



AAN SUMMER CONFERENCE

Atlanta and Online

July 19–20, 2024

Autoimmune Neurology

Exhibits • Sponsorship • Advertising • Support

Exhibit Hall Dates: July 19–20, 2024
[AAN.com/Summer](https://aan.com/summer) • [#AANSC](https://twitter.com/AANSC)



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Who Attends This Conference and Why

Directors

“ I look forward to having you join me in Atlanta for the Summer Conference where you will leave with the knowledge to recognize and diagnose neurological autoimmunity and neuroinfectious diseases, as well as identify the red flags for misdiagnosis.



—Anastasia Zekeridou, MD, PhD
Mayo Clinic in Rochester, MN

“ Autoimmune neurological disorders can manifest with symptoms and signs from any and every level of the nervous system making this conference relevant to any practicing clinician.



—Stacey Clardy, MD, PhD, FAAN
University of Utah, Salt Lake City

General Exhibit Information



Overview

The 2024 Summer Conference Exhibit Hall will offer 5 hours of exhibit time, including lunches and a reception, to enhance a compact weekend of top-tier programming led by expert faculty.

Recognition

Your company will receive recognition through AAN signage and the Exhibit and On-site Guide.

Deadline

Reserve your booth space by **Friday, June 28, 2024.**

Contracts may be accepted after June 28, 2024, but company descriptions may not appear in printed materials.

Your American Academy of Neurology Exhibit Contacts

Kate Andrews

Exhibit Sales Associate
201 Chicago Avenue, Minneapolis, MN 55415
(612) 928-6079
kandrews@aan.com

Jordan Smith

Sales and Advertising Support Associate
201 Chicago Avenue, Minneapolis, MN 55415
(612) 928-6049
jsmith@aan.com

Your Decorator Contact

GES - Global Experience Specialists*

[Exhibitor Services Live Chat](#)

GES National Service Center: (800) 801-7648

***Exhibit Labor:** Exhibitors have the option of utilizing the Official Service Contractor, who provides quality union labor, qualified display houses or personnel from their own companies to install and dismantle displays.

Freight Handling: All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of Global Experience Specialists, Inc.

Exhibitors who arrive at the loading dock area in their own Personally Owned Vehicle (POV) may be allowed to load and unload under the following conditions. A POV is described as an Automobile, station wagon, minivans, SUVs and non-commercially registered 4-wheel pick-up trucks and vans. These exhibitors may use assigned doors and ramps during assigned hours and will be allowed to use their own non-mechanical equipment, including but not limited to, carts, dollies, luggage carriers and 2-wheel hand trucks. All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

Gratuities: GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Exhibit Hall Location and Hours

Hilton Atlanta, Atlanta, GA

Friday, July 19, 2024

11:15 a.m.–1:15 p.m.

2:30 p.m.–3:45 p.m.

Saturday, July 20, 2024

11:15 a.m.–1:15 p.m.

Additional information about the conference can be found on the conference [FAQ page](#).

Summer Conference Attendee Profile



Professional Attendance

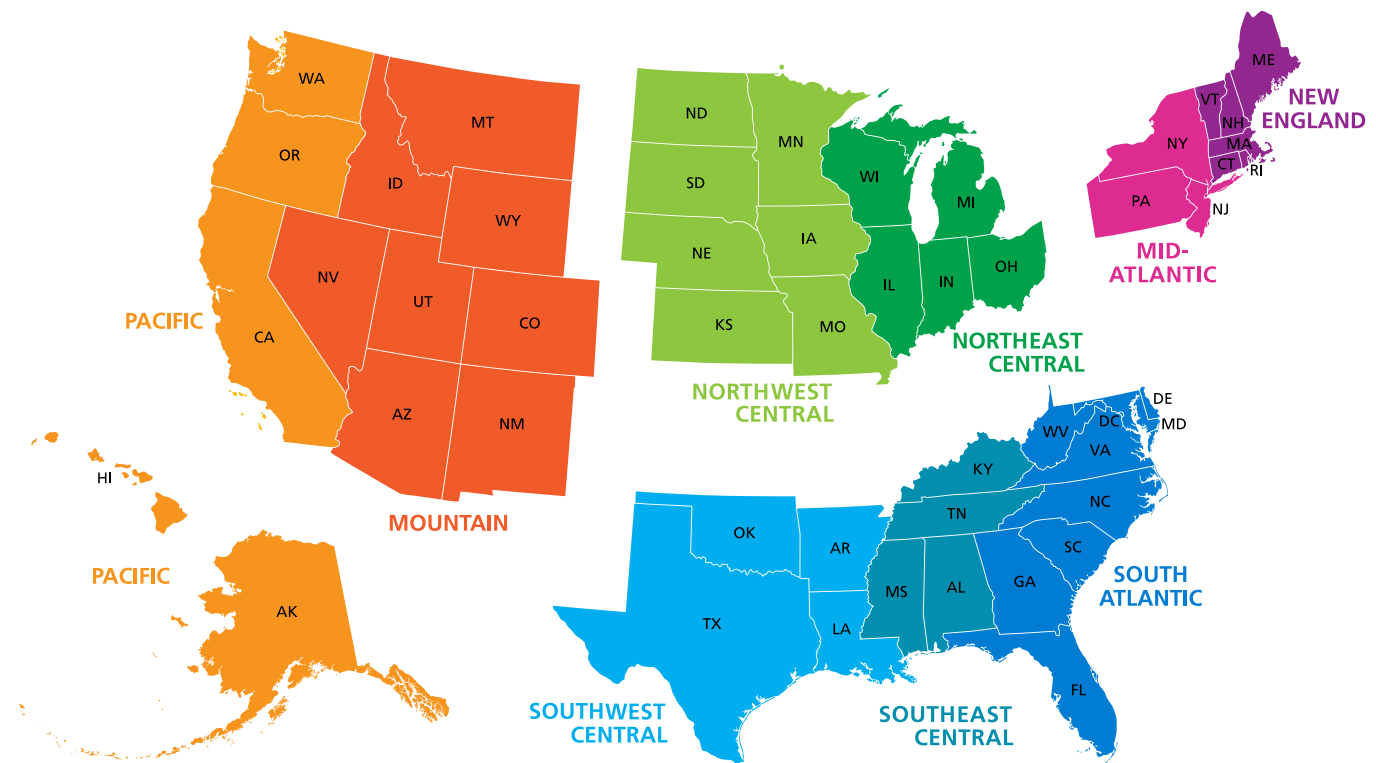
Professional attendance, which does not include exhibit personnel, is anticipated to consist primarily of attendees from the United States. Based on the conference topic, the AAN anticipates strong attendance from professionals who specialize in autoimmune neurology, infectious disease, behavioral neurology, epilepsy, movement disorders, and stroke, as well as other medical specialties, including rheumatology, gastroenterology, oncology, and psychiatry.

Note: Attendee profile data is based on the 2022 Summer Conference, which also focused on autoimmune neurology. The 2023 Summer Conference focused on hospital and emergency neurology. Attendee profile data is available upon request.

2022 US Attendance by Region

Attendance numbers include online and in-person

HAWAII	3
MID-ATLANTIC	74
MOUNTAIN	52
NORTHEAST CENTRAL	57
NEW ENGLAND	39
NORTHWEST CENTRAL	55
PACIFIC	107
SOUTHEAST CENTRAL	16
SOUTH ATLANTIC	107
SOUTHWEST CENTRAL	51
US TERRITORIES	2



Summer Conference Attendee Profile Continued



2022 Practice Setting as reported by member profiles

Practice Setting	Count	% of All Members
Academic Based	241	35%
Hospital Based	102	15%
Neurology Group	72	1%
Multispecialty Group	53	8%
Solo Practice	35	5%
Other	21	3%
Industry	19	3%
Government Based	13	2%
Unknown	137	19%

2022 Attendee Profession as reported in member profiles

Attendee Profession	Count	Percent
Neurologist	400	58%
Resident/Fellow	99	14%
Student	47	7%
Nurse Practitioner	24	4%
Medical Science Liaison	13	2%
Non-Neurologist Physician (ex. Psychiatrist, Neurosurgeon)	11	2%
Researcher/Coordinator/ Principal Investigator/Clinical Trial Manager	8	1%
Physician Assistant	7	1%
Other	6	1%
Business Manager/Officer Manager/Coder	5	1%
C-Level/President/VP/Executive Director	2	0%
Pharmacist/Pharmacologist	2	0%
Psychologist	2	0%
Scientist	2	0%
Biologist/Geneticist	1	0%
Nurse	1	0%
Occupational Therapist/Physical Therapist/ Speech Language Pathologist	1	0%
Unknown	62	.09%

Source: 2022 AAN Membership Demographics Report

2022 Primary Subspecialty as reported by member profiles

Primary Subspecialty	Count	Percent
General Neurology	152	22%
Neuroimmunology and Multiple Sclerosis	151	22%
Neuromuscular Medicine	42	6%
Epilepsy	30	4%
Vascular Neurology and Stroke	23	3%
Movement Disorders	20	3%
Other	19	3%
Clinical Neurophysiology	17	3%
Behavioral Neurology and Neuropsychiatry	11	2%
Infectious Diseases and Neurovirology	11	2%
Headache Medicine	10	1%
Neuro-oncology	9	1%
Neurohospitalist	9	1%
Sleep Medicine	9	1%
Neurocritical Care	5	1%
Autonomic Disorders	4	1%
Neuro-ophthalmology	4	1%
Geriatric Neurology	3	0%
Pain Medicine	3	1%
Endovascular and Interventional Neurology	2	0%
Neuroimaging	2	0%
Sports Neurology	2	0%
Neurogenetics	1	0%
Palliative Neurology	1	0%
Unknown	153	22%
Total	767	100%

Beginning October 2019, the AAN removed Child Neurology from the list of subspecialties and started collecting it as a specialty.

Members allowed to choose one primary subspecialty and any number of additional subspecialties, including the one chosen for primary.

Meeting-at-a-glance



The Summer Conference program will focus on the latest updates in the science and education of one of the most rapidly evolving fields in modern neurology. This one-of-a-kind conference opportunity will feature a variety of styles including didactic lectures, hands-on experiences, case-based presentations, and more.

Anticipated attendance in Atlanta, GA, for this conference is approximately 600 professional attendees.

Friday, July 19, 2024		Saturday, July 20, 2024	
8:00 a.m.–10:10 a.m.	Autoimmune Neurology Updates	8:00 a.m.–9:35 a.m.	Track 1: Clinical and Treatment Approach to Meningitis Track 2: Cancer-associated Neurological Autoimmunity Track 3: Genetics and Neurological Autoimmunity
10:25 a.m.–11:25 a.m.	Neural Antibodies: From Discovery to Clinical Testing	9:50 a.m.–11:25 a.m.	Track 1: Central Nervous System Space-occupying Lesions Track 2: Autoimmune Movement Disorders Track 3: Neuromyelitis Optica and MOG-antibody Associated Disease Diagnosis and Treatment
11:15 a.m.–1:15 p.m.	Poster Session/Exhibit Hall/Networking Lunch	11:15 a.m.–1:15 p.m.	Poster Session/Exhibit Hall/Networking Lunch
1:00 p.m.–2:35 p.m.	Track 1: Essential Immunology Principles for the (Autoimmune) Neurologist Track 2: Models of Infection as a Trigger for Autoimmunity Track 3: Peripheral Nervous System Autoimmunity	1:20 p.m.–2:55 p.m.	Track 1: Neuroinfectious Disease Diagnostics Track 2: Suspecting Autoimmune Encephalitis: And Now What? Track 3: Clinical Approach to Myelopathy
2:30 p.m.–3:45 p.m.	Exhibit Hall Reception/Poster Session	3:10 p.m.–4:45 p.m.	Track 1: Neuroinfections in Immunocompromised Track 2: Measuring and Changing Outcomes in Autoimmune Encephalitis Track 3: Monitoring Necessities for Immunotherapy Prescribers
3:45 p.m.–4:30 p.m.	Opening Keynote	4:45 p.m.–5:30 p.m.	Closing Keynote

Exhibit Booth Information

Contract Deadline: Friday, June 28, 2024

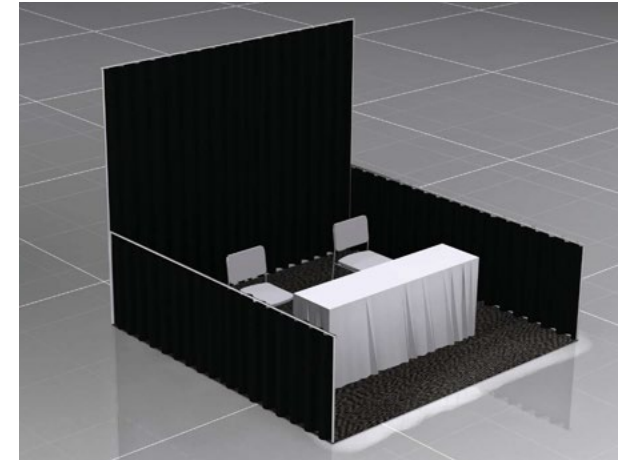
The Summer Conference offers a standard 10' × 10' booth option. Please refer to details and images below.

Standard Booth:

- Standard 10' × 10' booth: \$2,500

The following is included with your booth fee:

- 10' × 10' carpeted exhibit space with 8' high back wall drape and 3' high side dividers
- Furniture package—includes 6' draped table, two chairs
- Complimentary lunches and reception for all attendees and your booth staff
- Exhibitors will receive up to four exhibitor badges per booth
- Company/product description in Exhibit and On-site Guide*



\$350

INCREASE YOUR BOOTH TRAFFIC WITH THE PASSPORT PROGRAM

Exhibitors are encouraged to participate in the passport program (\$350 participation fee). Attendees who visit all the booths listed on the passport will have the chance to win! Examples of past prizes include gift cards, registrations to future conferences and services, electronic devices, and more.

Increase your booth traffic by placing an advertisement in our Exhibit and On-site Guide—see sponsorship page for more details.



*For organizations registered before Friday, June 28, 2024

Sponsorship and Advertising Opportunities



Increase your visibility with one of our sponsorship opportunities. Exhibitors interested in any of the opportunities listed below should contact the American Academy of Neurology exhibit contacts.

Exhibit Hall Opening Reception

Friday, July 19, 2024
2:30 p.m.–3:45 p.m

Gain recognition, appreciation, and multiple benefits by supporting the Summer Conference’s Opening Reception, which will take place in the Exhibit Hall and offer attendees an opportunity to enjoy refreshments, network with new and known colleagues, and visit exhibits.

Benefits Include:

- On-site signage
- Recognition in Exhibit and On-site Guide and on AAN.com
- Verbal recognition on-site at reception
- Opportunity for sponsor to provide five (5) table-tent graphics during Opening Reception (Exclusive Sponsorship Only)
- Opportunity for sponsor to provide branded cups/napkins (Exclusive Sponsorship Only)

Sponsorship Amounts:

Opening Reception Sponsor \$5,000 (Exclusive)
 Opening Reception Sponsors \$2,500 (Limit 4)

Key Deadlines

JUN 10 Ad Reservation Deadline

JUN 21 Final Materials Due to the AAN for Approval

Advertising in Exhibit and On-site Guide

Available to exhibitors and non-exhibitors. The Exhibit and On-site Guide will be handed out to all attendees at registration together with their attendee badge.

- Communicate your message to an anticipated 300 in-person attendees. As the primary navigation vehicle for attendees in Atlanta, the Exhibit and On-site Guide is prime real estate for reaching your audiences
- Drive traffic to your booth with your ad content
- Use your ad to not only promote your products, but your booth activities as well

Ad Rates and Sizes (All 4-color):

Offering	Exhibitor	Non-exhibitor
Half-page	\$500	\$1,000
Full-page	\$1,000	\$2,000
Full-page Spread	\$1,500	\$3,000
Inside Front Cover	\$3,000	\$5,000
Inside Back Cover	\$4,000	\$6,000
Outside Back Cover Ad	\$5,000	\$7,000
Logo to Enhance Your Company Description	\$100	N/A
Exhibit Hall Map Sponsorship with Full Page Ad	\$3,000	N/A



Sponsorship and Advertising Opportunities Continued



Email Advertising

Get your message in front of Summer Conference attendees. Sent to all registered Summer Conference participants during and after the event, this series of emails provides logistical information to attendees to help them know key details at the conference and is a great opportunity to get in front of an anticipated 600 professional attendees.

Ad Type	Ad Placement	Price
On-site Email to Conference Attendees (Friday)	Top/Middle	\$1,000
On-site Email to Conference Attendees (Friday)	Bottom	\$500
On-site Email to Conference Attendees (Saturday)	Top/Middle	\$1,000
On-site Email to Conference Attendees (Saturday)	Bottom	\$500
Thank You Email to Conference Attendees	Top/Middle	\$1,000
Thank You Email to Conference Attendees	Bottom	\$500



Key Deadlines

JUN 10 Ad Reservation Deadline

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Sponsorship and Advertising Opportunities Continued

Mobile App Opportunities

Interstitial Ad on Mobile App and Online Platform

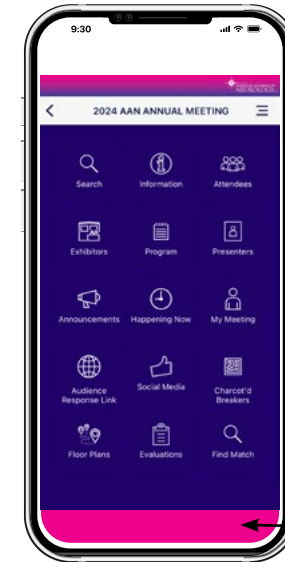
- Get in front of all app users right when they open the mobile app with a fullscreen display of your ad. Attendees can click through to your website before entering the rest of the app. Advertising will appear for four seconds at a maximum of once per hour.
- **Sponsorship Amount:** \$5,000

Carousel Ads on Mobile App and Online Platform

- Take advantage of this great opportunity that allows you to hit a captive audience at the exact time they are deciding their upcoming schedule. This is a great way to ensure learning more about your company is built into their schedule! Limit two advertisements.
- **Sponsorship Amount:** \$2,000 each

Push Notifications

- Engage users by sending push notifications to generate interest in your content. You can choose to include URL and send users to your website. One push notification offered per day July 19–20.
- **Sponsorship Amount:** \$3,000 each



Carousel Ad Here

Key Deadlines

JUN 10 Ad Reservation Deadline

JUN 21 Final Materials Due to the AAN for Approval



image examples are from the Annual Meeting and may slightly differ.

Sponsorship and Advertising Opportunities Continued



Footprints

1' x 1' applique "footprints" imprinted with your product or logo to create a clear path that will lead attendees to your booth.

Sponsorship Amount:

- \$2,000 (Inside Exhibit Hall), multiple available

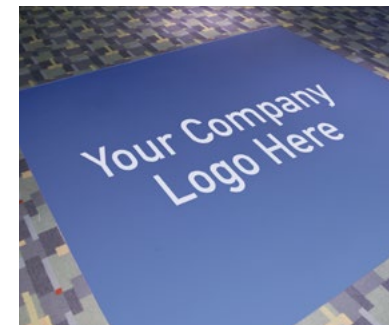


Carpet Graphics at Exhibit Hall Entrance

This 5' x 5' decal is a unique way to get your message out to meeting attendees as they enter the Exhibit Hall.

Sponsorship Amount:

- \$5,000 (Exclusive)



Tabletop Graphics

Enhance your presence at the Summer Conference and connect with attendees during Exhibit Hall lunches using graphics featuring brand or product displays on tabletops spread throughout the hall.

Sponsorship Amount:

- \$2,000 for three (3) Tabletop Graphics
- \$3,500 for five (5) Tabletop Graphics



Sponsorships must be purchased by June 10.

Graphic files are due by June 21.

Industry Therapeutic Updates



Overview

Industry Therapeutic Updates (ITUs) are available to industry participants as a venue to present current pipeline activity, promote emerging therapies, and as an enhanced way to reach Summer Conference attendees. This is an industry event (and will be advertised in this manner) and an opportunity for pharmaceutical companies, device companies, and other appropriately related organizations to share information with AAN Summer Conference attendees regarding emerging therapies and projects in accordance with the standards set for the industry by the Food and Drug Administration.

The available update times are:

Friday, July 19

5:30 p.m.–6:30 p.m.

Saturday, July 20

7:00 a.m.–8:00 a.m.

12:15 p.m.–1:15 p.m.

Sponsorship Amount: \$12,500

Hilton Atlanta

Room 208

Room 209

Contact:

Jordan Smith

Sales and Advertising Support Associate

(612) 928-6049

jsmith@aan.com



Industry Therapeutic Updates Continued



Participation Criteria and Fees/Expenses

Criteria

1. Participating company must be a 2024 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be contracted/paid exhibitor for the 2024 AAN Summer Conference.
3. Approval to participate in the Industry Therapeutic Update and meeting space is first-come, first-served based on completed online forms.
4. Participating company must not be an independent continuing medical education company.

Fees

1. Participating company must pay the participation fee for respective ITU.
2. Participating company is responsible for all additional expenses associated with its program, including but not limited to, food and beverage, decorator fees, labor, etc.
3. Industry is required to use AAN official vendors.

Cancellations

1. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100% of the ITU fee.

Promotional Guidelines

1. No CME will be given by any accredited organization for the program offer. Promotional pieces must clearly indicate this is not a CME program.
2. The participating company's program must be entitled "Industry Therapeutic Update from [INSERT Participating COMPANY 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.
3. Companies may include a subtitle that specifies the therapeutic area discussed at the program.

4. There can be no implication—implied or otherwise—in any promotional materials or on-site materials indicating that participating company's ITU program is part of the AAN Summer Conference official program and/or endorsed by the AAN.
5. 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.
6. All promotional pieces (brochures, website, communications) and on-site materials (handouts, signs, etc.) MUST include the fine print below:

This program is NOT accredited for continuing education by any organization. Additionally, Industry Therapeutic Updates program content and the views expressed herein are those of the presenting corporate entity and not of the AAN. These programs are not an official part of the 2024 Summer Conference education or scientific programs, nor are they endorsed by the AAN. The AAN cannot affirm claims pertaining to FDA off-label medication, research use of pre-FDA drugs, or other research information that might be discussed. Industry Therapeutic Updates are industry events.

Room Access

The AAN may allow participating company to have access to the meeting room early, depending on location. Please reach out to the AAN for more details.

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's assigned room. The AAN name and logo may not be used in the film, however, you can state that the event was filmed during the 2024 AAN Summer Conference. In addition, there can be no implication in the film that indicates participating company's ITU program is a part of the AAN Summer Conference Education program or endorsed by the AAN or any of its affiliates.

Housing and Booth Staff Registration



Book Your Hotel

The AAN has negotiated special hotel rates for conference attendees and exhibitors.

Take advantage of the best rate by booking on or before Thursday, June 20, 2024.*

Hilton Atlanta
244 Courtland Street NE
Atlanta, GA 30303

Online: [AAN.com/Summer](https://aan.com/Summer)

Phone: 1 (877) 677-7210 - Reference AAN

Rate: \$239/night, plus tax and nightly Hotel-Motel Fee

**After June 20, 2024, rates are subject to availability.*

Visit [AAN.com/SummerConference](https://aan.com/SummerConference) to view hotel policies.

Exhibitor Booth Staff Registration

Exhibitors will receive up to four (4) exhibitor badges per booth. The link to our online registration site will be provided together with the Exhibitor Service Kit in mid-June. Staff names will be due June 28, 2024.

Exhibitors interested in attending any of the Summer Conference courses will have to pay the regular attendee registration fee.

Lead Retrieval

Lead retrieval is available for this conference through our partners at CMR. For more information, please visit aanscsupport@cmrus.com.

Summer Conference FAQ

To see the latest policies and updates, visit [AAN.com](https://aan.com).

Full Registration

(Full Registration is only required for those wishing to attend conference programming.)

Purchase a **Full Registration** to experience the meeting both in-person and online. The single registration fee is the only way to attend the programming both in Atlanta and via the virtual platform with session recordings through August 5, 2024 (or May 1, 2025, when you add Summer Conference On Demand to your registration.) For more information visit [AAN.com/SummerConference](https://aan.com/SummerConference).

	Full Registration Rates*			Add On Demand
	Early (Through May 23, 2024)	Advance (May 24– June 20, 2024)	Standard (June 21– July 20, 2024)	The deadline to upgrade to On Demand is August 5, 2024
Neurologist or Physician Affiliate Member	\$1,025	\$1,110	\$1,285	Add \$450
Nonmember	\$1,500	\$1,645	\$1,940	Add \$720

**Get the best value with extended access to session recordings, program materials, and ability to claim CME through May 1, 2025, when you upgrade your registration to include On Demand. Note: Summer Conference On Demand will not include posters presented in Atlanta.*

Educational Program Support Opportunities



The AAN Conference Subcommittee (the group within the AAN responsible for the live CME programming) uses a variety of needs assessment mechanisms when selecting educational programs. The needs assessment resources/tools include, but are not limited to, program evaluations, director/faculty evaluations, auditor evaluations, trends and new therapies/science, ABPN recertification outline, ABPN/ACCME core competency requirements, and core curriculum needs.

Funds requested for educational programming will be applied to audio/visual requirements, audience generation, content development, meeting and program management, etc. The intended participants will be primarily neurologists at all levels (residents, fellows, academicians, and practicing physicians). The expected number of participants varies per program. Each education program is ACCME accredited and offers *AMA PRA Category I CME™* credits. The AAN is the accrediting body for each program and is solely responsible for all aspects of the education program.

Methods for audience generation include conference brochures mailed to 18,000+ members and nonmembers; emails to 40,000+ members and nonmembers; paid search that directs to AAN.com; the association monthly e-newsletter sent twice monthly; and print and digital advertising placed in Academy publications such as *Neurology®*, *Neurology Today®*, and *Neurology® Clinical Practice*.

2024 Summer Conference CME Support Opportunities

Course Title	Amount
<ul style="list-style-type: none"> • Autoimmune Neurology Updates* • Neural Antibodies: From Discovery to Clinical Testing • Essential Immunology Principles for the (Autoimmune) Neurologist • Models of Infection as a Trigger for Autoimmunity • Peripheral Nervous System Autoimmunity • Case Studies* • Clinical and Treatment Approach to Meningitis • Cancer-associated Neurological Autoimmunity • Genetics and Neurological Autoimmunity • Central Nervous System Space-occupying Lesions • Autoimmune Movement Disorders • Neuromyelitis Optica and MOG-antibody Associated Disease Diagnosis and Treatment • Neuroinfectious Disease Diagnostics • Suspecting Autoimmune Encephalitis: And Now What? • Clinical Approach to Myelopathy • Neuroinfections in Immunocompromised • Measuring and Changing Outcomes in Autoimmune Encephalitis • Monitoring Necessities for Immunotherapy Prescribers 	\$5,000

**Topics include autoimmune encephalitis, MOGAD, NMO, neuroinfectious disease, and autoimmune neurology for adults and pediatrics.*

Support is acknowledged with company name in the Exhibit and On-site Guide, signage, program description, announcement from the podium, and title slide of the supported course.

Corporate partners interested in supporting the 2024 Summer Conference should contact:

Kory Petersen at kpetersen@aan.com or (612) 928-6115.

Sponsorship and Advertising Worksheet



SPONSORSHIP

Exhibit Hall Opening Reception Sponsor

- Exclusive Sponsor: \$5,000
- Multiple Sponsors: \$2,500 (up to four)

Exhibit Hall Footprints

- Multiple Sponsors: \$2,000

Graphics at the Exhibit Hall Entrance

- Exclusive Sponsor: \$5,000

Tabletop Graphics

- 3 Tabletops: \$2,000
- 5 Tabletops: \$3,500

Industry Therapeutic Update

- \$12,500

Email Advertising

- On-site Top: \$1,000 (up to 2)
- Thank You Top: \$1,000
- On-site Bottom: \$500 (up to 2)
- Thank You Bottom: \$500

Mobile App Opportunities

- Exclusive! Interstitial Ad: \$5,000
- Carousel Ads \$2,000 each
- Push Notifications: \$3,000 each

Exhibit Hall Passport

- \$350 (company or product logo)

Sponsorship Total _____

ADVERTISING

Exhibit and On-site Guide

Offering	Exhibitor	Non-exhibitor
Half-page 4-color	<input type="radio"/> \$500	<input type="radio"/> \$1,000
Full-page 4-color	<input type="radio"/> \$1,000	<input type="radio"/> \$2,000
Full-page Spread 4-color	<input type="radio"/> \$1,500	<input type="radio"/> \$3,000
Inside Front Cover	<input type="radio"/> \$3,000	<input type="radio"/> \$5,000
Exhibit Hall Map Sponsorship with Full-page Ad	<input type="radio"/> \$3,000	NA
Inside Back Cover	<input type="radio"/> \$5,000	<input type="radio"/> \$7,000
Outside Back Cover	<input type="radio"/> \$4,000	<input type="radio"/> \$6,000
Logo 4-color to Enhance Your Company Description	<input type="radio"/> \$100	NA

Key Deadlines

JUN 10 Ad Reservation Deadline (Pre-approval)

JUN 21 Final Materials Due to the AAN for Approval

Advertising Total _____

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

Specifications



Offering	Size with Bleed	Bleed Margin	Size (Trim Size)	Live Size	Color
Exhibit and On-site Guide					
Half-page	6.25" x 5"	+0.125"	6" x 4.75"	5.5" x 3.75"	4 Colors
Full-page	6.25" x 9.75"	+0.125"	6" x 9.5"	5.5" x 9"	4 Colors
Full-page Spread	6.25" x 9.75"	+0.125"	12" x 9.5"	5.5" x 9" Each Page	4 Colors
Inside Front Cover	6.25" x 9.75"	+0.125"	6" x 9.5"	5.5" x 9"	4 Colors
Exhibit Hall Map Spread with Full-page Ad	6.25" x 9.75"	+0.125"	6" x 9.5"	5.5" x 9"	4 Colors
	For Ad; Logo: High-resolution EPS or AI Format				
Inside Back Cover	6.25" x 9.75"	+0.125"	6" x 9.5"	5.5" x 9"	4 Colors
Outside Back Cover	6.25" x 9.75"	+0.125"	6" x 9.5"	5.5" x 9"	4 Colors
Logo to Enhance Your Company Description	NA	NA	NA	NA	4 Colors
Email Advertising					
Top/Middle or Bottom Advertisement			650px x 200px	RGB	
Sponsorships					
Tabletop Graphics			36" Round Decal		
Carpet Graphics at Exhibit Hall Entrance			5' x 5' Decal		
Exhibit Hall Footprints			1' x 1' Decals		

Offering	Specification
Mobile App	
Interstitial Ad	1536px x 2048px 2048px x 1536px
Carousel Ad	640px x 80px 960px x 80px 2048px x 107px 2732px x 107px 1242px x 120px
Push Notification	<ul style="list-style-type: none"> • Message Subject: Max 60 characters including spaces • Message Body: Max 375 characters including spaces • Clickable URL: Max 512 characters • Display Text for URL: 512 characters • Image limited to 2 MB and less than 1500px x 1500 px in size (only external links are applicable)

Acceptable Delivery Formats:

Ads: High-resolution, press quality PDFs with bleeds and crop marks. 2-page spreads should be provided as reader spreads

Logos: High-resolution PNG, vector EPS, or AI format

Digital Ads: PNG or JPG

*further specifications to come from AAN and GES. Please connect with AAN to learn more.

Rules for Industry & Other Organizations at the AAN Summer Conference



I. General Rules

The American Academy of Neurology (“AAN”) recognizes outside organizations’ important role in the success of its Summer Conference and the need to work together to ensure a well-coordinated and productive meeting for all attendees. In this spirit, the below General Rules establish the parameters that outside organizations involved in the Summer Conference must comply with. These Summer Conference Rules apply to: 1) “commercial interests” (aka, “industry”), which include any entity developing, producing, marketing, re-selling, or distributing health care goods or services, including drugs, devices, services or therapies, consumed by, or used on, patients to diagnose, treat, monitor, manage, and alleviate health conditions; 2) non-profit organizations; 3) and any other companies or organizations participating in the AAN Summer Conference in any capacity (collectively referred to as “Companies”).

In addition to complying with these Summer Conference Rules, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions at the AAN Summer Conference. If Companies are unclear about these Rules or the specific terms and conditions, it is their responsibility to seek clarification from the AAN prior to any interaction related to the Summer Conference.

The AAN reserves the right to decline any Company’s participation in the AAN Summer Conference for any reason without explanation. As a condition of participation, every industry representative agrees to observe all AAN policies and guidelines. Violation of AAN policies and guidelines will be reviewed and sanctions may be applied.

A. CONDUCT: Representatives of Companies must conduct themselves professionally and treat all AAN Summer Conference attendees equally and with respect, including, but not limited to, compliance with the AAN’s [Meetings Anti-harassment Policy](#).

B. PROHIBITED INFLUENCE: Industry may not attempt to direct or influence the faculty or content of AAN Summer Conference programs or products.

C. USE OF AAN PROPERTY: All Companies must comply with the [AAN Name and Logo Restrictions](#).

D. OUTDOOR ADVERTISING: The AAN does not allow Commercial interest promotion/advertising within 150 yards of the AAN/AANI exposition facility/hotel.

E. COMPLIANCE: Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. Companies must abide by all applicable terms and conditions for their interactions at the Summer Conference including, but not limited to,

compliance with the AAN’s [Meetings Anti-harassment Policy](#) and [Implementing the AAN Conflict of Interest Policy for CME Programming](#). Companies should be aware of the guidelines and codes the AAN and affiliated organizations conform to: Council of Specialty Medical Societies’ Code for Interactions with Companies ([cmss.org](#)) and the Principles Governing Academy Relationships with External Sources of Support ([AAN.com](#)). The AAN has the right to request that Companies immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.

F. PRESS POLICIES: Companies must comply with all AAN Press Polices located at [AAN.com/pressroom](#).

G. “IN CONJUNCTION WITH” (“ICW”) MEETINGS/EVENTS: Companies that wish to hold a meeting or an event affecting Summer Conference attendees that is outside the official AAN Summer Conference Program, whether held at AAN-contracted facilities or in the same metropolitan area as the Summer Conference, must comply with the ICW Rules and send an email to icw@aan.com.

H. GENERAL MEETING POLICIES: General meeting policies and procedures are subject to change to fit the best safety and experience for our attendees. Visit [AAN.com/Summer](#) to see the latest policies.

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II. CME Supporter Rules

A. APPLICATION: The 2024 Summer Conference has an extensive array of educational courses in various therapeutic areas for Companies to support. Each Company providing CME support receives recognition with their organization's name on: signage, title slides, and a verbal announcement from the podium. To address the desire to have multiple supporters for programs, the AAN is encouraging a maximum of three supporters for our various CME programs.

B. RULES: Any Company supporting CME at the AAN Summer Conference must not:

1. Create or influence content for education and scientific presentations;
2. Supplement faculty travel expenses;
3. Approach AAN education and scientific program faculty concerning conference reports or other program summaries.
4. Create any promotional materials (print, digital, social media, or otherwise) in relation to any AAN activities and/or programs.

III. Exhibit Rules

A. ELIGIBILITY: Eligibility to exhibit at the 2024 Summer Conference is determined solely by the AANI and generally restricted to companies directly related to the neurological/medical field. The AANI reserves the right to decline any exhibit request at its discretion without explanation at any time. The approval to exhibit is not an

endorsement by the AANI of the exhibitor named on the Exhibit Contract ("Exhibitor" or "Company"), or the Exhibitor's product or service.

B. CANCELLATION DEADLINES: Cancellations from receipt of booth confirmation through June 5, 2024, will be refunded less a \$50.00 administration fee. Cancellation or reductions of space after June 5, 2024, are responsible for the full cost (100%) of the booth space. All notices of cancellations must be received by the AANI in writing. Consideration for exhibit space will only be recorded with receipt of a check or processing of a credit card. Refunds, less applicable cancellation charges, will only be issued upon receipt of cancellation of exhibit space or wait list deposit in the event space does not become available. Refunds will be forwarded approximately two weeks after the conference.

C. NO-SHOW POLICY: Any booth unoccupied by 11:00 a.m. on Friday, July 19, 2024, will be determined to be a no-show and the AANI will reclaim the space. The exhibitor must forfeit 100% of the exhibit fee and may be subject to sanctions. The AANI considers a booth unoccupied when exhibitor freight or booth materials are not in the contracted space without a written extension to set up from the AANI.

D. INTELLECTUAL PROPERTY: Exhibitor represents, warrants, and agrees that it has obtained written authorization granting it rights in and to any and all names, likenesses, designs, logos, music, artistic

works, works of authorship, recordings, materials, devices, performances, ideas, inventions, or any other form of expression protected by patent, copyright, trademark, trade secret or other proprietary right (collectively, "Intellectual Property") associated with the Exhibitor's exhibit.

E. COMPLIANCE: Exhibitor must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations including, but not limited to, laws concerning giveaways, drawings, and/or raffles. The AANI has the right to request the Exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AANI. Any exhibit found not to be in accordance with the federal, state, and municipal fire regulations will be dismantled.

F. USE OF AAN PROPERTY: The AAN/AANI names, insignia, logos, or acronyms, or the AAN Summer Conference name or logo, may not be used by Exhibitor in any manner without the expressed written consent of the AANI. This applies before, after, and during the 2024 Summer Conference. The AAN name and logo are registered trademarks of the AAN.

G. BOOTH ACTIVITIES / IN-BOOTH PROMOTION: The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN. Exhibitors who do not immediately cease activities are subject to sanction, priority points loss, and

Rules for Industry & Other Organizations at the AAN Summer Conference Continued



may be dismissed from the meeting and without refund. Sanctions may also include loss of exhibiting at future meetings.

1. The following promotional practices are prohibited (this list is not exhaustive):
 - a. PROMOTION OF ANY AND ALL AAN EDUCATION AND/OR SCIENCE PROGRAMS and ACTIVITIES.
 - b. Press conferences or filming (including use of camera-enabled phones) in exhibit area.
 - c. Use of microphones, unless on AAN-approved Presentation Stage.
 - d. Unauthorized giveaway items in compliance with the CMSS Code for Interactions with Companies.
 - e. Illegal Raffles and Drawings. Laws and regulations vary depending on Summer Conference location. The AAN does not provide exhibitors with legal advice.
 - f. Entering the non-public area of another exhibitor's booth without permission.
 - g. Excessive noise levels for pre-recorded music or presentations

H. DISPLAY RULES AND REGULATIONS:

General Display Rules for all booths:

1. Displays must not limit the view or otherwise interfere with other exhibitors.
2. No enclosed ceilings are permitted.

Linear and corner booths:

3. Must not exceed 8' in height.
4. Hanging signs are prohibited for any linear booths.
5. 8' draped background, 3' sides drapes and corresponding furniture package depending on booth purchase are provided by the AAN.

Island booths/Pavilions:

6. Require a minimum of four 10' x 10' booths and must not exceed 15' in height.
7. No suspended signs or lighting are permitted above exhibit space.

I. INSPECTION: All exhibit booths will be inspected by AAN staff during setup and throughout the exhibition to ensure exhibits are in compliance with all AAN booth requirements. If adjustments need to be made, any cost incurred to conform to AAN booth regulations will be incurred by the exhibitor. AAN management will monitor the Exhibit Hall concerning compliance with guidelines and management may direct violators to immediately suspend non-complying or unprofessional activities.

J. FOOD AND DRUG ADMINISTRATION

REGULATIONS: Products that require promotion approval by the FDA must receive this approval prior to promotion at the AAN exhibition. Information regarding FDA regulations may be obtained directly from the FDA.

K. SALES/SOLICITATION: Sales are permitted on the exhibit floor within assigned booths, provided that all transactions are

conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and may not be conducted in the aisles or any other area of the Exhibit Hall. Exhibitors are responsible for filing the appropriate state sales tax documents. For additional information, contact your tax advisor.

L. PRIVACY LAW COMPLIANCE: For attendees who allow an exhibitor to scan their badge, it's the exhibitor's responsibility to explain the exhibitor's use of the attendee's personal information and obtain any necessary rights, permissions, or consents required by applicable laws and regulations from the attendee at the time the exhibitor scans the badge.

IV. Industry Therapeutic Updates

A. PARTICIPATION: The Industry Therapeutic Updates (ITUs) are available to industry participants as a venue to present current pipeline activity, promote emerging therapies, and as an enhanced way to reach Summer Conference attendees regarding their emerging therapies and projects in accordance with the standards set for industry by the Food and Drug Administration. Industry interested in participation must meet the following criteria:

1. 2024 Industry Roundtable Member.
2. 2024 Summer Conference Exhibitor.
3. No CME will be given by any accredited organizations for the programs offered.

Rules for Industry & Other Organizations at the AAN Summer Conference Continued



4. Participating company must not be an independent continuing medical education company.

B. GENERAL INFORMATION:

1. Industry representatives may apply to the AAN to offer an “Industry Therapeutic Update from respective company” as part of the Industry Therapeutic Updates.
2. 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 online contract.
3. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100% of the ITU fee.
4. All participants in the Industry Therapeutic Update must abide by the Rules for Industry & Other Organizations at the AAN Summer Conference and these ITU Rules.

C. PARTICIPATION FEES:

Participating Company must pay to participate in the ITU. The participation fee must be paid in full 30 days prior to event date. If the fee is not paid by this deadline, industry will forfeit participation, and the opportunity will be given to the next applicant (in priority order).

D. AAN RESPONSIBILITIES:

1. Logistical Responsibilities

- a. The AAN will provide each approved/paid Industry participant with one meeting room in the designate hotel. Each room holds 50+ people in a banquet set (room size information based on information supplied by Encore—the AAN’s contracted audio-visual company).
- b. Industry 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.
- c. Industry representatives should coordinate with AAN staff on when they will have access to the Industry Therapeutic Update room. Industry ITU events or its related activities (e.g., reception) can begin no earlier than the designated start time and conclude no later than the designated end time
- d. The AAN will place one meter board panel advertising the ITU and programs in the AAN registration area. Each industry participant is responsible for its own signage outside of the meeting room.
- e. Industry may place up to two signs that are pre-approved by the AAN outside of the meeting room door no sooner than one hour prior to program start and removed fifteen minutes after program ends. Signage

must include language specified in the ITU terms and conditions.

2. Marketing

- a. Industry cannot contact meeting registrants by phone or email in an effort to invite Summer Conference attendees to their ITU event. Promotion will be limited to those opportunities outlined in these guidelines.
- b. All communication with meeting participants must receive prior approval from the AAN.
- c. All promotional pieces (brochures, website, communications) and on-site materials (handouts, signs, etc.) MUST include the fine print below:

This program is NOT accredited for continuing education by any organization. Additionally, Industry Therapeutic Updates program content and the views expressed herein are those of the presenting corporate entity and not of the AAN. These programs are not an official part of the 2024 Summer Conference education or scientific programs, nor are they endorsed by the AAN. The AAN cannot affirm claims pertaining to FDA off-label medication, research use of pre-FDA drugs, or other research information that might be discussed. Industry Therapeutic Updates are industry events.

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E. INDUSTRY RESPONSIBILITIES:

1. Logistical Responsibilities

- a. Industry is responsible for all expenses associated with their program, including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN's official vendors. Please contact the AAN for a complete listing of approved vendors.
- b. Industry's ITU event must begin no earlier than the designated start time and conclude no later than the designated end time.

2. Program, Marketing, and Registration

- a. The Industry program must be entitled "Therapeutic Update from [Insert Industry's Name]" and must be clearly marketed in that manner. The event must be advertised as an industry program.
- b. The event cannot be advertised as a CME program nor can CME credits be given by any accredited organization.
- c. Industry can focus on current therapies and projects in development. It is Industry's responsibility to be aware and compliant with the FDA Regulations in relation to the information discussed at the Industry's program. Information regarding FDA regulations may be obtained directly from the FDA.

- d. There can be no implication—implied or otherwise—in any promotional materials or on-site materials indicating that Industry's ITU event is part of the AAN Summer Conference Education or Scientific programs and/or endorsed by the AAN.
- e. Industry may place their signage outside of the meeting room door one hour prior to the start of the designated ITU time. All signage must be removed 15 minutes after the designated end time of the ITU.

3. Attendance

- a. Industry's program must be open to all AAN Summer Conference and appropriate AAN staff.
- b. Industry cannot charge any type of fee for AAN Summer Conference registrants to attend.

4. Evaluation and Reports

- a. The AAN requires Industry to evaluate their individual ITU program by having attendees complete evaluation forms. The AAN will provide questions to be included on the industry evaluation forms. Industry is required to provide the AAN with a summary of the evaluation results within 30 days following the AAN Summer Conference.
- b. The AAN also reserves the right to evaluate the ITU by requesting

attendees to complete additional evaluation materials, either on-site at the event and/or following the event, if needed.

- c. AAN leadership and staff will attend the ITU events for AAN evaluation purposes.

F. INTELLECTUAL PROPERTY: Company represents, warrants, and agrees that it has obtained written authorization granting it rights in and to any and all names, likenesses, designs, logos, music, artistic works, works of authorship, recordings, materials, devices, performances, ideas, inventions, or any other form of expression protected by patent, copyright, trademark, trade secret, or other proprietary right (collectively, "Intellectual Property") associated with the Company's ITU. Company must indemnify, defend, and hold harmless the American Academy of Neurology (AAN), American Academy of Neurology Institute (AANI), and the hotel where the ITU is held, from and against any and all losses, damages, costs, expenses, claims, attorneys' fees or other liabilities arising from, or otherwise attributable to, Company's use of such Intellectual Property or infringement of another party's rights therein.

G. USE OF AAN PROPERTY: The AAN/AANI names, insignia, logos, or acronyms, or the AAN Summer Conference name or logo, may not be used by Company in any manner without the expressed written consent of the AAN. This applies before, after, and during the

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2024 Summer Conference. The AAN name and logo are registered trademarks of the AAN.

H. CANCELLATION: All sales are final. No refunds will be issued for cancellations and cancellations by Company after signing the ITU contract will result in a cancellation fee of 100% of the ITU fee.

In addition, hotel reserving ITU space may charge Company a cancellation fee, at the hotel's discretion.

V. Marketing and Sponsorship Opportunities Rules

A. CONSIDERATION: In consideration of Sponsorship, Sponsor will receive the recognition described on the Sponsorship Contract.

B. SPONSORSHIP PAYMENT: To secure the Sponsorship, the Sponsor will provide the AANI the Sponsorship amount described on the Sponsorship Contract with submission of the Sponsorship Contract. If Sponsor cancels Sponsorship after submission of the Sponsorship Contract, the AANI will retain the entire Sponsorship amount.

C. POST RECONCILIATION: The AANI is not required to provide post reconciliation to Sponsor.

D. REPRESENTATIVE: Sponsor will designate a representative to serve as the official contact with AANI during Sponsorship.

E. PROMOTIONAL ANNOUNCEMENTS: All announcements related to the Sponsorship must clearly indicate that the AANI is the program/product administrator and that

funding support has been provided through a sponsorship arrangement with the AANI. Any public and professional materials that claim an association with the program/product or include reference to the AANI that are developed by Sponsor must be submitted to the AANI for review and approval.

F. PROHIBITED INFLUENCE: Sponsor may not attempt to direct or influence the faculty or content of the AANI Summer Conference programs or products.

G. USE OF AAN PROPERTY: The AAN/AANI names, insignia, logos, or acronyms, or the AAN Summer Conference name or logo, may not be used by Exhibitor in any manner without the expressed written consent of the AANI. This applies before, after, and during the 2024 Summer Conference. The AAN name and logo are registered trademarks of the AAN.

H. ASSIGNMENT: The Sponsorship Contract and the Sponsorship Terms and Conditions may not be assigned by any party without the prior written consent of the other parties.

VI. Sanctions

As a condition of participation in the AAN Summer Conference, Companies must observe the Rules for Industry & Other Organizations at the AAN Summer Conference. Violations of the Rules will be reviewed, and sanctions may be applied.

