A global forum to advance dementia science

- Primary Care Physicians
- Neurologists
- Researchers
- Neuroscientists
- Lab Managers
- Psychiatrists
- Biochemists
- Radiologists
- Geriatric Specialists
- Care Providers
Get direct exposure to over 5,500 leading medical professionals involved in dementia and neuroscience research

The Alzheimer’s Association International Conference (AAIC®) will bring together more than 5,500 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 2017 was record breaking attendance!

Attendees come from the following professional settings*:

- 55% Academic/University
- 14% Independent Research Institute
- 21% Hospital or Clinic
- 5% Private Practice/Residential Care
- 5% Nonprofit/Community-Based Program

Attendees represent the following disciplines/specialties:

- Neurology
- Gerontology
- Biochemistry
- Geriatrics
- Neuropsychology
- Social Work
- Neuroscience
- Nurses and Caregivers
- Pharmacology
- Geriatric Psychology
- Clinicians
- Radiology

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

* From the AAIC® 2017 registration records
Traffic drivers to maximize your ROI

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

- Complimentary attendee list with email addresses for one-time use to promote your Booth/Company prior to AAIC
- 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 Booth Rental:

Standard Booth Rate .............$38.00 (USD) per sq. ft. (100 sq. ft. minimum)
Publishers Rate ....................$17.00 (USD) per sq. ft. (100 sq. ft. minimum)
Government Rate .................$ 7.45 (USD) per sq. ft. (100 sq. ft. minimum)
University Rate .....................$ 7.45 (USD) per sq. ft. (100 sq. ft. minimum)
Non-Profit Rate ....................$1,145 (USD) for one 10’ x 10’ booth
Corner Charge .......................$250 per open corner

Booth rental includes these added benefits!

- Complimentary attendee list with email addresses and mailing information for one-time use
- Three (3) exhibit staff badges (additional badges earned based on booth size)
- Complimentary tickets to the Welcome Reception on Sunday evening
- Complimentary listing in the AAIC mobile app
- Complimentary listing in the print and online exhibitor guide that includes contact information and product description
Sunday, July 22
9:30 a.m. .................................. Exhibit Hall Opens
9:30 a.m. – 10:30 a.m. ....... Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 a.m. – 2 p.m. ............ Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 p.m. – 4:15 p.m. ......... Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 p.m. ............................. Exhibit Hall Closes
6 p.m. ................................. Welcome Reception

Monday, July 23
9:30 a.m. ............................... Exhibit Hall Opens
9:30 a.m. – 10:30 a.m. ....... Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 a.m. – 2 p.m. ............ Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 p.m. – 4:15 p.m. ......... Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 p.m. ............................. Exhibit Hall Closes

Tuesday, July 24
9:30 a.m. ............................... Exhibit Hall Opens
9:30 a.m. – 10:30 a.m. ....... Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 a.m. – 2 p.m. ............ Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 p.m. – 4:15 p.m. ......... Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 p.m. ............................. Exhibit Hall Closes

Wednesday, July 25
9:30 a.m. ............................... Exhibit Hall Opens
9:30 a.m. – 10:30 a.m. ....... Coffee and Snack Break w/Poster Presentations in Exhibit Hall
11:45 a.m. – 2 p.m. ............ Expo Exclusive Hours w/Poster Presentations in Exhibit Hall
3:30 p.m. – 4:15 p.m. ......... Beverage and Snack Break w/Poster Presentations in Exhibit Hall
4:15 p.m. ............................. Exhibit Hall Closes

Schedule is subject to change

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. Food and beverage service is available. Business Suites are rented for all four days during exhibit hall hours 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.

TO RESERVE YOUR BOOTH SPACE, CONTACT:
Greg Andruch, Expo Manager
The Alzheimer’s Association International Conference (AAIC®) 2018
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 six (6) program books. This includes the five (5) individual daily guides.

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.

Six (6) ads for the price of one!

Premium placements
Back cover .............................................. $ 7,300
Inside front cover .................................... $ 6,100
Inside back cover ...................................... $ 5,400
See full page dimensions below.

Standard placements

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Full Page Spread (w x h)</td>
<td>$ 6,530</td>
</tr>
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<td>Bleed</td>
<td>17.25&quot; x 11.25&quot;</td>
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<tr>
<td>Trim</td>
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<tr>
<td>Full Page       (w x h)</td>
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<td>Bleed</td>
<td>8.625&quot; x 11.125&quot;</td>
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<tr>
<td>Trim</td>
<td>8.5&quot; x 11&quot;</td>
</tr>
<tr>
<td>Half Page       (w x h)</td>
<td>$ 3,085</td>
</tr>
<tr>
<td>Bleed</td>
<td>8.625&quot; x 5.626&quot;</td>
</tr>
<tr>
<td>Trim</td>
<td>8.5&quot; x 5.5&quot;</td>
</tr>
<tr>
<td>Quarter Page    (w x h)</td>
<td>$ 2,290</td>
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<tr>
<td>Bleed</td>
<td>4.625&quot; x 5.625&quot;</td>
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<tr>
<td>Trim</td>
<td>4.25&quot; x 5.5&quot;</td>
</tr>
</tbody>
</table>

To Reserve Your Booth Space and Ad Placement, Contact:
Greg Andruch, Expo Manager
The Alzheimer’s Association International Conference (AAIC®) 2018
c/o Hall-Erickson, Inc., Exhibition Management
98 E. Chicago Avenue, Westmont, IL  60559-1559
P: 630.434.7779
E: GAndruch@heiexpo.com
**Deadlines**

Space reservation due: **May 16, 2018**  
Materials due: **June 1, 2018**

**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**

- All ad materials must include a color proof. Without an accurate color proof, the Alzheimer’s Association cannot be held responsible for the color outcome.
- A Dropbox invitation will be sent to upload digital files.

**Mail proof to:**

Greg Andruch, Expo Manager, AAIC® 2018,  
c/o Hall-Erickson, Inc.  
98 E. Chicago Avenue, Suite 201, Westmont, IL 60559-1559  
P: 630.929.7972  
Please contact Greg Andruch at GAndruch@heiexpo.com 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® 2018 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.