

The American Academy of Neurology and Industry Roundtable

Promoting and Advancing Neurologic Care





About the American Academy of Neurology

The American Academy of Neurology is the world's largest association of neurologists and neuroscience professionals, with 32,000 members.

AAN Vision

To be indispensable to our members.

AAN Mission

To promote the highest quality patient-centered neurologic care and enhance member career satisfaction.

2017 AAN Priorities

- Axon Registry®
- Digital Infrastructure
- Diversity Engagement
- Education Innovation
- Health Care Reform Advocacy
- Neurologist Workforce Advocacy
- Research Support
- Personalized Communications
- Publications Redesign

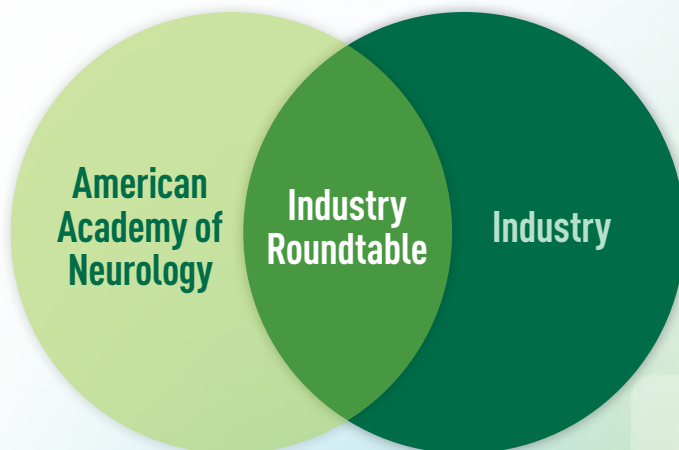


About the Industry Roundtable

Launched in 1994, the Industry Roundtable is a group of member companies who help the American Academy of Neurology improve patient care through support of neuroscience research, education, and patient outreach.

Industry Roundtable

- 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 other neuroscience professionals



Reach the Growing Neurology Market

89% of US Neurologists Are AAN Members



US Neurologists: Subspecialty

Subspecialty	Mark All That Apply		Primary (Select One)	
	Count	Percent	Count	Percent
General Neurology	4,737	38.5%	4,369	36.1%
Epilepsy	2,555	20.8%	1,013	8.4%
Child Neurology	1,291	10.5%	830	6.9%
Neuromuscular Medicine	2,364	19.2%	801	6.6%
Vascular Neurology and Stroke	2,223	18.1%	789	6.5%
Movement Disorders	2,059	16.7%	729	6.0%
Neuroimmunology and Multiple Sclerosis	1,523	12.4%	511	4.2%
Sleep Medicine	1,313	10.7%	480	4%
Clinical Neurophysiology	1,329	10.8%	412	3.4%
Other	1,067	8.7%	333	2.8%
Headache Medicine	1,880	15.3%	307	2.5%
Behavioral Neurology and Neuropsychiatry	959	7.8%	301	2.5%
Neurocritical Care	600	4.9%	251	2.1%
Neuro-oncology	413	3.4%	160	1.3%
Neurohospitalist	332	2.7%	137	1.1%
Pain Medicine	910	7.4%	124	1.0%
Geriatric Neurology	1,337	10.9%	117	1.0%
Neuro-ophthalmology	341	2.8%	115	1.0%
Neuroimaging	689	5.6%	51	0.4%
Neural Repair and Rehabilitation	400	3.3%	48	0.4%
Endovascular and Interventional Neurology	98	0.8%	41	0.3%
Traumatic Brain Injury	870	7.1%	37	0.3%
Neurogenetics	124	1.0%	35	0.3%
Neuro-otology	209	1.7%	24	0.2%
Palliative Neurology	154	1.3%	22	0.2%
Infectious Diseases and Neurovirology	350	2.8%	21	0.2%
Autonomic Disorders	219	1.8%	20	0.2%
Sports Neurology	458	3.7%	16	0.1%
Neuroepidemiology	51	0.4%	4	<0.1%
Neuromuscular Pathology	72	0.6%	3	<0.1%
Total	30,927	252%	12,101	100%

There were 12,307 respondents. Due to most respondents choosing more than one subspecialty, the counts add to more than 12,307 and the percent sums to more than 100 percent.

**2017 Insights Report Based on 2016 Data and Information: A Report from the Member Research Subcommittee of the American Academy of Neurology, February 16, 2017*

Join the American Academy of Neurology in Los Angeles in 2018

The World's Largest Gathering of Neurologists

Come to the 2018 AAN Annual Meeting that brings together 12,000 to 14,000 neurology professionals from across the globe to network, discuss cutting-edge research, and take part in top-rated education programming across a wide variety of topics.



April 21 – April 27 • Los Angeles

The Attendee Experience

Value. Networking. Customization. Innovation.

- All-inclusive registration fee
- Networking with thousands of neurology professionals in an engaging and lively setting
- Comprehensive programming to create a customized experience
- Experiential learning areas

The Industry Experience

Connections. Visibility. Communication.

- Exhibition of 270+ organizations
- Sponsorship within and outside the Exhibit Hall
- Support of continuing medical education



The Industry Roundtable Experience

Introductions. Insight. Recognition. Dialogue.

Visit the Industry Relations Room and other venues for daily learning and networking events.

- *Industry Roundtable Presents* featuring AAN physician/staff topic experts
- 1:1 meetings with AAN Physician Liaison to Industry
- New Industry Roundtable Member Welcome
- Industry Roundtable Breakfast with presentations by AAN leaders
- Exhibitor Advisory Meeting



Benefits NOT to be Left on the Table

While every company has preferred benefits, the following have proven to be an important consideration for choosing IRT membership level:

- **Annual Meeting Hotels** exclusive early option to reserve 15 rooms (\$50K) at the JW Marriott (headquarter hotel) and 20 rooms (\$50K/\$40K) at select hotels within the AAN housing block.
- **Complimentary Annual Meeting registrations** (\$50K and \$40K)
- **First opportunity for top-tier 2018 IRT members to review prospectus for 2019 Annual Meeting in Philadelphia** before other IRT members, followed by non-IRT exhibitors.
- **Exclusive opportunity to host Industry Therapeutic Updates.** Non-CME events geared towards companies wanting additional marketing opportunities outside the Exhibit Hall at the world's largest gathering of neurologists and neuroscience professionals



Join the Industry Roundtable

Enjoy these 2018 member benefits*

2018 ANNUAL MEETING HOTELS	\$50K	\$40K	\$25K	\$10K**
EXCLUSIVE early opportunity to reserve fifteen (15) rooms at the 2018 AAN Annual Meeting Headquarter Hotel, JW Marriott, through October 6, 2017 <i>This Industry Roundtable benefit is exclusive to \$50K members and is separate from Exhibitor Housing requests.</i>	√			
Early opportunity to reserve twenty (20) rooms at select hotels in the AAN housing block through October 6, 2017 <i>This Industry Roundtable benefit is exclusive to \$50K/\$40K level and is separate from Exhibitor Housing requests.</i>	√	√		
CONNECTIONS	\$50K	\$40K	\$25K	\$10K**
Individual meeting with AAN Physician Liaison to Industry	√			
Network with AAN leaders/experts	√	√	√	√
2018 Annual Meeting: Invitation(s) to Industry Roundtable Breakfast or event	4	3	2	1
2018 Annual Meeting: <i>Industry Roundtable Presents</i> : Learning and networking sessions featuring AAN leaders/physicians/staff topic experts	√	√	√	√
2018 Industry Summit: Registration(s) to receive AAN priority updates from and dialogue with AAN leadership	4	3	2	1
2018 Annual Meeting: (For new members only): Orientation to the AAN session hosted by Physician Liaison to Industry	√	√	√	√
2018: Open invitation to visit the AAN or have AAN staff visit you (depending upon scheduling availability)	√	√	√	√
DATA	\$50K	\$40K	\$25K	\$10K**
2018 Annual Meeting: Pre- and post-registrant lists	√	√	√	
2018 Industry Roundtable Member Company Giving Report	√	√	√	
First opportunity to participate in Axon Registry® Development Partner Program	√	√	√	√
RECOGNITION	\$50K	\$40K	\$25K	\$10K**
Recognized by company name unless otherwise noted				
Publication Display Ads in 2018 Annual Meeting Publications: Science Programs On-site Guide, <i>AAN-extra</i>	Company logo	√	√	√
Signage: 2018 Annual Meeting: Industry Roundtable Membership	Company logo	√	√	√
Signage: 2018 Annual Meeting: Thank You at sponsored activities/events	√	√	√	√
Publication Display Ads: <i>Neurology Today</i> ®	Company logo	√	√	√
Digital: Industry Roundtable webpage	Company logo	√	√	√

KNOWLEDGE AND EARLY OPPORTUNITIES	\$50K	\$40K	\$25K	\$10K**
AAN Communications Package <ul style="list-style-type: none"> AAN Leadership Update (from AAN Executive Director) (monthly) AANe-news™ (monthly) Capitol Hill Report (biweekly) AANnews® (monthly) 	√	√	√	√
2019 Annual Meeting (Philadelphia): Early access for top-tier 2018 IRT members to review prospectus (available October 2018)	√	√		
2018 Annual Meeting: Full registrations with all-inclusive program (valued at \$1,195)	4	2		
2018 AAN Conferences: Two full registrations for the AAN Breakthroughs in Neurology Conference (January); Sports Concussion Conference (July); Fall Conference (October) (valued at \$719 to \$1,399 per registration)	2			
2018 AAN Conferences: Registration information shared when sent to AAN members	√	√	√	√
Industry Roundtable Presents: Webinar series featuring AAN leaders and topic experts on subject matter identified as industry priorities	√	√	√	√
Invitation to submit public comments on the AAN clinical practice guidelines related to the diagnosis and treatment of neurologic diseases and quality measures under development	√	√	√	√
PROMOTION AND SPECIAL RATES	\$50K	\$40K	\$25K	\$10K**
2018 Annual Meeting: Opportunity to reserve premium meeting suite; meeting suites not reserved by December 29, 2017, will open up to all exhibitors	√	√	√	
2018 Annual Meeting: Option to host Industry Therapeutic Update	√	√	√	√
2018 Annual Meeting: Industry Roundtable pricing (10% discount) for sponsorship, marketing, and ads	√	√	√	

***To initiate your 2018 Industry Roundtable membership, visit (a2z) AAN.com/view/18IRT**

Your company access to the 2018 Industry Roundtable benefits, such as preferred housing, sponsorship discounts, or hosting an Industry Therapeutic Update, is contingent upon submitting a request for membership on the a2z AAN.com/view/18IRT.

Industry Roundtable members are asked to designate a primary contact to whom communications can be sent; additional names can be added to the distribution list.

Contact: Erin Harris at eharris@aan.com or (612) 928-6038 with questions.

****2018 Trial Industry Roundtable Membership \$10K**

This one-year trial Industry Roundtable membership is open to companies which have not been previous members or do not currently have an approved therapy in neurology.

Contact: Deborah Woodard, MBA, at dwoodard@aan.com or (612) 928-6142 with questions.

CLICK HERE ➤

Get the Information You Need When You Need It

Our goal is to help you more effectively and efficiently reach your target markets within the American Academy of Neurology membership, regardless of budget or company size. Become a member or expand your current involvement. We welcome your suggestions for future additional benefits or requests for more information.

Industry Relations Team

Industry Roundtable Membership

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

AAN Leadership Programs, Industry Relations Management

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

Grants, Continuing Medical Education

Elizabeth Busch
Project Manager, Grants and Research
ebusch@aan.com • (612) 928-6115

Industry Roundtable Benefits/Events

Briel Asleson
Senior Specialist, Annual Meeting
basleson@aan.com • (612) 928-6133

Sales and Sponsorships

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

Exhibits

Gretchen A. Liedl
Manager, Exhibits & Sponsorship
gliedl@aan.com • (612) 928-6015

Sales and Dues Technical Support

Erin Harris
Senior Specialist, Industry Sales
eharris@aan.com • (612) 928-6038

Industry Relations Oversight

Kris Fridgen
Senior Director, Industry Relations
kfridgen@aan.com • (612) 928-6099

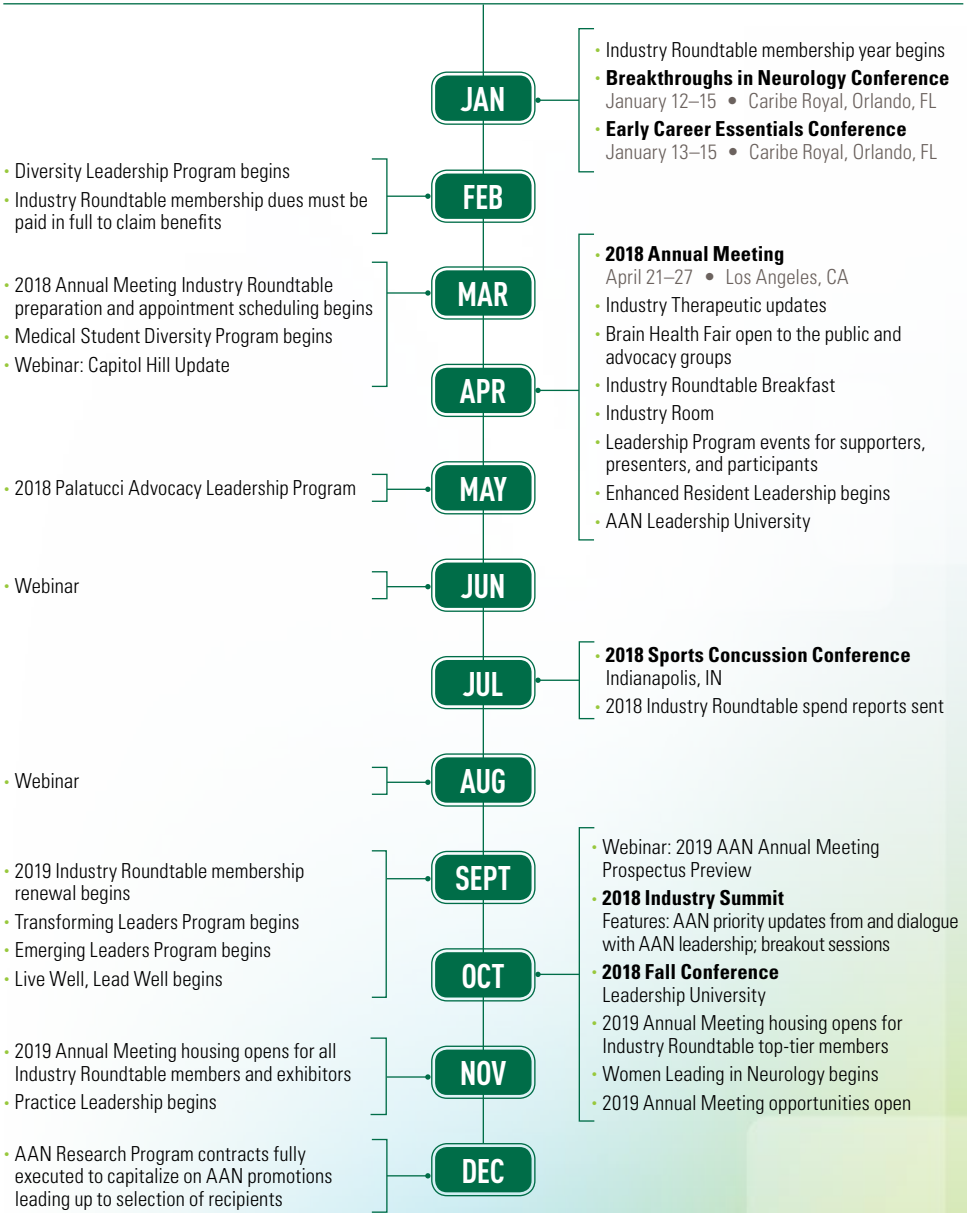
Christine E. Phelps
Deputy Executive Director
American Academy of Neurology Institute
cphelps@aan.com • (612) 928-6101



Stay Connected with the AAN

Join us at AAN Conferences, Industry Roundtable events, webinars, and networking and learning sessions throughout the year.

2018 Industry Roundtable Timeline



Thank You

2017 Industry Roundtable Members

The American Academy of Neurology and the Industry Roundtable collaborate on opportunities to support neurology and serve patients with neurologic disease.

\$50,000

abbvie

 **ACADIA**
Pharmaceuticals

 **Allergan**

AMGEN®

 **Biogen**

**EMD
SERONO**

Genentech
A Member of the Roche Group

Lilly

Lundbeck 


MT Pharma America

 **NOVARTIS**

SANOFI GENZYME 

 **SK biopharmaceuticals**

 **sunovion**

 **Supernus**
Pharmaceuticals

 **TEVA** **CNS**

 **Inspired by patients.
Driven by science.**

\$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
LivaNova PLC
Neurocrine Biosciences