



NEUROSCIENCE
2025

EXHIBITOR PROSPECTUS
SAN DIEGO

Exhibit Dates: November 16–19

Meeting Dates: November 15–19

Purchase exhibit space at [SfN.org.exhibits](https://www.sfn.org/exhibits)

Table of Contents

Exhibitor Invitation.....	3
Reach Decision-Makers	4
Neuroscience 2024 Attendance	
Attendance Over the Years	
Why You Should Exhibit	5
Attendee Areas of Interest	
Products Attendees Buy and Use	
Attendee Places of Employment	
Meet Buyers from Around the World.....	6
U.S. Scientific Attendees	
Non-U.S. Scientific Attendees	
Join Fellow Exhibitors and Reach Thousands	7
Neuroscience 2024 Exhibitors	
Exhibitor Demographics	
Location, Dates, and Booth Fees.....	8
Exhibitor Terms.....	10
Terms for Exhibiting	
Cancellation Policy	
Exhibit Eligibility	
Company Mergers & Acquisitions	
Priority Points System	
Booth Assignments	12
Important Dates.....	14
Key Contacts and Official Vendors.....	15

Quick Links

- ▶ Purchase Space
- ▶ Floor Plan
- ▶ Program & Exhibit Guide Advertising
- ▶ My Neuroscience Marketplace

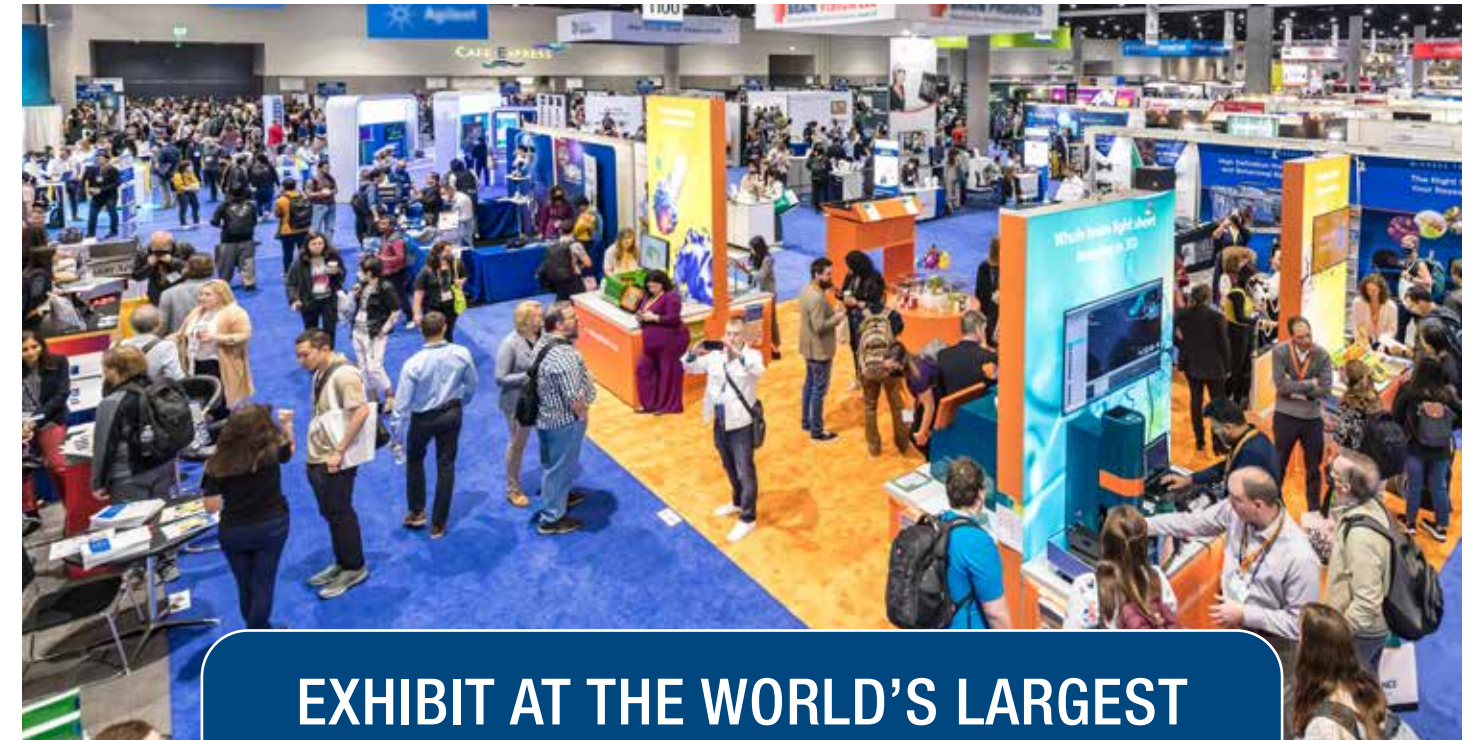


EXHIBIT AT THE WORLD'S LARGEST NEUROSCIENCE MARKETPLACE

Join the Society for Neuroscience in San Diego, November 15–19 for a one-of-a-kind event bringing together scientists, clinicians, and decision-makers in the global scientific community to exchange new knowledge and share the latest research on the brain and nervous system.

SfN's annual meeting provides an unparalleled opportunity to gain or retain your share of the growing neuroscience market. As a Neuroscience 2025 exhibitor, you will have the opportunity to:

- Meet face-to-face with customers
- Showcase products and services
- Generate new leads
- Support the field

Purchase early to save money and secure prime exhibit space

Take advantage of reduced rates by purchasing your exhibit space by **May 2**, the priority point deadline. Standard rates apply beginning **May 3**.

Maximize your impact with on-site marketing opportunities

Build relationships with target markets and drive traffic to your booth by taking advantage of SfN's advertising and support opportunities.

Visit [SfN.org/exhibits](https://www.sfn.org/exhibits) to secure your exhibit space today.

We look forward to partnering with you in San Diego!



As the leading event in the field of neuroscience, Neuroscience 2025 provides you with an opportunity to gain and retain your share of the neuroscience market. Plan now to be a part of this bustling marketplace, the ideal platform to showcase your latest products, capture new leads, and give product demonstrations to an audience of proven buyers.

REACH DECISION-MAKERS

Interact face-to-face and build relationships with thousands of new and current customers.

Benefits of Exhibiting

High-Traffic Exhibit Hall

Thousands of potential buyers visit the Exhibit Hall to view thousands of poster presentations.

On-Site Visibility

- **Printed materials**
Signage, and visual displays put your brand directly in front of attendees.
- **Program and Exhibit Guide**
Your company name, booth number and up to eight product categories listed.
- **Mobile App**
The app is in the hands of attendees each time they access the program, schedule, maps and more.
- **Neuroscience Meeting Planner**
This important tool lets attendees view and print scientific abstracts and create personalized itineraries.

Complimentary Access to Exhibitor Lounge

Coffee and tea service in a relaxed setting offer a great location for company staff meetings.

Year-Round Access to Your Company

A free hyperlink to your company website through My Neuroscience Marketplace, is available before and after the meeting throughout the year and marketed biweekly to nearly 35,000 members.

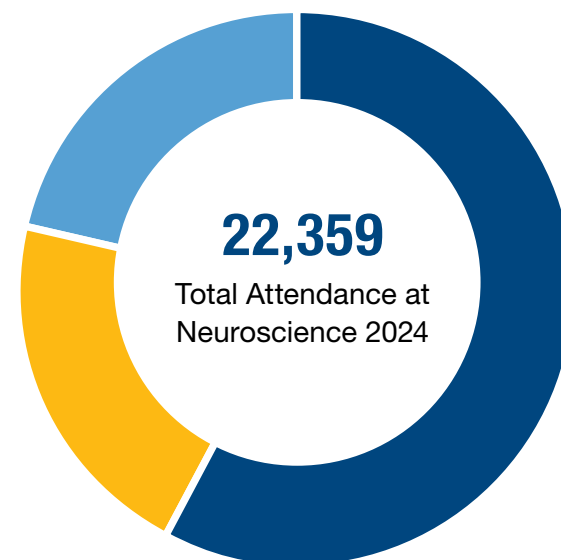
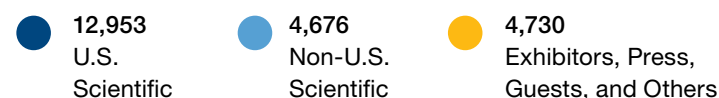
Seven Exhibit Personnel Badges

Per 10' x 10' booth — includes admission to scientific events, space permitting.

Two Exhibitor Guest Badges

Per 10' x 10' booth — gain full access to the Exhibit Hall and poster sessions (\$2,840 value).

Neuroscience 2024 Attendance



Annual Meeting Attendance Over the Years

	2024 Chicago	2023 D.C.	2022 San Diego
Members	8,880	10,532	10,032
Nonmembers	791	1,246	1,129
Student Members	7,524	8,332	8,367
Student Nonmembers	434	528	512
Total Scientific	17,629	20,638	20,040
Guest, Press, and Others	1,475	1,514	1,271
Exhibitors*	3,255	3,656	3,048
Total Registrants	22,359	25,808	24,359

*24% of exhibitors and exhibitor guests are scientists with purchasing power

WHY YOU SHOULD EXHIBIT

Gain insight into attendees' research and the products they use in their work. If your product is listed, plan to exhibit at Neuroscience 2025. You can't afford to miss this year's meeting!

Attendee Areas of Interest

Specialization	# of Attendees
Behavioral Neuroscience	8,625
Cellular and Molecular Neuroscience	7,463
Cognitive Neuroscience	5,628
Disorders of the Nervous System	5,399
Computational Neuroscience and Modeling	3,953
Sensory Systems Neuroscience	3,896
Techniques and Methods	3,359
Neuroscience of Aging	3,140
Motor Systems Neuroscience	3,125
Neural / Synaptic Structure and Function	2,956
Developmental Neuroscience	2,925
Neuropharmacology and Neurochemistry	2,827
Neuroregeneration and Repair	2,501
Bioinformatics / Neuroinformatics	1,768
Neuroengineering and Robotics	1,688
Excitable Membranes and Ion Channels	1,649
Neuroendocrinology	1,270
Neuroethology	777
History, Teaching, Public Awareness, and Societal Impacts in Neuroscience	765
Evolutionary and Comparative Neuroscience	731

Topical Track	Primary Interest	Secondary Interest
Neurodegenerative Disorders and Injury	4,130	2,345
Cognition	2,610	2,384
Neural Excitability, Synapses, and Glia	2,043	2,788
Sensory Systems	1,899	1,729
Integrative Physiology and Behavior	1,803	2,404
Motivation and Emotion	1,447	1,492
Motor Systems	1,426	1,364
Development	1,324	1,304
Techniques	836	1,651
History and Education	165	222

Based on Neuroscience 2024 Attendee Demographic Survey.

Products Attendees Buy and Use

Product Categories of Interest	# of Attendees
Imaging/Optical Instruments	8,616
Laboratory Equipment and Supplies	7,470
Physiological Instruments	6,566
Bio-Chemicals and Reagents	5,007
Computer-Related Instruments	4,814
Pharmaceuticals	3,900
Publishers	3,875

Types of Products Used in Research or Practice

Microscopy and Cellular Imaging	8,627
Animal Behavioral Monitoring	8,304
Animal Care and Surgery	8,128
Electrophysiological Equipment	6,965
Proteins Chemistry, including antibodies and other immunological reagents	6,011
Specialized Scientific Software	5,988
Pharmacological Reagents	5,353
Cell Culture	4,403
Human Brain Imaging (fMRI, PET, ERP, MEG, etc)	3,402

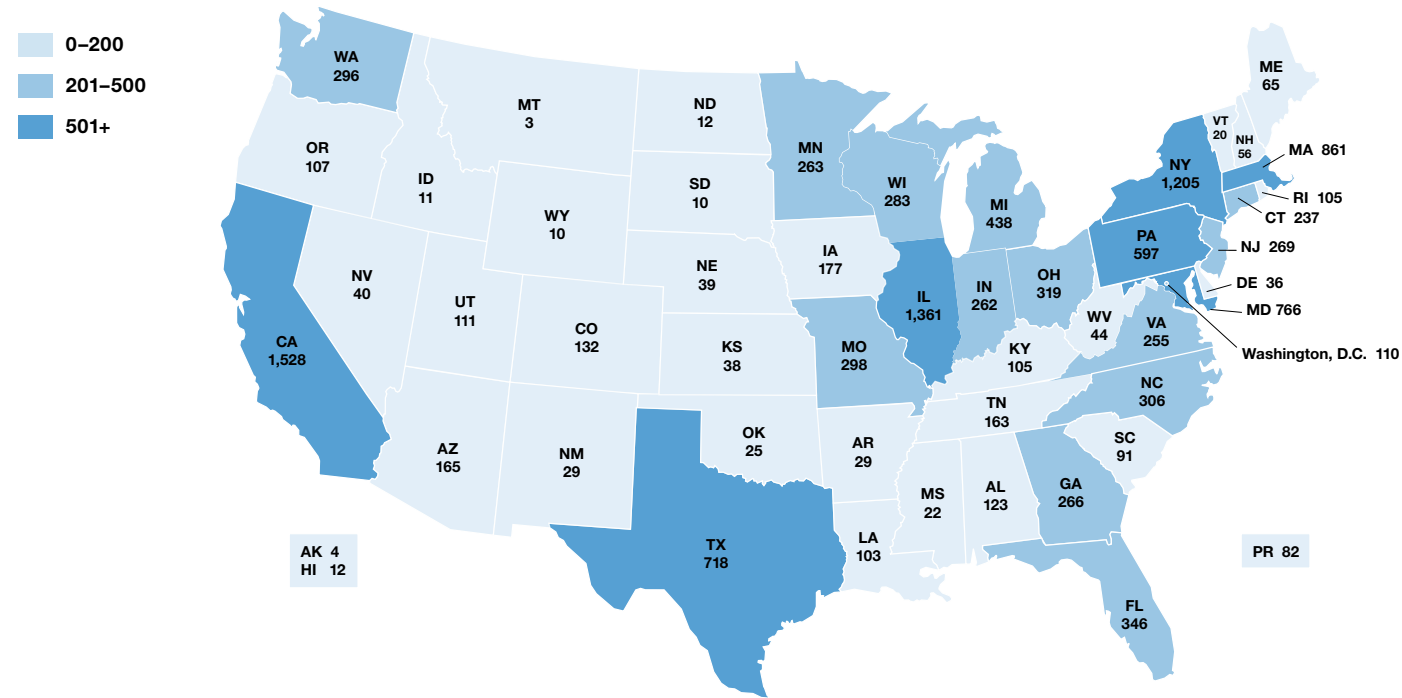
Attendee Places of Employment

Graduate School or University	11,020
Medical, Veterinary, or Dental School	1,489
Undergraduate College	1,322
Government	726
Independent Research Institute	648
Biotech or Pharmaceutical Company	592
Hospital	581
Not Employed/Student	480
Non-Profit Organization	466
Other Private Sector Entity	172
Other	123
Self-Employed	64

MEET BUYERS FROM AROUND THE WORLD

At Neuroscience 2025, reach the most diverse group of buyers in the neuroscience field.

2024 U.S. Scientific Attendees: 12,953



2024 Non-U.S. Scientific Attendees: 4,676

Argentina	10	Estonia	3	Kuwait	2	Saint Kitts and Nevis	1
Armenia	1	Ethiopia	1	Latvia	1	Saudi Arabia	11
Australia	60	Finland	8	Lebanon	3	Serbia	3
Austria	22	France	157	Lithuania	1	Singapore	21
Bahrain	1	Gambia	1	Luxembourg	4	Slovakia	5
Belgium	48	Georgia	8	Malaysia	1	Slovenia	3
Benin	1	Germany	352	Mexico	453	South Africa	3
Bhutan	1	Ghana	3	Monaco	1	South Korea	367
Brazil	88	Guinea	1	Mongolia	4	Spain	108
Bulgaria	1	Hong Kong	29	Netherlands	81	Sweden	58
Cameroon	2	Hungary	25	New Zealand	8	Switzerland	129
Canada	697	Iceland	1	Nigeria	2	Taiwan	87
Chad	1	India	109	Norway	43	Thailand	2
Chile	36	Indonesia	1	Pakistan	4	Turkey	34
China	330	Iran (Islamic Rep of)	13	Peru	11	Ukraine	5
Colombia	2	Ireland	21	Philippines	5	United Arab Emirates	2
Costa Rica	1	Israel	72	Poland	14	United Kingdom	283
Croatia	1	Italy	171	Portugal	12	Uruguay	4
Czechia	9	Japan	539	Qatar	1	Uzbekistan	1
Denmark	55	Jordan	3	Russian Federation	3	Vietnam	3
Egypt	3	Kazakhstan	2	Rwanda	1	Zimbabwe	1

JOIN FELLOW EXHIBITORS AND REACH THOUSANDS

Below are the 2024 exhibitor demographics.

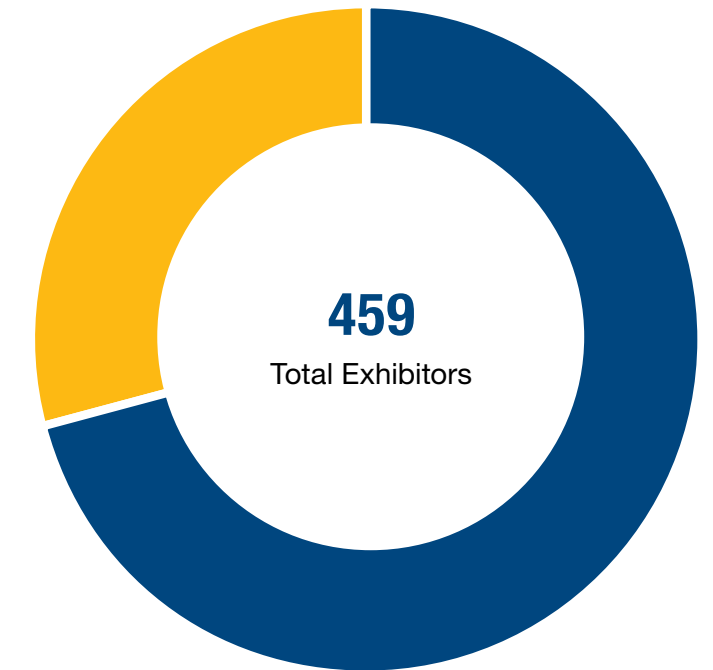
Purchase your exhibit space beginning January 27 for Neuroscience 2025.

2024 Exhibiting Organizations By Country

Australia	1
Austria	4
Belgium	3
Canada	18
China	12
Czechia	1
Denmark	5
Finland	1
France	11
Germany	15
Hungary	2
India	2
Ireland	1
Israel	2
Italy	5
Japan	3
Netherlands	4
Portugal	1
Serbia	1
South Korea	6
Spain	3
Sweden	2
Switzerland	7
Taiwan	3
United Kingdom	21
United States	326
Total	459

2024 Total Exhibiting Companies

● 326 U.S. Scientific
● 133 Non-U.S. Scientific



2024 Exhibiting Organizations By Type

Organization Type	# of Organizations	Net Square Footage
Commercial	374	69,400
Nonprofit (includes SfN)	78	12,000
Government/Institute	7	5,900
Total	459	87,300

[Click here for Neuroscience 2024 Exhibitor List](#) ▶

LOCATION, DATES, & BOOTH FEES

Location

San Diego Convention Center
111 W. Harbor Drive
San Diego, CA 92101

Meeting Dates

Saturday, November 15–Wednesday, November 19

Exhibit Dates

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

Badge Pick-Up

Wednesday, November 12–Saturday, November 15
8 a.m.–6 p.m.

Sunday, November 16–Wednesday, November 19
7 a.m.–5 p.m.

Installation

Wednesday, November 12, 8 a.m.–6 p.m.

Note: Targeted move-in — Island booths only

Thursday, November 13, 8 a.m.–6p.m.

Friday, November 14, 8 a.m.–6 p.m.

Note: Empties and crates for storage must be labeled for removal by 6 p.m.

Saturday, November 15, 8–10 a.m.

Note: Light set up (such as product testing and adding final touches) may continue until 6 p.m.

Dismantling

Wednesday, November 19, 5–10 p.m.

Thursday, November 20, 8 a.m.–2 p.m.

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
- Complimentary registration for seven booth personnel per 10'x10' space
- Complimentary registration for two guest badges per 10'x10' space (Exhibit Hall only; Sunday–Wednesday)
- Exhibitor Liability Insurance that meets all SfN and convention center requirements (\$75 value)



LOCATION, DATES, & BOOTH FEES

	Advance Rates By May 2	Standard Rates After May 2
Commercial Inline 10'x10' Booth	\$6,745	\$7,420
Corner Fee <i>Applicable to Commercial Inline & Peninsula booths</i>	\$375	\$415
Commercial Island Booth per 100 sq. ft.*	\$7,300	\$8,030
Nonprofit (Universities and Associations) Inline or Corner 10'x10' Booth	\$1,360	\$1,500
Institute (NIH, NSF/US Government Agencies only) Inline or Corner 10'x10' Booth	\$625	\$690

Additional Island Booth Benefits:

- Island booths may hang a sign over booth.
- Company name printed in booth on all published floor plans.

**Note: Exhibitors who wish to create their own island booth will be charged the full cost of all booths deleted as a result.*

Expo Suites

Take advantage of a private meeting space in the Exhibit Hall for your company.

Exhibiting companies have the exclusive opportunity to reserve an expo suite on the exhibit floor at Neuroscience 2025!

[More Info ▶](#)

Expo suites are customizable and conveniently located on the exhibit floor, allowing for maximum flexibility for hosting meetings and staff lounges.

EXHIBITOR TERMS

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. Institute and nonprofit applications must be **paid in full** at the time of submitting the application. No application will be processed without remittance of the deposit. Payment receipt date will be used as the application submission date. **Payment types accepted:** VISA, MasterCard, American Express, Discover, ACH, Wire Transfer and Check (payable in USD). SfN's Tax ID # 52-0895843

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

Cancellation Policy

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 canceling 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.

Exhibit Eligibility

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

Company Mergers & Acquisitions

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 & Acquisitions Form](#)



Maximize Your Visibility

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

Additional Earning Opportunities

Additional points accrue per year as follows:

Program and Exhibit Guide Advertising

1 point per \$1,000 of advertising in the *Program and Exhibit Guide*, with a maximum of 5 points

[More Information](#)

Additional Advertising/Sponsorship

1 point per \$1,000 of advertising in *JNeurosci*, *eNeuro*, *Neuroscience Nexus*, *Neuroscience Quarterly*, and on-site sponsored products with a maximum of 5 points.

Contact adsales@sfn.org for more information.

Program Support

1 point per \$5,000 of support, with a maximum of 5 points

Tiered Sponsorships

Platinum Tier..... 5 points

Gold Tier..... 3 points

Silver Tier..... 2 points

Bronze Tier 1 point

Sustaining Associate Members

Platinum Level 3 points per year

Gold Level 2 points per year

Silver Level 1 point per year

For information about Program Support, Tiered Sponsorships, and Sustaining Associate Memberships contact development@sfn.org

For information about the Priority Points System: exhibits@sfn.org

BOOTH ASSIGNMENTS

Appointments Will Be Scheduled In Three Groups:

Group A (in order of highest priority points)
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.
Group B (in order of highest priority points)
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.
All Other Applications (in order of date/time deposit is received)
All applications with deposit received after May 2 will be assigned booth space after all Group B exhibitors have been placed based on what space is available at the time of assignment. Such applications will be assigned space in the order in which their deposit is received.

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.

GROUP A

Sales Open

January 27, 2025

Sales Close

February 21, 2025

50% Deposit Due

February 21, 2025

Appointment Confirmations

February 24, 2025

Space Assignments

March 3–7, 2025

Confirmations & Invoices

March 10, 2025

GROUP B

Sales Open

March 11, 2025

Sales Close

May 2, 2025

50% Deposit Due

May 2, 2025

Appointment Confirmations

May 5, 2025

Space Assignments

May 12–16, 2025

Confirmations & Invoices

May 19, 2025

BOOTH ASSIGNMENTS

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.

Product Theaters

Exhibiting companies have the exclusive opportunity to hold a presentation or product demonstration in the Product Theater.

The theater is situated in a prime location on the exhibit floor, perfect for reaching hundreds of decision-makers and buyers. Choose your ideal presentation time during the four days of exhibits and create a unique presentation capable of reaching a wide audience.

[More Info ▶](#)



IMPORTANT DATES

EXHIBIT BOOTH PAYMENT SCHEDULE

By February 21, 2025: 50% of total booth space due for **Group A** applications.

By May 2, 2025: 50% of total booth space due.

By July 11, 2025: 100% of total booth space due.

Note: Nonprofit and institute — 100% deposit due with application

EXHIBIT BOOTH CANCELLATION SCHEDULE

January 27–May 2, 2025: 25% of total cancelled space

May 3–July 11, 2025: 50% of total cancelled space

On or after July 12, 2025: 100% of total cancelled space

EXHIBITOR SERVICE MANUAL AVAILABLE

Tuesday, July 29, 2025

EXHIBITOR HOUSING & REGISTRATION OPENING

Tuesday, July 29, 2025

ISLAND & PENINSULA BOOTH DRAWINGS

By Friday, September 12, 2025: Reviewed and approved

INSTALLATION

Wednesday, November 12, 2025, 8 a.m.–6 p.m.

Note: Targeted move-in — Island booths only

Thursday, November 13, 2025, 8 a.m.–6 p.m.

Friday, November 14, 2025, 8 a.m.–6 p.m.

Note: Empties must be labeled for removal by 6 p.m.

Saturday, November 15, 2025, 8–10 a.m.

Note: Light set up (such as product testing and adding final touches) may continue until 6 p.m.

DISMANTLING

Wednesday, November 19, 2025, 5–10 p.m.

Thursday, November 20, 2025, 8 a.m.–2 p.m.

*Note: Dismantling is **prohibited** before 5 p.m. on November 19.*

KEY CONTACTS & 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 & Lead Retrieval

Maritz

sfnregistration@maritz.com

xpressleadprp@maritz.com

+1 (508) 743-8563

SfN Headquarters

1121 14th Street NW, Suite 1010

Washington, DC 20005

USA

info@sfn.org

+1 (202) 962-4000

Toll Free: +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 (U.S. and Canada)

+1 (415) 268-2091

**PURCHASE EXHIBIT SPACE
AT [SfN.ORG/EXHIBITS](https://sfn.org/exhibits)**

Future Annual Meetings

Neuroscience 2026

November 14–18

Washington, D.C.

Neuroscience 2027

October 23–27

Chicago

Neuroscience 2028

November 11–15

San Diego