

alzheimer's association®

AAIC>20

Exhibitor Prospectus

The premier global forum to
advance dementia science

- 
- ▶ Primary Care Physicians
 - ▶ Neurologists
 - ▶ Researchers
 - ▶ Neuroscientists
 - ▶ Lab Managers
 - ▶ Psychiatrists
 - ▶ Biochemists
 - ▶ Radiologists
 - ▶ Geriatric Specialists
 - ▶ Care Providers

Alzheimer's Association International Conference® 2020

July 26–30, 2020

(Exhibits July 26–29)

RAI Amsterdam

Amsterdam, Netherlands

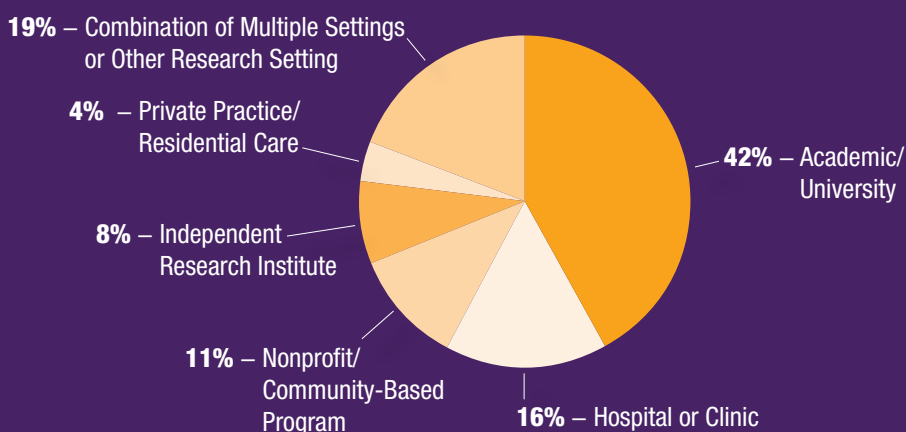
Get direct exposure to over 6,000 of the world's leading medical professionals involved in dementia care and neuroscience research

The Alzheimer's Association International Conference (AAIC®) will bring together more than 6,000 leaders from the global medical and scientific dementia researcher community. They are clinicians, scientists, and care providers who have regular contact with thousands of patients and they come to learn about the latest research, products, and solutions available in the treatment of Alzheimer's and related dementias.

AAIC® 2019 was another record-breaking attendance!



Attendees come from the following professional settings*:



38% WERE FIRST-TIME ATTENDEES!

** From the AAIC® 2019 registration and survey records*

88% of exhibitors rated attendee quality Excellent/Good!

Attendees represent the following disciplines/specialties:

- > Neurology
- > Gerontology
- > Biochemistry
- > Geriatrics
- > Neuropsychology
- > Social Work
- > Neuroscience
- > Nursing
- > Pharmacology
- > Geriatric Psychiatry
- > Clinicians
- > Radiology
- > Clinical Psychology
- > Social/Behavioral Care

Attendees are interested in the following products and services:

- > Pharmaceuticals
- > Bio-Chemicals and Reagents
- > Diagnostic Testing
- > Drug Development
- > Imaging/Optical Instruments
- > Neurocognitive Assessment
- > Software
- > Laboratory Equipment and Supplies
- > Physiological Instruments
- > Computer-Related Instruments
- > Animal Models
- > Publishers
- > Hospice Care
- > Nutrition Management



Join these leading organizations who exhibited at AAIC® in 2019*

4 Paws For Ability Abcam Acadia Pharmaceuticals Advanced Targeting Systems Ageless Innovation/Joy for All Companion Pets Altoida Alzheimer Society of Canada Alzheimer's Prevention Initiative Alzheimer's Clinical Trials Consortium (ACTC) Alzheimer's Disease International Alzheimer's Drug Discovery Foundation Alzheimer's Germ Quest Alzheimer's Research & Prevention Foundation Alzheimer's Research UK American Brain Foundation Amicus Brain Innovations Atuka Bachem Americas Bentham Science Publishers Bon Opus Biosciences BrainCheck BrainXell C2N Diagnostics Canadian Consortium on Neurodegeneration in Aging (CCNA) Canadian Institutes of Health Research (CIHR) Cedars-Sinai Medical Center Charles River	Cleveland Clinic CNS Vital Signs Cogniciti COGNISION Combinostics Consortium of Canadian Centres for Clinical Cognitive Research (C5R) CorTechs Labs CTAD Congress Cytex Ltd. Diagenode Eisai Elsevier Euroimmun AG/PerkinElmer Evolution Research Group Firma Clinical FUJIFILM Wako Pure Chemical Corporation Fujirebio US GE Healthcare Genentech, A member of the Roche Group Gerontological Society of America, The Global Alzheimer's Association Interactive Network (GAAIN) Grifols S.A. Health and Retirement Study IBL-America icomatrix International Psychogeriatric Association (IPA) Intervivo Solutions Inc.	InvestAcure, PBC IOS Press The Jackson Laboratory Life Line Screening Lundbeck MagQu Co., Ltd. MD Health Care Supplies MedBox by AmeriPharma Merck MODEL-AD/AMP-AD Knowledge Portal NanoString Technologies National Alzheimer's Coordinating Center National Disease Research Interchange National Institute on Aging NCRAD (National Repository for Alz. Disease) Neurodiem, a service from Biogen NeuroScience Associates Neuro-Sys NIAGADS (National Institute on Aging Genetics of Alzheimer's Disease Data Storage Site) NP Norms Nutricia OhioHealth Optina Diagnostics Organization for Human Brain Mapping Parexel PARO Robots Phoenix Pharmaceuticals PPD Biotech	PRA Health Sciences Practical Neurology Prescient Imaging Proteintech Group Public Health Agency of Canada (PHAC) QMENTA QPS Quanterix Corporation Quantib BV Quest Diagnostics Qynapse Rosman Search rPeptide RWD Life Science Savonix Shimadzu Scientific Instruments Signant Health StudyKIK Suven Life Sciences Limited Syneos Health Synteract Tombot The United Consortium The University of Edinburgh University of Florida Health USC Leonard Davis School of Gerontology UTSA College of Sciences Vielight Worldwide Clinical Trials
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*Company names in bold are 2019 sponsors

91% of exhibitors said the AAIC® in 2019 Exceeded (or met) Expectations for Obtaining Sales Leads

Traffic drivers to maximize your ROI

The Alzheimer's Association provides these added exhibit hall features to attract attendees and ensure your exhibiting success:

- > Two (2) complimentary attendee beverage and snack breaks located in the exhibit hall each day
- > Poster Presentations located inside the exhibit hall and scheduled twice daily
- > Attendee Lounge located in the center of the exhibit hall for networking and meetings
- > Exhibit Hall Café for attendees seating during the lunch hour

Exhibit Stand Rental: USD (Increments of 10' x 10' or 3m x 3m)

Standard Booth Rate	\$39.50 per sq. ft. or \$439.00 per sq. meter
Publishers Rate	\$18.00 per sq. ft. or \$200.00 per sq. meter
Government Rate	\$995.00 per 10' x 10' or 3m x 3m booth package
University Rate	\$995.00 per 10' x 10' or 3m x 3m booth package
Non-Profit Rate	\$1,395.00 for one 10' x 10' or 3m x 3m booth package
Corner Charge	\$250.00 per open corner for In-Line Stands

Booth rental includes these added benefits!:

1. Complimentary attendee list with email addresses and mailing information for one-time use (GDPR compliant)
2. Three (3) Exhibit Staff Badges (additional badges earned based on booth size)
3. Complimentary WiFi Internet access on the exhibit hall floor
4. Complimentary access to the Welcome Reception with an Exhibit Staff Badge
5. Complimentary listing in the AAIC mobile app
6. Complimentary listing in the print and online exhibitor guide that includes contact information and product description



Reserve a *private* BUSINESS SUITE

The Exhibitor Business Suites are located right on the exhibit floor, and are perfect for:

- > meetings with key opinion leaders
- > focus groups and surveys
- > internal staff/team meetings
- > recruiting interviews
- > research presentations
- > hospitality events

Business Suites are the ONLY guaranteed private space companies can reserve within the Convention Center. Catering packages are available. Business Suites are rented for all four days and are available in a range of different sizes starting at \$3,995 USD. For details, contact Greg Andruch at GAndruch@heiexpo.com or 630.929.7972.



STAND OUT FROM THE CROWD

LEVERAGE YOUR EXHIBIT PARTICIPATION WITH THESE PROMOTION OPPORTUNITIES!

AISLE SIGNS

\$20,000 – includes sign production – exclusive!

This opportunity allows you to attach a 4' x 2' message (double-sided) to the bottom of the Aisle Signs in the Exhibit Hall for a message that all AAIC attendees will see multiple times during their visit to the Exhibits.

EXHIBIT HALL FLOOR GRAPHICS

\$7,500 – 10'x 10' (2 available) \$3,000 – 5'x 5'

Be first to greet AAIC® 20 attendees to the Exhibit Hall as they enter from the Registration Area. These 10' x 10' vinyl stickers will be placed on the carpet just inside each of the main entrances to the Exhibits, so attendees will see your message multiple times as they are entering and leaving the Exhibit Hall each day. Or select the 5' x 5' vinyl stickers that will be placed in the Poster Area, ASK! Stage, Lounge Areas, and other highly trafficked areas of the Exhibit Hall. Sponsorship fee includes production and installation. Contact us for specific locations and details.

AAIC® VIRTUAL EVENT BAG

\$1,500 – Featured Ad (6 available) \$750 – Standard Ad

Introducing the AAIC® Virtual Event Bag – a digital platform to deliver your message multiple times direct to attendees. The AAIC® Virtual Event Bag will be emailed to the opt-in attendee list the week before AAIC® 20, during the conference week, and again post conference in late July. This is a perfect tool to extend an invitation to your special event, drive attendees to your booth with a raffle or giveaway, encourage attendees to schedule appointments with your booth staff, or provide a link to your latest video presentation. Contact us for specifications or to reserve your placement.

Exhibit Hall Schedule

Sunday, July 26

9:30 am	Exhibit Hall Opens
9:30 am – 10:30 am	Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 am – 2:00 pm	Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 pm – 4:15 pm	Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 pm	Exhibit Hall Closes
6:00 pm	Welcome Reception (Exhibit Staff Badge required)

Monday, July 27

9:30 am	Exhibit Hall Opens
9:30 am – 10:30 am	Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 am – 2:00 pm	Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 pm – 4:15 pm	Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 pm	Exhibit Hall Closes

Tuesday, July 28

9:30 am	Exhibit Hall Opens
9:30 am – 10:30 am	Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 am – 2:00 pm	Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 pm – 4:15 pm	Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 pm	Exhibit Hall Closes

Wednesday, July 29

9:30 am	Exhibit Hall Opens
9:30 am – 10:30 am	Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 am – 2:00 pm	Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 pm – 4:15 pm	Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 pm	Exhibit Hall Closes

Schedule is subject to change

TO RESERVE YOUR BOOTH SPACE, CONTACT:

Greg Andruch, Expo Manager

The Alzheimer's Association International Conference (AAIC®) 2020
c/o Hall-Erickson, Inc., Exhibition Management
98 E. Chicago Avenue, Westmont, IL 60559-1559
P: 630.929.7972 E: GAndruch@heiexpo.com

Promote your brand to thousands of dementia researchers, practitioners, and clinicians from around the globe



On-Site Program Books

Distributed to attendees at registration, the on-site program books are the primary resource for attendees seeking information on sessions, exhibits and networking events. Each ad space purchased receives placement in all five (5) individual daily program books.

Your advertisement:

- > Reaches attendees as they plan their schedules and navigate the exhibits.
- > Increases the visibility of your brand as attendees view the ad multiple times during the conference week.
- > Ensures your message is in the hands of leading professionals in the fields of dementia research, care, and practice.

Five (5) ads for the price of one!

Premium placements

Back cover	\$ 7,875
Inside front cover.....	\$ 6,615
Inside back cover	\$ 5,880

See full page dimensions below.

Standard placements

	Dimensions	Price
Full Page Spread	(w x h)	\$ 7,065
Bleed	17.25" x 11.25"	
Trim	17" x 11"	
Full Page	(w x h)	\$ 4,515
Bleed	8.75" x 11.25"	
Trim	8.5" x 11"	
Half Page	(w x h)	\$ 3,450
Bleed	8.75" x 5.75"	
Trim	8.5" x 5.5"	
Quarter Page	(w x h)	\$ 2,615
Bleed	4.5" x 5.75"	
Trim	4.25" x 5.5"	

To Reserve Your Booth Space and Ad Placement, Contact:

Greg Andruch, Expo Manager
 The Alzheimer's Association International
 Conference (AAIC®) 2020
 c/o Hall-Erickson, Inc., Exhibition Management
 98 E. Chicago Avenue, Westmont, IL 60559-1559
 P: 630.929.7972
 E: GAndruch@heiexpo.com

Program Book Advertising— Important Information

Deadlines

Space reservation due: **May 15, 2020**

Materials due: **May 29, 2020**

Art files

- > Art files should be at least 300 dpi at desired print size, crop marks and bleeds included.
- > High-resolution press-ready PDFs or native files required. PDFs must have fonts embedded and outlined. The publisher cannot be held responsible for problems on press caused by incorrect PDF files.
- > Native layout files should be in InDesign, with all links and fonts included.
- > Unacceptable file types include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint and Quark XPress.
- > All colors should be CMYK.

Submitting ad materials

- > A Dropbox invitation will be sent to upload digital files.

Please contact Greg Andruch at GAndruch@heiexpo.com or 630-929-7972 with submission questions.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The Alzheimer's Association is not responsible for the final reproductive quality of any materials that do not meet these defined specifications.

Please note

- > All advertising is subject to the approval of the Alzheimer's Association.
- > A minimum \$500 late fee will be charged for materials received after deadline.
- > Payment on ad space is due 30-days after AAIC® 2020 concludes. All prices are net.
- > All signed agreements are firm. No cancellations are accepted.

Contact Greg Andruch today at GAndruch@heiexpo.com or call 1.630.929.7972 for the Advertising Order Form or to learn about the 10% price reduction for Exhibitors.



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www.alz.org/aaic