



AAN FALL CONFERENCE

Las Vegas and Online

Prospectus:

**Exhibits • Sponsorship
Advertising • Support**

Exhibit Hall Dates: October 27-28, 2023
[AAN.com/Fall](https://aan.com/fall) • [#AANFC](https://twitter.com/AANFC)

Contents



Why Exhibit and Sponsor at the 2023 AAN Fall Conference?	3
Conference Profiles	5
General Exhibit Information	7
Exhibit Booth Information	8
Sponsorship and Advertising Opportunities	9
2023 Fall Conference Attendee List.	14
Industry Therapeutic Updates	15
Housing and Booth Staff Registration	17
Educational Program Support Opportunities	18
Sponsorship and Advertising Worksheet	19
Specifications	20
Rules and Guidelines	21

Why Exhibit and Sponsor at the 2023 AAN Fall Conference?



The 2023 AAN Fall Conference will occur October 27-29 in Las Vegas, NV, and online. We anticipate strong in-person attendance. This is your opportunity to build brand awareness and make contacts with over 600 professional attendees representing your target audience. Most Fall Conference attendees do not attend the AAN Annual Meeting and this conference is a unique opportunity for your organization to more intimately engage with AAN members due to the smaller size.

In addition to the Fall Conference, the Advanced Practice Provider Pre-conference will take place on Thursday, October 26, 8:00 a.m.–5:30 p.m.

At the 2023 AAN Fall Conference, you will:

- Connect with leaders in the field of neurology and build relationships
- Showcase your product and therapy solutions to your target audience
- Support the field of neurology and future neurologic advances
- Drive brand and product awareness to increase company revenue



“What excites me about this year’s Fall Conference is the speakers we have lined up. They’re going to cover the latest in science; provide neurology updates as well as discuss practice management issues for neurologists. You really get all of your neurology educational needs within a three-day, action packed weekend. And a lot of fun interaction with colleagues as well as internationally renowned speakers”

Jonathan Graff-Radford, MD
Chair, Regional Conference Subcommittee

2023 Meeting-at-a-glance

The 2023 AAN Fall Conference will deliver innovative programming to members with updates on relevant neurologic topics, as well as practice management and science sessions. The 2023 AAN Fall Conference will be held in Las Vegas, and offers a convenient live online option. It's a perfect opportunity to come together with your colleagues to receive timely updates on the hottest topics in the world of neurology, hear about real-world issues in practice management, and experience the best of innovative science from the 2023 AAN Annual Meeting. This is the great content attendees love about the Annual Meeting, in a smaller, more digestible format and with opportunities to earn valuable end-of-year CME.

The AAN Fall Conference Exhibit Hall is an efficient way for members to learn about organizations that have cutting-edge research and products to further neurologic care and bring hope to patients and caregivers in the neurology space.

**Schedule accurate as of June 28 and is subject to change.*

Friday, October 27, 2023	
8:00 a.m.–9:00 a.m.	Neurology Update 1: Dementia and Neuroimaging Atypical Parkinsonism Practice Management 2 Leadership University 1
10:00 a.m.–11:00 a.m.	Neurology Update 2: Cerebrovascular Disease and Functional Neurological Disorders Neurology Year in Review Plenary Session Practice Management 2 Leadership University 2
11:30 a.m.–1:00 p.m.	Lunch
1:00 p.m.–2:30 p.m.	Neurology Update 3: Neuro-ophthalmology and Neuro-otology New Therapies for Migraine and Other Headache Disorders Practice Management 3 Leadership University 3
3:00 p.m.–4:00 p.m.	Neurology Update 4: Multiple Sclerosis and Autoimmune Neurology Artificial Intelligence in Clinical Neurology Practice Management 4 Leadership University 4
4:00 p.m.–5:30 p.m.	Opening Reception

Saturday, October 28, 2023	
8:00 a.m.–9:00 a.m.	Neurology Update 5: Neurocritical Care and Concussion Neurologic Conditions in Transgender Patients Practice Management 5
9:30 a.m.–10:00 a.m.	Break
10:00 a.m.–11:00 a.m.	Neurology Update 6: Headache and Epilepsy Microlearning: Cerebrovascular Disease Practice Management 6
11:30 a.m.–1:00 p.m.	Lunch <i>Continuum</i> ® Test Your Knowledge: A Multiple-choice Question Review 1
1:00 p.m.–2:00 p.m.	Neuroscience in the Clinic: Myasthenia Gravis: From Pathogenesis to Targeted Therapies Practice Management 7
1:00 p.m.–4:00 p.m.	Anti-amyloid Therapy Bootcamp
3:00 p.m.–4:00 p.m.	<i>Continuum</i> Test Your Knowledge: A Multiple-choice Question Review 2 Infections of the Nervous System Practice Management 8

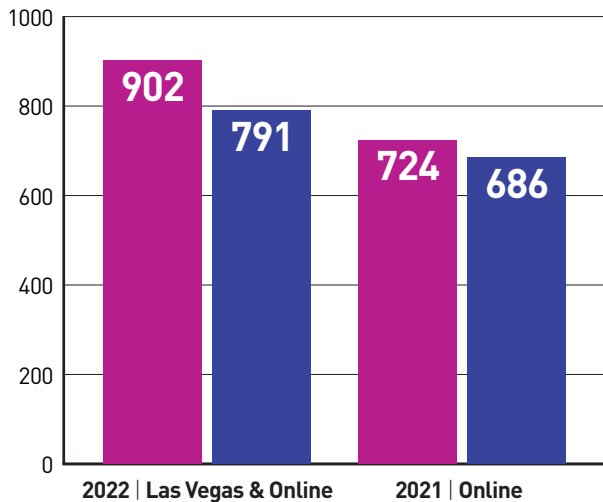
Sunday, October 29, 2023	
7:30 a.m.–8:30 a.m.	Neurology Update 7: Movement Disorders and Infectious Disease Epilepsy Therapy Update
8:00 a.m.–9:00 a.m.	Neurology Update 8: Neuromuscular Disease and Autonomic Disorders Myelin Oligodendrocyte Glycoprotein Antibody Disorders (MOGAD)

Conference Profiles

Attendee Profile

Total and Professional* Attendance

- Total Attendance
- Professional Attendance



*Professional attendance does not include exhibit personnel.

Be part of a conference of high value to attendees*:

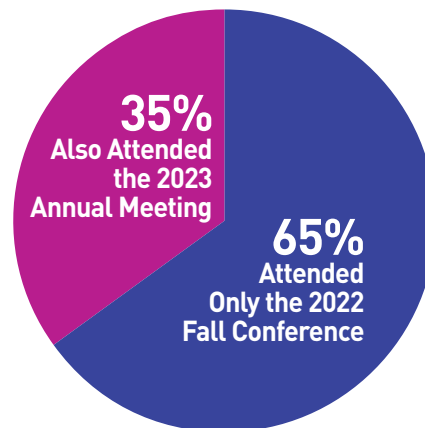
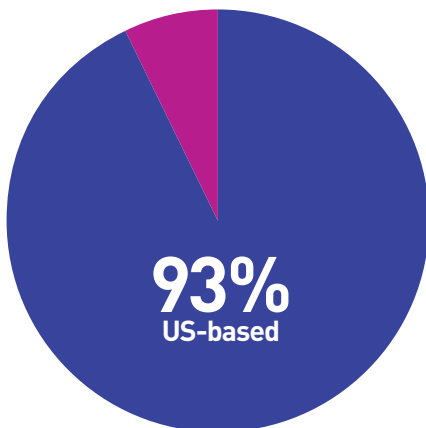
- **98%** rated the quality of programming as good or excellent
- **97%** rated the quality of the overall conference as good or excellent

*Based on 2022 Fall Conference survey responses

“As always, one of the best neurology meetings of the year; covers all the topics for science and for neurologic practice.”

Past AAN Fall Conference participant
Source: Fall Conference evaluation survey

Key 2022 Fall Conference Statistics Based on Total Attendance



This is your chance to reach a diverse audience from who attends the Annual Meeting!

Conference Profiles Continued

Practice Setting

The AAN Fall Conference includes an education track specific for neurologists working in small groups and solo practices. As a result, this conference is expected to have a higher percentage of neurologists with that background.

Primary Subspecialty

Primary Subspecialty	2022 Total	2022 Percent
General Neurology	252	32%
Subspecialties Representing Less Than 1% of Total	159	20.60%
Vascular Neurology and Stroke	57	7.20%
Neuromuscular Medicine	42	5.30%
Epilepsy	40	5%
Headache Medicine	40	5%
Clinical Neurophysiology	34	4.20%
Movement Disorders	33	4.20%
Neurohospitalist	25	3.20%
Neuroimmunology and Multiple Sclerosis	22	2.70%
Sleep Medicine	20	2.50%
Behavioral Neurology and Neuropsychiatry	19	2.40%
Neurocritical Care	17	2.20%
Other	12	1.50%
Neuro-oncology	8	1%
Sports Neurology	9	1%

**As reported in member profiles*

Use the Small Conference Format for Big Impact!

Expected 2023 registration is more than 600 attendees with highly visible sponsorship and support opportunities available.

2022 Exhibitors and Sponsors

- AbbVie
- Acorda Therapeutics Inc.
- Alexion Pharmaceuticals
- Amneal Pharmaceuticals
- Amylyx
- argenx
- Atrium Health
- Banner Life Sciences
- Baylor Scott & White Healthcare
- Billings Clinic Health System
- Bristol Myers Squibb
- Cala Health, Inc.
- Catalyst Pharmaceuticals
- CNS Vital Signs
- Consolidated Neuro Supply
- DosedDaily, Inc.
- Edward Hospital and Health Services
- Genentech
- Horizon Therapeutics
- Intermountain Healthcare
- KabaFusion
- Kaiser Permanente/The Permanente Medical Groups
- Kronus
- McKesson
- Monument Health
- NeuroNet GPO
- Northeast Georgia Health System
- Novartis Pharmaceuticals
- Octapharma
- Patient Point
- Physicians Practice Enhancement
- PTC Therapeutics
- RosmanSearch, Inc.
- Trinity Life Sciences
- UCB, Inc.
- United Regional
- WellStar Health System
- Wolters Kluwer
- Zeto

General Exhibit Information



Overview

The 2023 Fall Conference Exhibit Hall will offer **5.5 hours** of exhibit time, including lunches and a reception, to enhance a compact weekend of top-tier programming led by expert faculty.

Recognition

As an exhibitor, your company will receive recognition in prime conference real estate, including AAN signage in Paris Las Vegas, the Exhibit and On-site Guide, AAN Conferences mobile app, and on AAN.com.

Deadline

Reserve your booth space by **September 8**.

Contracts may be accepted after September 8, but company descriptions may not appear in printed materials.

Exhibit Hall Location and Hours

Paris, Las Vegas, NV—Rivoli Ballroom

Friday, October 27

11:30 a.m.–1:00 p.m.
2:30 p.m.–3:00 p.m.
4:00 p.m.–5:30 p.m.

Saturday, October 28

9:30 a.m.–10:00 a.m.
11:30 a.m.–1:00 p.m.

Exhibitor Move-in

Thursday, October 26

1:00 p.m.–5:00 p.m.

Friday, October 27

8:00 a.m.–11:00 a.m.

Exhibitor Move-out

Saturday, October 28

1:00 p.m.–5:00 p.m.

Your Exhibit Contacts

American Academy of Neurology

Gretchen Thielen, Senior Manager,
Conference Sales and Partnerships
(612) 928-6015
gthielen@aan.com

Jordan Smith
Advertising and Operations Administrator
(612) 928-6049
jsmith@aan.com

Kate Andrews
Exhibits and Communication Administrator
(612) 928-6079
kandrews@aan.com

Your Decorator Contact

Freeman (On-site Only)

LeAnna Carde
LeAnna.Carde@freeman.com

Exhibit Booth Information

Contract Deadline: Friday, September 8, 2023

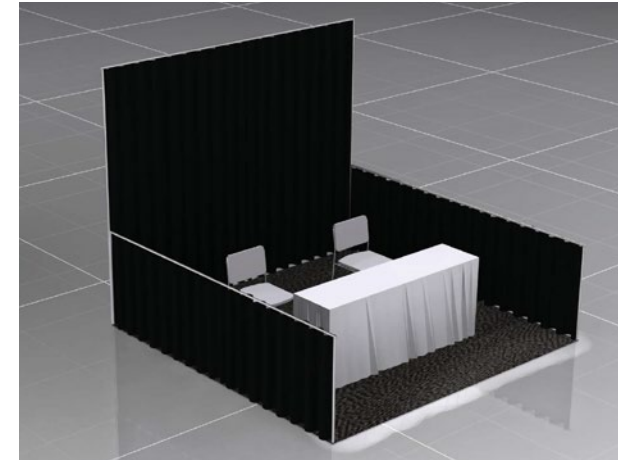
The Fall Conference offers Standard **10' x 10'** exhibit space booths with the ability to purchase additional space to create either a **10' x 20'** or a **10' x 30'**. Please refer to details and images below.

Standard Booth:

- 10' x 10' booth: \$2,500

The following is included with your booth fee:

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



\$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 items like gift cards, registrations to future conferences, and other exciting prizes.

**For organizations registered before Friday, September 8, 2023*



Sponsorship and Advertising Opportunities

Increase your visibility with one of our sponsorship opportunities. Exhibitors interested in any of the opportunities listed below should contact Gretchen Thielen at gthielen@aan.com.

Exhibit Hall Opening Reception

Friday, October 27

4:00 p.m.–5:30 p.m.

Gain recognition, appreciation, and multiple benefits by supporting the Fall 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 four)



Sponsorship and Advertising Opportunities Continued

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. As the primary print navigation vehicle for attendees in Las Vegas, the Exhibit and On-site Guide is prime real estate for reaching your audiences.

Benefits Include:

- Communicate your message to an anticipated 600 attendees
- 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
Exhibit Hall Map Sponsorship with Full Page Ad	\$3,000	N/A
Inside Back Cover	\$4,000	\$6,000
Outside Back Cover	\$5,000	\$7,000
Logo to Enhance Your Company Description	\$100	N/A

Key Deadlines

SEP 22 Files due to AAN for approval

SEP 29 Final approved files due



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 EPS or AI format

Sponsorship and Advertising Opportunities Continued

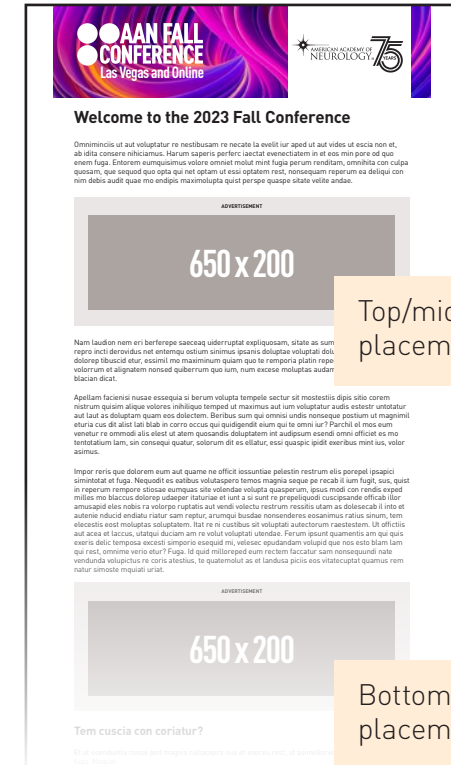


Email Advertising

Get your message in front of 2023 Fall Conference attendees with emails sent before the conference to potential attendees as well as a series of emails sent to all registered participants. This series of emails before, during, and after the event provides logistical information to attendees to help them know key details of the conference and is a great opportunity to get in front of your target audience.

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

Anticipated reach (before you go, on-site, and thank you): 600+



Key Deadlines

- SEP 22** Files due to AAN for approval
- SEP 29** Final approved files due

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 placed at the entrance to the Exhibit Hall is a unique way to get your message out to meeting attendees as they enter the hall.

Sponsorship Amount:

- \$5,000 (Exclusive)

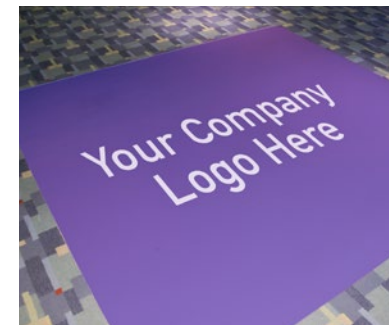


Exhibit Hall Charging Table

The Exhibit Hall charging tables provide attendees a welcome opportunity to relax and recharge their devices during open Exhibit Hall hours. The sponsorship includes graphics on the charging tabletop.

Sponsorship Amount:

- \$3,000 (four available)



Sponsorship and Advertising Opportunities Continued

Tabletop Graphics

Enhance your presence at the Fall 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



New!

Fall Conference Industry Presentation Stage

For the first time at the AAN Fall Conference, exhibitors may host a 20-minute showcase within the Exhibit Hall to discuss current products and how your organization is advancing neurologic patient care. This stage will be inside the hall and will be promoted in AAN marketing materials. Available exclusively to exhibitors.

- **Presenter must not be AAN Fall Conference director, faculty, co-chairs, presenter, or abstract first author, member of AAN leadership, or AAN staff**
- Presentation stage and schedule set by AAN. Time slots will be determined by preference based on when order is received
- Each presentation will be limited to 20 minutes in length
- Presenter must clearly state that they are not representing the AAN's views and/or opinions
- Announcements, music, or other AAN content are a regular occurrence in the Exhibit Hall and should be considered before choosing to purchase a presentation stage timeslot

Sponsorship Amount:

- \$4,000 (Four slots available)

Complimentary Items:

- AAN promotional signage, recognized in AAN marketing, AV set, stage, and seating



2023 Fall Conference Attendee List

Let attendees know about products, services, job opportunities, and your presence at the 2023 Fall Conference before or after the meeting by renting use of the Fall Conference Attendee List. Exclusively available to registered exhibitors for a one-time use.

Price Per Use: \$750

Dates and Deadlines

- All marketing materials are due to AAN by October 18.
- The list will be generated on October 20 and exhibitors must send their marketing piece between October 23–November 3.
- Please note the date the list becomes available. Samples of the materials proposed for the email marketing must be submitted for review and approved by the AAN for compliance with Guidelines and Sanctions prior to receiving the list. Significant discrepancy between the material submitted for review and the final emailed materials may result in forfeiture of future list usage and AAN sanctions.

Guidelines

- The AAN does not rent lists without an AAN-approved sample mailing or marketing piece, i.e., organization must use the list with an email communication to receive the list.
- 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 email marketing piece for AAN review to Jordan Smith at jsmith@aan.com. Review can take up to five business days.
- Once the sample has been approved, lists are distributed via email attachment (Excel file).
- The use of AAN brand logo or Fall Conference 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.
- Attendee List must be deleted by participating company within 72 hours of sending one-time email marketing piece.

**Your content
sent by you!**

Key Deadlines

- OCT 18** Marketing materials due to the AAN
- OCT 20** Attendee list is generated and sent out to companies with approved marketing piece
- OCT 23** First day to send out approved marketing piece
- NOV 3** Last day to send out approved marketing piece

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 Fall 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 Fall Conference attendees regarding emerging therapies and projects in accordance with the standards set for the industry by the Food and Drug Administration. The AAN will provide participating company with one complimentary use of the Fall Conference attendee list to advertise the ITU.

Morning and evening time slots available.
Contact AAN staff to learn more.

Sponsorship amount:

\$12,500

Paris Las Vegas

Paris Ballroom, Vendome B
Capacity: 250 Crescent Rounds

Contact:

Gretchen Thielen
Senior Manager,
Conference Sales & Partnerships
(612) 928-6015

gthielen@aan.com



Industry Therapeutic Updates Continued

Participation Criteria and Fees/Expenses

Criteria

1. Participating company must be a 2023 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be contracted/paid exhibitor for the 2023 AAN Fall 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 be a supporter of a 2023 Fall Conference sponsorship or marketing item.

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. Industry is required to use AAN official vendors.

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. Companies may include a subtitle that specifies the therapeutic area discussed at the program.
3. 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 Fall Conference official program and/or endorsed by the AAN.

4. 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.
5. 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 2023 Fall 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 2023 AAN Fall Conference. In addition, there can be no implication in the film that indicates participating company's ITU program is a part of the AAN Fall Conference Education program or endorsed by the AAN or any of its affiliates.

Cancellations

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

Housing and Booth Staff Registration



Book Your Hotel

The AAN has negotiated special discounted rates at the Paris Las Vegas for attendees of the 2023 Fall Conference.

Take advantage of the best rate by booking on or before Thursday, September 29.*

Paris Las Vegas
3655 S Las Vegas Blvd.
Las Vegas, NV 89109

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

Phone: (877) 603-4389

(processing fee will be assessed)

Rate: \$184/night, plus tax

Hotel policies

- Waived Resort Fee: Rooms booked within the AAN's block have a complimentary waived resort fee (normally \$45), which includes: unlimited local phone calls, two (2) guest admissions per day to the fitness center (does not include the use of the spa), and in-room internet access for two (2) devices per room, per day.
- Hotel Check-in and Check-out: Check-in time is 4:00 p.m. and check-out time is 11:00 a.m. Any departures after 11:00 a.m. are subject to the full-day charge.
- Hotel Deposit and Cancellation: Individual cancellations are allowed without penalty up to 72 hours prior to the scheduled arrival date. Cancellations within 72 hours will be charged one night's guestroom rate plus tax. Any remaining nights of a no-show reservation will be cancelled without additional penalty. A deposit for the room will be collected at check-in.

- Taxes and Charges: A 13.38% nightly tax will be added to the room rate.

Visit [AAN.com/Fall](https://aan.com/fall) 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 August. Staff names will be due September 22. Exhibitors interested in attending any of the Fall Conference courses will have to pay the regular attendee registration fee.

Full Registration

(Full Registration is necessary only 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 Las Vegas and via the online platform with session recordings through November 13, 2023, (or August 1, 2024, with On Demand). For more information visit [AAN.com/Fall](https://aan.com/fall).

Lead Retrieval

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

Fall Conference FAQ

To see the latest policies and updates for Fall Conference please visit [AAN.com/Fall](https://aan.com/fall).

	Full Registration Rates*			On Demand Access*
	Early (Through August 31)	Advance (September 1-28)	Standard (September 29-October 29)	Deadline to add on demand access is November 13.
Neurologist or Physician Affiliate Member	\$975	\$1,060	\$1,235	Add \$350
Nonmember	\$1,500	\$1,645	\$1,940	Add \$550

*Get the best value with extended access to session recordings, program materials, and ability to claim CME through August 1, 2024, when you upgrade your registration to include On Demand access.

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, printing costs associated with syllabi and handout materials, promotional materials for the event, 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 educational program is ACCME accredited and offers *AMA PRA Category 1 CME™ credits*. The AAN is the accrediting body for each program and is solely responsible for all aspects of the educational program.

Methods for audience generation include conference brochures mailed to 18,000+ members and nonmembers; emails to 40,000+ members and nonmembers; *AANnews*® mailed to US members and available online to all 40,000 members; the association e-newsletter sent twice monthly; and print and digital advertising placed in Academy publications such as *Neurology*®, *Neurology Today*®, and *Neurology Clinical Practice*.

2023 Fall Conference CME Support Opportunities:

We offer a robust education program of courses within the following topics:

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

Support is acknowledged with company name in the Exhibit and On-site Guide, signage, syllabi, and title slide on the supported course.

Corporate partners interested in supporting the 2023 AAN Fall Conference may 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

Exhibit Hall Charging Table

- Multiple Sponsors: \$3,000 (up to four)

Industry Therapeutic Update

- \$12,500

Email Advertising

- Before You Go (Top): \$1,000
- Before You Go (Bottom): \$500
- On Site (Top): \$1,000 (up to two)
- On Site (Bottom): \$500 (up to two)
- Thank You (Top): \$1,000
- Thank You (Bottom): \$500

Exhibit Hall Passport

- Multiple Sponsors: \$350 (company or product logo)

Fall Conference Attendee List

- \$750 (price per use)

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	N/A
Outside Back Cover	<input type="radio"/> \$5,000	<input type="radio"/> \$7,000
Inside Back Cover	<input type="radio"/> \$4,000	<input type="radio"/> \$6,000
Logo 4-color to Enhance Your Company Description	<input type="radio"/> \$100	N/A

Files for pre-approval due by September 22, 2023
 Final approved files due by September 29, 2023

Sponsorship Total _____

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
2-page Spread Ad	12.25" 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" for Ad; Logo: High-resolution EPS or AI Format	+0.125	6" x 9.5"	5.5" x 9"	4 Colors
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	High-resolution EPS or AI Format	NA	NA	NA	4 Colors

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

Exhibit Hall Passport

Company/Product Logo	High-resolution EPS or AI Format	4 Colors
----------------------	----------------------------------	----------

Acceptable logo formats: High-resolution PNG, vector EPS, or AI format

Email Advertising

Top/Middle or Bottom Advertisement	650 x 200 px	RGB
------------------------------------	--------------	-----

Acceptable digital ad formats: PNG or JPG

Sponsorships

Tabletop Graphics	36" Round Decal	4 Colors
Carpet Graphics at Exhibit Hall Entrance	5' x 5' Decal	4 Colors
Exhibit Hall Footprints	1' x 1' Decals	4 Colors
Exhibit Hall Charging Table	{2} 18" x 18" Decals	4 Colors

**Further specifications to come from AAN and Freeman. Please connect with AAN to learn more.*

Rules and Guidelines

I. General Rules

The American Academy of Neurology (“AAN”) recognizes outside organizations’ important role in the success of its Fall 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 Fall Conference must comply with. These Fall Conference Rules apply to: 1) “commercial interests” (aka, “industry”), which include any entity developing, producing, marketing, reselling, 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 Fall Conference in any capacity (collectively referred to as “Companies”).

In addition to complying with these Fall Conference Rules, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions at the AAN Fall 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 Fall Conference.

The AAN reserves the right to decline any Company’s participation in the AAN Fall 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 Fall 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 American Academy of Neurology Institute (AANI) Fall Conference programs or products.
- C. Use of AAN Property:** All Companies must comply with the [AAN Name and Logo Restrictions](#) within the AAN’s meeting policies.
- D. Outdoor Advertising:** The AANI 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 Fall 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](#)). AAN has the right to request that Companies immediately discontinue an activity or cease distribution of materials deemed inappropriate or noncompliant by the AAN.

1. The AAN/AANI does not require commercial interests to provide financial or in-kind support for CME programs in order to market or exhibit in association with AAN/AANI’s conferences.
2. Commercial supporters may not provide access to, or distribute, CME activities to learners.
3. The AAN/AANI must distinguish between CME and other activities. Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.

- F. Press Policies:** Companies must comply with all AAN Press Policies located at [AAN.com/pressroom](#).

G “In Conjunction With” (“ICW”)

Meetings/Events: Companies that wish to hold a meeting or an event affecting Fall Conference attendees that is outside the official AAN Fall Conference Program, whether held at AAN-contracted facilities or in the same metropolitan area as the Fall Conference, must comply with the ICW Rules and contact icw@aan.com for review before promotion and implementation of the ICW meeting or event can occur.

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/Fall to see the latest policies.

II. CME Supporter Rules

A. Application: The 2023 Fall 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 Fall 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; and

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 2023 Fall 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 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 August 18, 2023, will be refunded less a \$50.00 administration fee. Cancellation or reductions of space after August 18, 2023, are responsible for the full cost (100%) of the booth space. All notices of cancellations must be received by 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 11:30 a.m. Friday, October 27, 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. AANI has the right to request the Exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate or noncompliant by the AANI. Any exhibit found not to be in accordance with the federal,

state, and municipal fire regulations will be dismantled.

- The AAN/AANI does not require commercial interests to provide financial or in-kind support for CME programs in order to market or exhibit in association with AAN/AANI's conferences.
- Commercial supporters may not provide access to, or distribute, CME activities to learners.
- The AAN/AANI must distinguish between CME and other activities. Marketing, exhibits, and non-accredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.

F. Use of AAN Property: The AAN/AANI names, insignia, logos, or acronyms, or the AAN Fall Conference name or logo, may not be used by Exhibitor in any manner without the expressed written consent of AANI. This applies before, after, and during the 2023 Fall 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 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 Fall 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 prerecorded music or presentations

H. Display Rules and Regulations:

1. General Display Rules for all booths:

- a. Displays must not limit the view or otherwise interfere with other exhibitors.

- b. No enclosed ceilings are permitted.

2. Linear and corner booths:

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

3. Island booths/Pavilions:

- a. Require a minimum of four 10' x 10' booths and must not exceed 15' in height.
- b. 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 noncomplying 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 Fall 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. 2023 Industry Roundtable Member
2. 2023 Fall Conference Exhibitor

3. Participating company must be a supporter of a 2023 Fall Conference sponsorship or marketing item
4. No CME will be given by any accredited organizations for the programs offered
5. Participating Company must not be an independent continuing medical education company.

B. General Information:

1. Industry representatives may apply to AAN to offer a "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. All participants in the Industry Therapeutic Update must abide by the Rules for Industry & Other Organizations at the AAN Fall 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
 - a. The AAN will provide each approved/paid Industry participant with one

meeting room in the designated hotel. Each room holds 50+ people in a banquet set (room size information based on information supplied by Encore—the AAN's contracted audiovisual 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. 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
- d. The AAN will place one meter board panel advertising the ITU programs in the AAN registration area. Each industry participant is responsible for its own signage outside of the meeting room.
- e. Industry may place one meter panel outside of the meeting room door and one 22 x 28 directional in a hallway leading to the space. The AAN reserves the right to adjust sign locations as needed. Signage must include language specified in the ITU Terms and Conditions. All signs must be pre-approved by the AAN.
- f. 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

Fall Conference attendees. Multiple uses or storage of registration list are strictly prohibited. Attendee List must be deleted by participating company within 72 hours of sending one-time email marketing piece. Participating company required to follow the guidelines for the Attendee List.

2. Marketing

- a. Industry cannot contact meeting registrants by phone or email in an effort to invite Fall 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.

E. Industry Responsibilities:

1. Logistical

- a. Industry is responsible for all expenses associated with their program including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc.
- b. Industry is required to use the AAN's official vendors. Please contact the AAN for a complete listing of approved vendors.
- c. 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.

2. Program, Marketing, and Registration

- a. The Industry program must be entitled "Industry Therapeutic Update from [Insert Company 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 onsite materials indicating that Industry's ITU event is part of the AAN Fall Conference Education or Scientific programs and/or endorsed by the AAN.
- e. Each industry participant is responsible for its own signage outside of the meeting room. Industry may place their signage outside of the meeting room door beginning at 6:15 a.m. and all signage must be removed by 8:00 a.m.

- f. All promotional pieces (brochures, website, communications) and onsite 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 2023 Fall 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.

3. Attendance

- a. Industry's program must be open to all AAN Fall Conference and appropriate AAN staff.
- b. Industry cannot charge any type of fee for AAN Fall 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 Fall 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 Fall Conference name or logo, may not be used by Company in any manner without the expressed written consent of AAN. This applies before, after, and during the 2023 Fall 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 fee of 100% of the ITU cost. 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 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, AANI will retain the entire Sponsorship amount.
- C. Post Reconciliation:** 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 AANI is the program/product administrator, and that funding support has been provided through a sponsorship arrangement with AANI. Any public and professional materials that claim an association with the program/product or include reference to AANI that are developed by Sponsor must be submitted to AANI for review and approval.

F. Prohibited Influence: Sponsor may not attempt to direct or influence the faculty or content of AANI Fall Conference programs or products.

G. Use of AAN Property: The AAN/AANI names, insignia, logos, or acronyms, or the AAN Fall Conference name or logo, may not be used by Exhibitor in any manner without the expressed written consent of AANI. This applies before, after, and during the 2023 Fall 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 Fall Conference, Companies must observe the Rules for Industry & Other Organizations at the AAN Fall Conference. Violations of the Rules will be reviewed, and sanctions may be applied.