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AN
Annual Meeting

ADVERTISING OPPORTUNITIES

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Annual Meeting Emails

Email Opportunities*

Registration Marketing Emails

Get your message in front of **38,000 AAN members**. Emails sent to AAN members include general information about the meeting and encourage participation and attendance at the meeting.

Pre-Annual Meeting Emails

Get your message in front of registered Annual Meeting attendees just prior to the event. Each email includes logistical information to help attendees get started at the conference.

On-site Daily Emails to Conference Attendees

This email is delivered each day to registered attendees of the Annual Meeting in Boston and virtual only attendees (April 22–27). The email is focused on promoting upcoming activities each day and includes images and a rich, digital experience for attendees.

Annual Meeting Thank You Email

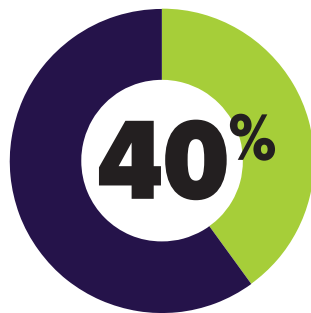
Sent soon after the end of the meeting, the Annual Meeting thank you email provides helpful reminders to meeting attendees about how to receive CME, where to find program materials, and thanks them for their participation.

Annual Meeting Recordings Access Reminder Email

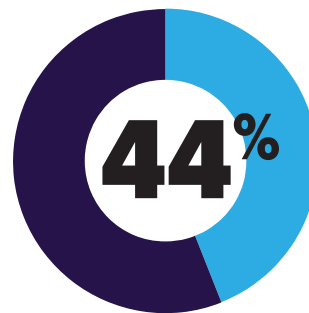
Annual Meeting attendees have access to recordings through May 15, 2023. This email is sent several weeks after the close of the meeting to remind attendees that their access is for a limited time. This is the last opportunity to get in front of Annual Meeting attendees!

**Email Opportunities not eligible for Industry Roundtable discounts.*

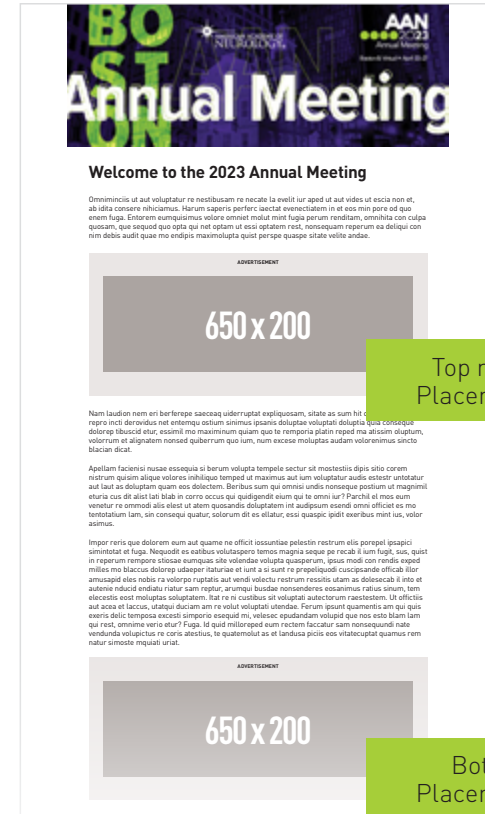
This is a great way to get eyes on your content!



2022 Annual Meeting Registration emails had a 40% open rate



2022 Daily Conference emails had a 44% open rate



Email Opportunities—continued

Annual Meeting Emails	Location	Price	Date Assets Due	Date or Date Range Email Sent	Email Audience	Approximate Distribution
February Registration Marketing Email	Bottom placement	\$55,000	Feb 10, 2023	mid-February	All members	38,000
March Registration Marketing Email	Bottom placement	\$55,000	Mar 10, 2023	mid-March	All members	38,000
Pre-Annual Meeting Email 1	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Mar 30, 2023	Registered attendees	12,000
Pre-Annual Meeting Email 2	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Mar 30, 2023	Registered attendees	12,000
Daily Email Saturday, April 22	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 22, 2023	Registered attendees	12,000
Daily Email Sunday, April 23	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 23, 2023	Registered attendees	12,000
Daily Email Monday, April 24	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 24, 2023	Registered attendees	12,000
Daily Email Tuesday, April 25	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 25, 2023	Registered attendees	12,000
Daily Email Wednesday, April 26	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 26, 2023	Registered attendees	12,000
Daily Email Thursday, April 27	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 27, 2023	Registered attendees	12,000
Thank You Email	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2023	Apr 28, 2023	Registered attendees	12,000
Annual Meeting Recordings Access Reminder Email	Bottom Placement	\$30,000	April 13, 2023	Early May	Registered attendees	12,000

Email Opportunities—continued

Key Deadlines

February Registration Marketing Email

JAN 25 Order form and payment due

FEB 1 Graphic file due for approval

FEB 10 Final (approved) graphic files are due

March Registration Marketing Email

FEB 22 Order form and payment due

MAR 1 Graphic file due for approval

MAR 10 Final (approved) graphic files are due

Annual Meeting Daily Email, Annual Meeting Thank You Email, and Annual Meeting Recordings Access Reminder Email

MAR 8 Order form and payment due

MAR 15 Graphic file due for approval

MAR 22 Final (approved) graphic files due



Annual Meeting Daily Rate Card

Annual Meeting Daily (formerly *AANextra*) will be distributed to approximately 3,000 Annual Meeting attendees each day in Boston Saturday through Wednesday mornings (April 22–26, 2023). The full-color magazine promotes popular events during these days, such as:

- Exhibit Hall highlights
- Educational courses
- Scientific poster sessions
- Experiential learning opportunities
- Networking, and social events.

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



<i>Annual Meeting Daily</i>	IRT Member Rate	Non-IRT Member Rate
Half Page (single issue)	\$3,150	\$3,500
Half Page (all issues)	\$10,800	\$12,000
Full Page (single issue)	\$5,400	\$6,000
Full Page (all issues)	\$21,600	\$24,000
Full Page PI (single issue)	\$2,700	\$3,000
Full Page PI (all issues)	\$10,800	\$12,000
Spread Ad (single issue)	\$8,550	\$9,500
Spread Ad (all issues)	\$34,200	\$38,000
Inside Front Cover (single issue)	\$8,000	\$8,800
Inside Front Cover (all issues)	\$28,800	\$32,000
Inside Back Cover (single issue)	\$8,000	\$8,800
Inside Back Cover (all issues)	\$28,800	\$32,000
Outside Back Cover (single issue)	\$10,000	\$11,000
Outside Back Cover (all issues)	\$34,200	\$38,000
Cover Tip Ad with Half page (single issue)	\$15,000	\$16,500
Cover Tip Ad with Half page (all issues)	\$43,200	\$48,000



Key Deadlines

- FEB 8** Order form and payment due
- MAR 10** Graphic file due for approval
- MAR 21** Final (approved) graphic files due




Digital Scientific Abstracts Book Rate Card

To maximize your exposure to potential 2023 Annual Meeting attendees, the AAN offers advertising in the digital Scientific Abstracts book. Posted online and digitally circulated via email and social media, the digital Scientific Abstracts book provides potential Annual Meeting attendees their **first look** at the scientific abstracts presented during the meeting. The digital Scientific Abstracts book is a great advertising opportunity. Accessible to all members of the AAN (there are approximately 38,000 members of the AAN).

Digital Abstracts Book	IRT Member Rate	Non-IRT Member Rate
Half Page Ad	\$4,950	\$5,500
Full Page Ad	\$6,750	\$7,500
Full Page PI	\$2,750	\$2,750
Spread Ad	\$9,900	\$11,000
PI Pages (Spread)	\$4,950	\$4,950
Inside Front Cover	\$9,000	\$10,000
Inside Back Cover	\$6,300	\$7,000



Key Deadlines

-  Order form and payment due
-  Graphic file due for approval
-  Final (approved) graphic files due

Mobile App Advertising Opportunities

The 2023 AAN Annual Meeting in Boston will be available in the AAN Conferences mobile app in March 2023. The app is the primary digital on-site programmatic navigational tool for attendees. Build awareness while establishing your company as a unique product provider in today's digital environment.

2022 Annual Meeting Mobile App

Statistics (March 14–April 15, 2022)

60%

of registered attendees logged into the mobile app at least once!

134,000

Total interstitial ad impressions
9,600 unique impressions

11,000+

Users (Unique Devices)

8,500+

Sends and approximately 8–15% rich page views per push notification

Interstitial Ad

Get in front of all app users right when they open the mobile app with a full-screen display of your ad. Attendees can click through to your website before entering the rest of the app. Benefits include:

- Corporate logo included in all pre- and on-site advertising, including web promotion, signs, digital Scientific Abstracts book ad, and promotional emails.
- Advertising will appear for four seconds at a maximum of once per hour.

Push Notifications

Engage users by sending push notifications to generate interest in your content. You can choose to include an image and send users to your website. One push notification offered before the start of the conference on Friday, April 21. Two push notifications offered per day April 22–24 and one push notification offered per day April 25–27.



Mobile App Advertising Opportunities—continued

Annual Meeting Mobile App	IRT Member Rate	Non-IRT Member Rate
EXCLUSIVE! Interstitial Ad (April 22–27)	\$125,000	\$140,000
One-time Daily Push Notification, April 21	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 22 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 23 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 24 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 25	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 26	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 27	\$35,000 each	\$38,500 each

Key Deadlines

- FEB 18** Order form and payment due
- MAR 22** Graphic file due to AAN for approval
- MAR 31** Final (approved) graphic files due



Attendee List Opportunity

This is an opt-in attendee list. Only those who opt-in to receive industry communications will be listed.

Let attendees know about products, services, job opportunities, and your presence at the 2023 AAN Annual Meeting in Boston before and after the meeting by renting use of the Annual Meeting Attendee List. **Exclusively available to registered exhibitors for one-time use.**

Past List Sizes

The attendee list is comprised of only US attendees who have opted in to receive non-AAN mailings. This impacts the size of the list.

List	2021	2022
Pre-meeting	1,048	1,060
Post-meeting	—	1,097

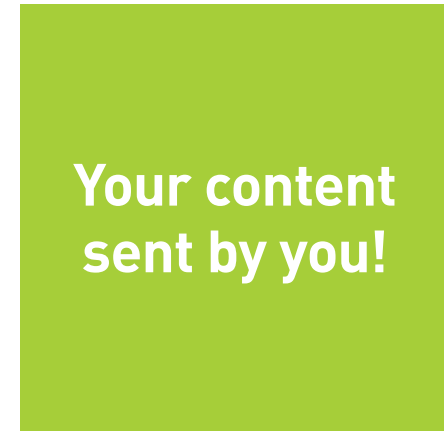
Attendee List Pricing Table

- All actual selections and order placing will be handled online.
- List to be used in marketing in relation to AAN Annual Meeting.

Attendee List	Type	Cost
Pre-meeting	Email	\$3,000
	Mailing	\$3,000
	Both Email and Mailing	\$6,000
Post-meeting	Email	\$3,500
	Mailing	\$3,500
	Both Email and Mailing	\$7,000
Pre- and Post-meeting	Email	\$5,500
	Mailing	\$5,500
	Both Email and Mailing	\$11,000

Guidelines

- The AAN does not distribute lists without an AAN-approved sample email/ mailing or marketing piece, i.e., an organization must send an approved email/ mailing piece to receive a list.
- Please note the date the list(s) become available. Samples of the materials proposed for the mailing or email marketing must be submitted for review and approved by the AAN for compliance with Guidelines and Sanctions prior to processing the order. Significant discrepancy between the material submitted for review and the final printed or emailed materials may result in forfeiture of future list usage and AAN sanctions.
- The attendee list may not be used to market any AAN education, science, or poster programming.
- The attendee list may not be used for the purpose of conducting a survey.
- Forward a sample of the mailing or email marketing piece for AAN review to Kate Andrews at kandrews@aan.com. AAN review can take up to seven business days.
- Once the sample has been approved, lists are distributed via email attachment (Excel file).
- The use of the AAN brand logo or Annual Meeting logos on marketing materials is strictly prohibited.
- For any unauthorized use of the list, list renter must pay the fee plus a fine of \$500 per each unauthorized use.



Key Deadlines

- MAR 31** Order form and payment due
- APR 5** Deadline to provide marketing sample to the AAN for approval
- APR 10** Pre-meeting attendee list becomes available (to those who have AAN-approved marketing piece)
- APR 19** Deadline to send to pre-meeting attendee list
- MAY 3** Post meeting attendee list becomes available (to those who have an AAN-approved marketing piece)
- MAY 12** Final deadline to send post-meeting attendee list marketing piece

Out-of-home Advertising

Enhance your organization's overall presence with outdoor advertising. Reach your target audience and customize your message throughout Boston as attendees socialize and network with colleagues outside of the Boston Convention and Exhibition Center. These highly visible opportunities allow your organization to increase brand awareness among attendees in a more expanded footprint.

Available Opportunities include:

- Airport Banners And Digital Ads
- Boston Area Billboards
- Transportation Advertising opportunities
- Many more

Out-of-home Advertising will be available in early November.

Contact:

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