EXHIBITOR PROSPECTUS

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 the largest gathering of the world’s leading medical professionals involved in dementia care and neuroscience research.

The Alzheimer’s Association International Conference (AAIC®) will bring together the largest gathering of 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® 2018 attendance was record-breaking!**

34% were first-time attendees in 2018!

Attendees come from the following professional settings:

- 41% Academic/University
- 16% Hospital or Clinic
- 11% Nonprofit/Community-Based Program
- 10% Independent Research Institute
- 4% Private Practice/Residential Care

*From the AAIC® 2018 registration records

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 2018*

AbbVie
Abcam
Acadia Pharmaceuticals
Advanced Targeting Systems
Advarra
ADx Healthcare

*Company names in bold are 2018 sponsors

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 Booth Rental:
Standard Booth Rate ............$39.50 (USD) per sq. ft. (100 sq. ft. minimum)
Publishers Rate ......................$18.00 (USD) per sq. ft. (100 sq. ft. minimum)
Government Rate .................$995 (USD) for 10’ x 10’ booth with carpet
University Rate ....................$995 (USD) for 10’ x 10’ booth with carpet
Non-Profit Rate .....................$1,395 (USD) for 10’ x 10’ booth with carpet
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 (GDPR compliant)
- Three (3) exhibit staff badges (additional badges earned based on booth size)
- Complimentary WiFi Internet access on the exhibit hall floor
- Complimentary access to the Welcome Reception with your badge
- Complimentary listing in the AAIC mobile app
- 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!

EXHIBIT HALL FLOOR GRAPHICS
$7,500 – 10’ x 10’ (2 available)  $3,000 – 5’ x 5’

Be first to greet AAIC®19 attendees to the Exhibit Hall as they enter from the Registration Area and the South Lobby. 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 entire attendee list the week before AAIC®19 and during the conference week. 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.

TO RESERVE YOUR BOOTH SPACE, CONTACT:

Greg Andruch, Expo Manager
The Alzheimer’s Association International Conference (AAIC®) 2019
c/o Hall-Erickson, Inc., Exhibition Management
98 E. Chicago Avenue, Westmont, IL 60559-1559
P: 630.929.7972  E: GAndruch@heiexpo.com

Exhibit Hall Schedule

Sunday, July 14
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 (badge required)

Monday, July 15
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 16
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 17
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
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 ........................................ $ 7,500
Inside front cover ................................... $ 6,300
Inside back cover ................................... $ 5,600
See full page dimensions below.

Standard placements

<table>
<thead>
<tr>
<th>Dimensions (w x h)</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Spread</td>
<td>$ 6,730</td>
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<tr>
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<tr>
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<tr>
<td>Trim</td>
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</tr>
<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®) 2019
c/o Hall-Erickson, Inc., Exhibition Management
98 E. Chicago Avenue, Westmont, IL  60559-1559
P: 630.929.7972
E: GAndruch@heiexpo.com
Deadlines
Space reservation due: May 3, 2019
Materials due: May 31, 2019

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® 2019, 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® 2019 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.