SHOW SUPPORT. BUILD AWARENESS. MAKE CONTACTS.

The American Epilepsy Society (AES) Annual Meeting brings thousands of epilepsy professionals together, all in one place. It’s your biggest opportunity each year to put your brand in front of a highly qualified and targeted audience.

- Showcase your brand, product, and services
- Interact with clinicians, researchers, and scientists
- Connect with your existing customers
- Generate valuable sales leads
- Network with leaders in epilepsy medicine and science

Reserve your Exhibit Booth, but don’t stop there. Check out all these additional opportunities for introducing and promoting your brand throughout the five-day event.

"After 6 consecutive years of exhibiting at the AES Annual Meeting, we admire how this event bridges industry, academic, and advocacy interests across epilepsy and the seizure disorder community like few others. The momentum behind the growing AES community enables a multi-channel approach to our business strategy: relevant exposure to the industry, collaboration with current customers, quality introductions to prospective customers, and renewal of mutually beneficial vendor partnerships. AES is an annual must-attend meeting to experience the breadth and depth of the epilepsy and seizure disorder community: research, technology, advocacy, perseverance, hope, and inspiration."

JAMI JACKSON, BRAIN SENTINEL, INC.
Connect with Decision Makers. TOGETHER IN ONE PLACE

HIGHLY ENGAGED AND ENERGIZED ATTENDEES

Join the epilepsy and seizure disorder community at the 2019 AES Annual Meeting and meet thousands of epilepsy specialists from all 50 states and nearly 70 countries!

• Health care professionals who provide care to millions of seizure disorder patients each year
• Basic science researchers, clinical researchers, and pharmacy specialists
• Global audience: 75% travel from around the USA, 25% attend from other countries

ALL AREAS OF THE SPECIALTY REPRESENTED

YOU BELONG HERE!
If your company markets products or services that support the science, diagnosis, treatment, and management of epilepsy, you don’t want to miss this once-a-year outreach opportunity. Exhibitors include leaders in:

Brain Imaging
Clinical Research
Diagnostics
Genetic Research/Testing
Hardware/Software
Laboratories
Medical Devices and Equipment
Medical Nutrition
Office Practice Needs
Patient Education/Outreach
Patient Monitoring
Pharmaceuticals
Professional Education
Publications
Recruiting Services
Recruiting Tools
Research Tools
Seizure Detection/Tracking

2018
NEW ORLEANS, LA 5,595
2017
WASHINGTON, DC 5,576
2016
HOUSTON, TX 5,047
2015
PHILADELPHIA, PA 5,206
2014
SEATTLE, WA 4,718
2013
WASHINGTON, DC 4,679
2012
SAN DIEGO, CA 4,504
2011
Baltimore, MD 4,512
2010
SAN ANTONIO, TX 4,134
Maximize Your Impact. YOUR BOOTH AND BEYOND

OPPORTUNITIES AT A GLANCE

EXHIBIT BOOTH
The platform for everything you do at the AES Annual Meeting, various sizes are still available. The Exhibit Hall is on track to sell out again this year.

INNOVATION PAVILIONS
Available to exhibitors only, get extra space to engage attendees in creative new ways and provide interactive education in a convenient and intimate environment.

OFFICE RENTALS
Office rentals in the Exhibit Hall are available for private meetings beyond the hours when the exhibits are open.

SPONSORSHIPS
Attach your brand to the frequently visited coat check, strategically-located hand sanitizers, cell phone charging stations, and coffee breaks — or one of many other sponsorship opportunities.

BOOST TRAFFIC PROMOTIONS
Passport to Prizes: a show favorite for attracting traffic to your booth! Effective tool for generating booth visits. Limited to 20 participating companies.

ANNUAL MEETING ADVERTISING
Get your message in front of AES members in multiple ways while in Washington, D.C. — from the airport to the 100 square foot media wall to sleeping room door drops to the Program Book that every attendee receives. And much more!

YEAR-ROUND ADVERTISING
Advertise in Epilepsy Currents: augment your presence at the AES Annual Meeting by reaching your target audience year-round.

SATELLITE SYMPOSIA & WORKSHOPS
AES allows select satellite symposia by application only. Content may not duplicate any aspect of the educational program at the 2019 AES Annual Meeting.

PRODUCT THEATERS
45-minute promotional forum in exhibit hall. Four slots available, up to 100 seats per slot.

SCIENTIFIC EXHIBITS
Separate from commercial exhibits, Scientific Exhibits are staffed exclusively by scientists and investigators. Share information about the current state of your research.

EDUCATION SUPPORT
Select from three different types of support: accredited medical education (e.g., CME grants for symposia), non accredited education (e.g., lectures, investigator workshops, and special interest groups), and professional development (e.g., AES Fellows Program and Young Investigator awards).

EQUIPMENT AUCTION
Focus the attention of the epilepsy professionals squarely on your company’s equipment by donating it for auction — and support AES at the same time. Capital goods only.

EPILEPSY RESOURCE AREA
(Nonprofit Organizations Only)
AES provides a dedicated area with 6’ tables for organizations involved in advocacy, patient outreach, patient services, and research funding.

“NeuroPace has exhibited at AES for many years. It is the marquee industry event for us. The conference attracts all of our top physicians as well as those we’d like to educate on the RNS System and provides us with the opportunity to interact with them in a variety of ways.”

ANNETTE WEFERS, NEUROPACE
Gain Extra Recognition. REACH A NEW LEVEL AT AES

GET EXTRA RECOGNITION AT THE AES MEETING AND THROUGHOUT THE ENTIRE YEAR

Shape a package of opportunities that fits your outreach needs. Add up your company’s total amount of qualifying expenditures, and get recognition for your support at the appropriate leadership level, including an award presentation with AES Leadership on Saturday in the Exhibit hall. Thanks in part to the generosity of commercial and nonprofit supporters, AES is able to fulfill its mission: to advance research and education for professionals dedicated to the prevention, treatment, and cure of epilepsy.

<table>
<thead>
<tr>
<th>Level</th>
<th>Sign</th>
<th>Program Book Acknowledgement</th>
<th>Pre- and Post-meeting Registrants (One Time Use)</th>
<th>Presidential Reception Invitations (# of Invitations)</th>
<th>Invitation to Industry Supporter Appreciation Event</th>
<th>Complimentary Full Meeting Registrations (# of Registrations)</th>
<th>Special Advance Housing Selection in 2019</th>
<th>Engraved Glass Award to Display at Booth</th>
<th>Daily Thank You in Mobile App Posted by AES</th>
<th>Daily Thank You Announcement in Exhibit Hall</th>
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<tr>
<td>CONTRIBUTOR $25,000+</td>
<td>1/4 Sign</td>
<td>✓</td>
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<tr>
<td>PATRON $5,000+</td>
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2018 SUPPORTERS

**BENEFACCTOR LEVEL**
- Eisai Inc.

**LEADER LEVEL**
- Sunovion Pharmaceuticals Inc.
- UCB Inc.
- Greenwich Biosciences, Inc.
- Lundbeck

**PARTNER LEVEL**
- SK Life Science, Inc.
- LivaNova
- Upsher-Smith Laboratories, LLC
- Supernus Pharmaceuticals, Inc.

**SUPPORTER LEVEL**
- Medtronic
- Zogenix, Inc.
- BioMarin Pharmaceutical Inc.
- Aquestron Therapeutics, Inc.
- Nihon Kohden America, Inc.

**CONTRIBUTOR LEVEL**
- NeuroPace
- Mallinckrodt Pharmaceuticals
- Cadwell Industries, Inc.

**ADVOCATE LEVEL**
- RhythmLink International, LLC
- Texas Children’s Hospital
- Persyst Development Corporation
- Ricoh USA, Inc.
- Natus Neuro
- Ceribell
- Compumedics Neurosciences Inc.
- York Instruments/MEGIN
- Moberg ICU Solutions
- Neurallinx, Inc.
- Philips
- Zimmer Biomet
- Neurelis

**PATRON LEVEL**
- Stoke Therapeutics
- Lifelines Neurodiagnostic Systems, Inc.
- Epilepsy Foundation
- Brain Sentinel, Inc.
- Valdus Pharmaceuticals LLC
- Child Neurology Foundation
- Zelo, Inc.
- CTF MEG International Services LP
- Gene Dx
- Rendr Labs
- Ad-Tech Medical Instrument Corp.
- PMT Corporation

**PATRON LEVEL, cont.**
- Renishaw Inc.
- RSC Diagnostic Services
- Monteris Medial
- Marinus Pharmaceuticals, Inc.
- Tuberous Sclerosis Alliance
Your AES Exhibit Booth. TAKE YOUR PLACE AT THE EPILEPSY MEETING

YOUR AES EXHIBIT BOOTH OFFERS DIRECT CONTACT TO THOUSANDS OF EPILEPSY DECISION-MAKERS

$3300 per 100 square foot of exhibit space
$150 for each exposed corner

Attention Nonprofit Organizations!
AES provides an Epilepsy Resource Area for nonprofit organizations involved in advocacy, patient outreach, patient services, and research funding. The $500 exhibit fee includes a 6’draped table, two chairs, carpet and one wastebasket. Reserve now.

**INCLUDED IN YOUR EXHIBIT PACKAGE**
- 4 Exhibit Hall badges per 10’ x 10’ booth;
- 2 Exhibit Hall badges per nonprofit tabletop
- Company listing in Program Book
- Online exhibit listing
- Black and white identification sign
- Lunches, refreshments, poster sessions, and prize drawings in the Exhibit Hall to promote traffic
- Pre- and post- show electronic list of registered attendees (direct mail addresses only)
- Complimentary electronic VIP passes to invite your best customers to the Exhibit Hall
- Priority sign-up for the 2020 Annual Meeting in Seattle, Washington

**RESERVE YOUR BOOTH TODAY**
Act now: Exhibit space will sell out quickly!
Applications for exhibit space must include a 50% deposit payment, payable in U.S.funds or drawn on a U.S.bank.After Friday, August 23, 2019, 100% payment must be included with your application.
Quick and easy: reserve your booth online with a credit card.

**QUESTIONS ABOUT BOOTH RESERVATIONS?**
Contact Jennifer Bitner, Exhibit Sales Associate
Phone: 312-265-9654
Email: jennifer@corcexpo.com

**VIEW HALL FLOOR PLAN: CLICK HERE**
**EXHIBITOR GUIDELINES: CLICK HERE**
**WHO IS EXHIBITING IN 2019: CLICK HERE**

All products and services proposed for exhibition relate specifically to the practice and advancement of the diagnosis, treatment and prevention of epilepsy, or the education of those treating or conducting research related to epilepsy and their patients.
Innovation Pavilions. ADDITIONAL SPACES FOR EXHIBITOR OUTREACH

ONLY 6 ARE AVAILABLE

Located inside the Exhibit Hall, six Innovation Pavilions are available - to paid exhibitors only - at the 2019 Annual Meeting. Pavilions offer your company the opportunity to conduct meetings away from the hubbub of the show floor, hold small gatherings of targeted attendees with a speaker, or engage attendees with your brand in creative new ways. Plus, AES will promote Pavilions both before and during the meeting.

PROMOTION PROVIDED BY AES
Pre-meeting:
• Promotional email sent to AES members and Annual Meeting registrants to increase awareness of Innovation Pavilions

On-site:
• Listing in the on-site Program Book and Mobile App
• Signage in the exhibit area

Please note that all of the above activities will promote the Pavilions as a whole. Participating companies may choose to do independent promotions. Promotions may not imply endorsement by AES.

HOURS
The Pavilions are open during exhibit hours:
Saturday, December 7.......................Noon - 6:00 p.m.
Sunday, December 8...................... 10:00 a.m. - 4:00 p.m.
Monday, December 9..................... 10:00 a.m. - 2:00 p.m.

COST
30’ X 40’ (1,200 SQ. FT.)
Fee (includes all three days)......................$15,000

Add-on
Contact AES about upgrading your Pavilion with soundproof walls.

INCLUDED
• 3 additional exhibit-only passes for your Pavilion
• Hard wall area inside the Exhibit Hall
• Carpeting
• Registration table with two chairs
• 22"x28" sign with company name and Pavilion title, plus ten word description

Each company is responsible for all other costs associated with their participation, including but not limited to audiovisual, food and beverage, additional lighting, furnishings, drayage, labor, and any other fees associated with participation. Once per day vacuuming is covered by AES. Orders can be placed using the exhibitor service manual, available at www.AESnet.org in mid-August.

QUESTIONS ABOUT INNOVATION PAVILIONS?
Contact: Lara Fitts Gamache, Exhibit Manager
Phone: 312-265-9639
Email: lara@corcexpo.com

PAVILION APPLICATION: CLICK HERE

RULES AND REGULATIONS
All proposed Pavilion activities must be approved by show management at least 60 days in advance of the show. No hanging signs or structures over 8’ are allowed in the pavilions.

All Pavilion staff and attendees must be badged AES Annual Meeting attendees.

Any videotaping or photography in the Pavilion must be pre-approved by show management and must adhere to the AES Audio and Audiovisual Policies in the Exhibit Hall to be found in the exhibitor service manual (available at AESnet.org in early August).

To be listed on conference signage, Pavilion title must be submitted by October 4, 2019. The 100 word description will be used in an eblast to all registered attendees.

PAVILION ACCESS
Pavilion renters may access the Pavilion for set-up at 8:00 a.m. each day. Pavilions must be clear by renter by 5:00 p.m. on Monday.

Exhibitor is responsible for securing the space and will need to coordinate access for catering/outside vendor deliveries.
Office Rentals. PRIVATE MEETING SPACE ON THE SHOW FLOOR

RESERVE EARLY-NUMBER OF OFFICES AVAILABLE IS LIMITED

So meet the trade show floor gets a little busy for the deeper, one-on-one discussions with attendees interested in your products. Office rentals, available for extended hours beyond the exhibit floor hours, are available.

**HOURS**

**EXHIBIT HALL HOURS**
Saturday, Dec 7 .......................... Noon - 6:00 p.m.
Sunday, Dec 8 .......................... 10:00 a.m. - 4:00 p.m.
Monday, Dec 9 .......................... 10:00 a.m. - 2:00 p.m.

**BEFORE AND AFTER EXHIBIT HALL HOURS**
Saturday, Dec 7 .......................... 6:00 p.m. - 7:00 p.m.
Sunday, Dec 8 .......................... 7:00 a.m. - 10:00 a.m.
Sunday, Dec 8 .......................... 4:00 p.m. - 7:00 p.m.
Monday, Dec 9 .......................... 8:00 a.m. - 10:00 a.m.

**OFFICE RENTAL COST**

10' X 20' (200 SQ. FT.)
Saturday or Sunday only ........................... $3,000
Monday only ........................................ $2,500
Any two days .......................................... $5,500
All three days ......................................... $6,500

**WHAT’S INCLUDED**

- Hard wall office inside the Exhibit Hall
- Carpeting
- 6’ draped registration table with two chairs
- 22”x28” sign with easel displaying office three-day schedule (company name only)

Each company is responsible for all other costs associated with its participation, including but not limited to, audiovisual, food and beverage, additional lighting, furnishings, drayage, labor, and any other fees.

Orders can be placed using the exhibitor services manual, available at www.AESnet.org in August.

Exhibitors will be given a pass to give to attendees to access the hall for meetings before and after exhibit hall hours.

**QUESTIONS ABOUT OFFICE RENTALS?**

Contact: Lara Fitts Gamae, Exhibit Manager
Phone: 312-265-9639
Email: lara@corcexpo.com

**RULES AND REGULATIONS**

Any activities outside of physician and company internal meetings need to be approved by show management at least 60 days in advance.

All guests in the office space must be badged AES Annual Meeting attendees.

Any videotaping or photography in the office space must be pre-approved by show management and must adhere to AES’ Audio and Audiovisual Policies in the Exhibit Hall to be found in the exhibitor service manual (available at AESnet.org in mid-August). Priority office selection is given to exhibitors reserving all three days.

**OFFICE ACCESS**

Office renters may access the office space for set-up at 8:00 a.m. on the day of the rental. Offices must be clear by renter by 7:00 p.m. on Saturday and Sunday and 3:00 p.m. on Monday. Exhibitor is responsible for office keys during rental period and will need to coordinate access for catering/outside vendor deliveries. Please notify show management 60 days in advance if additional office keys are required (fees may apply).

For meeting space outside the exhibit hall, see In Conjunction With (ICW) information at https://www.aesnet.org/annualmeeting/icw. Requests for ICW meetings open in August.
Stand Out from the Crowd. SPONSORSHIPS AND ADVERTISING

CREATE AN OUTREACH PACKAGE THAT FITS YOUR MARKETING GOALS AND BUDGET

Put your brand in front of attendees all meeting long. Sponsor special interest groups (SIGs), Junior Investigator Awards, cell charging stations, or other opportunities that fit your marketing strategy. Check out ways to reach your audience through highly targeted advertising at a range of price levels. For maximum exposure, select multiple ways to participate. EMAIL SOLIVER@AESNET.ORG FOR DETAILS ON THESE PRODUCTS.

OPPORTUNITIES AT-A-GLANCE

REACH OUT WITH TARGETED ADVERTISING

Hotel Key Cards and Jackets.......................................... $69,000
Program Book Advertising.................................. $4,800 to $16,000
Program Book Belly Band...................................................... $18,000
Footprints to Your Booth.................................................... $16,000
Sleeping Room Dark Channel.............................................. $31,000
Media Wall Advertising..................................................... $2,500 to $8,000
Sleeping Room Door Drop.................................................. $5,300 to $25,000
Exhibit Hall Lunch Table Ads.............................. $2,600 for 20
Park Benches in Exhibit Hall.................................................. $18,000
Program Book Advertising.................................. $4,800 to $16,000
Hotel Key Cards and Jackets.......................................... $69,000
Airport Exterior Column Wraps ................................. $25,000 to $80,000
Amtrak Advertising....................................................... $18,000 to $40,000

GET NOTICED OUT AND ABOUT

NEW! Hanging Banner in Pratt Street Lobby... $32,000
NEW! Overhang Cling in Pratt Street Lobby.. $30,000
NEW! Airport Advertising at BWI.... $25,000 to $80,000
NEW! Baltimore Billboards.................... $15,000 to $30,000
NEW! Amtrak Advertising.................. $18,000 to $40,000

ENHANCE ATTENDEE EXPERIENCE

Mobile App Sponsorship........................................ $85,000
Speed Networking Event ........................................ $21,000
Complimentary Coat and Bag Check............................... $25,000
Premium Passport to Prizes .......................................... $14,000
Passport Booth Traffic Promotion Slot....................... $2,500
NEW! Attendee Step Challenge................................. $30,000
At-A-Glance Meeting Guide ........................................ $18,000
NEW! Career Center on Exhibit Floor......................... $22,000
Attendee Lounge............................................................ $19,000
Water Coolers and Cups............................................. $2,300 to $3,500 per cooler
Hand Sanitizer Totems.................................................. $10 for $40,000
Cell phone chargers.................................................. $6 for $33,000
NEW! Random Acts of Kindness ................................................................. $2,400
NEW! Pop-up Events............................................................... Let’s Discuss

ATTACH YOUR BRAND TO INFORMAL LEARNING

NEW! Product Theater.............................................. $28,000
Abstract Guide Sponsorship........................................ $22,000
Abstract Online Search Sponsorship.............................. $27,000
Epilepsy Quiz-A-Day Game........................................ $27,000
NEW! EEG Course for Residents Sponsorship........... CALL
NEW! Leadership Development Program.................. CALL
NEW! Diverse Professional Community Posters..... $16,000
Women in Epilepsy Professions Luncheon.................. $16,000
Special Interest Group Sponsorship.......................... $5,000
Investigator Workshop Sponsorship......................... $5,000
Hoyer Lecture Sponsorship........................................ $5,000
Satellite Education...................................................... starts at $30,000
NEW! Invitational Presentations.................................................. $10,000

SUPPORT HIGH TRAFFIC EVENTS & SERVICES

Exhibit Hall Opening Sponsorship ....................... $18,000
NEW! Stick-and-Stack Ribbon Booth......................... $26,000
NEW! Poster Session Support Package...................... $34,000
Buffet Lunches ....................................................... $25,000 each day
Coffee Breaks in Exhibit Hall ...................................... $7,800 each
NEW! President’s Reception...................................... $10,000
NEW! Attendee Reception.......................................... $12,500
Leadership Breakfast Sponsorship......................... $12,500
NEW! Pop-up Popcorn Stand!................................. $5,500 per day

CONNECT YOUR BRAND TO PATIENT INTERESTS

NEW! Thought Leader Theater................................. $40,000
Epilepsy Leadership Council (ELC)........... $7,500 to $25,000
Hoyer Lecture Webcast........................................... $13,000
NEW! Exhibit Hall Foyer Advertising........ Non Profits Only

GROW THE EPILEPSY TALENT PIPELINE

Equipment Auction........................................ $5,000 to $50,000 (in kind)
Wine Event Sponsorship........................................ $11,000
Palate Power Puzzle Sponsorship.................. $3,700
NEW! Onsite Career Fair Table................................. $3,500
NEW! Online Career Fair Participation................... $2,500

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS
Position for AES 2020. MAX YOUR 2019 PRIORITY POINTS.

Booth selection for the 2020 AES Annual Meeting in Seattle starts at AES 2019 in Baltimore. You will be invited to select your 2020 booth position in order of the 2019 priority points you have accumulated. The more points you earn, the better spot you get on the exhibit floor in Seattle!

Here’s the system for earning points:

- **Participation Points**: 1 point for each year of exhibiting since 2002. Only these points carry over to next year. Exhibitors who do not exhibit two years in a row may lose all participation points.

- **2019 Booth Size Points**: 1 point per 100 square feet

- **2019 Housing Points**: 2 points for booking at least two hotelrooms for two nights each in the AES block prior to the group hotel reservations deadline

- **2019 Total Spend Points**, calculated as of the Wednesday before Thanksgiving:
  - **BENEFACOR**: $500,000 and over = 13 points
  - **LEADER**: $250,000 to $499,999 = 10 points
  - **PARTNER**: $100,000 to $249,000 = 7 points
  - **SUPPORTER**: $50,000 to $99,999 = 5 points
  - **CONTRIBUTOR**: $25,000 to $49,999 = 3 points
  - **ADVOCATE**: $10,000 to $24,999 = 2 points
  - **PATRON**: $5,000 to $9,999 = 1 point

GET AN EARLY CHANCE AT YOUR PREFERRED 2020 HOTEL!

Group hotel reservations for 2020 in Seattle will be staged according to 2019 recognition levels. Benefactors, Leaders, Partners, and Supporters—in that order—will have first pick of rooms, followed by Contributors, Advocates, and Patrons (combined as one group) prior to the general opening for group hotel reservations.

Advertise in **EPILEPSY CURRENTS**

Reach your target audience year-round!
Advertise in *Epilepsy Currents*.

For more information on *Epilepsy Currents*: Contact: Mac McKay
Phone: (804) 490-7420
Email: Mac.Mckay@sagepub.com
Guidelines. SPONSORSHIPS AND ADVERTISING

Who qualifies as advertisers or sponsors? The following categories qualify to participate in the AES 2019 Annual Meeting as advertisers or sponsors, providing you meet all other requirements for participating in the AES Annual Meeting per AES Exhibitor Guidelines:

- 2019 commercial booth or nonprofit tabletop exhibitors
- 2019 scientific exhibitors
- Non-exhibiting companies with an epilepsy-related medicine or device in pre-commercial status, provided they don't already have a commercial epilepsy product
- Medical education companies providing a satellite symposium that is sponsored by a company that qualifies to purchase advertising or sponsorship opportunities
- Companies in Loss of Exclusivity status or going into LOE in 2019 that in the past two years reached Contributor Level or above in the AES recognition system through expenditures on Epilepsy Currents advertising, medical education grants, and charitable support—or will reach that level in 2019.

All advertising and sponsorship goes through AES. All advertising and sponsorship goes through AES. All companies and organizations participating in the AES 2019 Annual Meeting as exhibitors, sponsors, and advertisers of content targeted in any way at the professional epilepsy audience that appears during the 12/02/2019 to 12/13/2019 time period in the Baltimore market must purchase these products from AES. Note that advertising placements of a month or less that: (1) include these dates, (2) are targeted at the consumer market, and (3) are in or near venues or outlets where they can reasonably be expected to reach the AES professional audience will be considered targeted at professionals and therefore must be purchased through AES. Advertising includes, but is not limited to, advertising on-site at the convention center and AES hotels and in-market advertising such as airport, billboards, signage in the central business district and on or near AES hotels, bus, taxi, clings, pop-ups, projection ads, mobile advertising, pedicabs, and other outdoor advertising.

Hotel advertising. AES does not allow advertising in conference hotels with the exception of advertising inventory offered by AES in the headquarters hotels.

Complimentary registrant mailing list. All exhibitors will receive (via the exhibitor newsletter) a link to the meeting registrant list on or about November 7, 2019 and again on or about January 10, 2020. Each is for a one-time only use. Only postal mailing addresses will be provided. AES does not provide email addresses.

- Each commercial booth, medical affairs booth (if separate from commercial), tabletop exhibit, scientific exhibit, Innovation Pavilion, and satellite symposium or workshop is entitled to one use of the pre-meeting registrant list and the post-meeting registrant list. Your mailing must be related to the AES item—e.g. exhibit booth, scientific booth, Pavilion, etc.—for which you are given a complimentary use of the list.
- Mailings using the pre-registration list must be mailed no later than December 3, 2019. Mailings using the final registration list must be mailed no later than February 28, 2020.
- The mailing list is sent via the exhibitor newsletter or a separate e-blast to the contact of record that your company has provided. Please contact this person on your team to get your copy of the list.

AES approvals for ads and mailings. All advertisements and mailings using the AES registrant list must be approved by the American Epilepsy Society in advance. AES can review your messaging and/or art in its early stages of execution in addition to reviewing the final for approval. Send all approval requests to soliver@aesnet.org and allow two business days for review.

Use of QR codes in advertisements. QR codes on print or digital advertisements are acceptable provided the code takes the user directly to a PDF of the document, i.e. a copy of the ad and not to the advertiser’s website.

References to AES in ads and mailings. Advertisements and direct mail outreach may include reference to the AES Annual Meeting, but it must not imply that the ad or mailer is from AES. During the review process, AES reserves the right to change language relating to the use of the American Epilepsy Society and/or to reduce the point size of the reference.

- Neither the AES logo nor the AES 2019 Annual Meeting logo may be used in any advertisement or mailer
- No version of “American Epilepsy Society”, “AES”, and “Annual Meeting” may appear in any URLs your company uses to support your program or product.
- The following reference to AES is not required, but may be used in all advertising, including airport, outdoor, taxi, hotel, and various onsite advertising: AES2019 or AES 2019.
- On materials viewed or used onsite at the convention center—including but not limited to program book ads, meeting guide, door drops, media wall ads, and room signs for scientific exhibits and satellite symposia—advertisers may use: American Epilepsy Society 2019 Annual Meeting or AES 2019 Annual Meeting.

Messaging at the AES Annual Meeting. Please note these requirements for your corporate and branded product messaging based on where your advertisement or mailer will appear:

- Messaging on sponsored items and advertising inside the exhibit hall may include corporate messaging + logos and/or product messaging + logos. AES reserves the right to disallow corporate and/or product messaging and logos on items in the exhibit hall if there is a reasonable possibility that attendees may carry those items where corporate messaging might be visible in accredited education sessions.
- Messaging on sponsored items and advertising in the convention center but outside the exhibit hall may not include product messaging + logos, with the exception of ads appearing on the AES Media Wall, which may include product messaging+ logos.
- Outdoor advertising and sponsorships (airport, taxi, shuttle buses, billboards, headquarters hotels, etc) may include a call to action and may include product messaging + logos as part of a larger corporate message. The product messaging + logo must appear smaller than the corporate messaging + logo.

Exhibitor group housing expectations. Companies exhibiting at the AES Annual Meeting are expected to house their staff and vendor teams in the AES hotel block for at least 80% of their room nights. Built into AES hotel contracts are minimum numbers of prime, competitively-priced sleeping rooms that help keep costs down for attendees, which help attract the target audience for a successful exhibit hall. Rooms in the AES block must be sold or AES will face attrition fees and meeting room charges that will increase costs next year.
Right of First Refusal System. Companies or organizations that purchase an exclusive or premium sponsorship or advertising item will have the right of first refusal (ROFR) for that item at the subsequent Annual Meeting if it is offered in the subsequent year by AES. Prices for exclusive and premium items are subject to change each year.

In Conjunction With (ICW) Meetings. Space reservations for “In Conjunction With” (ICW) meetings will open in August 2019. Watch your exhibitor newsletter for the exact date. ICWs are any meetings that take place between Tuesday, December 3, 2019 and Wednesday, December 11, 2019 in the Baltimore area that include AES registrants. All such meetings or events, whether on-site at the AES meeting or off-site at a non-AES venue, are ICWs and must be approved by AES. Exhibitor team meetings with attendance limited to that company’s staff and representatives may be held at any time.

- ICWs typically fall into one of these categories: Alumni Reunions/Receptions; Advisory Board Meetings; Committee Meetings; Board Meetings; Focus Groups; Press Conferences; Task Forces; and Social Events. **ICW meetings may not provide either informal or accredited medical education.**

- Attendance at an ICW event may not exceed 100 AES Annual Meeting registrants, including your organization's representatives/employees/staff.

- ICWs must be by invitation only to a select group of people. They may not be open to all AES Annual Meeting attendees.

- AES provides limited times over the course of the AES Annual Meeting that ICWs are allowed.

- Companies and organizations holding an ICW meeting are responsible for conforming to all rules relating to the times that ICWs are allowed and the requirements for promotional materials and signage, which will be posted on the AES website in early summer 2019.

- AES reserves the right to limit the number of ICW meetings and to not approve an ICW request.

**MORE INFORMATION ON ICW MEETINGS CAN BE FOUND HERE.**

Securing ads or sponsorships. Insertion orders plus specifications for Passport to Prizes, Program Book Advertising, Media Wall Advertising, Saturday Shared Sleeping Room Door Drop, Water Coolers, and several other advertising and sponsorship items are available on the AES website. For other ads and sponsorships, contact soliver@aesnet.org or call 312-883-3800, x 102. Note that quantities are limited on many items.

Other opportunities. Commercial and non-profit supporters may propose additional advertising or sponsorship ideas that fit their 2019 outreach program. AES will review these ideas and if approved, provide prices for them.

Deadlines. Please note the following deadlines:

- **September 13, 2019:** Signed agreements and insertion orders due for items to be included in print Program Book.
- **September 27, 2019:** Deadline for submission of final, AES-approved art for the print Program Book.
- **October 31, 2019:** Signed agreements and insertion orders due for items to be included in on-site disclosure signage.
- **After October 31, 2019:** AES will make every effort to accommodate requests for sponsorships or advertisements if inventory is available. Prices for sponsorships and ads may increase after October 31st at the discretion of AES to cover cost increases incurred by late commitments.

**PLEASE NOTE: The AES cancellation policy for sponsorships and advertising can be found here on the AES meeting website.**

### American Epilepsy Society Exhibitor Webinars

**Tips and Procedures for Successful Exhibiting at the 2019 Annual Meeting**

**WEDNESDAY, JUNE 5, 2019 2 PM TO 3:15 PM CT**

**TUESDAY, AUGUST 20, 2019 10 AM TO 11: 15 AM CT**

Webinars will be archived on the AES website.
Scientific Exhibits. SPOTLIGHT ATTENTION ON YOUR COMPANY’S RESEARCH

APPLICATIONS DUE JULY 1, 2019

Scientific Exhibits share information about the current state of your company’s research. Separate from commercial exhibits, Scientific Exhibits are staffed exclusively by scientists and investigators.

GENERAL GUIDELINES
Scientific Exhibits differ from traditional poster presentations in that a far broader range of material can be presented as a collection of topics (results of various clinical trials), or a thematic presentation of one aspect of drug development (e.g., all preclinical material). Presentation of a range of data will enhance viewer understanding of the evolution of drug and device development.

No references may be made to the Scientific Exhibit in the exhibit hall.

Exhibits must be scientific and/or educational and conservative in appearance (i.e., informational, not promotional). No promotion can be conducted in the Scientific Exhibit area and no commercial representative of the company can be present during display times. Language used in the exhibit should not suggest that compounds are proven safe and effective for any indications that are still investigational.

GENERATING AN AUDIENCE FOR YOUR EXHIBIT
Scientific Exhibitors are responsible for generating their own audience for their exhibit. AES will include the block of times and the location of Scientific Exhibits in its at-a-glance print and digital materials. AES will include exhibit titles, companies, and specific times/locations in the print program book and the mobile app.

A complimentary one-time use of the pre-meeting registrant list as of approximately October 31st and the post-meeting registrant list with postal addresses only (no email addresses) will be provided to scientific exhibitors for AES-approved outreach about their exhibit. Scientific exhibitors must comply with all AES guidelines regarding on-site signage or other promotion of their the scientific exhibit.

Additional resources for building your scientific exhibit audience can be found on pages 9-13 of this prospectus. Scientific exhibitors qualify to purchase advertising and sponsorships at the AES Annual Meeting.

FOR MORE INFORMATION
JoLynn Amsden
Education Program Manager
Phone: 312-883-3800 x104
Email: jamsden@AESnet.org

WHAT’S INCLUDED
Scientific Exhibits are held Sunday, December 8 and Monday, December 9. There will be up to three concurrent exhibits open on Sunday and Monday in the time periods of 8:00 a.m. – 11:00 a.m. and 2:00 p.m. – 5:00 p.m., with an “all day” option available. The location of the rooms (subject to change) will be on the second level of the convention center, on the same level as many education sessions and meeting rooms.

APPROXIMATELY 3500 SQUARE FOOT ROOM
• $9,000 for three-hour exhibit
• $22,500 for all day (8:00 a.m. – 5:00 p.m.) exhibit
• Twenty 4’X6’ double-sided exhibit boards
• Four 8’ skirted tables
• Exhibit listing in Program Book
• Site signage
• Six complimentary one-day Exhibit Hall guest passes

APPLICATIONS DUE JULY 1, 2019

Application must be submitted by Monday, July 1, 2019. You will be notified of the outcome of your application by Monday, July 29, 2019. Invoices will be sent in early August. Payment will be due by Tuesday, September 3, 2019.

• $6,000 for three-hour exhibit
• $15,000 for all day (8:00 a.m. – 5:00 p.m.) exhibit
• Ten 4’X6’ double-sided exhibit boards
• Two 8’ skirted tables
• Exhibit listing in Program Book
• Site signage
• Three complimentary one-day Exhibit Hall guest passes
Education Support. ADVANCE THE LEARNING

SUPPORT OF ACCREDITED MEDICAL EDUCATION
The American Epilepsy Society encourages the professional development of physicians and other health care professionals by offering an array of activities to assist the learner in expanding their knowledge of topics in the field of epilepsy. AES is accredited with commendation by the Accreditation Council for Continuing Medical Education (ACCME).

AES will offer approximately 32 AMA PRA Category 1 Credits™ at its 2019 Annual Meeting, plus selected Nursing and Pharmacology credits. Several symposia are offered for CME credit, including:

- Presidential
- Epilepsy Specialist
- Annual Course
- Annual Fundamentals
- Epilepsy Therapies
- Pediatric State of the Art
- Interprofessional Care
- Merritt-Putnam
- Hot Topics
- Scientific
- Spanish

FOR MORE INFORMATION ABOUT EDUCATION SUPPORT:
Contact: Susan Oliver, Associate Executive Director, Advancement
Phone: 312-883-3800, x102
Email: soliver@AESnet.org

SPONSORSHIP OF NON-ACCREDITED EDUCATION
AES offers several opportunities to sponsor nonaccredited education, including:
- The Judith Hoyer Lecture: $5000
- Investigator Workshops: $5000 each
- Special Interest Group (SIG) meetings: $5000 each
- General conference support, starting at $10,000

Professional development opportunities are available to support researchers and clinicians, including:
- AES Fellows Program
- AES Leadership Development Program
- EEG Course for Residents
- Named Fellowships
- Nurse Awards
- Young Investigator Awards
- Seed Grants

SATELLITE SYMPOSIA
AES allows satellite symposia and workshops (both for CME credit and non-credite) by application only. Guidelines and application are available here.

AES does not accredit these symposia and workshops nor does it jointly provide them. Content may not duplicate any aspect of the educational content of the 2019 AES Annual Meeting. Acceptable educational formats for CME satellite symposia include presentations by speakers, panel discussions, films, and video presentations.

Contact: JoLynn Amsden Education Project Manager
312-883-3800 x104 jamsden@AESnet.org

TABLETOP SPACE RESERVATION: CLICK HERE

EPILEPSY RESOURCE AREA
(Nonprofit Organizations Only)
Calling all 501(c)(3) organizations dedicated to epilepsy patient and caregiver education, support, and advocacy! AES provides a dedicated area with 6' tables for organizations involved in advocacy, patient outreach, patient services, and research funding. $500 per table. Secure your table today! Space is limited!

EQUIPMENT AUCTION
Focus the attention of the epilepsy professional community squarely on your company’s equipment by donating for auction — and support AES at the same time. Capital goods valued at $5,000 or more only, please. Learn more.
Contact: Susan Oliver, Associate Executive Director, Advancement
Phone: 312-883-3800, x102
Email: soliver@AESnet.org
Here to Help. AES CONTACT INFORMATION

JOIN AES TODAY! BECOME A PROFESSIONAL, ASSOCIATE, OR INTERNATIONAL MEMBER AND GET REGISTRATION DISCOUNTS!

JOIN AES: CLICK HERE

EXHIBITS, INNOVATION PAVILIONS, OFFICES
Lara Fitts Gamache
AES Exhibit Manager
312-265-9639
lara@corcexpo.com

RESERVE EXHIBIT SPACE
Jennifer Bitner
Exhibit Sales Associate
312-265-9654
jennifer@corcexpo.com

SPONSORSHIPS, ADVERTISING, AND EDUCATION SUPPORT
Susan J. Oliver
Associate Executive Director, Advancement
312-883-3800 x102
soliver@AESnet.org

SCIENTIFIC EXHIBITS
Jolynn Amsden
Education Project Manager
312-883-3800 x104
jamsden@AESnet.org

ADVERTISE: EPILEPSY CURRENTS
Mac McKay
Advertising Sales Manager
(804) 490-7420
Mac.Mckay@sagepub.com

IMPORTANT DATES FOR EXHIBITORS

Mid-May .................... Group hotel reservations open at www.AESnet.org. Companies in top four recognition tiers have first-pick opportunity.

July 1 ....................... Scientific Exhibit Applications due (space assigned on first come basis).

July 1 ....................... Satellite Symposium Applications due.

Mid July ..................... Individual hotel reservations and exhibitor registration open.

July 29 ...................... Scientific Exhibit confirmations sent out.

August ...................... In Conjunction With (ICW) Meeting Requests open.

Early August ................ Exhibitor manual emailed.

August 23 ................... Exhibitor full payment due.

By September 13 ........... Last date for signed advertising and sponsorship agreements for items promoted in the print Program Book.

September 16 .............. Exhibitor listing due.

September 27 .............. Innovation Pavilion and Office Rental deadline.

October 1 .................. Group hotel reservations deadline.

October 31 .................. Deadline for In Conjunction With meeting requests.

October 31 .................. Final Passport to Prizes deadline if slots are still available.

October 31 .................. Final Media Wall and Door Drop advertising insertion order deadline.

October 31 .................. Last date for signed advertising and sponsorship agreements for items disclosed in on-site signage.

November 5 ............... Individual hotel reservation deadline.

November 6 ............... Complimentary direct mail list of registrants to date provided to all exhibitors for one-time use. All mailings must be approved by AES.