INDUSTRY OPPORTUNITIES OVERVIEW

Increase your global visibility at the AAN Annual Meeting. The AAN provides many opportunities for your organization to increase visibility and showcase your company’s important message and benefits while supporting Annual Meeting activities.

SPONSORSHIP AND ADVERTISING BUYS PRICING

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Offer Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300–$1,000</td>
<td>- Exhibit Guide – Logo to enhance company description - $350–$550</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Passport - $500</td>
</tr>
<tr>
<td></td>
<td>- Attendee List: starting at $800–$3,300</td>
</tr>
<tr>
<td>$1,500–$5,000</td>
<td>- AANextra Half-page Ad (single issue) - $2,700</td>
</tr>
<tr>
<td></td>
<td>- 5K Run/1K Walk for Brain Research (multiple sponsors) - $3,600</td>
</tr>
<tr>
<td></td>
<td>- Science Program Half-page Ad (Horizontal or Vertical) - $3,150</td>
</tr>
<tr>
<td></td>
<td>- Science Program Full-page Ad - $4,950</td>
</tr>
<tr>
<td></td>
<td>- Faculty and Trainee Reception (multiple) - $5,000</td>
</tr>
<tr>
<td></td>
<td>- Resident and Fellows Scholarship Fund (multiple) - $5,000 (minimum)</td>
</tr>
<tr>
<td></td>
<td>- Premier Passport Sponsorship (exclusive) – $5,000</td>
</tr>
<tr>
<td>$5,001–$10,000</td>
<td>- AANextra Full-page Ad (single issue) - $5,400</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Tabletop Graphics (3) - $5,850</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Half-page Ad - $6,525</td>
</tr>
<tr>
<td></td>
<td>- AANextra Inside Front Cover Ad (single issue) - $7,200</td>
</tr>
<tr>
<td></td>
<td>- Cell Phone Charging Station (single station) - $7,425</td>
</tr>
<tr>
<td></td>
<td>- Door Drop Insert (4/23 or 4/24) - $8,235</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Full-page Ad - $8,550</td>
</tr>
<tr>
<td></td>
<td>- Science Program Spread Ad - $8,550</td>
</tr>
<tr>
<td></td>
<td>- AANextra Outside Back Cover (single issue) - $8,550</td>
</tr>
<tr>
<td></td>
<td>- Digital Billboard (multiple) - $9,900</td>
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<td></td>
<td>- Exhibit Presentation Stage - $9,900</td>
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<td></td>
<td>- Exhibit Hall Tabletop Graphics (5) - $9,900</td>
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<tr>
<td></td>
<td>- Leadership University Sponsorship (multiple) - $10,000</td>
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<tr>
<td></td>
<td>- General Support of Annual Meeting (multiple) - $10,000 (minimum)</td>
</tr>
<tr>
<td></td>
<td>- Industry Roundtable Membership - $10,000</td>
</tr>
</tbody>
</table>

Industry Roundtable members receive member pricing on sponsorships and advertising buys

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Offer Options</th>
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<tr>
<td>$10,001–$15,000</td>
<td>- Exhibit Guide Inside Front Cover Ad - $10,125</td>
</tr>
<tr>
<td></td>
<td>- AANextra Half-page Ad (all issues) - $10,800</td>
</tr>
<tr>
<td></td>
<td>- AANextra Cover Tip Ad with Half-page Ad (single issue) - $10,800</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Way Finding Maps - $12,150</td>
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<tr>
<td></td>
<td>- Exhibit Guide Full-page Spread - $13,050</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Back Cover Ad - $15,075</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide 2-sided Full-page Ad with Bookmark Tear-out - $15,075</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Logo (Corporate/Product) Added to 48+ Notes Pages - $15,075</td>
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<tr>
<td>$15,001–$20,000</td>
<td>- Cell Phone Charging Locker - $15,075</td>
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<tr>
<td></td>
<td>- Exhibit Hall Charging Lounges - $15,075</td>
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<td></td>
<td>- Exhibit Guide 2-sided Full-page Ad with Tabbed Corporate Logo (4 available) - $17,550</td>
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<td>- Door Drop Bag Sponsorship (4/23 and 4/24: 1 available per day) - $20,250</td>
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<tr>
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<td>- Exhibit Guide Map Spread with Inside Back Cover Ad - $20,250</td>
</tr>
<tr>
<td>$20,001–$30,000</td>
<td>- AANextra Full-page Ad (all issues) - $21,600</td>
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<tr>
<td></td>
<td>- Exhibit Hall 20’ ×20’ Charging Hub - $22,500</td>
</tr>
<tr>
<td></td>
<td>- Industry Roundtable Membership - $25,000</td>
</tr>
<tr>
<td></td>
<td>- Poster Hall Charging Hub - $25,650</td>
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<tr>
<td></td>
<td>- Carpet Marketing - $27,000</td>
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<td></td>
<td>- AANextra Inside Front Cover Ad (all issues) - $28,800</td>
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<td></td>
<td>- CME Support: 2-hour Course - $30,000</td>
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<tr>
<td>$30,001–$40,000</td>
<td>- Exhibit Guide Headquarters Hotel and Convention Center Map - $31,500</td>
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<tr>
<td></td>
<td>- Exhibit Hall Footprints (1’ ×1’) - $31,500</td>
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<tr>
<td></td>
<td>- AANextra Outside Back Cover Ad (all issues) - $34,200</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Buzz Cafe - $35,550</td>
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<tr>
<td></td>
<td>- CME Support: 3-hour Course - $35,000</td>
</tr>
<tr>
<td></td>
<td>- CME Support: 4-hour Course - $40,000</td>
</tr>
<tr>
<td></td>
<td>- Industry Roundtable Membership - $40,000</td>
</tr>
</tbody>
</table>
INDUSTRY OPPORTUNITIES OVERVIEW

$40,001–$60,000
- Pillar Marketing - $40,500
- Posters Online - $40,500
- Exhibit Hall Networking Reception - $40,500
- Exhibit Guide Tip Cover & Spread Ad - $40,500
- Exhibit Hall Footprints (2' × 2') - $40,500
- AANextra Cover Tip with Half-page Ad (all issues) - $43,200
- Carpet Graphics Outside the Exhibit Hall Entrance (2 available) - $49,500
- Wifi Access on Shuttle Buses (Exclusive) - $49,500
- Industry Roundtable Membership - $50,000
- Annual Meeting Book Bag Sponsorship - $50,175
- Annual Meeting Water Bottle Sponsorship - $50,175
- Exhibit Hall Footprints (3' × 3') - $50,175

$60,001–$100,000
- Exhibit Hall Opening Reception Sponsorship (exclusive) - $60,750
- Exhibit Hall Door Graphic Decals (Exclusive) - $60,750
- Industry Therapeutic Update - $65,000–$95,000 depending on capacity (Tuesday, April 24)
- Exhibit Hall Street Lamps with Flower Boxes - $67,500
- Hotel Key Cards - $74,250
- Wi-fi Access Convention Center - $69,750
- CME Support: 8-hour Course - $72,500
- Hotel Key Card Holders - $74,250
- Digital Billboards (exclusive) - $99,000
- Carpet Graphics Outside the Exhibit Hall Entrance (exclusive) - $99,000
- Exhibit Hall Park Benches (exclusive) - $99,000

$100,001+
- Premium Industry Therapeutic Updates - $100,000+ (dependent upon capacity)
- Hotel Key Cards and Card Holders (exclusive) - $130,500
- Annual Meeting Mobile App (exclusive) - $150,750

ALL OFFERINGS GENERALLY INCLUDE A BENEFITS PACKAGE WITH:
- Acknowledgment in thank you ads in AAN publications
- Overall supporter recognition signage placed in the convention center
- Specific benefits for each offering are listed throughout the details section

Thank you ad acknowledgment is dependent upon the date support agreement is approved and receipt of payment and placement is subject to AAN discretion.
## SPONSORSHIP OPPORTUNITIES

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*Industry Roundtable members receive member pricing on sponsorships and advertising buys.*
SPONSORSHIP OPPORTUNITIES

5K RUN/1K WALK FOR BRAIN RESEARCH

TUESDAY
April 24, 2018 / 6:30 a.m.–8:30 a.m.
The popular Run/Walk for Brain Research is open to multiple sponsors. This motivating opportunity raises money to support clinical research training fellowships in neurology. Over 500 runners participated in the 2017 Run/Walk in Boston, MA, and raised nearly $25,000 for brain research.

Industry team participation is welcome and encouraged.

Specific Sponsorship Benefit:
- Includes AAN-provided signage with sponsors’ company logos on AAN.com, at the convention center, and throughout AAN publications
- Sponsors have the option to place company logos on AAN-provided event t-shirts, as well as on start and finish banners (sponsors to provide) at the run site

Reach: 500-600 attendees
Sponsorship Fee: Starting at $3,600 (multiple sponsors)

ANNUAL MEETING BOOK BAGS

Showcase your company identity in a custom designed canvas book bag distributed to all Annual Meeting attendees. The bags will display the AAN/AAN Annual Meeting logo on the outside and your company identity on the inside.

Specific Sponsorship Benefit:
- Company logo is placed on the inside of the bag in one to two locations (dependent on bag design)

Reach: 12,000+ attendees
Sponsorship Fee: Starting at $50,175

ANNUAL MEETING WATER BOTTLES

Showcase your company identity on a custom designed water bottle to be distributed to all Annual Meeting attendees. The water bottles will display the AAN logo on one side of the bottle and your company identity on the other.

Specific Sponsorship Benefit:
- Company logo placed on the outside of the water bottle in one location

Reach: 12,000+ attendees
Sponsorship Fee: Starting at $50,175
SPONSORSHIP OPPORTUNITIES

CELL PHONE CHARGING STATIONS/LOCKERS

Cell phone charging stations are a great way to build awareness among Annual Meeting attendees. Stations are placed in general traffic locations of the convention center and the Exhibit Hall.

Sponsor has the option to have charging stations in sponsor’s booth. Locations of the stations to be approved by the AAN and the Los Angeles Convention Center.

Specific Sponsorship Benefit:
Sponsor’s product logo located on station in the Exhibit Hall and company logo on stations in the general areas of the meeting.

Reach:
3,500+ (Exhibit Hall) and 12,000+ (general meeting areas)

Sponsorship Fee:
Starting at $7,425 per station
Starting at $15,075 per locker

POSTER HALL CHARGING HUBS

These exclusive areas allow Annual Meeting attendees the ability to relax and recharge their devices—throughout the week—while connecting with colleagues in the dynamic Poster Hall. Limited quantity available

Specific Sponsorship Benefit:
Sponsor’s company logo located on table top stations in the general areas of the meeting.

Reach: 12,000+ (general meeting areas)

Sponsorship Fee: $25,650

EXHIBIT HALL CHARGING LOUNGE

These unique areas are located in the high-traffic area of the Exhibit Hall and allow Annual Meeting attendees to recharge their devices and reconnect with colleagues.

Specific Sponsorship Benefit:
Sponsor’s company logo located in the general areas of the meeting.

Reach: 12,000+ (general meeting areas)

Sponsorship Fee: $15,075
SPONSORSHIP OPPORTUNITIES

20' x 20' EXHIBIT HALL CHARGING HUBS

These large space 20’ x 20’ charging areas located in the high-traffic areas of the Exhibit Hall allow Annual Meeting attendees to recharge their devices, meet with colleagues, and stay connected with their offices. Limited quantity available.

Specific Sponsorship Benefit:
Sponsor’s company logo located on table top stations in the general areas of the meeting.

Reach: 12,000+ (general meeting areas)
Sponsorship Fee: $22,500

NEW! EXHIBIT HALL BUZZ CAFES

Don’t miss out on the new Exhibit Hall Buzz Cafes! Attendees can relax and catch up on emails while enjoying a caffeinated beverage. Located in the exhibit hall.

Specific Sponsorship Benefit:
Sponsor’s company logo located on tabletops and graphic walls in area. Sponsor can also provide company branded cups and napkins from which to serve coffee. Logo recognition in AAN publications and Exhibit Hall announcement.

Reach: 12,000+ (general meeting areas)
Sponsorship Fee: $35,550

EXHIBIT HALL OPENING LUNCHEON

SUNDAY
April 23, 2018 / 11:30 a.m.–1:00 p.m.

This event is open to all Annual Meeting attendees and typically attracts 3,000 to 5,000 attendees.

Specific Sponsorship Benefit:
- Welcome address by AAN Board member including thank you to sponsor
- Logo in Exhibit Guide Meeting Overview and on-site signage

Reach: 3,500+ attendees
Sponsorship Fee: Starting at $60,750
SPONSORSHIP OPPORTUNITIES

EXHIBIT HALL NETWORKING RECEPTION

MONDAY
April 23, 2018 / 4:30 p.m.–6:00 p.m.

The expanded hall hours during the Exhibit Hall Networking Reception give attendees more time to meet with and connect with exhibitors, all while enjoying the ambiance of the Exhibit Hall. During this social hour, attendees will be able to mingle with exhibitors as well as explore the new Exhibit Hall Innovation Hub. Light hors d’oeuvres will be served.

Specific Sponsorship Benefit:
- Opportunity to supply branded serving cups and napkins (product and/or brand recognition)
- 10’ × 10’ banner promoting the sponsorship in reception location
- Logo in AAN publications, AAN.com, and on-site signage

Sponsorship Fee: Starting at $40,500

NEW! EXHIBIT HALL WAY FINDING MAP

Maps of the floorplan will be placed throughout the Exhibit Hall as way finders for attendees. Don’t miss this opportunity to be right in front of those attendees by having your booth highlighted on the map. Available to exhibit spaces 20’ × 20’ or larger.

Specific Sponsorship Benefit:
Company Logo on 10 (ten) 38” × 87” maps throughout the Exhibit Hall

Reach: 12,000+ attendees

Sponsorship Fee: $12,150

NEW! EXHIBIT HALL ENTRANCE DOOR DECALS

Enhance your presence in the Exhibit Hall by having your company logo on the hall doors. Make a splash by having your corporate logo be seen by every attendee as they enter the hall.

Specific Sponsorship Benefit:
Company logo on door clings leading into the Exhibit Hall

Reach: 12,000+ attendees

Sponsorship Fee: $60,750 (Exclusive sponsor)
SPONSORSHIP OPPORTUNITIES

NEW! EXHIBIT HALL STREET LAMP POSTS AND FLOWER BEDS

Stand out with your company branding on lamp post flags and flower boxes placed down heavily trafficked main aisle/areas.

Each of the locations will include:
- Your messaging on lamp post flags and flower boxes
- Floral is included, along with PI holders upon request

Reach: 12,000+ attendees

Sponsorship Fee:
- Starting at $31,500 for 5 lamps (multiple sponsors)
- Starting at $49,500 for 10 lamps (Exclusive sponsor)

EXHIBIT HALL HEADSHOT LOUNGE

A photographer will be capturing high-end professional headshots and delivering them through email. Don’t miss the opportunity to exclusively sponsor this Exhibit Hall draw!

Specific Sponsorship Benefit:
- On-Site Signage throughout Exhibit Hall
- Company Logo in email sent to attendees with headshot attached
- Recognition in on-site publications

Reach: 3,500+ attendees

Sponsorship Fee: Starting at $22,250 (exclusive sponsor)

GENERAL SUPPORT OF THE ANNUAL MEETING

This sponsorship provides funding for general operation of the Annual Meeting.

Specific Sponsorship Benefit:
- Acknowledgement in all the AAN marketing materials
- Acknowledgement on AAN-provided signage

Reach: 12,000+ attendees

Sponsorship Fee: Starting at: $10,000 (multiple sponsors)
HOTEL KEY CARDS AND CARD HOLDERS

The hotel key cards and key card holders are available to industry supporters. This is a not-to-be-missed opportunity to get your messaging in front of Annual Meeting attendees when they check-in at the hotel and every time they enter their hotel room. The distribution of cards and holders will be conducted at hotels in the AAN room block to attendees who have booked through the AAN room block.

**Hotel Key Cards Specs:**
- Front of Card Live Area: 3.125” × 1.875”
- Back of Card Live Area: 3.125” × 1.25”
- Bleed Area: 3.625” × 2.375”

**Hotel Key Card Sleeves Specs:**
- 7”×8” Folded to 3.5”×6” Presentation Folder
- Paper: 100# Flo Gloss Cover; .095” Thick

**Specific Sponsorship Benefit:**
- Product or company logo recognition
- **Reach:** 2,500 attendees

**Sponsorship Fee:**
- Starting at $74,250 Hotel Key Cards
- Starting at $74,250 Hotel Key Card Holders
- Starting at $130,500 Hotel Key Cards and Card Holders (Exclusive sponsor)

POSTERS ONLINE

Posters online provides users the opportunity to view abstracts that have been uploaded by their authors in an interactive, fully searchable database with the ability to magnify the abstract content for detailed viewing, bookmark abstracts for easy access on return visits, and much more.

- 117,319 views April 2017–July 2017
- Mobile friendly
- Unique opportunity to show your support for emerging research

**Specific Sponsorship Benefit:**
- 6 months of corporate logo recognition on AAN.com
- **Reach:** 30,000+ AAN Members
- **Sponsorship Fee:** Starting at $40,500
SPONSORSHIP OPPORTUNITIES

TABLE TOP GRAPHICS

Enhance your presence at the Annual Meeting with table top graphics spread throughout the casual dining seating in the Exhibit Hall. Table top graphics allow you to spread brand recognition outside of the exhibit booth to catch the eye of attendees while they lunch, socialize, and regroup.

Reach: 12,000+ attendees

Sponsorship Fee: Starting at $5,850 for 3 tables
$9,900 for 5 tables

WIFI ACCESS CONVENTION CENTER

The AAN provides wireless internet throughout the convention center as a way for Annual Meeting attendees to stay connected with their office and day-to-day business.

Reach: 12,000+ attendees

Sponsorship Fee: Starting at $69,750 (exclusive)

Specific Sponsorship Benefit:
- Corporate logo on meter panel signage
- Log in splash page
- Acknowledgement of support in AAN publications leading up to the meeting and on-site through AAN house ads

WIFI ACCESS: SHUTTLE BUSES

The AAN is offering wireless internet access on shuttle buses that attendees will take to and from their hotels daily. This allows attendees to stay connected to their office—or be entertained—during their commute.

Reach: 12,000+ attendees

Sponsorship Fee: Starting at $58,500 (exclusive)

Specific Sponsorship Benefit:
- Corporate logo on meter panel signage
- Corporate logo on buses schedules available at Meeting Information
- Logo recognition in AAN publications in AAN house ads
- Acknowledgement of support in AAN publications leading up to the Annual Meeting
- Corporate logo on curbside windjammers
FACULTY AND TRAINEE RECEPTION SPONSORSHIPS

This is a premier networking event geared towards the undergraduate medical and graduate medical education audience; specifically: program directors, clerkship directors, fellowship directors, program coordinators, clerkship coordinators, residents, fellows, and medical students. Attendees will have the opportunity to network and learn about educational career opportunities. Choosing our Career Fair Neighborhood allows you to exhibit for this event and not miss out on sponsorship opportunities to ensure you are noticed by all who attend. Contact Gretchen Liedl gliedl@aan.com for more information.

EXHIBIT SPACE

Don’t miss this chance to get in front of your target audience in a meaningful way.

Sponsorship Fee: $1,000

GRAPHICS AT THE RECEPTION ENTRANCE

This is a great way to get noticed before the attendees even walk through the door. The 8’ × 8’ decal will be placed at the entrance of the Faculty and Trainee Reception.

Sponsorship Fee: $5,000 (Exclusive sponsor)

RECEPTION SPONSORSHIP

There will be light snacks and beverages served at the reception. Sponsors receive enhanced benefits including on-site signage, recognition in AANextra event articles, and a thank you announcement at the reception. This sponsorship also allows you to supply branded napkins or serving cups for the event.

Sponsorship Fee: $12,000 (Exclusive sponsor)

TABLETOP GRAPHICS

Stand out at the Faculty and Trainee Reception with your company graphic on cocktail tables in the reception hall.

Sponsorship Fees: $3,000 (three table tops)
RESIDENT AND FELLOWS SCHOLARSHIP FUND

This sponsorship provides funding for residents and fellows to attend the Annual Meeting education programs by underwriting registration fees for each resident or fellow. Residents and fellows are exposed to cutting-edge research and have the opportunity to augment their education, training, and network by attending educational and scientific programming at the AAN Annual Meeting.

Specific Sponsorship Benefit:
- Acknowledgement in all AAN marketing materials sent to neurology residents, fellows, and program/fellowship directors regarding the scholarship application opportunity
- Acknowledgement on the AAN signs located outside of the Faculty and Trainee Reception at the AAN Annual Meeting
- One representative for every $5,000 worth of support for industry supporters to attend the Faculty and Trainee Reception
- Acknowledgment on AAN.com
- Verbal acknowledgment at the Faculty and Trainee Reception

Reach: 212 Residency Programs and 279 Fellowship programs

Sponsorship Fee: $5,000 (minimum) (multiple sponsors available)
# Sponsorship Opportunities Worksheet

Note: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.

<table>
<thead>
<tr>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>5k Run/1k Walk for Brain Research</td>
<td>C*</td>
<td></td>
<td>$3,600</td>
</tr>
<tr>
<td>Sponsor</td>
<td></td>
<td></td>
<td>$4,000</td>
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<td>Annual Meeting Book Bags</td>
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<tr>
<td>Annual Meeting Water Bottles</td>
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<td>$55,750</td>
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<tr>
<td>Cell Phone Charging Stations &amp; Lockers</td>
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<td>Station</td>
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<td>Cell Phone Charging Areas</td>
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<td>Poster Hall Charging Hub</td>
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<td>$8,250</td>
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<tr>
<td>20’×20’ Exhibit Hall Charging Hub</td>
<td></td>
<td></td>
<td>$22,500</td>
</tr>
<tr>
<td>Exhibit Hall Buzz Café</td>
<td>C/P</td>
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<td>$39,500</td>
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<tr>
<td>Exhibit Hall Headshot Lounge</td>
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<tr>
<td>Sponsor</td>
<td></td>
<td></td>
<td>$25,000</td>
</tr>
<tr>
<td>Exhibit Hall Opening Luncheon</td>
<td>C</td>
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<td>Exclusive Sponsor</td>
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<td>Exclusive Sponsor</td>
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<tr>
<td>Exhibit Hall Street Lamps with Flower Beds</td>
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<td>Exclusive Sponsor</td>
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<tr>
<td>Exhibit Hall Way Finding Maps</td>
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<td>Exclusive Sponsor</td>
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<td>Exhibit Hall Tabletop Graphics</td>
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<tr>
<td>Exhibit Hall Entrance Door Decals</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Sponsor</td>
<td></td>
<td></td>
<td>$67,500</td>
</tr>
<tr>
<td>General Support of the Annual Meeting</td>
<td>C</td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Sponsor</td>
<td></td>
<td></td>
<td>$10,000</td>
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</table>

<table>
<thead>
<tr>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Key Cards &amp; Card Holders</td>
<td>C/P</td>
<td></td>
<td>$130,500</td>
</tr>
<tr>
<td>Exclusive Sponsor</td>
<td></td>
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<tr>
<td>Hotel Key Cards</td>
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<td></td>
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<td>Exclusive Sponsor</td>
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</tr>
<tr>
<td>Hotel Key Card Holders</td>
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</tr>
<tr>
<td>Leadership University</td>
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<td></td>
<td>$60,750</td>
</tr>
<tr>
<td>Half-day Course</td>
<td></td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Full-day Course</td>
<td></td>
<td></td>
<td>$10,000</td>
</tr>
<tr>
<td>Posters Online</td>
<td>C</td>
<td></td>
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</tr>
<tr>
<td>Exclusive Sponsor</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Resident and Fellow Scholarship</td>
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<td></td>
</tr>
<tr>
<td>Sponsor</td>
<td></td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>WiFi Access at Convention Center</td>
<td>C</td>
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<td></td>
</tr>
<tr>
<td>Exclusive Sponsor</td>
<td></td>
<td></td>
<td>$77,500</td>
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<tr>
<td>WiFi Access on Shuttle Buses</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Sponsor</td>
<td></td>
<td></td>
<td>$65,000</td>
</tr>
</tbody>
</table>

*C = Corporate Promotion · P = Product Promotion
MARKETING / ADVERTISING

OVERVIEW

The AAN offers a quality list of marketing and advertising opportunities. For specific information about reach and pricing, see the rate card and order form section of this publication. AAN staff are available to help maximize sponsorship exposure through ad buys.

<table>
<thead>
<tr>
<th>SECTION CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Park Benches</td>
<td>45</td>
</tr>
<tr>
<td>Exhibit Hall Pillar Marketing</td>
<td>45</td>
</tr>
<tr>
<td>Exhibit Hall Floor Marketing</td>
<td>46</td>
</tr>
<tr>
<td>Exhibit Hall Passport</td>
<td>47</td>
</tr>
<tr>
<td>Annual Meeting Mobile App</td>
<td>48</td>
</tr>
<tr>
<td>On-site Exhibit Guide Rate Card</td>
<td>50</td>
</tr>
<tr>
<td>Door Drop Rate Card</td>
<td>52</td>
</tr>
<tr>
<td><strong>NEW!</strong> AANextra Rate Card</td>
<td>53</td>
</tr>
<tr>
<td>Scientific Program Listing Rate Card</td>
<td>55</td>
</tr>
<tr>
<td>Annual Meeting Attendee List Rate Card</td>
<td>56</td>
</tr>
<tr>
<td>Out-of-home Outdoor Advertising Rate Card</td>
<td>57</td>
</tr>
</tbody>
</table>
MARKETING OPPORTUNITIES

EXHIBIT HALL PARK BENCHES

Stand out at the AAN Annual Meeting Exhibit Hall with your company branding on park benches placed down heavily trafficked main aisle/areas.

Each of the bench locations will include:
- Your messaging on two back-to-back park benches
- A 48” × 48” floor decal
- A signpost with branding will be placed at each location

Reach: 12,000+ attendees

Sponsorship Fee:
- Starting at $49,500 (multiple sponsors) for (5) five bench sets
- Starting at $99,000 (Exclusive sponsor) for 10 (ten) bench sets

EXHIBIT HALL PILLAR MARKETING

This is an opportunity for exhibitors and Industry Therapeutic Update participants to showcase products, services, corporate brand recognition, and booth numbers on pillar wraps in the Exhibit Hall. Sponsor to provide artwork for four 6’ × 15’ banners.

Pillar Marketing: Starting at $40,500

Requirements
- Approved pillar graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number
- Locations will be reviewed and determined based on the initial request (payment received) and availability. The AAN will contact each participating company based on date initial request is received and work collaboratively to determine best location
- NOTE: If a pillar is in a company booth, the pillar is not considered part of the booth. Company is not allowed to place pillar banner without sponsorship
MARKETING OPPORTUNITIES

EXHIBIT HALL FLOOR MARKETING

Footprints, Carpet, Carpet Graphics Outside Exhibit Hall Entrance, and Digital Billboards

**FOOTPRINTS**

Don’t miss this unique opportunity to purchase appliqué “footprints” imprinted with your product or logo to create a clear path that will lead attendees to your booth. Due to limited availability, footprints are first-come first-serve.

1. From one of the Exhibit Hall entrances to your booth

   OR

2. From one of the food service areas to your booth*

**Sponsorship Fee:**

- Starting at $30,150 (1’ × 1’)
- Starting at $40,500 (2’ × 2’)
- Starting at $50,175 (3’ × 3’)

* Actual footprint pathway determined at AANI’s discretion.

**AISLE CARPET IN THE EXHIBIT HALL**

The 9’ × 30’ aisle carpets are on display throughout the duration of the Exhibit Hall. This opportunity is available to exhibitors only.

**Sponsorship Fee:** Starting at $27,000

**CARPET GRAPHICS AT EXHIBIT HALL ENTRANCE**

NEW! This is a unique way to get your message out to meeting attendees as they enter the Exhibit Hall. The 8’ × 8’ carpet decal will be placed at the entrance of the Exhibit Hall.

**Sponsorship Fee:**

- Starting at $49,500 (only 2 available)
- Starting at $99,000 (Exclusive)

**DIGITAL BILLBOARDS**

The 5’ × 20’ digital billboard in the Exhibit Hall main food service area is sure to turn some heads. The billboard allows for multiple 12-second static, digital spots to loop every 60 seconds with a 10-supporter maximum.

**Sponsorship Fee:**

- Starting at $9,900 (multiple)
- Starting at $99,000 (exclusive)

**Requirements**

- Acceptable Digital Billboard spots are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number
- Ad Specs: Static ad is 1536 × 384 resolution on PDF file, JPG file, or PowerPoint file

Minimum of 5 required to launch.
EXHIBIT HALL PASSPORT

Put your company/product logo on the travel passport and increase traffic to your booth (maximum 12 companies).

Back by popular demand, the Exhibit Hall Passport changes daily to give exhibitors the chance to connect with new attendees. Attendees who visit all booths listed on the passport will qualify to participate in a daily drawing. The Grand Prize will be awarded Wednesday, April 25, 2018, and attendees will have to be present in the Exhibit Hall in order to qualify.

Possible Reach: 12,000+ attendees

Fee: Starting at $500-$2,750 depending on booth size.

<table>
<thead>
<tr>
<th>Level</th>
<th>April 23</th>
<th>April 24</th>
<th>April 25</th>
<th>April 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits 200 sq. ft. and smaller</td>
<td>$1,750</td>
<td>$1,250</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Level II</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits 201-799 sq. ft.</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>Level III</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits 800-1,599 sq. ft.</td>
<td>$2,250</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>Level IV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibits 1,600 sq. ft. and larger</td>
<td>$2,750</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

The AAN reserves the right to cancel the passport if a minimum of 10 (ten) logos are not sold by February 17, 2018.

Premier Passport Sponsorship

- Enlarged logo on passport
- Host of the grand prize drawing
- Drop-off location for completed passports in your booth

Sponsorship Fee: $5,000
ANNUAL MEETING MOBILE APP

(iPhone, iPad, Android, and Mobile website)

The 2018 AAN Annual Meeting Mobile App will be available to meeting attendees, non-attenders, exhibitors, and press beginning in January 2018. This is a not-to-be-missed opportunity to connect with a community of over 12,000+ attendees, non-attendees, exhibitors, and press; build your company brand and awareness while establishing your company as a unique product provider in today’s digital environment.

**The mobile app is designed to:**
- Serve as a pre-meeting communication and marketing tool for potential attendees
- Enhance the Annual Meeting attendee experience
- Promote attendee networking both before, during, and after the meeting
- Deliver meeting content to attendees on demand

**2017 Annual Meeting mobile application statistics**
- 8,969 downloads
- Opened 234,333 times
- 2,270,670 total amount of impressions
- Average Time in APP: 17:10

**Features:**
- Searchable meeting schedule
- Personal itinerary and activity feed
- Interactive Exhibit Hall map
- Program locations
- Exhibitor listing with product description and contacts
- City guide and maps
- Social networking integration including Twitter, Facebook, and LinkedIn
- Hotel map
- Attendee messaging
Placement in Annual Meeting App
- Company and product logo on app launch splash page
  - Color Space: RGB
  - Format: JPG
  - Aspect: iPhone, Android, Windows Note: in order to fit multiple platforms, the image is fit to the screen and centered
- Anchored top placement in exhibitor list, with company logo
- Banner ad displayed on top of schedule and speakers listing page in iPhone and Android phone editions, with link to website of their choosing
  - Color Space: RGB
  - Format: JPG
  - Aspect: Height is variable; Note: Images get scaled up/down for different screen sizes

Placement in App Marketing
- Application will be available from January 2018 to 90 days after the Annual Meeting
- Corporate logo included in all pre- and post-advertising, including web promotion, signs, print ads, promotional emails, and other Annual Meeting publications

**Sponsorship Fee:** Starting at $150,750 (exclusive)

**Contact**
Erin Harris
Senior Specialist, Industry Sales
eharris@aan.com
(612) 928-6038 | Fax (612) 454-2753

**Deadlines**
Please contact Erin Harris to discuss specific deadlines for deliverables for the 2018 Annual Meeting Mobile Application.
ON-SITE EXHIBIT GUIDE RATE CARD

The 2018 AAN On-site Exhibit Guide and Annual Meeting Information will be distributed to all meeting attendees, with additional copies available at the Exhibit Hall. This is a not-to-be-missed opportunity to promote your corporate brand, product, and more in an on-site meeting publication.

The On-site Exhibit Guide will include these important tools for attendees to navigate the meeting and locate your booth in the Exhibit Hall:

- Meeting Overview
- Meeting Attendee Roster
- Meeting-at-a-Glance
- Exhibitor Product/Company Descriptions (opportunity to include corporate logo)
- Exhibit Hall Map (premium advertising)
- Booth Listing (by booth number and alphabetical)
- ICW Meetings—times and dates
- AAN Ad promoting all Industry Therapeutic Updates
- Busing Schedule
- Note pages
- Thank you to Annual Meeting Supporters Ad
- Exhibit Hall Passport
- AAN Award Winners
- Late Breaking Abstracts

Exhibit Guide Ad Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>IRT</th>
<th>Non-IRT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced exhibitor product listing (w/B&amp;W logo)</td>
<td>$315</td>
<td>$350</td>
</tr>
<tr>
<td>Enhanced exhibitor product listing (w/color logo)</td>
<td>$495</td>
<td>$550</td>
</tr>
<tr>
<td>Half-page Ad (4-color)</td>
<td>$6,525</td>
<td>$7,250</td>
</tr>
<tr>
<td>Full-page Ad (4-color)</td>
<td>$8,550</td>
<td>$9,500</td>
</tr>
<tr>
<td>Inside Front Cover Ad (4-color)</td>
<td>$10,125</td>
<td>$11,250</td>
</tr>
<tr>
<td>Full-page Spread (4-color)</td>
<td>$13,050</td>
<td>$14,500</td>
</tr>
<tr>
<td>Back Cover Ad (4-color)</td>
<td>$15,075</td>
<td>$16,750</td>
</tr>
<tr>
<td>Logo (Corporate/Product) added to 48+ notes pages in the back of the Exhibit Guide (4-color)</td>
<td>$15,075</td>
<td>$16,750</td>
</tr>
<tr>
<td>2-Sided Full-page Ad with Bookmark Tear Out</td>
<td>$15,075</td>
<td>$16,750</td>
</tr>
<tr>
<td>2-sided Full-page Ad with Tabbed Corporate Logo (4 available)</td>
<td>$17,550</td>
<td>$19,500</td>
</tr>
<tr>
<td>Exhibit Map Spread with Inside Back Cover Ad: Corporate logo with tagline text on map—plus, full-page 4-color inside back cover ad</td>
<td>$20,250</td>
<td>$22,500</td>
</tr>
<tr>
<td>Headquarter Hotels and Convention Center Map: Full-page 4-color ad—positioned opposite the highly-trafficked Convention Center Map on page 1</td>
<td>$30,150</td>
<td>$33,500</td>
</tr>
<tr>
<td>Exhibit Guide Tip Cover with Full-page Spread (4-color): Single-page 4-color ad—affixed to the cover</td>
<td>$40,500</td>
<td>$40,500</td>
</tr>
</tbody>
</table>

Placement

Ad placement is up to the discretion of the AAN and based on availability. Ads will be placed on a first-come, first-served basis.

ON-SITE GUIDE DEADLINES

**17 FEB**
- Order form and payment due

**7 MAR**
- Graphic files to AAN for approval

**23 MAR**
- Final production files due to AAN

The AAN reserves the right to cancel publication of the On-site Guide if a minimum of 10 (ten) full-page inserts are not sold by February 17, 2018.

Contacts

**Sales/AAN Review of Materials**
Andrew Halverson
Associate Director, Industry Sales
ahalverson@aan.com
(612) 928-6117

**Reproduction Materials**
Jim Hopwood
Senior Designer
jhopwood@aan.com
(612) 928-6059
# Advertising Opportunities

## Mechanical Requirements: On-site Guide

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Size</th>
<th>Live</th>
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</thead>
<tbody>
<tr>
<td>Page Trim Size</td>
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<td></td>
</tr>
<tr>
<td>Bleed Margin</td>
<td>0.125&quot;</td>
<td></td>
</tr>
<tr>
<td>Binding</td>
<td>Perfect Bind (bind margin 0.5&quot;)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>5.5&quot;×4.25&quot;</td>
<td>4.5&quot;×3.75&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>5.5&quot;×8.5&quot;</td>
<td>4.5&quot;×7.5&quot;</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>5.375&quot;×8.5&quot;</td>
<td>4.375&quot;×7.5&quot;</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5.375&quot;×8.5&quot;</td>
<td>4.375&quot;×7.5&quot;</td>
</tr>
<tr>
<td>Exhibit Map Spread</td>
<td>5&quot;×8.5&quot;</td>
<td>4&quot;×7.5&quot;</td>
</tr>
<tr>
<td>Logo with Inside Back Cover Ad</td>
<td>5&quot;×8.5&quot;</td>
<td>4&quot;×7.5&quot;</td>
</tr>
<tr>
<td>Tip Cover</td>
<td>5.5&quot;×4.25&quot;</td>
<td>4.5&quot;×3.75&quot;</td>
</tr>
</tbody>
</table>

### Paper Stock:
- Meeting Information pages: 80 lb. gloss text
- Two-sided Tabbed pages: 80 lb. gloss cover
- Notebook pages: 40 lb. offset

### Accepted File Types
- **PDF**: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
- **InDesign**: packaged files, with all supporting graphics and text converted to outlines
- **EPS**: with all art embedded and all text converted to outlines
- **Supporting images**: 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
- **Logos**: supplied as CMYK EPS vector art or high-resolution TIFF (300 dpi minimum 2" width)
- **No RGB, no JPGs, no rasterized text**
- **Intervention Fees**: $200/hour

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*Note: Diagrams and page dimensions are not included in the text representation.*
DOOR DROP RATE CARD

Reach: 3,500+ attendees (each door drop)
Rate: Starting at $8,235 per insert

Monday, April 23, 2018, and Tuesday, April 24, 2018, with the official AAN door drop.

For more information on reach, reference the 2017 Attendee Profile beginning on page 6 »

Door Drop Options Pricing

<table>
<thead>
<tr>
<th>Door Drop Type</th>
<th>IRT</th>
<th>Non-IRT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag Sponsorship</td>
<td>$20,250 per day</td>
<td>$22,500 per day</td>
</tr>
<tr>
<td>Insert</td>
<td>$8,235 per day</td>
<td>$9,150 per day</td>
</tr>
</tbody>
</table>

Mechanical Requirements: Door Drop

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Measurements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum size</td>
<td>8-1/2&quot; × 11&quot;</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>8 oz.</td>
</tr>
<tr>
<td>Per day quantity</td>
<td>3,500</td>
</tr>
</tbody>
</table>

Restrictions

Due to their weight and bulk, magazines, newspapers, and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized insert. A minimum of four inserts must be reserved for the door drop to be delivered on a particular day.

How To Participate In The Door Drop

1. Reserve space in the door drop on or before the order form deadline.
2. Supply a rendering of your insert for approval by the AAN. A copy of the insert must be pre-approved by the AAN regardless of prior approval for other promotional opportunities at the meeting.
3. Early submission is to your benefit. Submit a PDF of your rendering to eharris@aan.com or submit two copies by overnight service to the attention of: Erin Harris, American Academy of Neurology, 201 Chicago Avenue, Minneapolis, MN 55415.
4. If changes are necessary, a copy of the revised insert must be resubmitted.
5. Erin Harris will notify you of final approval.
6. Ship inserts to be received by the materials deadline. The advertiser is asked to provide shipping labels and place it on the outside of each box that is shipped. In addition to the shipping location, please include company name, product or promotional identification, and quantity on the label. Do not ship to the AAN office, or additional shipping charges will apply.

The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, the AAN will attempt to verify quantities received and notify advertisers of shortages. The AAN will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional 250 units overage to allow for potential growth of room blocks.

Important Notes

- Only exhibitors, Industry Therapeutic Update event participants, and Industry Roundtable members may advertise
- All advertising is subject to AAN approval for compliance with Guidelines and Sanctions
- Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for door drop inserts
- The door drop price is based on an average sized per insert
- A minimum of four inserts from any combination of advertisers must be reserved for a door drop to be delivered on a particular day
- Door drop circulation is based on projected attendance and room blocks at the time the rate card is printed

DOOR DROP DEADLINES

16 JAN Insertion online order due
29 JAN Bag sponsorship files sent to AAN for approval
5 FEB Final approved door drop bag graphics due to AAN
5 MAR Insert files sent to Erin Harris for approval
14 MAR Approved files to fulfillment house if AAN is printing
28 MAR Materials to fulfillment house if company is printing

Contacts

Sales Contact/AAN Review of Materials:
Erin Harris
Senior Specialist, Industry Sales
eharris@aan.com
(612) 928-6038

Print Consultant
LithoTech / Thad Kielb
1600 West 92nd Street
Bloomington, MN 55431
(952) 948-2135
ADVERTISING OPPORTUNITIES

NEW! AANEXTRA RATE CARD

New this Year are two additional issues of AANextra—that means more exciting opportunities to promote your brand!

SATURDAY April 21—THURSDAY April 26

AANextra will be handed to 4,000 Annual Meeting attendees on Saturday through Thursday mornings (April 21–26, 2018). The 16-page, full-color magazine will highlight popular events during these days, such as the Exhibit Hall opening reception, alumni reunions, poster scientific sessions, and Industry Therapeutic Updates.

Your advertisement in this publication will enable you to further promote your corporate brand and products to this audience of committed, informed, and curious neurology professionals.

AANextra Ad Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>IRT</th>
<th>Non-IRT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page (single issue)</td>
<td>$2,700</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half Page (all issues)</td>
<td>$10,800</td>
<td>$12,000</td>
</tr>
<tr>
<td>Full Page (single issue)</td>
<td>$5,400</td>
<td>$6,000</td>
</tr>
<tr>
<td>Full Page (all issues)</td>
<td>$21,600</td>
<td>$24,000</td>
</tr>
<tr>
<td>Inside Front Cover (single issue)</td>
<td>$7,200</td>
<td>$8,000</td>
</tr>
<tr>
<td>Inside Front Cover (all issues)</td>
<td>$28,800</td>
<td>$32,000</td>
</tr>
<tr>
<td>Inside Back Cover (single issue)</td>
<td>$7,200</td>
<td>$8,000</td>
</tr>
<tr>
<td>Inside Back Cover (all issues)</td>
<td>$28,800</td>
<td>$32,000</td>
</tr>
<tr>
<td>Outside Back Cover (single issue)</td>
<td>$8,550</td>
<td>$9,500</td>
</tr>
<tr>
<td>Outside Back Cover (all issues)</td>
<td>$34,200</td>
<td>$38,000</td>
</tr>
<tr>
<td>Cover Tip Ad with Half Page ad (single issue)</td>
<td>$10,800</td>
<td>$12,000</td>
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<tr>
<td>Cover Tip Ad with Half Page ad (all issues)</td>
<td>$43,200</td>
<td>$48,000</td>
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<tr>
<td>Spread Ad (single issue)</td>
<td>$8,100</td>
<td>$9,000</td>
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<tr>
<td>Spread Ad (all issues)</td>
<td>$32,400</td>
<td>$36,000</td>
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<tr>
<td>Full Page PI (single issue)</td>
<td>$2,700</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page PI (all issues)</td>
<td>$10,800</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

Placement

Placing of ads is up to the discretion of the AAN and based on availability. Ads will be placed on a first-come, first-served basis.

ON-SITE GUIDE DEADLINES

- Order form and payment due: Feb 28
- Graphic files to AAN for approval: Mar 21
- Final production files due to AAN: Apr 2

The AAN reserves the right to cancel publication of the AANextra if ads are not sold by February 17, 2018.

Contacts

Sales/AAN Review of Materials
Andrew Halverson
Associate Director, Industry Sales
ahalverson@aan.com
(612) 928-6117

Reproduction Materials
Jim Hopwood
Senior Designer
jhopwood@aan.com
(612) 928-6059
# ADVERTISING OPPORTUNITIES

## Mechanical Requirements: AANextra

<table>
<thead>
<tr>
<th>Page Dimensions</th>
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<tr>
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## Accepted File Types

- PDF: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
- InDesign: packaged files, with all supporting graphics and text converted to outlines
- EPS: with all art embedded and all text converted to outlines
- Supporting images 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
- Logos supplied as CMYK EPS vector art or high-resolution TIFF (300 dpi minimum 2" width)
- No RGB, no JPGs, no rasterized text
- Intervention Fees: $200/hour
ADVERTISING OPPORTUNITIES

SCIENTIFIC PROGRAM LISTING RATE CARD

The 2018 Scientific Program Listing publication will be mailed to all AAN members and select nonmembers in mid-February 2018. This is a great advertising opportunity to reach approximately 36,000 neurology professionals. This important publication allows potential Annual Meeting attendees their first look at the scientific abstracts presented during the meeting.

Scientific Program Ad Pricing

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<tr>
<th>Ad Type</th>
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<td>$5,500</td>
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Mechanical Requirements: Scientific Program Listing

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<td>Ad Type</td>
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</tr>
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<td>7.25&quot; × 3.4375&quot;</td>
</tr>
<tr>
<td>Half-page Vertical</td>
<td>4.025&quot; × 10.875&quot;</td>
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Placement

Placing of ads is up to the discretion of the AAN, will be placed in the front or back pages of the book, and is based on availability. Ads will be placed on a first-come, first-served basis.

Accepted File Types

- PDF: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
- InDesign: packaged files, with all supporting graphics and text converted to outlines
- EPS: with all art embedded and all text converted to outlines
- Supporting images 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
- Logos supplied at EPS vector art or high resolution TIFF (300 dpi minimum size)
- No RGB, no JPGs, no rasterized text
- Intervention Fees: $200/hour

SCIENTIFIC PROGRAM LISTING DEADLINES

- Order form and payment due: 29 Dec
- AAN ad approval final submission: 10 Jan
- Final production files due to AAN: 22 Jan

Contacts

Sales/AAN Review of Materials
Erin Harris
Senior Specialist, Industry Sales
eharris@aan.com
(612) 928-6038

Reproduction Materials
Jim Hopwood
Senior Designer
jhopwood@aan.com
(612) 928-6059
**ADVERTISING OPPORTUNITIES**

**ANNUAL MEETING ATTENDEE LIST RATE CARD**

- Lists are only available to registered exhibitors and Industry Roundtable members for a one-time use
- The option of ordering both lists is also available
- The Attendee List is comprised of US attendees only who have not opted out of receiving non-AAN mailings. This impacts the size of the list
- A 50% administrative fee will be charged for orders canceled once the Attendee List Order Form has been received. Refunds will not be given for orders canceled after AAN list fulfillment has occurred
- An order form must be submitted for each mailing or email marketing requested, even if the list is complimentary
- The AAN does not rent lists without an AAN-approved sample mailing or marketing piece, i.e., organization must do a mailing to receive a list
- Please note the date the list(s) become available. Samples of the materials proposed for the mailing or email marketing must be submitted for review and approved by the AAN for compliance with Guidelines and Sanctions prior to processing the order. Significant discrepancy between the material submitted for review and the final printed or emailed materials may result in forfeiture of future list usage and AAN sanctions
- Marketing materials promoting AAN CME-approved activities cannot include product specific advertising, promotion of exhibit booth, or any type of information that may be a perceived conflict of interest by the AAN, or violates ACCME policies and guidelines or Guidelines and Sanctions
- The Attendee list may not be used for the purpose of conducting a survey
- The Attendee list may not be used to market any AAN education, science, or poster programming
- Forward a sample of the mailing or email marketing piece for AAN review to Erin Harris at eharris@aan.com. AAN review can take up to seven business days
- Once the sample has been approved, lists are distributed via email attachment (Excel file)
- The use of AAN brand logo or Annual Meeting logos on marketing materials is strictly prohibited
- The AAN will be the final authority for approval of list usage
- For any unauthorized use of the list, list renter must pay the fee plus a fine of $500 per each unauthorized use

### Past list sizes

<table>
<thead>
<tr>
<th>Year</th>
<th>Pre-meeting</th>
<th>Post-meeting</th>
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<tr>
<td>2017</td>
<td>1,651</td>
<td>1,852</td>
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</table>

### Pre-meeting attendee list deadlines

- Pre-meeting attendee list becomes available (only to those who have sent marketing piece for review)
- Order form/sample/payment deadline
- Deadline to send pre-meeting emails/mailers

### Post-meeting attendee list deadlines

- Discounts apply for post-meeting list ordered
- Post-meeting attendee list becomes available (to those who have sent marketing piece for review)
- Order form/sample/payment deadline
- Deadline to send post-meeting emails/mailers

**Contact**

Erin Harris  
Senior Specialist, Industry Sales  
eharris@aan.com  
(612) 928-6038
OUT-OF-HOME OUTDOOR ADVERTISING RATE CARD

Enhanced your organization’s overall presence at the 2018 AAN Annual Meeting with outdoor advertising. Outdoor advertising gives your organization ample opportunities to reach your target audience and customize your message by reaching Annual Meeting attendees throughout Los Angeles, as attendees socialize and network with colleagues outside of the Los Angeles Convention Center. These highly visible opportunities allow your organization to increase brand awareness among attendees in a more expanded footprint. EMC Outdoor is the exclusive out-of-home advertising partner for the 2018 Annual Meeting.

Opportunities include:
- Airport Digital Spectaculars
- Airport Backlit Dioramas
- Airport Welcome Wraps
- Airport Digital Network
- City Wallscapes
- City Billboards
- Many More

For More Information:
Andrew Halverson
Associate Director, Industry Sales
ahalverson@aan.com
(612) 928-6117

* Photos are representative. Actual opportunity and placement vary. Please contact EMC Outdoor for specifics on geographic placement.
2017 ANNUAL MEETING SUPPORTERS

The American Academy of Neurology (AAN) thanks the following companies, foundations, and organizations for their demonstrated vision, commitment, and strong support of programs which find answers and improve lives through neurologic education and research.

AbbVie, Inc.
- Exhibit Guide
- Door Drop
- Exhibit Hall Passport
- Industry Therapeutic Update

ACADIA Pharmaceuticals
- C140 Nonmotor Manifestations of Parkinson’s Disease II
- AANextra
- Door Drop
- Exhibit Guide
- Exhibit Hall Passport
- Industry Therapeutic Update

The Allergan Foundation
- Enhanced Residents Leadership Program
- Medical Student Diversity Program

Allergan Inc.
- Brain Health Fair Platinum Sponsor
- Diversity Leadership Program
- Palatucci Advocacy Leadership Forum
- Transforming Leaders Forum
- Women in Leadership
- Women Leading in Neurology

Alnylam Pharmaceuticals
- Industry Therapeutic Update

Amgen, Inc.
- Cell Charging Hub
- Hotel Key Cards & Sleeves
- Industry Therapeutic Update

Arbor Pharmaceuticals, LLC
- Exhibit Hall Footprints
- Exhibit Hall Passport
- Industry Therapeutic Update

AveXis, Inc.
- 5k Run/1k Walk for Brain Research
- Cell Phone Charging Station
- Exhibit Guide
- Science Program

Bayer HealthCare
- AANextra
- Exhibit Guide
- Exhibit Hall Passport
- tabletop Graphics

Biogen
- 5k Run/1k Walk for Brain Research
- AANextra
- Cell Charging Hub
- Cell Charging Skyway Lounge
- Door Drop Insert
- Exhibit Guide
- Exhibit Hall Digital Billboard
- Exhibit Hall Opening Reception
- Exhibit Hall Passport
- Exhibit Hall Pillar Marketing
- Industry Therapeutic Updates
- Presentation Stage
- Tabletop Graphics

Celgene Corporation
- AANextra
- Door Drop Insert
- Exhibit Guide

Centra Health
- Faculty and Trainee Night

Coastal Health Alliance
- Faculty and Trainee Night

CompHealth
- Faculty and Trainee Night

Coram CVS Specialty Infusion Services
- Exhibit Guide

Cox Health
- Faculty and Trainee Night

Duke Health
- Faculty and Trainee Night

Eisai Inc.
- C29 Clinical Epilepsy I
- 5k Run/1k Walk for Brain Research
- AANextra
- Door Drop Insert
- Exhibit Hall Passport
- Exhibit Guide

Electrical Geodesics Inc. (EGI)
- Exhibit Guide
2017 ANNUAL MEETING SUPPORTERS

- Eli Lilly and Company
  - AANextra
  - Door Drop
  - Exhibit Hall Footprints
  - Exhibit Hall Pillar Marketing
  - Industry Therapeutic Updates

- EMD Serono
  - 5k Run/1K Walk for Brain Research
  - Door Drop Inserts
  - Exhibit Hall Passport
  - Exhibit Guide
  - Industry Therapeutic Update
  - Presentation Stage

- Emerson Hospital
  - Faculty and Trainee Night

- GE Healthcare
  - Industry Therapeutic Update

- Geisinger Health System
  - Faculty and Trainee Night

- Genentech
  - AANextra
  - Cell Charging Hub
  - Door Drop Insert
  - Exhibit Guide
  - Exhibit Hall Footprints
  - Exhibit Hall Pillar Marketing
  - Industry Therapeutic Update
  - Tabletop Graphics

- Grifols USA
  - C12 Neuromuscular Junction Disorders I: Myasthenia Gravis, Ocular and MuSK Myasthenia

- Hartford HealthCare
  - Faculty and Trainee Night

- KabaFusion
  - Exhibit Hall Passport

- Kaiser Permanente
  - Faculty and Trainee Night

- KRONUS, Inc.
  - C167 Autoimmune Neurology I: Basics and Beyond: Autoimmune Encephalitis and Paraneoplastic Neurological Syndromes of the CNS and PNS
  - Exhibit Guide

- Lundbeck LLC
  - Enhanced Resident Leadership Program
  - Transforming Leaders Program

- MedDay Pharmaceuticals
  - Exhibit Guide

- Medtronic
  - C30 Deep Brain Stimulation I: Basic Principles and Programming in Movement Disorders

- Merck & Co.
  - C144 Approaching the Management of Common Sleep Disorders: Case-based Review for the Non-sleep Specialist
  - C142 Alzheimer’s Dementia: Diagnosis and Treatment

- Merz Neurosciences
  - C97 The Dystonias: Diagnosis, Treatment, and Update on Causes

- MT Pharma America
  - C69 Therapy of Neuromuscular Disease: ALS, Inflammatory Neuropathies and Myopathies, and Myasthenia Gravis
  - AANextra
  - Cell Charging Hub
  - Door Drop Insert
  - Exhibit Hall Passport
  - Exhibit Hall Pillar Marketing
  - Exhibit Guide
  - Industry Therapeutic Update

- Neurocrine Biosciences
  - AANextra
  - Door Drop Insert
  - Exhibit Hall Footprints
  - Exhibit Hall Passport
  - Industry Therapeutic Update

- Novartis Pharmaceuticals Corporation
  - 5k Run/1K Walk for Brain Research
  - AAANextra
  - Door Drop Insert
  - Exhibit Hall Park Benches
  - Exhibit Guide
  - Industry Therapeutic Update
  - Mobile App

- Ochsner Health System
  - Exhibit Guide

- Outcome Health
  - Exhibit Hall Passport
  - Office of the Future Gold Sponsorship

- Quest Diagnostics
  - Exhibit Hall Passport

- Sage Therapeutics
  - 5k Run/1k Walk for Brain Research
  - Door Drop Insert
2017 ANNUAL MEETING SUPPORTERS

- **Sanofi Genzyme**
  - 5k Run/1k Walk for Brain Research
  - AANextra
  - Brain Health Fair Silver Sponsorship
  - Door Drop Inserts
  - Emerging Leaders Program
  - Exhibit Hall Pillar Marketing
  - Exhibit Guide
  - Industry Therapeutic Update
  - Palatucci Advocacy Leadership Forum
  - Presentation Stage
  - Resident Scholarship Fund
  - Transforming Leaders Program
  - Women Leading in Neurology

- **SK biopharmaceuticals**
  - AANextra
  - Headshot Lounge

- **Southcoast Health**
  - Faculty and Trainee Night

- **Strongbridge Biopharma**
  - C107 Unusual Diagnostic and Management of Cases in Neuromuscular Disease
  - AANextra
  - Cell Phone Charging Station

- **Sunovion Pharmaceuticals Inc.**
  - 5k Run/1k Walk for Brain Research
  - AANextra
  - Brain Health Fair Silver Sponsorship
  - Cell Phone Charging Station
  - Cell Charging Area
  - Cell Charging Skyway Lounge
  - Door Drop Insert
  - Exhibit Hall Footprints
  - Exhibit Hall Networking Reception
  - Exhibit Hall Passport
  - Graphics at Exhibit Hall Entrance

- **Sunovion Pharmaceuticals Inc.**
  - 5k Run/1k Walk for Brain Research
  - AANextra
  - Brain Health Fair Silver Sponsorship
  - Cell Phone Charging Station
  - Cell Charging Area
  - Cell Charging Skyway Lounge
  - Door Drop Insert
  - Exhibit Hall Footprints
  - Exhibit Hall Networking Reception
  - Exhibit Hall Passport
  - Graphics at Exhibit Hall Entrance

- **Supernus Pharmaceuticals Inc.**
  - C131 Hot Topics in Headaches and Related Disorders I: Migraine Pathophysiology, Brain Imaging, and Therapeutic Advances
  - 5k Run/1k Walk for Brain Research
  - Brain Health Fair Gold Sponsorship
  - Cell Charging Area
  - Diversity Leadership Program
  - Door Drop Insert
  - Exhibit Hall Coffee Break
  - Exhibit Guide
  - Medical Student Diversity Program
  - Resident Scholarship Fund
  - Transforming Leaders Forum

- **Teva CNS**
  - Door Drop Inserts
  - Exhibit Guide
  - Exhibit Hall Pillar Marketing
  - Palatucci Advocacy Leadership Forum

- **UCB, Inc.**
  - Door Drop Bag Sponsorship
  - Exhibit Guide
  - Exhibit Hall Passport
  - Graphics at Exhibit Hall Entrance

- **University of Utah Health Care**
  - Cell Phone Charging Lockers

- **Upsher-Smith Laboratories, Inc.**
  - Door Drop Insert
  - Exhibit Guide
  - Exhibit Hall Passport

- **Validus Pharmaceuticals LLC**
  - Exhibit Hall Passport

- **Weatherby Health**
  - Faculty and Trainee Night

- **Wolters Kluwer Health—Publisher of AAN Publications**
  - 5k Run/1k Walk for Brain Research
  - Bookbags
  - Brain Health Fair Bookbags
  - Cell Phone Charging Locker
  - Exhibit Hall Passport
  - Wifi Access
  - Water Bottles

*commitments as of March 17, 2017*
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 UPDATES

### 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 | $65,000   |
|                    | JW Marriott - Platinum Ballroom H - I | 100      | Access the day before is not available | $65,000   |
|                    | JW Marriott - Gold Ballroom 2         | 200      | Access the day before is not available | $75,000   |
|                    | JW Marriott - Gold Ballroom 4         | 100      | Access the day before is not available | $65,000   |
|                    | Hotel Indigo - Metropolitan Ballroom  | 150      | Access the day before is not available | $70,000   |
|                    | Hotel Indigo - Orpheum B              | 100      | Access the day before is not available | $65,000   |
|                    | Westin Bonaventure - San Diego        | 400      | $10,000                    | $95,000   |
|                    | Westin Bonaventure - San Francisco    | 400      | $10,000                    | $95,000   |
INDUSTRY THERAPEUTIC UPDATES

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 participating company can have one additional 22” x 28” signage on easels with a detail person in the lobby and corridor leading to each event room from 5:30 p.m. to 10:00 p.m. Signage must include language specified in the Promotional Language section on the next page.

AAN staff will attend the ITU events for AAN evaluation purposes.

PARTICIPATION CRITERIA AND FEES/EXPENSES

Criteria
1. Participating company must be a 2018 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be a contracted/paid exhibitor for the 2018 AAN Annual Meeting.
3. Participating company must be a supporter of a 2018 Annual Meeting, sponsorship, or marketing item.

FEES
1. Participating company must pay the participation fee for respective ITU. The participation fee must be paid in full with submission of the online Industry Therapeutic Update Contract. If the fee is not paid by this deadline, participating company will forfeit participation, and the opportunity will be given to the next applicant (in priority order).
2. There are a limited number of rooms available for the ITU programs. Room capacity ranges from 100 to 800 people in a banquet—additional space negotiated on request.
3. The ITU programs will be held at AAN block properties based on number of rooms requested and available space. Fees apply based on room capacity.
4. Participating company is responsible for all set up and tear-down fees (e.g., hotel, decorator, AV) and must be done based on the timeline set by the AAN.
5. 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.

<table>
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<th>Audiovisual</th>
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<tr>
<td>PSAV</td>
<td>FREEMAN</td>
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<tr>
<td>Gary Ellegood</td>
<td>Kristina Caballero</td>
</tr>
<tr>
<td>Account Manger</td>
<td><a href="mailto:Kristina.Caballero@freemanco.com">Kristina.Caballero@freemanco.com</a></td>
</tr>
<tr>
<td><a href="mailto:gellegood@psav.com">gellegood@psav.com</a></td>
<td>(773) 473-8235</td>
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<tr>
<td>(281) 309-8098</td>
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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
These live, in-person full-day or half-day courses are offered during the AAN Annual Meeting and regional conferences and are focused on building select skills to enhance leadership abilities. Sponsorship is available for:

- Advanced Leadership Training: Preparing for Your Career’s Insurmountable Opportunities
- Being a Resilient Leader: How Do You Lead the Change?
- Improving Your Leadership Skills: A Practical Approach
- Leadership Challenges in Practice
- Women in Leadership
- The Most Important Tool in Your Black Bag: Gallup StrengthFinder™ Assessment
- Clerkship and Program Directors Leadership Academy
- Leadership Engagement Program
- Mitigating the Impact of Unconscious Bias Workshop
- Leadership in the Era of Burnout: A Practical Approach to Becoming a True Physician Leader
- Mentoring… Growing the Next Generation of Neurologists

Leadership Scholarships

These opportunities for residents and medical students require an application. The scholarships provide recipients with the opportunity to augment their training by attending educational and scientific CME programming at the AAN Annual Meeting and other opportunities.

- Enhanced Resident Leadership
- Medical Student Diversity Program
  - Annual Meeting Diversity Program
  - Sub-internship Program
  - Visiting Professor Program

For information on specific benefits, funding opportunities, and creating a bundle for your target audience/career stage:

Elizabeth Busch, Program Manager, Grants
Email: ebusch@aan.com
Phone: (612) 928-6115

Deborah Woodard, MBA, Senior Manager, Industry Affairs
Email: dwoodard@aan.com
Phone: (612) 928-6142

Thank You to 2017 Leadership Program Supporters*

- Allergan, Inc.
- The Allergan Foundation
- Eli Lilly and Company
- Lundbeck, LLC
- Sanofi Genzyme
- Supernus Pharmaceuticals, Inc.
- Teva Neurosciences

* as of September 7, 2017
SUPPORT A CONTINUING MEDICAL EDUCATION COURSE

OVERVIEW

CME Programs
The 2018 Annual Meeting has an extensive array of therapeutic areas for organizations to support. Programs topics include:

- Aging, Dementia, Cognitive, and Behavioral Neurology
- Cerebrovascular Disease and Interventional Neurology
- Child Neurology and Developmental Neurology
- Epilepsy/Clinical Neurophysiology (EEG)
- General Neurology
- Global Health
- Headache
- Infectious Disease
- Movement Disorders
- MS and CNS Inflammatory Disease
- Neuro Trauma, Critical Care, and Sports Neurology
- Neuromuscular and Clinical Neurophysiology (EMG)
- Neuro-oncology
- Neuro-ophthalmology/Neuro-otology
- Neuro-rehabilitation
- Pain and Palliative Care
- Practice, Policy, and Ethics
- Research Methodology, Education, and History
- Sleep

Each supporter receives recognition with their organization’s name on:

- Signage
- Title slides
- Program materials
- Verbal announcement

In an effort to address the desire to have multiple supporters for programs, the AAN is encouraging a maximum of three supporters for each of the listed therapy programs: Stroke, Multiple Sclerosis, Neuromuscular Disease, Movement Disorders, and Epilepsy. The AAN believes this will address potential issues of bias or conflict of interest.

Support Fees:

- 8-hour Course - $72,500
- 4-hour Course - $40,000
- 3-hour Course - $35,000
- 2-hour Course - $30,000

More information on CME programs
Elizabeth Busch
Program Manager, Grants
ebusch@aan.com
(612) 928-6115

Kevin Heinz
Director, Annual Meeting and Conferences
kheinz@aan.com
(612) 928-6098
JOIN THE INDUSTRY ROUNDTABLE

Industry Roundtable (IRT) members are leaders, advocates, and financial supporters who have invested in improved patient care through their support of neuroscience research and education in neurology. Membership in the IRT provides an opportunity to share vision, intellect, and financial resources with the neurology community in a cost-effective and productive manner. With IRT help, the AAN is working to create better tools to help neurologists succeed in an ever-changing health care environment.

Industry Roundtable Priorities

- Build relationships and recognition with AAN membership
- Enhance corporate visibility
- Help companies more effectively reach neurology target markets regardless of budget or company size
- Provide exclusive opportunity to hear about AAN programs first, each with a different target audience/participant profile
- Identify new sponsorships that can elevate brand and connect with key opinion leaders, clinicians, researchers, and neuroscience professionals

Overview

- Industry Roundtable membership is based on a January–December yearly dues cycle, with 2018 dues commitment of $10,000, $25,000, $40,000, or $50,000 being requested in September 2018
- Upon joining, companies are asked to identify a primary contact for IRT activities throughout the year; any substitutions must be submitted in writing to industriesales@aan.com
- No former employees of the AAN can be the primary contact for the member company
- To preserve the open, professional collegial atmosphere of the IRT, there can be no solicitation of IRT and AAN members during IRT functions
- Participation in AAN activities is a privilege, not a right. If an IRT member violates these guidelines, the American Academy of Neurology reserves the right to ask a member to leave the activity and/or forfeit their membership

For More Information:
Deborah Woodard, MBA
Senior Manager, Industry Affairs
dwoodard@aan.com
(612) 928-6142

Alberta Zais
Senior Manager, Corporate and Strategic Partnerships
azais@aan.com
(612) 928-6063

2017 Industry Roundtable Members

$50,000
- AbbVie, Inc.
- ACADIA Pharmaceuticals Inc.
- Allergan, Inc.
- Amgen
- Biogen
- Eli Lilly and Company
- EMD Serono
- Genentech
- Lundbeck
- Mitsubishi Tanabe Pharma America
- Novartis Pharmaceuticals
- Sanofi Genzyme
- SK Biopharmaceuticals
- Sunovion Pharmaceuticals Inc.
- Supernus Pharmaceuticals
- Teva CNS
- UCB, Inc

$40,000
- ACORDA Therapeutics
- IPSEN Biopharmaceuticals, Inc.
- Mallinckrodt Pharmaceuticals

$25,000
- Eisai Inc.
- GE Healthcare
- Medtronic
- Merck & Co.

$10,000
- Adamas Pharmaceuticals, Inc.
- Alnylam Pharmaceuticals
- Arbor Pharmaceuticals
- AveXis, Inc
- Axovant Sciences
- Liva Nova PLC
- Neurocrine Biosciences
AAN AND ANNUAL MEETING NAME AND LOGO RESTRICTIONS

Exhibitions, marketing materials, sponsorship promotions, and any other non-AAN communications should not state or imply an endorsement by the American Academy of Neurology or the 2018 AAN Annual Meeting event, or misuse the AAN or the AAN Annual Meeting Logo.

LANGUAGE LIMITATIONS

Promotional references to the “2018 AAN Annual Meeting” are allowed to develop on-site traffic and awareness such as:

- “Come see us at the 2018 AAN Annual Meeting”
- “Visit Booth 123 at the 2018 AAN Annual Meeting”
- “See you at the 2018 AAN Annual Meeting”

Implied relationships or false representations of endorsements are strictly prohibited, such as:

- “The AAN and Company XYZ invite you”
- “Brought to you by Company XYZ and the American Academy of Neurology”

Event sponsors receive credit, gratitude, and promotional real estate from the AAN but sponsorship does not imply event or product ownership in any way. Promotion of a sponsorship must be limited to the sponsorship component itself and not imply an additional partnership.

Please refrain from referring to the 2018 AAN Annual Meeting as “the AAN.” “AAN” is the general acronym for the professional association/scientific and education institute entities, under the name “American Academy of Neurology.” The event itself should be stated as:

- The 2018 American Academy of Neurology Annual Meeting
- The 2018 AAN Annual Meeting
- The AAN Annual Meeting

LOGO RESTRICTIONS

No materials of any kind, outside of those produced by the American Academy of Neurology will be allowed to use either the AAN Logo or the AAN Annual Meeting logo, in part or in full, unless approved by the AAN in writing.