

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

**Caesars Palace Octavius Ballroom 2/3
Caesars Palace Octavius Ballroom 4**

Dates and Times

Friday, October 25

5:45 p.m.–6:45 p.m.

Saturday, October 26

7:00 a.m.–7:50 a.m.

12:00 p.m.–1:00 p.m.

Contact:

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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 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 2024 Fall Conference sponsorship or marketing item.
5. 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. Participating company is required to use AAN official vendors.

Cancellations

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 Fall 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 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 record 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 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.