



EXHIBITOR RULES AND REGULATIONS

SAN DIEGO

Exhibit Dates: November 16–19

Meeting Dates: November 15–19

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TERMS FOR EXHIBITING

RULES AND REGULATIONS

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN website and by all conditions stipulated by the San Diego Convention Center.

Exhibitors accept responsibility for informing all their employees and agents of these conditions and agree that they will abide by them.

ELIGIBILITY FOR EXHIBITING

The purpose of the Society for Neuroscience exhibit program is to further the education of scientists working in the field of neuroscience. Exhibits must be of an educational character. Exhibits must emphasize instruments, products, or services for use in teaching or research. Books or other publications in fields of relevance to the professional interests of the Society's members and meeting registrants are also considered acceptable.

The character of the exhibits is subject to approval by the Society. SfN reserves the right even after an application is received to refuse applications not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Applications from companies that have not previously exhibited at a Society annual meeting will be reviewed by the Society for eligibility before assignment is made. Please complete the [FIRST TIME EXHIBITOR FORM](#) ►

The materials required for review are:

- Website with the following: Background information on company
- Promotional brochures/literature for all products and services to be exhibited

APPLICATIONS

Applications for exhibit space are subject to approval by the Society for Neuroscience. To take advantage of priority points, applications and deposit must be received by **May 2**. Applications received after **May 2** may still obtain space, if available. If more than one company has the same number of priority points, assignments will be made in date and time order applications with deposit payment are received.

First-time exhibitors are assigned space after those with priority points, based on the date the application with deposit payment is received.

Note: Applications received without deposit will not be processed until the deposit is received, the date of the payment will be used for the receipt date.

Applications and payment for space must be received by **September 12**, to be included in the *Neuroscience 2025 Program and Exhibit Guide*. Applications received after **September 12** and without deposit are not guaranteed to be included in the printed *Program and Exhibit Guide*.

PRIORITY POINTS SYSTEM

Priority in booth assignment will be conducted according to a point-based system. In the case of company mergers, SfN will use the priority points of the company with the highest number of points accrued.

Priority points accrue per year as follows:

| | |
|------------------------------------|---|
| Booth Space | 1 point per 10'x10' space purchased, up to a maximum of 5 points |
| Product Theater | 1 point per Product Theater, up to a maximum of 5 points |
| Expo Suite | 1 point per Expo Suite, up to a maximum of 5 points |
| Advertising | 1 point per \$1,000 of advertising in the <i>Program and Exhibit Guide</i> , <i>JNeurosci</i> , <i>eNeuro</i> , <i>Neuroscience Nexus</i> , <i>Neuroscience Quarterly</i> , and <i>Registration List Sales</i> , with a maximum of 5 points |
| Tiered Sponsorships | Platinum Tier — 5 points Gold Tier — 3 points Silver Tier — 2 points Bronze Tier — 1 point |
| Program Support | 1 point per \$5,000 of support, with a maximum of 5 points |
| Sustaining Associate Members (SAM) | Platinum Level — 3 points Gold Level — 2 points Silver Level — 1 point |

TERMS FOR EXHIBITING

BOOTH SELECTIONS AND ASSIGNMENTS

Exhibitors agree to abide by the contract conditions published in the prospectus and on the SfN website and by all conditions stipulated by the San Diego Convention Center.

Exhibitors accept responsibility for informing all their employees and agents of these conditions and agree that they will abide by them.

The Society reserves the right to modify the floor plan and reassign exhibit space if a change in the original assignment is necessary. The floor plan should be carefully reviewed.

Appointments will be scheduled in three groups:

1. **Group A** (in order of highest priority points)
2. **Group B** (in order of highest priority points)
3. **All Other Applications** (in order of date/time deposit is received)

GROUP A

Open to all **commercial companies** that exhibited at Neuroscience 2024 in Chicago. Companies eligible for Group A assignments must submit their applications, with 50% payment, by **February 21**. Space selection and assignment will be made during appointment.

- Application Submission opens: **January 27**
- Application submission closes: **February 21**
- Appointment time confirmation emailed to Primary Contact: **February 24**
- Space Selection Appointments via Zoom Call: **March 3—7**
- Booth confirmations and invoices emailed to Primary Admin Contact: **March 10**

GROUP B

All companies (commercial, nonprofit, institute (U.S. Government Agencies only) that have submitted an application between **March 11** and **May 2** with 50% deposit (nonprofit and institute – 100% deposit). Space selection and assignment will be made during appointment.

- Application Submission opens: **March 11**
- Application submission closes: **May 2**
- Appointment time confirmation emailed to Primary Contact: **May 5**
- Space Selection Appointment via Zoom Call: **May 12—16**
- Booth confirmations and invoices emailed to Primary Admin Contact: **May 19**

ALL OTHER APPLICATIONS

All applications with deposit received after **May 2** will be assigned booth space after all Group B exhibitors have been placed based on what is space is available at the time of assignment. Such applications will be assigned space in the order in which their deposit is received.

EXHIBIT FEE INFORMATION

CONTRACT FOR SPACE

Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibit Prospectus and on the Society's website, and all policies, rules, and regulations adopted after publication of the Prospectus. The acceptance of an application by the Society and the deposit for rental charges constitute a contract.

EXHIBIT SPACE FEES

| | ADVANCED RATES BY MAY 2 | STANDARD RATES AFTER MAY 2 |
|--|----------------------------|-------------------------------|
| Commercial Inline 10' x 10' Booth | \$6,745 | \$7,420 |
| Corner Fee <i>Applicable to Commercial Inline and Peninsula booths</i> | \$375 | \$415 |
| Commercial Island Booth per 100 sq. ft.* | \$7,300 | \$8,030 |
| Nonprofit (Universities and Associations) Inline or Corner 10' x 10' Booth | \$1,360 | \$1,500 |
| Institute (NIH, NSF/US Government Agencies only) Inline or Corner 10' x 10' Booth | \$625 | \$690 |

Fees (USD) Include:

- 8' high (2.5 m) back drape and 36" high (91.44 cm) siderail
- Single-line text identification sign showing the exhibiting company and booth number
- Seven Exhibitor Personnel Badges, per 10' x 10' — includes admission to scientific events, space permitting
- Two Exhibitor Guest Badges, per 10' x 10'— access to the Exhibit Hall and poster sessions (*Exhibit Hall only; Sunday—Wednesday*)
- Exhibitor Liability Insurance that meets all SfN and convention center requirements (\$75 value)

Fees (USD) **DO NOT** Include:

- Booth fees do not include booth carpet, furnishings (tables/chairs), electricity, Wi-Fi, audiovisual equipment, floral, catering or labor.

SfN requires that all exhibitors provide carpet/installed flooring for the entire booth space.

TERMS OF PAYMENT

A deposit in the amount of 50% of the total cost of the space assigned (commercial applications only) per 100 sq. ft. MUST be submitted with application/contract per the below schedule. No application will be processed without remittance of the deposit. Payment receipt date will be used as the application submission date.

| Group A | Group B | All Other Applications |
|-------------------|-------------|------------------------|
| February 21, 2025 | May 2, 2025 | July 11, 2025 |

Institute and nonprofit applications must be **paid in full** at the time of submitting the application.

Payment types accepted: VISA, MasterCard, American Express, Discover, ACH, Wire Transfer and Check (payable in USD).

SfN's Tax ID # 52-0895843

SHARING SPACE

No subletting or sharing of exhibit space is permitted. Exhibitors may not release or assign any of their contracted space to another company.

MERGERS

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (whichever is highest) will be used. **Exhibit Management must be notified in writing of such changes, including a public announcement of the transaction.**

MERGERS AND ACQUISITIONS FORM ►

EXHIBIT FEE INFORMATION

PAYMENT INFORMATION

- The exhibiting company name and ID# must be referenced on payment to receive proper credit
- SfN imposes a surcharge on all credit card transactions that is not greater than the cost of acceptance. SfN does not surcharge debit cards and ACH payments.
- Paying by WT/ACH/Check may delay processing your exhibit application for space assignment. If paying by WT/ACH/Check, please submit tracking information.

| Credit Card Payment | Check Payment | ACH and Wire Transfer Payment |
|--|--|--|
| To pay by credit card, log into the exhibitor portal and navigate to the My Account section. | Society for Neuroscience Attn: Neuroscience 2025 Exhibits 1121 14th Street, NW, Suite 1010 Washington, D.C. 20005 | Truist Bank 214 N Tryon St, Charlotte, NC 28202 Account Name: Society for Neuroscience ACH and Wire Payments ABA#: 061000104 Checking Account Number: 0005163349053 Swift Code (<i>International Wires Only</i>): BRBTUS33 IBAN: N/A |

FULL PAYMENT

Full payment is due by **July 11** (commercial applications only). If payment is not received by this date, exhibit space may be reassigned and deposit may be returned less 50% of the total cost of the space assigned.

All applications received after **July 11** must be accompanied by full payment. No applications will be processed without full payment after this date.

CANCELLATION OR SPACE REDUCTIONS

Cancellation or reduction of space between **January 27** and **May 2** will result in a charge equal to 25% of the total cost of cancelled space. Cancellation of space or reduction of space between **May 3** and **July 11** will result in a charge equal to 50% of the total cost of the cancelled space. Institutes and nonprofits will pay an administrative fee equal to 10% of the total cost of the cancelled space.

Reminder—Island booths downsizing or cancelling will have a cancellation fee of 100% for any aisle space that is cancelled. Exhibiting company must submit the cancellation or space reduction form.

SfN will cancel exhibitor hotel rooms proportional to the reduction of exhibit space and entire room blocks held by a company cancelling the entire exhibit space.

Refunds will not be granted after **July 11**.

Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Society will have the right to use exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled Exhibit Hall opening.

CO-LOCATING

If two or more companies wish to be assigned exhibit space adjacent to one another, each company must submit the request on the exhibit application with an explanation of why you would like to be located next to each other. Exhibit Management is not responsible for accommodating adjacent booth assignment for exhibit space applications that arrive separately or without documentation. Upon receipt of the application, the exhibit space assignment appointments will be made by averaging the co-locating companies' priority points. Exhibit Management will locate adjacent space based on the best use of the exhibit floor space. Requests for specific locations may not be honored. If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All housing, badges, and *Exhibit Guide* listings will be conducted in one name only. Multiple housing blocks are not permitted.

Exhibitors are provided one complimentary alphabetical listing in the *Program and Exhibit Guide*. Exhibitors may purchase additional alphabetical listings in the *Program and Exhibit Guide* for **\$1,350** per listing.

When two or more companies have joint rights to a product and the contract stipulates all company names must appear with the product, the Society reserves the sole right to determine how or if the name of the non-exhibiting company will appear on all exhibit related materials.

CONTRACTUAL CONSIDERATIONS

VIOLATIONS

As a condition for exhibiting, each exhibitor will agree to observe all Society policies. Violations will incur a reduction in points for each regulation violated. The Society reserves the right to levy a more severe penalty, without successive progression through the preceding regulations.

- First regulation violated will result in the company not accruing priority points for the year.
- Second regulation violated will result in the company losing one-half of its accrued priority points.
- Third regulation violated will result in the company losing all of its accrued priority points.
- Fourth regulation violated will result in the company not being eligible to exhibit at future Society meetings.

Below is a list of common violations that cause exhibitors to lose points if a violation occurs and is not corrected.

- Tearing down prior to **Wednesday, November 19, 5 p.m.** (closing of Neuroscience 2025)
 - Exhibitors expressly agree not to dismantle their exhibit or do any packing in preparation for removal prior to the closing of Neuroscience 2025. Exhibitors that dismantle or pack for move out before 5 p.m. November 19 will lose their accrued priority points for the year and will be subject to an additional fee.
- Exceeding the height limit (see Booth Information section)
- Entering a competitor's booth space
- Obstructing the view of a neighbor's booth
- Distributing/posting advertising or literature outside the exhibitor's exhibit space

INSURANCE REQUIREMENTS

To make exhibiting at Neuroscience 2025 easier and more streamlined, liability insurance that meets all SfN and convention center requirements is now included in your booth fee. You will no longer need to purchase insurance separately and submit a certificate of insurance. **EACS** - Refer to the Online Exhibitor Service Manual (available **July 29**) for information and complete details.

INDEMNIFICATION AND LIABILITY

The Exhibitor agrees to indemnify, defend and hold harmless SfN, the decorator, the San Diego Convention Center Corporation, the City of San Diego, San Diego Unified Port District, and their respective members, officers, directors, agents and employees from all liability, costs and losses arising from (a) any violation of any law, regulation or ordinance by the Exhibitor, its employees or agents, (b) any failure by the Exhibitor to comply strictly with these Terms and any applicable agreement between SfN and the Convention Center regarding the exhibit space provided to Exhibitor, (c) use of any portion of the Convention Center by the Exhibitor, its employees, and/or agents, (d) the gross negligence, willful misconduct or fraud of the Exhibitor, its contractors, subcontractors, employees, and/or agents, and (e) personal injury or property damage caused by the Exhibitor, its employees and/or agents, except to the extent that such loss or damage is caused by the sole negligence or intentional acts of SfN, the General Services Contractor, the Convention Center, or the host city of meeting: **THE MAXIMUM LIABILITY OF SFN, THE GENERAL SERVICES CONTRACTOR, SAN DIEGO CONVENTION CENTER CORPORATION, THE CITY OF SAN DIEGO, SAN DIEGO UNIFIED PORT DISTRICT FOR ANY REASON SHALL BE LIMITED TO THE AMOUNT OF EXHIBIT SPACE RENTAL FEES PAID BY EXHIBITOR FOR THIS YEAR'S MEETING. IN NO EVENT SHALL SFN BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, PUNITIVE, OR INCIDENTAL DAMAGES, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR IS SOLELY RESPONSIBLE FOR THE SECURITY OF ITS PROPERTY AND THE PROPERTY OF OTHERS UNDER ITS CONTROL. SFN MAKES NO WARRANTIES OR REPRESENTATIONS, EXPRESS OR IMPLIED, REGARDING THE MEETING OR THE EXHIBIT SPACE PROVIDED THEREIN, INCLUDING, WITHOUT LIMITATION, WARRANTIES OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.**

CANCELLATION OF MEETING AND EXHIBITION

SfN reserves the right, at its sole discretion, to postpone or cancel the meeting or any related obligations without penalty for any reason, including but not limited to force majeure events. These events may include situations where the Convention Center becomes unavailable, is damaged or destroyed, or circumstances arise that make it inadvisable, impracticable, illegal, or impossible to hold the meeting as planned, due to factors beyond the control of SfN or the Convention Center. If the meeting is canceled, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of SfN shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by SfN, such as, but not limited to, advertising, convention center fees, etc., to the extent any monies remain after payment of such expenses.

DISPUTE RESOLUTION; GOVERNING LAW AND VENUE

Any controversy or claim arising out of or relating to these Terms, or breach thereof, shall first be discussed informally for an amicable settlement between the parties and should that not succeed, the parties shall attempt to resolve the matter by mediation. Should mediation not resolve the matter, it shall be settled by binding arbitration in the District of Columbia under the commercial arbitration rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered any court having jurisdiction thereof. The exclusive jurisdiction and venue for any claims relating to these Terms that are not subject to arbitration for any reason shall be the superior courts of District of Columbia, or the federal courts in the District of Columbia, and the Exhibitor submits to the personal jurisdiction of said courts. These Terms will be governed by and construed under the applicable laws of the District of Columbia, without regard to conflicts-of-laws principles. The parties hereto agree that the right to a trial by jury is waived regarding all claims related to this agreement.

BOOTH INFORMATION

NON-CONTRACTED EXHIBIT SPACE

Any person, firm, or organization not having contracted with the Society for the occupancy of space in the Exhibit Hall will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in the San Diego Convention Center or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.

AMERICANS WITH DISABILITIES ACT

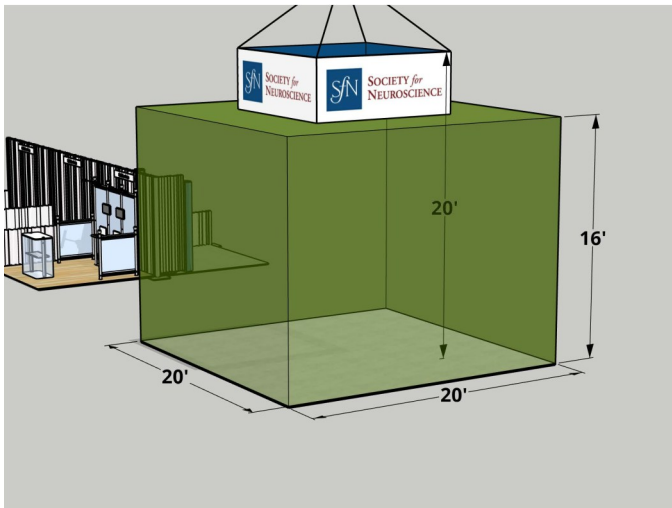
Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available online via the [ADA Information Line](#) at (800) 514-0301.

BOOTH LAYOUTS

Each 10' x 10' exhibit space will have 8' high back drape and 36" side rail defining the confines of the space, aisle carpet will be provided in the Exhibit Hall. Exhibitors must provide carpeting in their exhibit space. A booth identification sign measuring 7" x 44" and showing only the company name will also be supplied in all linear booths. Companies with Island and Peninsula booths must submit models or schematic drawings of cubic content of exhibits in advance to Exhibit Management for approval.

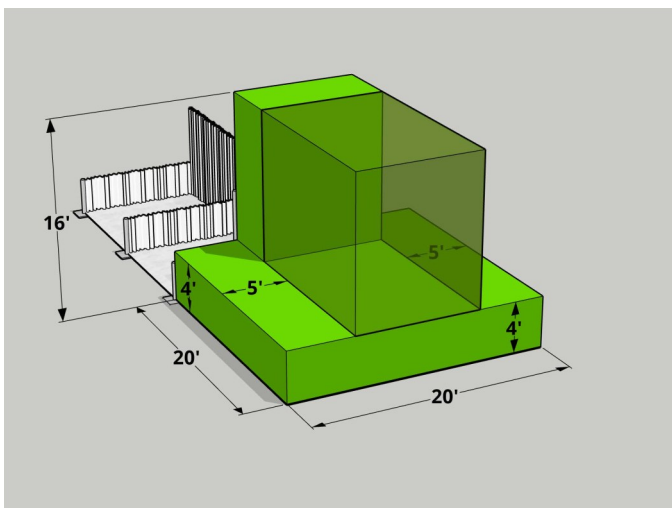
BOOTH TYPES

[Review additional Booth Guidelines, including height restrictions, line-of-sight guidelines and masking information ►](#)



Island Booths

- An Island Booth is exposed to aisles on all four sides.
- In island booth units, the full cubic content of the space may be used; however, all display material is restricted to 16 ft. in height.
- Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits.
- Only companies with island booths are permitted to hang a sign over their booth. Sign height limit is 20 ft. All Island and Peninsula booths must submit drawings no later than **September 12**.

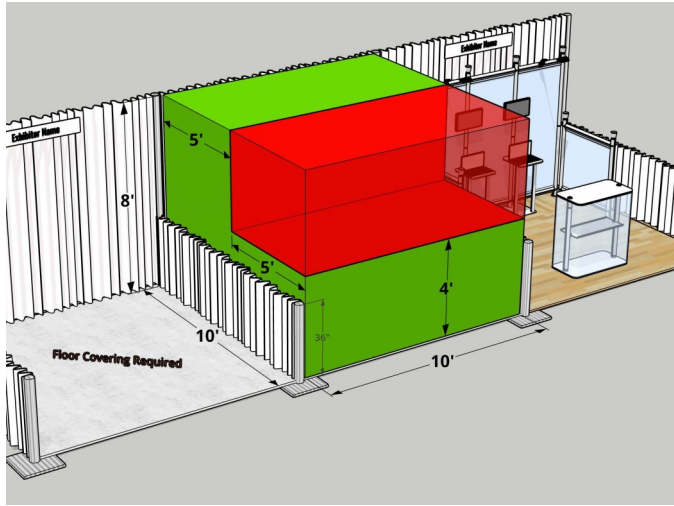


Peninsula Booths

- A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths (400 sq. ft.).
- With peninsula booth units, the peninsula should not cause a visual disadvantage to the adjacent exhibits that is greater than would be caused by an in-line booth in the immediately adjacent space.
- Double-sided signs, logos and graphics shall be set back 10 ft. from adjacent booths. **Example ►**
- Inline booth restrictions apply to the 10 ft. portion of the exhibit that borders on another exhibitor's booth; island specifications and restrictions apply to the remaining portion of the peninsula booth.
- Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval no later than **September 12**.
- Companies with peninsula booths are **not** permitted to hang a sign over their booth.

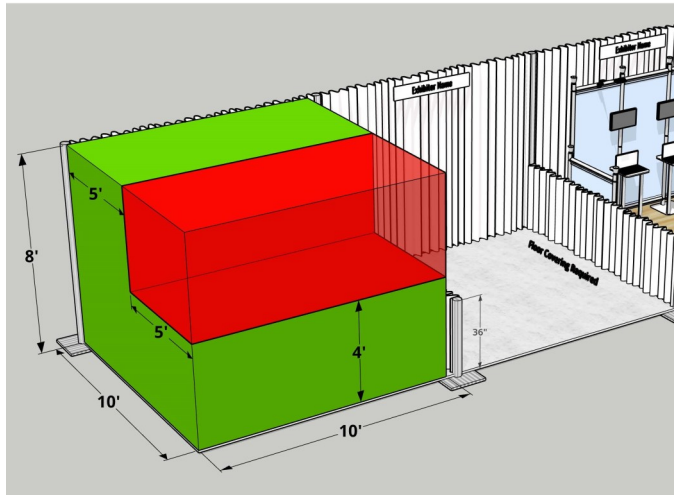
BOOTH INFORMATION

BOOTH TYPES (CONT.)



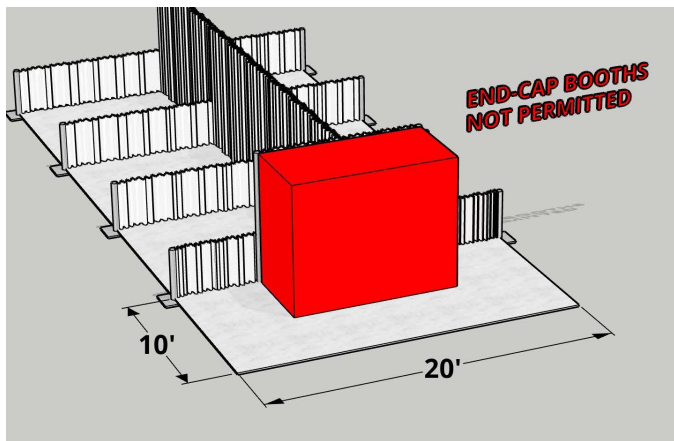
Linear Booths

- Linear (Inline) Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.
- All display material is restricted to a maximum height of 48 in. except for the back wall of the display, which is limited to 8 ft. in height.
- The booth height may be maintained up to 50 % of the distance from the back wall toward the front of the space.
- No obstructions in the front half of the booth above the height of 48 in. will be permitted.
- No exhibit may span an aisle by roofing or floor covering.



Corner Booths

- A Corner Booth is a Linear Booth exposed to aisles on two sides.
- All display material is restricted to a maximum height of 48 in. except for the back wall of the display, which is limited to 8 ft. in height.
- The booth height may be maintained up to 50 % of the distance from the back wall toward the front of the space.
- No obstructions in the front half of the booth above the height of 48 in. will be permitted.
- No exhibit may span an aisle by roofing or floor covering.



End-Cap Booths

- End-cap booths are **not** permitted.
- An end-cap booth is defined as a booth exposed to aisles on three sides and consisting of two booths.
- End-cap Booths are 10 ft. deep by 20 ft. wide.
- The maximum back wall height of 8 ft. is allowed only in the back half of the booth space and within 5 ft. of the two sides, with a 4 ft. height restriction imposed on all materials remaining in the remaining space forward to the aisle.

PRODUCT CATEGORY LISTING

Each exhibiting company is asked to select a maximum of eight product categories from the SfN Product Category List that best describes their products being offered to annual meeting attendees. Please refer to the online application for submission of product categories. To ensure inclusion in the *Program and Exhibit Guide*, exhibitors must submit product category lists by **September 12, 5 p.m. EDT**.

Note: Only company products and company contact information are published in the *Program and Exhibit Guide*.

EXHIBITOR REGISTRATION AND SESSION INFORMATION

BADGE PICK-UP DATES AND HOURS

| | |
|---|-------------------|
| Wednesday, November 12 <i>Targeted move in, island booths only</i> | 8 a.m.—6 p.m. PST |
| Thursday, November 13—Saturday, November 15 | 8 a.m.—6 p.m. PST |
| Sunday, November 16—Wednesday, November 19 | 7 a.m.—5 p.m. PST |

EXHIBIT HALL DATES AND HOURS

Sunday, November 16—Wednesday, November 19 9:30 a.m.—5 p.m. PST

BOOTH STAFFING

As a courtesy to meeting attendees and your fellow exhibitors, exhibitors must open their exhibit on time each morning and staff it throughout each day of the meeting until the scheduled closing of the exhibits on **Wednesday, November 19, 5 p.m. PST**. **Exhibiting companies are urged to have at least one staff member or security personnel in their booth by noon, Saturday, and by 7 a.m. Sunday—Wednesday.** Poster sessions will be held in the Exhibit Hall and presenters begin setting up at noon, Saturday, and at 7 a.m. Sunday—Wednesday. Poster sessions are open for all attendees at 1 p.m., Saturday, and 8 a.m. Sunday—Wednesday. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.

LEAD RETRIEVAL

Maritz Lead Retrieval Unit

If an exhibitor is online, they will receive FULL contact information at the time to scan (Maritz handhelds are always online). Apps and the PC system can be run in online or offline mode.

If an exhibitor is offline, then they will only see what is in the QR code. However, exhibitors can still do the qualifiers and make notes. When the unit goes online, exhibitors can sync up with the system to post all leads. Then the information will download to the unit with the full contact information.

Some exhibitors sync up at the end of the day (recommended) and some at the end of the show. Maritz offers a Wi-Fi connection at their desk in case you need to sync during the day. There will also be Wi-Fi in the Exhibit Hall for exhibitors and attendees.

Third Party Lead Retrieval Units

If an exhibitor uses their own lead retrieval unit, they have two options. They can use the Maritz API which is a direct sync to the Maritz system and receive full information at the time of the scan. Alternatively, exhibitors can scan and collect the first name, last name, and company and then send Maritz the file at the end of the show and the scanned information is pulled out of system and a complete file is sent back via data conversion.

Below is the information exhibitors will receive in their full lead file regardless of which option they choose.

| | | | | | |
|------------|-----------|---------|---------------|--------|----------|
| Badge ID | Last Name | Title | *Street 1,2,3 | *State | *Country |
| First Name | Degree | Company | *City | *Zip | *Email |

**If attendee opted in*

EXHIBITOR REGISTRATION AND SESSION INFORMATION

BADGES

Exhibit Personnel Badges

Seven Exhibitor Personnel Badges, per 10' x 10' – includes admission to scientific events that do not require a ticket, space permitting.

Once an exhibiting company has reached the allowable number of exhibitor personnel badges, exhibitors will be required to register booth personnel at a **\$305** fee.

Guest Badges

For each exhibiting company, the Society for Neuroscience has made available two (2) complimentary exhibit-hall-only guest badges per 10 ft. x 10 ft. booth. Exhibitor Guests will have access to the Exhibit Hall and poster sessions only, at no additional charge.

Once an exhibiting company has reached the allowable number of guest badges, exhibitors will be required to register guests at a **\$305** fee.

Badge Reprints

Attendees and Exhibitors will incur a **\$50** fee for badge reprints. ID will be required to receive badge reprints

Admission to Sessions

Badged **exhibit personnel** may attend scientific sessions.

BADGE SCANNING

The information in the QR code is limited to First Name, Last Name, and Company. See the details in the Lead Retrieval section of this document to see how this will work for exhibitors.

MAILING LISTS/ DEMOGRAPHIC INFORMATION

Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by scanning attendees name badges that visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at Neuroscience 2025 to send follow-up information requested by the attendee. Exhibitors violating these guidelines are subject to loss of all accrued priority points and a one-year suspension from exhibiting at the Society's annual meeting.

THEMES AND TOPICS

Abstracts are categorized into the following themes and topics:

- Theme A: Development
- Theme B: Neural Excitability, Synapses, and Glia
- Theme C: Neural Aging and Degeneration
- Theme D: Neuroimmunity, Neurovasculature, and Neural Injury
- Theme E: Sensory Systems
- Theme F: Motor Systems
- Theme G: Integrative Physiology and Behavior
- Theme H: Motivation and Emotion
- Theme I: Cognition
- Theme J: Techniques
- Theme K: History, Education, and Society

DEMONSTRATIONS AND PRESENTATIONS

RULES AND GUIDELINES

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. SfN reserves the right to subsequently deny future approval of a demonstration/presentation to an exhibiting company found in violation of these guidelines. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths.

For a full list of Prohibited Practices, please visit the [Prohibited Practices](#) section.

SOUND RESTRICTIONS

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management, and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors. Noisy electrical or mechanical apparatus interfering with other exhibitors is prohibited.

MODELS

SfN expects exhibitors to use prudent judgment when live models are used. Professional dignity and discretion should be observed at all times. The use of minors as models is prohibited. Models contracted to assist with demonstrations in an exhibitor's booth may not wear tight fitting, revealing, or other inappropriate garments.

FOOD AND DRUG ADMINISTRATION (FDA)

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

PhRMA CODE

SfN recommends that all pharmaceutical companies exhibiting adhere to the updated PhRMA Code.

LASERS

Exhibitors demonstrating or displaying lasers must comply with the Laser Guidelines.

Exhibitors assume sole responsibility for operating all lasers or other hazardous optical sources in their exhibit in full compliance with applicable health and safety codes so that no safety hazard is presented to meeting attendees, to other exhibitors or to themselves. The following guidelines are provided as an aid for specifying these responsibilities.

Safety Manager

Each exhibit operating lasers or other hazardous optical sources shall have one knowledgeable individual who is designated safety manager and who is responsible for providing reasonable safety training and surveillance within the exhibit throughout the entire meeting.

Certification

All operating laser products must have been certified as meeting the requirement of Federal Laser Product Performance Standards, (21CFR1040).

Demonstrations

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. All laser maintenance must be performed in accordance with these procedures as well.

Patient Care

No patient care shall be rendered within an exhibit.

Supervision

No laser equipment shall be left unattended in operable condition.

LIMITED USE OF LIVE MARINE ANIMALS

Except for the limited use of live marine animals, San Diego Convention Center and the Society strictly prohibit the use of live or dead animals in the center's exhibit halls and meeting rooms. Approval for exhibits that include the use of live marine animals to further the educational intent of the display must be requested upon submission of application for exhibit space. Upon approval by the Society, exhibitors must obtain further approval from San Diego Convention Center.

The request should set forth the specific purpose, scope, and use of the display. The convention center will respond to each exhibitor's request. If the exhibitor's request is approved and during the event the convention center or the Society determines that the use of the live marine animals is in any way improper or distasteful, the use shall be immediately discontinued by the exhibitor or meeting room instructor.

BOOTH ACTIVITIES

OPERATIONS OF EXHIBITS AND CONDUCT

SfN reserves the right to restrict exhibits that become objectionable due to sound, method of operation, materials, content, or any other reason, and prohibit or evict any exhibit that, in the opinion of Exhibit Management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character Exhibit Management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Society is not liable for any refunds or rentals of other exhibit expenses.

GIFTS AND PROMOTIONAL ITEMS

Giveaways will be limited to those items relevant to the professional interests of the registrants and must have a value of \$25 or less per item. Exhibitors may conduct contests, lotteries and raffles onsite. The value of prizes may not exceed \$1,000. The winner must be announced after the meeting has concluded to avoid congestion in the aisle. SfN reserves the right to subsequently deny future approval of a gift/promotional item to an exhibiting company found in violation of the Prohibited Practices.

All giveaways and handouts, with the exception of literature, must be on the Society pre-approved Gift and Promotional form (below). Giveaway items not on the list must receive written approval from the Society prior to the meeting. Such requests must be submitted to Exhibit Management by **October 17**. Requests received after **October 17** will not be approved.

GIFT AND PROMO FORM ►

NO SMOKING

It is a policy of SfN that the use of tobacco products is strictly prohibited in all areas of the convention center (including set up and dismantle of exhibits) and all hotel meeting rooms hosting SfN events. Thank you for not smoking.

PHOTO AND VIDEO RELEASE

SfN is committed to honoring the rights of copyright owners and the respectful sharing of scientific research and data. Attendees at SfN-sponsored scientific meetings or events are expected to adhere to this policy. In response to a changing culture, SfN will now permit photography and recording during scientific meetings and events within the boundaries discussed in the following policy.

[Photography and Recording Policy for SfN's Annual Meeting](#)

SALES AND ORDER TAKING / SELLER'S PERMIT

Participation in California conventions and trade shows, including sales or taking orders for sales at or during the convention or trade show, generally requires the company to hold either an ongoing or temporary seller's permit.

For in-state retailers, an ongoing seller's permit must be obtained for the business of selling tangible personal property. Out-of-state retailers that exceed specific sales thresholds are required to obtain an ongoing seller's permit. Retailers not exceeding these thresholds are only required to obtain a temporary seller's permit.

[California Temporary Sellers Permit Information](#)

Questions?

1-800-400-7115

[For more information regarding these thresholds, please see publication 77, Out-of-State Sellers: Do You Need to Register with California?](#)

PRINTED MATERIALS

Distribution of printed educational material by the exhibitor or its agents is limited to the area rented by the exhibiting company in the SfN Exhibit Hall. These materials are not permitted in the registration area, poster session areas, meeting rooms, and corridors of San Diego Convention Center or in any official SfN contracted hotel.

BOOTH ACTIVITIES

SECURITY

Do not store anything of value in crates going into storage. Professional security guard service will be provided for the perimeter of the exposition (not booths) on an around-the-clock basis beginning with the first day of move-in and continuing through move-out. The Society for Neuroscience, San Diego Convention Center, and The Expo Group are not responsible for loss or damage to exhibitor property. Exhibitors wanting to stay past the published times for move-in will need to hire security for their booth.

SPECIAL NOTE: Poster sessions will be held Saturday, November 15, 1—5 p.m. PST. Tape will surround the exhibit area until 9:20 a.m., Sunday, November 16. Because poster session presenters and attendees are allowed access to the vicinity of exhibits on Saturday afternoon and two-and-a-half-hours in advance of the exhibit opening, Sunday—Wednesday, exhibitors are urged to provide pre-opening personnel on Saturday, noon—5 p.m. and Sunday—Wednesday beginning at 7 a.m. to maintain booth surveillance. The tape surrounding the exhibits will be removed each morning beginning at 9 a.m. All exhibitors should plan accordingly by having one staff person in their booth by 7 a.m. or by hiring a security guard to watch their booth each morning until 9:30 a.m. Publishers should take particular precautions.

Security Tips

- Have a booth representative available when your freight is taken off the truck to verify the condition of freight and receipt of complete shipment.
- When your freight arrives at your booth, do not unwrap expensive items and giveaways and leave for lunch/dinner. Secure these items.
- Do not set up your booth with your giveaways and laptop computers before the first day of the show. If you are concerned about corporate espionage, do not leave a one-of-a-kind prototype in your booth overnight.
- If you must leave during show hours and are the only person manning your booth, ask a neighboring exhibitor to watch your booth until you return.
- The second highest number of thefts occur during move-out. When the show closes, secure your items. Label your boxes correctly.
- If you have several boxes, shrink-wrap them.
- Stay with your freight until it is loaded.
- If you have it, odds are, someone else wants it. Theft is a crime of opportunity.

CONCESSION STANDS

Limited service will be available during installation and dismantling periods.

EXHIBITOR LOUNGE

SfN will provide an exhibitor lounge for booth personnel only. An exhibitor badge is required for entry.

PARKING AT THE CONVENTION CENTER

[Directions and parking information](#)

SATELLITE SYMPOSIUM AND ANCILLARY EVENTS

Satellite symposia and ancillary events that SfN annual meeting attendees may attend but that are not planned or sponsored by SfN.

[Learn more about Satellite Events](#)

INSTALLATION AND DISMANTLE

ONLINE EXHIBITOR SERVICE MANUAL

The Online Exhibitor Service Manual containing a complete set of service forms will be available [online July 29](#).

Information found in the Online Exhibitor Service Manual:

- EAC Requirements and Forms
- Exhibit Hall Catering
- Furniture, Carpet, Rental Exhibits and Signs
- Labor Information and Rates
- Lead Retrieval
- Material Handling Information and Rates
- Security
- Shipping Information
- The Expo Group Information
- Utilities, AV, Floral and Photography

INSTALLATION DATES AND HOURS*

| | | |
|------------------------|-------------------|---|
| Wednesday, November 12 | 8 a.m.—6 p.m. PST | Targeted Move-in, Island booths only, 400 sq. ft. and above. |
| Thursday, November 13 | 8 a.m.—6 p.m. PST | |
| Friday, November 14 | 8 a.m.—6 p.m. PST | All wooden crates and empties must be tagged and ready for removal by 6 p.m. PST |
| Saturday, November 15 | 8—10 a.m. PST | Light set up only may continue until 6 p.m. If you have a popup booth only and will arrive for set up after 10 a.m., you must be completely set by 6 p.m. PST |

DISMANTLE DATES AND HOURS*

| | | |
|------------------------|-------------------|---|
| Wednesday, November 19 | 5—10 p.m. PST | Tearing down prior to Wednesday, November 19, 5 p.m. PST is prohibited. Violation Information ► |
| Thursday, November 20 | 8 a.m.—2 p.m. PST | |

*Children and Exhibitor Guests are not permitted in the exhibit area during Installation and Dismantling

SERVICE DESK

The Exhibitor Service Desk will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The Service Desk will be staffed throughout the meeting.

WORKER PASSES

All pre-approved exhibitor-designated contractors must obtain work passes for all personnel at the exhibitor registration desk during the hours of registration. Work passes must be visible at all times while on the premises of the convention center. Work passes are valid during installation and dismantle only.

In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the Exhibit Hall during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening of the exhibits at 9:30 a.m. PST [Sunday, November 16](#).

SMALL EXHIBITS ONLY

A labor crew will be available for the set-up and dismantling of exhibits in accordance with advance orders. Exhibitors are urged to order all services in advance. Booth structures must be set, and empty containers tagged by [Friday, November 14](#), 6 p.m. PST. Crates and containers that are not emptied and tagged will be removed from the floor and will not be returned until after the show ends and the hall has been cleared on Sunday after 5 p.m., therefore missing the first day of exhibits. Exhibitors will be charged overtime, per hour, on Sunday, for any containers that need to be returned to the booth, to unpack, and returned to storage.

No refuse, such as empty cartons, may be placed in the aisles after the final sweeping in the exhibit area [Friday, November 14](#), beginning at 6 p.m. PST. Exhibitors are urged not to leave or place litter on the floor in the booths or aisles after the final cleaning because time will not permit a sweeping of booths or aisles on opening day.

Only small exhibits that do not require a forklift can set up [Saturday, November 15](#), 8—10 a.m. PST. **Freight doors will close at 10 a.m. Saturday.** Exhibitors wishing to remain in the Exhibit Hall for light set up (unpacking literature/books, calibrating instruments, etc.) may do so as long as their noise level does not have an adverse effect on the ongoing poster presentations.

Poster session entrances open at noon Saturday and at 7 a.m. PST Sunday—Wednesday for presenter setup only. Poster sessions are open for all attendees on Saturday, 1 p.m. PST and Sunday—Wednesday, 8 a.m. PST.

INSTALLATION AND DISMANTLE

CONVENTION CENTER RULES AND REGULATIONS

Exhibitor compliance with the San Diego Convention Center is mandatory.

Floor Load and General Lighting

The exhibit floor load of the San Diego Convention Center is 350 lbs. per sq. ft. For heavy machinery or displays, contact The Expo Group.

25% of lighting is provided during move-in and move-out.

Lighting one (1) hour prior to show opening each day will be 100%. At the close of the show each day, lighting will be reduced to 50%.

Fire Regulations

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, Fire-Rescue Department, Fire Prevention Bureau, San Diego Convention Center, or insurance carriers, may be used in any booth.

The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Online Exhibitor Service Manual.

Electricity-Air-Water-Drain

Order forms will be available in the Online Exhibitor Service Manual.

Electrical service is 120, 208, 227, 480 volt (single- and three-phase).

CLEANING/PORTER SERVICE

San Diego Convention Center is the exclusive cleaning contractor. No other cleaning services, including exhibitor appointed contractors are allowed to perform these services.

SAFETY

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. The Expo Group cannot be responsible for injuries or falls caused by the improper use of rental furniture. Please assist in our efforts to provide a SAFE WORKING ENVIRONMENT for everyone.

GRATUITIES/TIPS

The Expo Group

The Expo Group requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all The Expo Group employees.

Labor

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon when the union has 15-minute paid breaks. Meal breaks are one half-hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to The Expo Group's show-site manager.

Please refer to the Online Exhibitor Service Manual for complete guidelines.

CRATE STORAGE

Empty crates, boxes, and cartons must be ready for removal from the exhibit area by 6 p.m., **Friday, November 14**. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk.

Containers or skids without the "empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds.

Note: Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. San Diego Convention Center inspects all exhibits to ensure compliance.

PROHIBITED PRACTICES

The prohibited practices below apply to exhibitors and non-exhibitors:

- Distributing giveaway items that do not comply with stated policy.
- Distributing or using stick-on decals and/or similar adhesive-backed promotional items in the convention center.
- Suitcasing—Canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center and any SfN-contracted hotel unless approved through an official SfN support or advertising opportunity.
- Advertisements including, but not limited to: billboards, displays of signs, promotional items, or any form of technology outside the exhibit space, convention center and any SfN-contracted hotel unless approved through an official SfN support or advertising opportunity.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area.
- Hanging signs or banners from the ceiling (island booths only are permitted).
- Entering another exhibitor's space without permission.
- Photographing or examining another exhibitor's equipment without permission (see [SfN's policy for photography and recording](#)). This policy also applies to any scientific session.
- Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official SfN exhibitor badge.
- Altering badges in any way (i.e., ribbons or buttons).
- Operating x-ray equipment.
- Use of minors as models.
- Noisy electrical or mechanical apparatus interfering with other exhibitors.
- Use of the Society's name is forbidden on signs inside or outside the exhibit area and on descriptive product literature.
- No subletting or sharing of exhibit space.
- Using helium balloons or glitter products.
- Selling and/or otherwise distributing demographic information obtained by scanning attendees name badges that visit their booth with lead retrieval devices.
- Exhibitors or their agents may not negotiate blocks of hotel rooms directly with contracted SfN participating hotels.
- Tipping contracted labor.

EXHIBITOR ADVISORY COMMITTEE

ABOUT THE COMMITTEE

The purpose of the Exhibitor Advisory Committee (EAC) is to foster communication between SfN and its exhibitors, specifically to:

- Review and comment on current and proposed exhibit regulations and practices affecting exhibitors
- Advise ways in which the exposition could be improved for exhibitors and attendees
- Identify additional information useful to exhibitors
- Provide a forum for exhibitor feedback

The EAC is comprised of members from exhibit booth size representation (3) exhibitors with (1) 10 ft. x 10 ft. booth, 3 exhibitors with (2—3) 10 ft. x 20 ft. or 10 ft. x 30 ft. booths, 3 exhibitors with 10 ft. x 40 ft. booth (or larger). Members of the EAC may serve up to a four-year term. The committee meets once a year on the Tuesday during the exposition. Exhibitors are encouraged to make their viewpoints and concerns known to SfN and/or a committee member. Exhibitor Advisory Committee members listed below.

If you would like to become a member of the EAC for one of the positions currently available listed below, please submit an EAC application by **June 27**. **EAC APPLICATION ►**

INDUSTRY REPRESENTATIVES

200—300 sq. ft.

Christine Callanta (2026)
Fine Science Tools
4000 East 3rd Ave.
Foster City, CA 94404

Shaheen Latif (2025)
Pinnacle Technology Inc.
2721 Oregon St.
Lawrence, KS 66046

Kaylee Berkelhammer (2027)
Abcam
152 Grove St., Ste. 1100
Waltham, MA 02453

400 sq. ft. +

Richard Mills (2025)
Stoelting Company
620 Wheat Lane
Wood Dale, IL 60191

Rebecca Lowe (2025)
Evident Scientific
48 Woerd Ave.
Waltham, MA 02453

Jaime Jacobson (2028)
Bio-Techne
614 McKinley Place NE
Minneapolis, MN 55413

POSITIONS AVAILABLE FOR 2025

(3) – 10 ft. x 10 ft. (100 sq. ft.)

SOCIETY FOR NEUROSCIENCE REPRESENTATIVES

Marty Saggese, Executive Director
Paula Kara, Sr. Director, Meeting Services
Dawn Keane, Director, Meeting Operations
Allison Burns, Sr. Meeting Operations Manager, Exhibits
Jennifer Gross, Meeting Operations Specialist

EXHIBIT MANAGEMENT

Society for Neuroscience
1121 14th St., NW, Suite 1010
Washington, D.C. 20005
(202) 962-4000
exhibits@sfn.org

KEY CONTACTS AND OFFICIAL VENDORS

EXHIBIT MANAGEMENT

Allison Burns, CEM
Jennifer Gross, CEM

exhibits@sfn.org
+1 (202) 962-4000

PROGRAM AND EXHIBIT GUIDE ADVERTISING

advertising@sfn.org
+1 (202) 962-4000

REGISTRATION AND LEAD RETRIEVAL

MARITZ

sfnregistration@maritz.com
xpressleadprp@maritz.com
+1 (508) 743-8563

SfN HEADQUARTERS

1121 14th Street NW, Suite 1010
Washington, D.C. 20005
USA

info@sfn.org
+1 (888) 985-9246

GENERAL SERVICE CONTRACTOR

THE EXPO GROUP

exhibitorservice@theexpogroup.com
+1 (972) 580-9000

EXHIBITOR HOUSING

CONVENTION MANAGEMENT RESOURCES

SfNSupport@cmrus.com
+1 (866) 999-3093 (US and Canada)
+1 (415) 268-2091

Future Annual Meetings

Neuroscience 2026

November 14–18
Washington, D.C.

Neuroscience 2027

October 23–27
Chicago

Neuroscience 2028

November 11–15
San Diego