INDUSTRY THERAPEUTIC UPDATES

OVERVIEW
Industry Therapeutic Updates (ITUs) are available to industry participants as a venue to present current pipeline activity, promote current therapies, and as an enhanced way to reach Annual Meeting attendees.

The updates will be held Saturday, April 21, 2018, at 8:00 p.m. and Monday, April 23, 2018, Tuesday, April 24, 2018, and Wednesday, April 25, 2018, at 7:00 p.m., with end times varying based on event content. Maximum time allowed per event is three hours.

GENERAL INFORMATION

Background
This is an industry event (and will be advertised in this manner) and an opportunity for pharmaceutical companies, device companies, or other appropriately related organizations to share information with AAN Annual Meeting attendees regarding their current therapies and projects in accordance with the standards set for the industry by the Food and Drug Administration.

No CME will be given by any accredited organizations for the programs offered.

Meeting space is limited. Approval to participate in the Industry Therapeutic Updates and the meeting space will be assigned on a first-come, first-served basis based on completed forms.
# Industry Therapeutic Update Room Pricing

<table>
<thead>
<tr>
<th>Date</th>
<th>Room Location</th>
<th>Capacity</th>
<th>Day Before Access</th>
<th>Room Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Therapeutic Updates, Premium Dates</strong> <em>(Limited Event Space-Only 2 ITU Sessions Offered to Maximize Attendance)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **Saturday, April 21, 2018**  
*Only 2 ITUs Available* | JW Marriott - Diamond Salon 5         | 350      | $10,000                        | $115,000  |
|                           | JW Marriott - Platinum Ballroom       | 800      | $10,000                        | $200,000  |
| **Wednesday, April 25, 2018**  
*Only 2 ITUs Available* | JW Marriott - Platinum Ballroom       | 800      | *Access the day before is not available* | $200,000  |
|                           | JW Marriott - Gold Ballroom 3 & 4     | 350      | *Access the day before is not available* | $115,000  |
| **Industry Therapeutic Updates** |                                       |          |                                |           |
| New!  
**Monday, April 23, 2018** | JW Marriott - Platinum Ballroom A-D   | 500      | $10,000                        | $105,000  |
|                           | JW Marriott - Platinum Ballroom F-J   | 300      | $10,000                        | $85,000   |
|                           | JW Marriott - Gold Ballroom 3         | 200      | $10,000                        | $75,000   |
|                           | JW Marriott - Gold Ballroom 1         | 150      | $10,000                        | $70,000   |
|                           | Hotel Indigo - Metropolitan Ballroom  | 150      | $10,000                        | $70,000   |
|                           | Hotel Indigo - Orpheum A              | 100      | $10,000                        | $65,000   |
|                           | Westin Bonaventure - Beaudry B        | 100      | *Access the day before is not available* | $65,000   |
|                           | Westin Bonaventure - Palos Verdes     | 50       | *Access the day before is not available* | $60,000   |
| **Tuesday, April 24, 2018** | JW Marriott - Diamond Ballroom 5      | 350      | *Access the day before is not available* | $90,000   |
|                           | JW Marriott - Diamond Ballroom 1 - 3  | 300      | *Access the day before is not available* | $85,000   |
|                           | JW Marriott - Platinum Ballroom C     | 100      | *Access the day before is not available* | $85,000   |
|                           | JW Marriott - Platinum Ballroom H - I | 100      | *Access the day before is not available* | $65,000   |
|                           | JW Marriott - Gold Ballroom 2         | 200      | $10,000                        | $75,000   |
|                           | JW Marriott - Gold Ballroom 4         | 100      | $10,000                        | $65,000   |
|                           | Hotel Indigo - Metropolitan Ballroom  | 150      | *Access the day before is not available* | $70,000   |
|                           | Hotel Indigo - Orpheum B              | 100      | $10,000                        | $65,000   |
|                           | Westin Bonaventure - San Diego        | 400      | $10,000                        | $95,000   |
|                           | Westin Bonaventure - San Francisco    | 400      | $10,000                        | $95,000   |
INDUSTRY THERAPEUTIC UPDATES POLICIES AND GUIDELINES

ATTENDANCE
Participating company cannot charge any type of fee for Annual Meeting registrants to attend. All Annual Meeting attendees must be treated with equal accordance.

INDUSTRY THERAPEUTIC UPDATE CONTRACT
All participating companies must complete the online Industry Therapeutic Update Contract before space will be held by the AAN.

EVALUATION/REPORTS
The AAN requires Industry to evaluate their individual ITU program by having attendees complete evaluation forms. Industry is required to provide the AAN with a summary of the evaluation results within 30 days following the AAN Annual Meeting. The AAN also reserves the right to evaluate the ITU by requesting attendees complete additional evaluation materials, either on-site at the event and/or following the event, if needed.
AAN staff will attend the ITU events for AAN evaluation purposes.

SIGNAGE
The AAN will place signage in the meeting venue advertising the ITU events. Each participating company is responsible for its own signage outside of the meeting room. A participating company may place its signage outside of the meeting room door an hour and a half before the event and all signage must be removed by one half hour after the event. Signage in hotel lobbies is prohibited; should a hotel allow, each the event and all signage must be removed by one half hour after the event. A participating company may place its signage outside of the meeting room door an hour and a half before the event. Signage must include language easels with a detail person in the lobby and corridor leading to each participating company is responsible for all expenses associated with its program (with the exception of the meeting room rental and registration list) including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN’s official vendors. See official vendor contact information below.

PROMOTIONAL GUIDELINES
1. The AAN will publicize the ITU in the AAN Science Program and On-Site Exhibit Guide, as well as on AAN.com. The AAN will provide one complimentary pre-registration Attendee List to the participating company for a one-time use in marketing the ITU program to AAN Annual Meeting attendees. Multiple uses or storage of registration list are strictly prohibited. Attendee List must be deleted by participating company within 72 hours of one-time mailing.
2. All promotional and on-site materials must receive AAN approval prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc.
3. Participating company cannot contact meeting registrants by phone in an effort to invite Annual Meeting attendees to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with meeting participants must receive prior approval from the AAN.
4. The participating company’s program must be entitled “Industry Therapeutic Update from [Insert participating Company’s Name]” and must be conspicuously marketed in that manner. This language must be in a TEXT SIZE that clearly distinguishes it as the title of the program. Companies may include a subtitle that specifies the therapeutic area to be discussed at the program.
5. Promotional pieces must clearly indicate that this is not a CME program nor will CME credits be given for attendance.
6. There can be no implication—implied or otherwise—in any promotional materials or on-site materials indicating that Industry’s ITU program is part of the AAN Annual Meeting Education or Scientific programs and/or endorsed by the AAN.

ROOM ACCESS
The AAN will allow participating company to have access to the meeting room starting at 12:00 p.m. on day of event unless company has purchased the option for day before access. Participating company ITU events or its related activities (e.g., reception) can begin no earlier than 7:00 p.m.

INDUSTRY THERAPEUTIC UPDATES

VIDEOGRAPHY

Participating companies may film their ITU program, however the participating company is responsible for all expenses and logistics related to the filming of the program. Filming is confined to the participating organization or company’s room, as assigned by the AAN. The AAN name and logo may not be used in the film, however you can state that the event was filmed during the 2018 AAN Annual Meeting. In addition, there can be no implication in the film that indicates the participating company’s ITU program is part of the AAN Annual Meeting Education or Scientific programs or endorsed by the AAN or any of its affiliates.

AAN-APPROVED VENDORS

Please do not contact any vendors until after you have received approval from the AAN on your form and after you have paid your participation and premium fees in full to the American Academy of Neurology Institute.

If you need services/vendors not listed in this appendix, contact the AAN for other services/vendors not listed here. As noted in the guidelines, ITU applicants must use AAN-approved vendors.

Audiovisual
PSAV
Gary Ellegood
Account Manager
gellegood@psav.com
(281) 309-8098

Decorator
FREEMAN
Kristina Caballero
Kristina.Caballero@freemanco.com
(773) 473-8235

AUDIENCE RESPONSE, PHOTOGRAPHER, FLORAL, AND LEAD RETRIEVAL

See AAN Approved Contacts on page 5 »

DELIVERABLES/TIMELINE

Payment of the participation fee must accompany the Industry Therapeutic Update Contract. Any additional premium fees must be paid in full within thirty (30) days of being notified of your space assignment. Please note, all ITU marketing materials must be reviewed and approved by the AAN before distribution.

Follow-up materials (including five sets of pre-meeting materials, on-site materials, evaluation summaries, industry evaluation feedback, etc.) due to the American Academy of Neurology within 30 days following the AAN Annual Meeting.

The AAN reserves the right to request additional information/materials as needed.

Questions
Andrew Halverson
Associate Director, Industry Sales
ahalverson@aan.com
(612) 928-6117