EXHIBITS AND SUPPORT OPPORTUNITIES

FIVE DAYS. THOUSANDS OF DECISION MAKERS. ALL FOCUSED ON EPILEPSY.
Five Days. Thousands of Decision Makers: All focused on epilepsy.

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.

“We value the AES Annual Meeting and the attendees. They are our core target audience for our EEG solutions and the physicians are very interactive and engaging in the Exhibit Hall.”
Lori Kaufman, Cadwell Industries, Inc.

FIND IT QUICK!
- Connect with Decision Makers..............................3
- Summary of Opportunities.................................4
- Recognition Levels.............................................5
- Exhibit Space..................................................6
- Innovation Pavilions.........................................7
- Office Rentals...................................................8
- Advertising and Sponsorship..............................9
- Scientific Exhibits.............................................14
- Advertising in Epilepsy Currents.........................14
- Education Support............................................15
- Equipment Auction..........................................15
- Epilepsy Resource Area......................................15
- Contact Information..........................................16
- Important Dates................................................16
Connect with Decision Makers: Together in one place.

Join the epilepsy and seizure disorder community at the 2017 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

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

All Areas of the Specialty Represented

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Epilepsy</td>
<td>30%</td>
</tr>
<tr>
<td>Physiology</td>
<td>16%</td>
</tr>
<tr>
<td>Research</td>
<td>12%</td>
</tr>
<tr>
<td>Pharmacology</td>
<td>11%</td>
</tr>
<tr>
<td>Child Neurology</td>
<td>10%</td>
</tr>
<tr>
<td>General Neurology</td>
<td>8%</td>
</tr>
<tr>
<td>Devices/Imaging</td>
<td>7%</td>
</tr>
<tr>
<td>Other (Including Psychiatry, Nursing, Pharmacy)</td>
<td>6%</td>
</tr>
</tbody>
</table>

Decision Makers in Epilepsy Care and Research

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physicians</td>
<td>67%</td>
</tr>
<tr>
<td>Scientists</td>
<td>15%</td>
</tr>
<tr>
<td>NURSES AND PAs</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Highly Engaged and Energized Attendees

- 2016: HOUSTON, TX
- 2015: PHILADELPHIA, PA
- 2014: SEATTLE, WA
- 2013: WASHINGTON, DC
- 2012: SAN DIEGO, CA
- 2011: BALTIMORE, MD
- 2010: SAN ANTONIO, TX
- 2009: BOSTON, MA

Attendance: 3800, 4000, 4200, 4400, 4600, 4800, 5000, 5200
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. Don’t delay: the Exhibit Hall is on track to sell out again this year. The list of current exhibitors is available online.

INNOVATION PAVILIONS
Available to exhibitors only, get extra space to interact with attendees for special purposes away from the activity of the main exhibit floor. 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. Act fast — there are only a limited number!

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

BOOTH 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.

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. Nonprofits may schedule a presentation time in the AES Discovery Center.

“AES has provided Courtagen the opportunity to showcase our value and demonstrate how CLS makes it easy for physicians to get this life changing information to impact patient lives.”

Dan Walsh, Courtagen Life Sciences, Inc.
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. 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>Recognition Level</th>
<th>BENEFAC'TOR</th>
<th>LEADER</th>
<th>PARTNER</th>
<th>SUPPORTER</th>
<th>CONTRIBUTOR</th>
<th>ADVOCATE</th>
<th>PATRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition Ad Placed in Program Book</td>
<td>Full Page</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in Program Book &amp; Mobile App</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pre- and Post-meeting Registrant Invite (One Time Use)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Presidential Reception Invitations (Number of Invitations)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Prominent Signage at Meeting to Recognize Support</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Invitation to Industry Supporter Appreciation Event</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary Full Meeting Registrations (Number of Registrations)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>E-News Recognition on First Day of Exhibit Hall</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Engraved Glass Award to Display at Booth</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Daily Thank You in Mobile App Posted by AES</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Daily Thank You Announcement in Exhibit Hall</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

### 2016 Supporters

**BENEFAC'TOR**

Sunovion Pharmaceuticals Inc.
Eisai Inc.
UCB, Inc.

**LEADER**

Lundbeck

**PARTNER**

Upsher-Smith Laboratories, Inc.
Greenwich Biosciences
Sun Neurosciences
Supernus Pharmaceuticals, Inc.

**SUPPORTER**

LivaNova
Sage Therapeutics
Nihon Kohden America, Inc.
Epilepsy Foundation
Wishes for Elliot

**CONTRIBUTOR**

NeuroPace, Inc.
Medtronic
Ricoh Company, LTD.

**ADVOCATE**

Dravet Syndrome Foundation
Texas Children’s Hospital

**PATRON**

Tuberous Sclerosis Alliance
MNG Laboratories
Validus Pharmaceuticals, LLC

**ANTE**

ANT North America, Inc.
Ad Tech Medical Instrument Corp.
Elekta, Inc.
Empatica
GeneDx
Obelab, Inc.
Monteris Medical, Inc.
Neuralynx, Inc.
PMT Corporation
Ripple LLC
Brain Sentinel
Your AES Exhibit Booth: Take your place at the epilepsy meeting.

$3,200 per 100 square feet of exhibit space. $150 for each exposed corner.

The starting point: your AES Exhibit Booth offers direct contact to thousands of epilepsy decision-makers.

RESERVE EXHIBIT SPACE: CLICK HERE

What’s 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 distributed on-site and posted online
- Online exhibit listing
- Black and white identification sign
- Lunches, refreshment breaks, 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 2018 Annual Meeting in New Orleans, LA

PLUS! Earn two additional exhibit-only badges and two priority points for booking at least two rooms (two-night minimum each) within the official AES hotel block by November 7, 2017.


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 25, 2017, 100% payment must be included with your application.

Quick and easy: reserve your booth online with a credit card.

Questions about reserving a booth?
Contact: Jennifer Bitner, Exhibit Sales Associate
Phone: 312-265-9654
Email: jennifer@corcexpo.com

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.

AMERICAN EPILEPSY SOCIETY 2017 ANNUAL MEETING WWW.AESNET.ORG
Innovation Pavilions: Additional spaces for exhibitor outreach.

Located inside the Exhibit Hall, five Innovation Pavilions are available — to paid exhibitors only — at the 2017 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 2..................................Noon – 6:00 p.m.
Sunday, December 3..........................10:00 a.m. – 4:00 p.m.
Monday, December 4........................10:00 a.m. – 2:00 p.m.

COST

30’ X 40’ (1,200 SQ. FT.)
- Saturday or Sunday only: $8,000
- Monday only: $6,500
- Any two days: $13,500
- All three days: $16,500

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
- Literature rack
- 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.

INNOVATION 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.

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 mid-August).

Priority Pavilion selection is given to exhibitors reserving multiple days.

PAVILION ACCESS
Pavilion renters may access the Pavilion for set-up at 8:00 a.m. on the day of the rental: Saturday rentals may access Friday with show management approval. Pavilions must be clear by renter by 6:00 p.m. on Saturday and Sunday and 5:00 p.m. on Monday. Any materials left in the Pavilion past your rental day will incur a $500 storage fee (labor fees may also apply).

Exhibitor is responsible for securing the space and will need to coordinate access for catering/outside vendor deliveries.

Questions about Innovation Pavilions?
Contact: Lara Fitts Gamache, Exhibit Manager
Phone: 312-265-9639
Email: lara@corcexpo.com
Office Rentals: Private meeting space on the show floor.

Sometimes 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. Reserve early – there are only a limited number!

**OFFICE RENTAL COST**

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ X 20’ (200 SQ. FT.)</td>
<td></td>
</tr>
<tr>
<td>Saturday or Sunday only</td>
<td>$3,000</td>
</tr>
<tr>
<td>Monday only</td>
<td>$2,500</td>
</tr>
<tr>
<td>Any two days</td>
<td>$5,500</td>
</tr>
<tr>
<td>All three days</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

**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 mid-August.

**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 of the meeting.

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 renter 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 of the show if additional office keys are required (fees may apply).

Questions about Office Rentals?
Contact: Lara Fitts Gamache, Exhibit Manager
Phone: 312-265-9639
Email: lara@corcexpo.com

**HOURS**

**EXHIBIT HALL HOURS**
Saturday, December 2.................Noon - 6:00 p.m.
Sunday, December 3...................10:00 a.m. - 4:00 p.m.
Monday, December 4...................10:00 a.m. - 2:00 p.m.

**BEFORE AND AFTER EXHIBIT HALL HOURS**
Saturday, December 2..................6:00 p.m. - 7:00 p.m.
Sunday, December 3...................7:00 a.m. - 10:00 a.m.
Sunday, December 3...................4:00 p.m. - 7:00 p.m.
Monday, December 4....................8:00 a.m. - 10:00 a.m.
Stand Out from the Crowd: Sponsorships and advertising.

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.

**SUPPORT OPPORTUNITIES**

**REACH OUT WITH TARGETED ADVERTISING**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Key Cards and Jac</td>
<td>$68,000</td>
</tr>
<tr>
<td>NEW! At-A-Glance Meeting Guide</td>
<td>$18,000</td>
</tr>
<tr>
<td>Program Book Advertising</td>
<td>$3,500 to $15,000</td>
</tr>
<tr>
<td>NEW! Program Book Belly Band</td>
<td>$17,000</td>
</tr>
<tr>
<td>Footprints to Your Booth</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exclusive Sleeping Room Ucor Drop</td>
<td>$25,000</td>
</tr>
<tr>
<td>Shared Sleeping Room Door Drop</td>
<td>$5,200</td>
</tr>
<tr>
<td>Media Wall Advertising</td>
<td>$800 - $2,000/day</td>
</tr>
<tr>
<td>Convention Center Digital Signage</td>
<td>Call for custom pricing</td>
</tr>
<tr>
<td>NEW! Marriott Marquis Digital Signage</td>
<td>$1,800 - $3,000/day</td>
</tr>
<tr>
<td>NEW! Advertising Clings in Exhibit Hall</td>
<td>$13,000 - $16,000</td>
</tr>
<tr>
<td>Park Benches in Exhibit Hall</td>
<td>$18,000 each</td>
</tr>
<tr>
<td>NEW! Exhibit Hall Lunch Table Ads</td>
<td>$3,750 for 15 tables</td>
</tr>
</tbody>
</table>

**ENHANCE ATTENDEE EXPERIENCE**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App Sponsorship</td>
<td>$80,000</td>
</tr>
<tr>
<td>Speed Networking</td>
<td>$19,000</td>
</tr>
<tr>
<td>NEW! Complimentary Gift Bag Check</td>
<td>$35,000</td>
</tr>
<tr>
<td>Passport to Prizes Premium Sponsorship</td>
<td>$12,500</td>
</tr>
<tr>
<td>Passport to Prizes Booth Traffic Promotion</td>
<td>$2,500</td>
</tr>
<tr>
<td>NEW! Social Media Photo Center</td>
<td>$21,000</td>
</tr>
<tr>
<td>Cyber Café</td>
<td>$22,000</td>
</tr>
<tr>
<td>Attendee Lounge</td>
<td>$16,000</td>
</tr>
<tr>
<td>NEW! Pop-up Events</td>
<td>$2,200 to $3,500 per cooler</td>
</tr>
<tr>
<td>Cell Phone Charging Stations with Video</td>
<td>$4,700 per or all 8 for $33,000</td>
</tr>
<tr>
<td>NEW! Hand Sanitizing Stations (10) Rugs</td>
<td>$27,000</td>
</tr>
</tbody>
</table>

**SUPPORT HIGH TRAFFIC EVENTS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW! Exhibit Hall Opening Sponsorship</td>
<td>$18,000</td>
</tr>
<tr>
<td>Buffet Lunches: Saturday, Sunday</td>
<td>$18,000 each</td>
</tr>
<tr>
<td>Coffee Breaks in Exhibit Hall</td>
<td>$7,500 each, 4 total</td>
</tr>
<tr>
<td>Poster Session Breakfast</td>
<td>$10,000</td>
</tr>
<tr>
<td>NEW! President’s Reception Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td>NEW! Leadership Breakfast Sponsorship</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

**CONNECT YOUR BRAND TO PATIENT INTERESTS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoyer Lecture Webcast</td>
<td>$12,000</td>
</tr>
<tr>
<td>Epilepsy Leadership Council (ELC) Support</td>
<td>$7,500 - $25,000</td>
</tr>
<tr>
<td>Shared Messaging with AES on Outdoor Advertising</td>
<td>Call to discuss</td>
</tr>
<tr>
<td>NEW! Career Center Sponsorship</td>
<td>$18,000</td>
</tr>
<tr>
<td>Hoyer Lecture Sponsorship</td>
<td>$4,500</td>
</tr>
<tr>
<td>Special Interest Group and Investigators Workshop Sponsorship</td>
<td>$5,000 each; 2 for $9,000</td>
</tr>
</tbody>
</table>

**ATTACH YOUR BRAND TO INFORMAL LEARNING**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract Search Page</td>
<td>$27,000</td>
</tr>
<tr>
<td>Epilepsy Quiz Game</td>
<td>$25,000</td>
</tr>
<tr>
<td>Discovery Center Expert Talks</td>
<td>$5,000/half hour</td>
</tr>
<tr>
<td>NEW! Career Center Sponsorship</td>
<td>$18,000</td>
</tr>
<tr>
<td>Hoyer Lecture Sponsorship</td>
<td>$4,500</td>
</tr>
<tr>
<td>Special Interest Group and Investigators Workshop Sponsorship</td>
<td>$5,000 each; 2 for $9,000</td>
</tr>
</tbody>
</table>

**GET NOTICED OUT AND ABOUT**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport: Dioramas, Banners, Wall Wraps</td>
<td>Call for inventory and pricing</td>
</tr>
<tr>
<td>NEW! Train (Acela or Regional)</td>
<td>$27,000 to $50,000</td>
</tr>
<tr>
<td>Taxi Tops (SO), Plus Staged Cabs</td>
<td>$55,000</td>
</tr>
<tr>
<td>NEW! In-Taxi TV</td>
<td>$25,000 to $35,000</td>
</tr>
</tbody>
</table>

Sponsorships sell out quickly. Check availability and reserve your sponsorship or ad by contacting:

Contact: Susan Oliver, Director of Development & Industry Relations
Phone: 312-883-3800, x102
Email: soliver@AESnet.org
Attendee Experience: Details on support opportunities.

REACH OUT WITH TARGETED ADVERTISING

Hotel Key Cards and Jackets.......................... $68,000
Put your brand in the hands of attendees who are staying at the headquarters hotel. They will see your AES-approved message several times a day. Signage and acknowledgement in Program Book.

**NEW!** At-a-Glance Meeting Guide.......................... $18,000
Distributed to all attendees, the folded pocket guide will include your company name and logo as the sponsor.

**NEW!** Program Book Advertising.......................... $3,500 - $15,000

**NEW!** Program Book Belly Band.......................... $17,000
New, high impact item! Your unbranded message wrapped around every program book handed out to every AES attendee!

Footprints to Your Booth.......................... $15,000
Only available to two supporters; provide 1’ by 1’ footprints with your logo to direct attendees to your booth. Footprints can originate from the door of the Exhibit Hall or from a food service station — your choice.

**NEW!** Exclusive Sleeping Room Door Drop.......................... $25,000
AES attendees will wake up to your message and your message only in the Thurs, Fri, Sun, or Mon Exclusive Door Drop delivered to sleeping rooms.

**NEW!** Shared Sleeping Room Door Drop.......................... $5,200
Your message will be delivered on Saturday night — the perfect time to connect with attendees in their rooms at most AES hotels. Great way to promote traffic to your booth, your pavilion, or your scientific exhibit.

Media Wall Advertising.......................... $800 - $2,000 per day
Purchase a 15, 30 or 60 second spot to rotate on a 100 square foot state-of-the-art LED video screen in the Exhibit Hall. Produce your own video (no sound, please) or AES can put together a PowerPoint ad with content you provide.

**NEW!** Convention Center Digital Signage.......................... Call for custom pricing
Let us put together a portfolio of signs to increase awareness or deliver a call to action. Signs can be changed daily!

**NEW!** Marriott Marquis Digital Signage.......................... $1,800 TO $3,000 per day
Limited to areas near the high traffic Convention Center connector, up to eight signs using flexible content are available. Exciting new opportunity!

**NEW!** Escalator Clings.......................................................... $16,000
There is only one way in and one way out of the Exhibit Hall, and that’s on the escalator where your “branded message” will be! Exclusive Opportunity.

**NEW!** Park Bench in Exhibit Hall.......................... $18,000 each
Get noticed in the Exhibit Hall with your company branding on a park bench and accompanying floor decal in a high traffic area. Only three available.

**NEW!** Exhibit Hall Lunch Table Ads.................. $3,750 for 15 tables
Your message prominently displayed on a table in the lunch area. Limited to exhibitors at the Supporter, Contributor, Advocate, and Patron Levels.

**NEW!** Annual Meeting General Support.......................... Minimum $10,000
Acknowledgement in Program Book and in recognition ad placed by AES.

GET NOTICED OUT AND ABOUT

Airport Dioramas, Banners, and Wall Wraps.......................... Call for inventory and pricing
Reach attendees as soon as they step off the plane in Washington. Several opportunities available at both airports.

**NEW!** Onboard Train Ads.......................... $27,000 to $50,000
Acela and Regional Amtrak buys are available to capture AES attendees traveling from anywhere in the northeast corridor. May include opportunity for co-messaging with AES to consumers.

Taxi Top Ads.......................... $55,000
Fifty cabs crisscrossing the convention center area, airport routes, and other parts of D.C. — including five cabs staged to park and circle the convention center.

**NEW!** In-Taxi Television.......................... Call for premium placement in the loop
Your unbranded ad in a loop that will play in all area cabs. 15 and 30 second ads for $25,000 to $35,000. Premium placements also available.
Build Momentum: Details on support opportunities.

**ENHANCE ATTENDEE EXPERIENCE**

Mobile App Sponsorship ............................................. **SOLD** ................................................................. $80,000
Frequently opened and used by attendees! Mobile App will be live for a designated period of time prior to, during, and after the conclusion of the meeting.

Speed Networking Event .................................................. **SOLD** ................................................................. $19,000
Sponsor this fun and useful event that brings together the most accomplished professionals with the brightest clinical and research minds in epilepsy’s future.

NEW! Complimentary Coat and Bag ................................. **SOLD** ................................................................. $35,000
Great opportunity for five-day visibility! Attendees can drop off coats and store bags, and you can provide claim tickets with your message.

Premium Passport to Prizes ........................................... **SOLD** ................................................................. $12,500 (includes participation fee)
Your company’s booth will serve as the drop off location for completed Passports to Prizes. On the last day, your company will host the Grand Prize drawing.

Passport to Prizes ......................................................... **4 SLOTS LEFT** ........................................................... $2,500
Attendees get “Passport” stamped at your booth for daily prize drawing. Limited to twenty companies.

NEW! Social Media Photo Center .................................... **SOLD** ................................................................. $21,000
Let the crowd gather and the fun begin at the booth where attendees get shots of themselves in a frame with your logo — with or without the fake moustache and other props available — and upload to the mobile app feed.

Cyber Café in Exhibit Hall ............................................... **SOLD** ................................................................. $22,000
Signage and acknowledgement in Program Book. Company name/logo on desktops, screen savers, and company site as internet default site. Exclusive!

Attending Lounge ................................................................................................................................. $16,000
A place to relax and share conversation with fellow attendees or catch up on email. Signage and acknowledgement in Program Book.

NEW! Pop-Up Events .......................................................... Let’s discuss your idea
Shhh… we will want to surprise the crowd with these.

**ENHANCE ATTENDEE EXPERIENCE (continued)**

Branded Water Coolers ..................................................... $2,200 - $3,500 per cooler
Two options in 2017: in the high traffic Exhibit Hall for three days ($2,200 per cooler) or in a high traffic location outside the Exhibit Hall for five days ($3,500 per cooler).

Cell Phone Charging Stations with Video .................................. **SOLD** per station or all 8 for $33,000
Offer this valuable service at your booth, in the Exhibit Hall attendee lounge, or other locations to be determined. Several opportunities available for all three days exhibits are open. Signage, acknowledgement in Program Book and your ad on the charging station!

Hand Sanitizing Stations (10) Plus Rugs .................................. All 10 for $27,000
Stations can be placed near elevators, escalators, registration area, and on exhibit floor. Each wrapped with a 15” x 11” poster panel provided by sponsor with your AES-approved message.

Sponsorships sell out quickly. Check availability and reserve your sponsorship or ad by contacting:
Contact: Susan Oliver, Director of Development & Industry Relations
Phone: 312-883-3800, x102
Email: soliver@AESnet.org

SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
SOLD
Build Momentum: Details on support opportunities.

### SUPPORT HIGH TRAFFIC EVENTS

**NEW! Exhibit Hall Opening Sponsorship** .......................................................... $18,000
We’re thinking a small fife & drum corp — maybe sporting balloons with your welcome message — to lead the mass of attendees into the Exhibit Hall. What are you thinking?

**Buffet Lunches: Saturday, Sunday, Monday** ........................................... $18,000 each
Always popular! Signage and acknowledgement in Program Book and use of company name on napkins and cups and/or tote bag provided by sponsor.

**Coffee Breaks in Exhibit Hall** .......................................................... $7,500 each, 4 total
Signage and acknowledgement in Program Book and use of company name on napkins and cups, provided by sponsor.

**Poster Session Breakfast** .......................................................... $10,000
Sponsor receives signage and acknowledgement at continental breakfast; additionally, signage and acknowledgement in Program Book and use of company name on napkins and cups, provided by sponsor.

**NEW! President’s Reception Sponsorship** .......................................................... $10,000
Multiple sponsors at a minimum of $10,000 are welcome to support this gathering of key opinion leaders. Non-profit sponsors only, please.

**NEW! Leadership Breakfast Sponsorship** .......................................................... $12,500
Exclusive opportunity for a non-profit sponsor to get recognition on all tables, on signage by the buffet line, and from the podium for this important key opinion leader event.

### CONNECT YOUR BRAND TO PATIENT INTERESTS

**Hoyer Lecture Webcast** .......................................................... $12,000
Your company will be featured as the Webcast supporter and identified for one year as the supporter of the enduring content on YouTube and the AES online learning portal.

**Epilepsy Leadership Council (ELC) Support** .......................................................... $7,500 - $25,000

### ATTACH YOUR BRAND TO INFORMAL LEARNING

**Abstract Search Page Sponsorship** .......................................................... $27,000
Your logo with a thank you message for AES on our Abstract Search Page — our third most visited web page — from November 2017 through February 2018.

**Epilepsy Quiz Game** .......................................................... $25,000
Two quick online medical quizzes per day for two weeks leading up to the AES meeting — brought to all AES members and meeting attendees by your company to support awareness of the clinical content at the AES meeting. Promoted in AES member outreach.

**Discovery Center Expert Talks** .......................................................... $5,000/half hour
A new way to show epilepsy professionals your company’s commitment to top-notch epilepsy professionals. Signage and a screen saver will indicate your support of a job boards, job search tools, and practice interview sessions with AES members.

**NEW! Career Center Sponsorship** .......................................................... $18,000
A new way to show epilepsy professionals your company’s commitment to top-notch epilepsy professionals. Signage and a screen saver will indicate your support of a job boards, job search tools, and practice interview sessions with AES members.

**Hoyer Lecture Sponsorship** .......................................................... $4,500
Opportunity to support non-accredited education. Lecture targets both the professional and patient community.

**Special Interest Group (SIG) and Investigator Workshop (IW) Sponsorships** .......................................................... $5,000 each; 2 for $9,000
Attach your brand to a special topic or issue in epilepsy. Attendees connect, exchange information, share resources, and conduct in-depth discussions during 90-minute meetings.

Sponsorships sell out quickly. Check availability and reserve your sponsorship or ad by contacting:

Contact: Susan Oliver, Director of Development & Industry Relations
Phone: 312-883-3800, x102
Email: soliver@AESnet.org
Guidelines: Sponsorships and advertising.

Companies and organizations wishing to participate in the AES Annual Meeting as advertisers or sponsors must also be exhibitors. Companies with epilepsy-related products in pre-clinical status may request a waiver of this rule by contacting soliver@aesnet.org and providing the reason(s) a waiver is being requested. AES will respond to waiver requests within ten business days.

Deadlines
Please note the following deadlines:

- **September 15, 2017:** Signed agreements and insertion orders due for items to be included in print Program Book.
- **November 1, 2017:** Signed agreements and insertion orders due for items to be included in on-site disclosure signage.
- **After November 1, 2017:** AES will make every effort to accommodate requests for sponsorships or advertisements if inventory is available. AES will make every effort to provide on-site signage to support sponsorships received after November 1st. Prices for sponsorships and ads may increase after November 1st at the discretion of AES to cover cost increases incurred by late commitments.

Securing ads or sponsorships
Click to order:

- **Insertion Order** for Program Book, Media Wall, and Door Drops
- **Reservation** for Passport to Prizes

All other ads and sponsorships: contact Susan Oliver at soliver@AESnet.org or 312-883-3800, x102

ICW meetings. Space reservations for “In Conjunction With” (ICW) meetings will open in late August 2017. Watch your exhibitor newsletter for the exact date. AES reserves the right to subtract one priority point from any exhibitor team that does not observe pre-show and on-site guidelines and procedures provided by AES.

Registrant direct mail. All exhibitors will receive (via the exhibitor newsletter) a link to the meeting registrant list on or about November 1, 2017 and again on or about January 10, 2018 — each for a complimentary one-time only use. Only postal mailing addresses will be provided. AES does not provide email addresses. All mailings must be approved by AES in advance.

Other opportunities. Commercial and non-profit supporters may propose additional advertising or sponsorship opportunities for AES review. Please note that AES does not allow advertising in conference hotels with the exception of digital inventory offered by AES near the underground link to the convention center.
Scientific Exhibits: Spotlight attention on your company’s research.

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

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. The Scientific Exhibit area will be listed in the Program Book.

Scientific Exhibitors are responsible for generating their own audience to their exhibit. See pages 9 - 12 for AES Annual Meeting outreach resources.

For more information on Scientific Exhibits:
Contact: JoLynn Amsden, Education Program Manager
Phone: 312-883-3800 x104
Email: jamsden@AESnet.org

WHAT’S INCLUDED
Scientific Exhibits are held Sunday, December 3 and Monday, December 4. 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 rooms will be located on the same level as the Exhibit Hall and the educational sessions.

APPROXIMATELY 3,700 SQUARE FOOT ROOM
- $9,000 for three hour exhibit
- $22,500 for all day (8 a.m. – 5 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

APPROXIMATELY 2,900 SQUARE FOOT ROOM
- $6,000 for three hour exhibit
- $15,000 for all day (8 a.m. – 5 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

Introductory Offer for 2017: First time scientific exhibitors may reserve a 1,400 square foot room for $4,000. This includes:
- One three-hour exhibit (either 8:00 a.m. – 11:00 a.m. or 2:00 p.m. – 5:00 p.m.)
- Eight 4’X6’ double-sided exhibit boards
- Two 8’ skirted tables
- Exhibit listing in Program Book
- Site signage
- Two one-day Exhibit Hall guest passes

Advertise in EPILEPSY CURRENTS
Augment your target audience year-round!
Advertise in Epilepsy Currents.

For more information on Epilepsy Currents:
Contact: Onkar Sandal
Phone: 800-627-0326 x218
Email: osandal@allenpress.com
Education Support and More: 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 (ACCMCE).

AES will offer approximately 32 AMA PRA Category 1 Credits™ at its 2017 Annual Meeting, plus selected Nursing and Pharmacology credits. Several symposia are offered for CME credit, including:

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

For more information about education support:

Contact: Susan Oliver, Director of Development & Industry Relations
Phone: 312-883-3800, x102
Email: soliver@AESnet.org

**SPONSORSHIP OF NON-ACCREDITED EDUCATION**

AES offers several opportunities to sponsor non-accredited education, including:

- The Judith Hoyer Lecture: $4,500
- Investigator Workshops: $5000 each; 2 for $9000
- Special Interest Group (SIG) meetings: $5000 each; 2 for $9000
- General conference support, starting at $10,000

Professional development opportunities are available to support researchers and clinicians, including:

- AES Fellows Program
- Named Fellowships (three-year commitments)
- Nurse Awards
- Young Investigator Awards
- Seed Grants

**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, Director of Development & Industry Relations
Phone: 312-883-3800, x102
Email: soliver@AESnet.org

**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. Space is limited!

Tabletop space reservation: Click Here
Here to Help: AES contact information.

**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

**OUTREACH AND EDUCATION SUPPORT OPPORTUNITIES**
Susan J. Oliver  
Director of Development & Industry Relations  
312-883-3800 x102  
soliver@AESnet.org

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

**ADVERTISE: EPILEPSY CURRENTS**
Onkar Sandal  
Advertising Sales Manager  
1 800-627-0326 x218  
osandal@allenpress.com

**Join AES today!**
Become a Professional, Associate, or International Member and get registration discounts!

**Important Dates for Exhibitors**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 17</td>
<td>Scientific Exhibit Applications available</td>
</tr>
<tr>
<td>Late May</td>
<td>Group hotel reservations open at <a href="http://www.AESnet.org">www.AESnet.org</a></td>
</tr>
<tr>
<td>Early July</td>
<td>Individual hotel reservations and exhibitor registration open</td>
</tr>
<tr>
<td>July 10</td>
<td>Scientific Exhibit Applications due (space assigned on first come basis)</td>
</tr>
<tr>
<td>Mid August</td>
<td>Exhibitor manual emailed</td>
</tr>
<tr>
<td>August 25</td>
<td>Exhibitor full payment due</td>
</tr>
<tr>
<td>August 30</td>
<td>Exhibitor listing due</td>
</tr>
<tr>
<td>By August 31</td>
<td>In Conjunction With (ICW) Meeting Requests open at <a href="http://www.AESnet.org">www.AESnet.org</a></td>
</tr>
<tr>
<td>September 5</td>
<td>Scientific Exhibit confirmations sent out</td>
</tr>
<tr>
<td>September 15</td>
<td>Last date for signed advertising and sponsorship agreements for items promoted in the print Program Book</td>
</tr>
<tr>
<td>September 29</td>
<td>Innovation Pavilion and Office Rental deadline</td>
</tr>
<tr>
<td>October 4</td>
<td>Group hotel reservations deadline</td>
</tr>
<tr>
<td>October 31</td>
<td>Deadline for In Conjunction With meeting requests</td>
</tr>
<tr>
<td>November 1</td>
<td>Final Passport to Prizes deadline</td>
</tr>
<tr>
<td>November 1</td>
<td>Final Media Wall and Door Drop advertising insertion order deadline</td>
</tr>
<tr>
<td>November 1</td>
<td>Last date for signed advertising and sponsorship agreements for items disclosed in on-site signage</td>
</tr>
<tr>
<td>November 3</td>
<td>Complimentary direct mail list of registrants to date provided to all exhibitors for one-time use. All mailings must be approved by AES.</td>
</tr>
<tr>
<td>November 7</td>
<td>Individual hotel reservation deadline</td>
</tr>
</tbody>
</table>