EXHIBITOR PROSPECTUS

A 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® 2019

July 14–18, 2019
(Exhibits July 14–17)

Los Angeles Convention Center
Los Angeles, CA USA
AAIC® 2018 attendance was record-breaking!

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

*From the AAIC® 2018 registration records

* 34% were first-time attendees in 2018!
Join these leading organizations who exhibited at AAIC® in 2018*

AbbVie
Abcam
**Acadia Pharmaceuticals**
Advanced Targeting Systems
Advanta
ADx Healthcare
Alzheimer Society of Canada/Canadian
Consortium on Neurogeneration in Aging
Alzheimer’s Prevention Initiative
Alzheimer’s Disease International
Alzheimer’s Drug Discovery Foundation
Alzheimer’s Germ Quest
Alzheimer’s Research & Prevention Foundation
Alzheimer’s Research UK
Ambient Activity Technologies
American Brain Foundation
AMP-AD Knowledge Portal hosted by
Sage Bionetworks
AnaSpec, EGT Group
Aralon Biotech
Atuka
Bachem Americas
Bee Yourself Apparel
Belmont Village Senior Living
Bentham Science Publishers
Biocross
**Biogen**
BioLegend
Bio-Techne
**Bracket**
BrainBits
BrainCheck
BrainTest
BrainXell
Bright Cloud International
Calmoceptine
Cambridge Cognition
Canadian Institutes of Health Research
Cellular Dynamics Intl,
a FUJIFILM company
CereScan & CereMetrix
CNS Vital Signs
COGNITION
CogState
Combinotics
ComforTek Seating
Consortium of Canadian Centres for
Clinical Cognitive Research (CSR)/
Weston Brain Institute
CTAD Congress
Diagenode
DiamR Biosciences
Dr. Keith Washington
**Eisai**
Elsevier
ERB Unlimited
Euroimmun AG/PerkinElmer
Evoke Neuroscience
Forschungszentrum Juelich
FUJIFILM Wako Pure Chemical
Corporation
Fujirebio US
**GE Healthcare**
Genentech
Global Alzheimer’s Association Interactive Network (GAIN)
H. Lundbeck
Hug Your Granny
iicometr
Informedtech
IntSbio
International Psychogeriatric Association (IPA)
Intervivo Solutions
InvestAcure PBC
IOS Press
Jaymac Pharmaceuticals
Johns Hopkins University Press
LifeArc
Macherey-Nagel
**MagQu**
MedAware Systems
Medicine X
Mosaic Design Studio
National Death Index
National Prion Disease Pathology Surveillance Center
Nalt’s Alzheimer’s Coordinating Center
NCRAD (Nalt’s Repository for Alzheimer’s Disease)
Neuro Central
NeuroCog Trials
Neurotrack
NeuroScience Associates
Neurotrack
NIH Toolbox—Northwestern University
**Novartis Pharmaceuticals**
Nutraphia
**Nutricia**
OhioHealth
Optina Diagnostics
OptiDiag
Optima Diagnostics
Osmic Enterprises
Panacorda Sciences
PAP0 Robots U.S.
Practical Neurology
PRAHealth Science
Prescient Imaging
Proteome Sciences
ProtoKinetiks Gait Analysis Walkways
PsychoGenics
Public Health Agency of Canada/
Canadian Institutes of Health Research
QPS
Quarterix
Quest Diagnostics
Qnapse
Recruitment Partners
Roskamp Institute
Rosman Search
Peptide
Second Wind Dreams
Spartan Bioscience
Spectrum Health
Stoelting Company
Sutter Health
Suven Life Sciences Limited
SyntecHealth
Synteract
The Gerontological Society of America
The Pat Summitt Clinic at the University
of Tennessee Medical Center
The University of Edinburgh
University College London
University of Florida Health
Wicking Dementia Research & Education Centre

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
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*

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.

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

STAND OUT FROM THE CROWD
LEVERAGE YOUR EXHIBIT PARTICIPATION WITH THESE PROMOTION OPPORTUNITIES!

**EXHIBIT HALL FLOOR GRAPHICS**
$7,500 – 10’x10’ (2 available)  
$3,000 – 5’x5’

Be first to greet AAIC®19 attendees to the Exhibit Hall as they enter the Registration Area and the South Lobby. These 10’x10’ 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’x5’ 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, 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.
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</th>
<th>Price</th>
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<td>Full Page Spread (w x h)</td>
<td>$ 6,730</td>
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<tr>
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</tr>
<tr>
<td>Quarter Page (w x h)</td>
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<tr>
<td>Trim 4.25&quot; x 5.5&quot;</td>
<td></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
Program Book Advertising—Important Information

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.