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!

88% of exhibitors rated attendee quality Excellent/Good!

38% WERE FIRST-TIME ATTENDEES!

* From the AAIC® 2019 registration and survey 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 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
BrainVell
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
COGNiSON
Combioetrics
Consortium of Canadian Centres for Clinical Cognitive Research (C5R)
CorTechs Labs
CTAD Congress
Cytosol Ltd.
Diagenode
Eisai
Elsevier
Eurommuni 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 (GAIN)
Grifols S.A.
Health and Retirement Study
IBL-America
icometrix
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
NORAD (National Repository for Alzheimer’s 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
Pharmaceuticals
PPD Biotech
PRA Health Sciences
Practical Neurology
Prescient Imaging
Proteintech Group
Public Health Agency of Canada (PHAC)
QMENTA
QPS
Quanterix Corporation
Quintib BV
Quest Diagnostics
Qsynapse
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

*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)

<table>
<thead>
<tr>
<th>Standard Booth Rate</th>
<th>$39.50 per sq. ft. or $439.00 per sq. meter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishers Rate</td>
<td>$18.00 per sq. ft. or $200.00 per sq. meter</td>
</tr>
<tr>
<td>Government Rate</td>
<td>$995.00 per 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>University Rate</td>
<td>$995.00 per 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>Non-Profit Rate</td>
<td>$1,395.00 for one 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>Corner Charge</td>
<td>$250.00 per open corner for In-Line Stands</td>
</tr>
</tbody>
</table>

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
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

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Spread ((w \times h))</td>
<td>$ 7,065</td>
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<tr>
<td>Bleed (17.25&quot; \times 11.25&quot;)</td>
<td></td>
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<tr>
<td>Trim (17&quot; \times 11&quot;)</td>
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<tr>
<td>Full Page ((w \times h))</td>
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<td></td>
</tr>
<tr>
<td>Trim (8.5&quot; \times 11&quot;)</td>
<td></td>
</tr>
<tr>
<td>Half Page ((w \times h))</td>
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<tr>
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<td>Trim (8.5&quot; \times 5.5&quot;)</td>
<td></td>
</tr>
<tr>
<td>Quarter Page ((w \times h))</td>
<td>$ 2,615</td>
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<tr>
<td>Bleed (4.5&quot; \times 5.75&quot;)</td>
<td></td>
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<td>Trim (4.25&quot; \times 5.5&quot;)</td>
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</tr>
</tbody>
</table>

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
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.