



24TH ANNUAL NEUROTECH CONVENTION 2027

YOUR JOURNEY THROUGH THE NEURAL CIRCUIT

A visitor experience where science becomes tangible, ideas find partners, and every pathway points toward patient impact.

FROM DISCOVERY TO PATIENT IMPACT

Los Angeles Convention Center | SBMT Neurotech City | March 14-17, 2027

THE BIG IDEA

This is not a hall full of booths.

It is a living neurotechnology city designed around one clear journey:

LEARN > EXPERIENCE > CONNECT > IMPACT



YOU ALWAYS KNOW WHERE TO GO

District signs, color cues and app prompts make a very large hall feel easy to understand.



THE SCIENCE BECOMES REAL

Move from talks and research into demonstrations, devices, conversations and human stories.



THE ROOM KEEPS COMING ALIVE

Meals, firesides, keynotes, pitches and demonstrations repeatedly bring people back.

The Neural Gateway

You approach a single monitored entrance framed by a luminous neuron-inspired arch. It feels less like registration and more like crossing into a connected brain.

- 1 Your badge or app confirms entry
- 2 The app reveals your recommended Neural Circuit
- 3 Color-coded signs point toward each district
- 4 Premier partners frame the first high-impact view

ONE ENTRY. ONE STORY. ONE CONNECTED EXPERIENCE.

The city wakes up around you

Each district has a different purpose, but the path between them feels continuous.

INNOVATION BOULEVARD

See scalable technologies, business partnerships and investor-ready solutions in larger 10 x 20 showcases.

DISCOVER WHAT IS NEXT

DISCOVERY LABS

Meet emerging exhibitors and explore compact 10 x 10 spaces built for quick, focused conversations.

FIND THE NEW IDEA

LEADERSHIP FORUM

Step into senior-level conversations with media, scientific and industry leaders.

MEET THE DECISION MAKERS

IMPACT GATEWAY

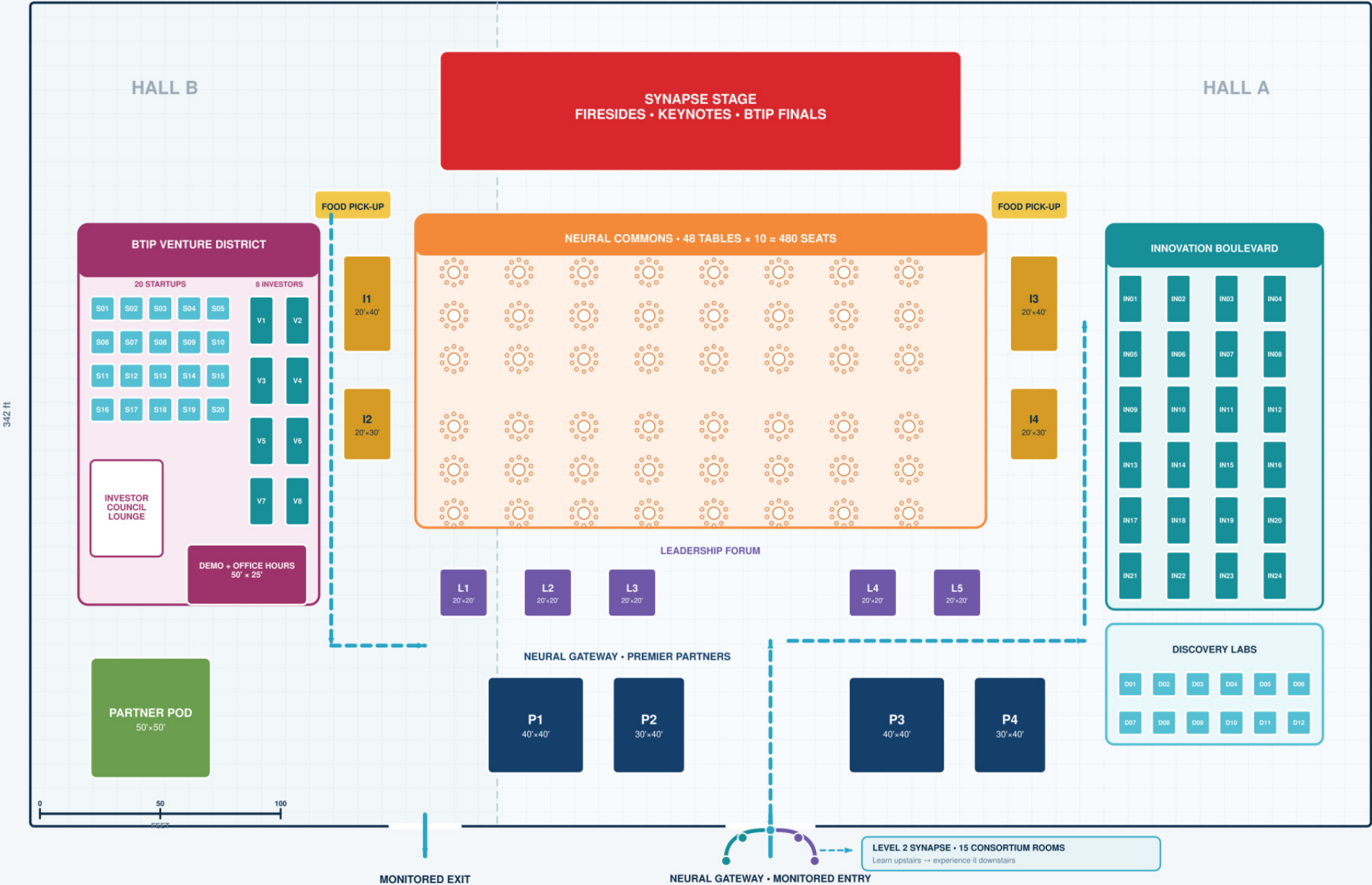
Connect major platforms and keynote partners to the translation stories that matter to patients.

SEE SCALE MEET PURPOSE

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THE NEURAL CIRCUIT EXPERIENCE | SBMT NEUROTECH CITY | VISITOR EXPERIENCE MAP

NORTH • LOADING DOCKS / BACK OF HOUSE



LOS ANGELES CONVENTION CENTER • WEST HALL AB

March 14-17, 2027 • 1201 S. Figueroa Street • Los Angeles, CA 90015

VISITOR EXPERIENCE LEGEND

West Hall A+B: 557' x 342' • Booths use one scale.

- PREMIER**
4 spaces • 30'x40' or 40'x40' P1-P4
- IMPACT**
4 spaces • 20'x30' or 20'x40' I1-I4
- LEADERSHIP**
5 spaces • 20'x20' L1-L5
- INNOVATION BOULEVARD**
24 P10 business/investor showcases • 10'x20' IN01-IN24
- DISCOVERY**
12 spaces • 10'x10' D01-D12
- SHARED PARTNER POD**
1 activation • 50'x50' PARTNER POD

BTIP VENTURE DISTRICT

- 20 startup pods • 10'x10'
- 8 investor showcases • 10'x20'
- Investor Council Lounge • 30'x40'
- Demo + Office Hours • 50'x25'

THE NEURAL CIRCUIT | VISITOR JOURNEY

Theme: from discovery to patient impact.

- 1 ENTER - Neural Gateway neuron arch + app check-in
- 2 EXPLORE - sponsor districts and live demonstrations
- 3 GATHER - lunch, firesides and keynotes at center stage
- 4 CONNECT - BTIP startups, investors and office hours
- 5 EXTEND - Level 2 Synapse to 15 consortium rooms
- 6 EXIT - monitored south door completes the circuit

FUTURISTIC EXPERIENCE LAYER

Neural wayfinding signs + matching app prompts
Optional controlled neural soundscape*
*Subject to LACC/Event Manager and AV approval.

78 MAPPED FOOTPRINTS

77 individual spaces + 1 shared partner pod

AITECH AND FINTECH PATHWAYS

Featured across Innovation Boulevard and BTIP.
Technology + capital + access = patient impact

THE INTERACTIVE LAYER

The Neural Circuit Experience

A personalized pathway connecting the places you visit, the ideas you save, the people you meet and the next action waiting in the app.



WHAT IT FEELS LIKE

The hall feels responsive rather than overwhelming. Signs and app prompts help you decide what matters now, while still leaving room for discovery and surprise.

THE SIMPLE IDEA

SBMT Neurotech City is the physical experience. The Neural Circuit connects each moment into one meaningful story, from first curiosity to patient impact.

PLANNED EXPERIENCE LAYER - FINAL APP FEATURES SUBJECT TO CONFIGURATION

The hall has a heartbeat

The Neural Commons sits directly in front of the Synapse Stage. That placement turns breakfast and lunch into programmed experiences rather than breaks away from the exhibition.

480

SEATS IN THE NEURAL COMMONS

48 round tables x 10 guests

Eat, recharge, meet a new collaborator and still see the main stage. Breakfast firesides, lunch conversations, keynotes and BTIP finals keep the center of the hall active.

FIRESIDES • LUNCH • KEYNOTES • BTIP FINALS

Ideas meet capital - then the circuit expands

BTIP VENTURE DISTRICT

Where possibility finds a pathway.

You meet 20 startups, 8 investor showcases, the Investor Council and scheduled office hours. A promising idea can move from a demonstration to a serious conversation without leaving the district.

IDEA > DEMO > DIALOGUE > PARTNERSHIP

LEVEL 2 SYNAPSE

The experience does not end at the hall.

Outside the West Hall footprint, the Level 2 Synapse directs you to 15 consortium rooms, including three Neurotech rooms. The app preserves your place in the journey and guides you back downstairs for demonstrations, meetings and stage moments.

LEARN UPSTAIRS > EXPERIENCE DOWNSTAIRS

You leave with more than brochures.

You leave with a mental map of the field: the science you learned, the technology you touched, the people you met and the next conversation already waiting in your app.

CLARITY

A clearer view of where neurotechnology is going.

CONNECTION

New links across science, medicine, industry and capital.

MOMENTUM

Practical next steps that can continue after the convention.

PATIENT IMPACT

A shared reason for turning discovery into responsible action.

THE NEURAL CIRCUIT: FROM DISCOVERY TO PATIENT IMPACT

Visitor-experience concept. Final implementation is subject to venue, accessibility, safety and production approval.