Saturday, April 18–Wednesday, April 22 from 8:00 a.m.–6:00 p.m. and Thursday, April 23 from 8:00 a.m.–5:00 p.m.

ICW Events Guidelines apply. The suites may be used for exhibitor staff meetings, one-on-one meetings, or social events. Product presentations of any kind as well as speaker/presenter trainings are prohibited.

**No-Show Policy**

Any booth unoccupied by 12:00 p.m. on Monday, April 20, 2015, will be determined to be a no-show and the AAN will reclaim the space. The exhibitor must forfeit 100% of the exhibit fee and may be subject to sanctions. The AAN considers a booth unoccupied when exhibitor freight or booth materials are not in the contracted space without a written extension to set up from the AAN.

**Presentation Stages**

Presentations stages are permitted within assigned booth space and need to be booked through the exhibit booth space application. The following rules and fees apply:

1. Minimum of 20’ x 20’ booth space required.
2. Presentations cannot exceed 20 minutes in length.
3. Maximum of two presentations on Monday, four presentations per day Tuesday–Thursday (maximum of 14 presentations).
4. Maximum attendance per presentation is 25.
5. Presenter may be AAN member but must not be AAN Annual Meeting presenter, member of AAN leadership, or AAN staff.

**Market Research Disclosure**

All market research companies are required to have clients participating as exhibitors in the AAN exhibition. Market research companies must identify their clients on the contract. Market research companies must abide by AAN policies and guidelines assigned to all exhibiting companies.
6. Companies who will not work with the AAN preferred audio visual vendor will pay the AAN a premium fee of $2,500.

7. This is the only type of presentation allowed at the AAN Annual Meeting in the Exhibit Hall. No other in-booth presentations of any kind will be allowed, and sanctions for guideline violations will apply.

**Priority Points**

Companies who submit their contract and deposit by the contract deadline will receive 2 points for exhibiting at the current Annual Meeting.

- 5 additional points are awarded for exhibiting in a consecutive year
- 2 points for booking staff rooms through the official AAN housing process
- 2 points if company attends Annual Meeting and Fall Conference in the same year (instead of just 1 for Fall Conference)
- 1 point for submitting product description by deadline
- 1 point for registering booth staff by deadline
- 1 point for participating in the post Annual Meeting exhibitor survey
- 1 point per conference for exhibiting at any other AAN conference (e.g. Brain Health Fair, Sports Concussion Conference, etc.)

*Note: In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.*

**Added Benefit**

Exhibitors who support non-CME activities, Industry Roundtable membership, publication advertising, Industry Therapeutic Update events, or other non-Annual Meeting programs will receive additional priority points based on every dollar committed.

**Points per Support Outside the Exhibit Hall**

<table>
<thead>
<tr>
<th>Range</th>
<th>Points</th>
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<td>25</td>
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<tr>
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**Sanctions**

The AAN reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the AAN 2015 Exhibit Guidelines. Exhibitors who violate these guidelines may be dismissed from the meeting without refund. AAN staff will monitor the Exhibit Hall concerning compliance with the guidelines, and management may direct violators to immediately suspend non-complying or unprofessional activities.

**Sales/Solicitation**

Sales permitted by law and the Walter E. Washington Convention Center are allowed on the exhibit floor within assigned booths, provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and must not be conducted in the aisles or any other area of the Exhibit Hall. Exhibitors are responsible for filing the appropriate state sales tax documents, compliance with local and state laws, and informing the convention center. For additional information, contact your tax advisor.

**Subletting**

The subletting, reassignment, or apportionment of any part of any exhibitor’s space is prohibited.

**Surveys**

Completion of surveys and questionnaires must not exceed 10 minutes in length.
Use of AAN Property

The AAN/American Brain Foundation/AAN Institute names, insignia, logos, or acronyms and the AAN Annual Meeting logo and artwork must not be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This applies before, during, and after the Annual Meeting. The names and logos are registered trademarks of the AAN/American Brain Foundation/AAN Institute. Those requesting use of the official AAN 67th Annual Meeting logo must do so in writing to Franziska Schwarz, Manager, Exhibits and Services at fbschwarz@aan.com.
A. Sanctions for Noncompliance with Guidelines

As a condition of participation, industry and non-industry participants agree to observe all 2015 Annual Meeting policies and guidelines described in the Exhibits and Industry Opportunities prospectus and applicable contracts/forms for Annual Meeting-related opportunities. Violations of AAN policies and guidelines will be reviewed and sanctions may be applied, in addition to any other remedy or action available to AAN. Sanctions may include the following:

- Company or organization will receive a “cease and desist” letter from the AAN.
- Company or organization will not have access to AAN pre-registrant or attendee mailing list.
- Company or organization will not have access to hospitality suites at the AAN Annual Meeting.
- Company or organization’s exhibitor priority points will be reduced.
- Company or organization will not be allowed to sponsor an AAN Annual Meeting activity for one or more years.
- Company or organization will not be allowed to support an AAN Annual Meeting Education Program for one or more years.
- Company or organization will not be allowed to exhibit at an AAN Annual Meeting for one or more years.
- Company or organization will not be allowed any access to the AAN Annual Meeting for one or more years.

B. Appeals

Sanctions imposed by the Meeting Management Committee may be appealed, within 30 days after delivery of the notice of sanctions, to the AAN Executive Committee. The Executive Committee’s decision on the appeal will be final.