



Foster FlightPlan - Sample: 1 page of a SHOW Resource Workbook											
<i>(Note: Actual workbook contains 6 entries: 5 key publications + 1 template)</i>											
For further information on BF FlightPlans, call Barbara Foster at (972)998-4616											
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Society for Neuroscience 2013											
Sponsoring Soc:	SFN.org										
San Diego CA	Nov 9-13,2013										
URL for deadlines:	SFN.org/schedule										
Press Room?	Y										
WiFi on show floor?	N										
<u>Membership:</u>	42,000										
<u>Attendance:</u>	25,000	(Scientific)									
<u>Details:</u>											
Involved w/Micro/cell imaging	11,000										
Buy imaging/optical inst	10,000										
<u>Type of Lab:</u>											
Academic	14,000										
Med/Vet/Dental school	3,000	(sep from general academic)									
Indep. Research Institute	~1000										
Biotech/Pharma	~1000										
<u>Key Focus:</u>	Brain and central nervous system										
<u>Exhibit with Distributor</u>	Pre-launch										
	Booth space to be discussed with Distributor										
<u>Instrumentation:</u>											
Microscope, Product 1, laptop											
<u>Scientist in the booth</u>											
J Henry Smith											
EXHIBIT SPACE & PROMOTIONAL ACTIVITIES					Pricing:	Recommend					
<u>Exhibit with Distributor</u>											
<u>Booth</u>											
In-Line		\$4,260									
Corner		\$4,595									
<u>Workshops</u>											
Professional Development (14 planned)		\$1,000	Recommend		= Recommended activities						
Meet-the-Expert (10 planned)		\$1,000									
My Neuroscience Marketplace											
Travel Awards/US		\$1,000									
Travel Awards/International		\$2,000									
<u>Ads</u>											
Box Ad/Exhibit Guide (Per Inch)		\$320	per inch								
Half Page Color/Exhibit Guide		\$1,640									
Guide Ads - 12 - Split with pub. index (1/2 page only)		\$246									
Guide Ads - 13 - Split with pub. index (1/2 page only)											
	NOTE: Must buy 1/2 page or > ad to have a Guide Ad										
<u>Preshow mailer (Mail only; Available in Excel)</u>	NOT recommended; Alternative source for emails										
Prereg demographics available Aug 1											
\$390/K											
Contact:											
Allison Burns, CEM - Exhibits Manager											
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