



SPONSORSHIP OPPORTUNITIES

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Area Sponsorships

Buzz Cafes

Located in high traffic areas of the Exhibit Hall, this opportunity allows attendees the chance to stop and grab a coffee as they explore the hall. These are a huge hit with attendees! Exposure points include attendees walking by coffee space, attendees using seating spaces, and attendees walking around with coffee cups with your company branding!

- Sponsor's company logo or product logo located on tabletops and graphic walls in area
- Opportunity for sponsor to provide company branded cups and napkins for use during coffee breaks
- Recognition in AAN publications and Exhibit Hall announcement

Sponsorship Fee: IRT Member Price: \$35,550
Non-IRT Member Price: \$39,500

Carpet Graphics at Hall Entrance

This is a unique way to get your message out to meeting attendees as they enter the Exhibit Hall. The 8' x 8' carpet decal will be placed at one of the entrances of the Exhibit Hall.

Sponsorship Fee (up to 4 available): IRT Member Price: \$49,500
Non-IRT Member Price: \$55,000

Footprints*

Don't miss this unique opportunity to purchase appliqué "footprints" imprinted with your product or logo to create a clear path that will lead attendees to your booth from either one of the hall entrances or from the food service area. Due to limited availability, footprints are first come, first served. Actual footprint pathway determined at the AAN's discretion.

Sponsorship Fee: 1' x 1' IRT Member Price: \$31,500
1' x 1' Non-IRT Member Price: \$35,000
2' x 2' IRT Member Price: \$40,500
2' x 2' Non-IRT Member Price: \$45,000
3' x 3' IRT Member Price: \$49,500
3' x 3' Non-IRT Member Price: \$55,000

**footprint shape is customizable*



Charging Options

These exclusive areas allow Annual Meeting attendees the ability to relax and recharge their devices—and themselves— while connecting with colleagues. Locations of the stations to be approved by the AAN and the Boston Convention and Exhibition Center.

Cell Phone Charging Lockers

- Sponsor's product logo located on station in the Exhibit Hall and company logo on stations in general meeting areas

Sponsorship Fee: IRT Member Price: \$15,075
Non IRT Member Price: \$16,750



Charging Seating Options

- This sponsorship is located throughout the Exhibit Hall, poster hall, or general meeting areas giving attendees a place to sit and recharge

Sponsorship Fee:

In Poster Hall and general meeting areas (company branded only):
IRT Member Price: \$15,075
Non-IRT Member Price: \$16,750

In Exhibit Hall or skybridge (product branded):
IRT Member Price: \$18,500
Non-IRT Member Price: \$20,350



Skybridge Charging Seating



Exhibit Hall and Poster Hall Charging Seating

Charging Options—continued

Exhibit Hall Charging Lounges

The 20x20 Exhibit Hall Charging Lounges gives attendees a comfortable spot to charge their devices, catch up on work, or to relax and chat. Accessible to attendees while the Exhibit Hall is open.

- Sponsor's company or product logo located on signs and charging cubes in lounge
- Recognition in AAN publications and Exhibit Hall announcements

Sponsorship Fee: IRT Member Price: \$22,500

Non-IRT Member Price: \$25,000

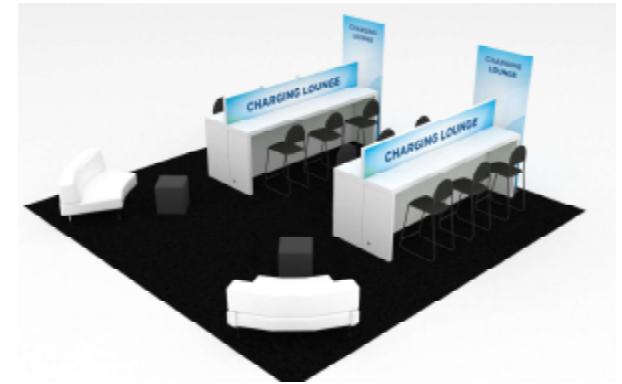


Exhibit Hall Charging Table*

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

Sponsorship Fee: IRT Member Price: \$9,000

Non-IRT Member Price: \$10,000

**Charging tables available in poster hall lunch distribution space. Must be company branding only.*



Exhibit Hall Sponsorship Opportunities

Exhibit Hall Opening Luncheon

Sunday, April 23—11:30 a.m.–1:00 p.m.

Specific Sponsorship Benefit:

- Sponsor-branded cups and napkins at lunch (sponsor-provided)
- Three floor decals promoting the sponsorship in lunch location (location determined at the AAN's discretion)
- Thank you announcement in Exhibit Hall during lunch
- Welcome address by AAN Board member including thank you to sponsor
- Logo in AAN publications, AAN.com, and on-site signage

Sponsorship Fee: IRT Member Price: \$60,750
Non-IRT Member Price: \$67,500

NEW! Exhibit Hall Food Crawl

Monday, April 24—4:00 p.m.–6:00 p.m.

Delight attendees and bring them to your booth with this opportunity—a walking food tour reception. Appetizer and drink tables will be scattered throughout the hall. Sponsors will have a specific food item table placed in their booth or outside on the walkway nearby. Must be an exhibitor, available to both IRT and non-IRT members. Sponsorship subject to minimum participation for execution.

Specific Sponsorship Benefit

- Sponsor-branded cups and napkins at table (sponsor-provided)
- Company listed and thanked on meter panel with food locations
- Mention in the *Annual Meeting Daily*
- Company name and logo on Food Crawl map for attendees

Sponsorship Fee: \$10,000 each



Exhibit Hall Sponsorship Opportunities—continued

Park Benches

Allow your company to be highlighted with park benches placed throughout the Exhibit Hall on main aisles.

Specific Sponsorship Benefit

- Your messaging on a sign that stands above and between two back-to-back park benches
- 18" x 36" floor decal

Exclusive Sponsorship Fee (10 bench sets):

IRT Member Price: \$103,500

Non-IRT Member Price: \$115,000

Multiple Sponsorship Fee (5 bench sets) (2 sponsorships available):

IRT Member Price: \$51,750

Non-IRT Member Price: \$57,500



Street Lamp Posts and Flower Beds

Stand out with your company branding on lamp post flags and flower boxes placed down heavily trafficked aisles.

Specific Sponsorship Benefit

- Your messaging on lamp post flags and flower boxes
- Floral

Sponsorship Fee: IRT Member Price: \$76,500

Non-IRT Member Price: \$85,000

(Exclusive sponsorship)

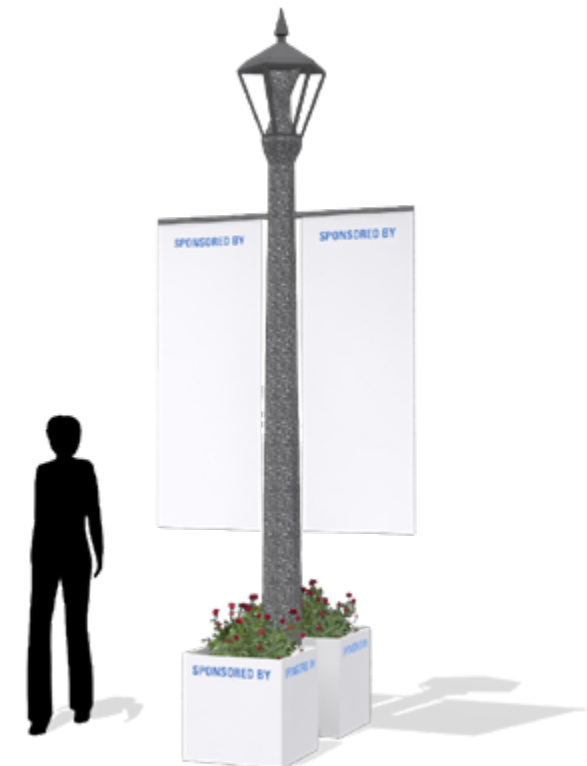


Exhibit Hall Sponsorship Opportunities—continued

Wayfinding Map

Highlight your company or brand by sponsoring all of the Exhibit Hall wayfinding maps! Your image will be placed at the bottom of each map, which is placed throughout the Exhibit Hall and at high-traffic entrance locations. These maps offer attendees the ability to search companies by name, specialty, and booth number.

Available to booth spaces 20' x 20' or larger, you may add a logo enhancement over your exhibit space. See [page 2.11](#) to learn more.

Specific Sponsorship Benefit:

- Company or product branding on a 27" x 27" decal placed at the bottom of each Exhibit Hall map

Sponsorship Fee: IRT Member Price: \$45,000
Non-IRT Member Price: \$50,000
(Exclusive sponsorship)



Exhibit Hall Escalator Clings

Stand out at the AAN Annual Meeting as attendees come to visit the Exhibit Hall. Advertise your company or product logo on the outside of the of the escalator(s) that will take attendees down to the Exhibit Hall.

Specific Sponsorship Benefit:

- Company or product branding located prominently displayed on two (2) escalators into Exhibit Hall

Sponsorship Fee: IRT Member Price: \$50,000 per set of escalators
Up to 2 available
Non-IRT Member Price: \$55,000 per set of escalators
Up to 2 available



Exhibit Hall Sponsorship Opportunities—continued

Pillar Marketing

Sponsor to provide artwork for four banners creating a square. Great visibility!

Requirements:

- Locations will be reviewed and determined based on the initial request and availability
- NOTE: If a pillar is in a company booth, the pillar is not considered part of the booth. Company is not allowed to place pillar banner without sponsorship

Sponsorship Fee: IRT Member Price: \$40,500
Non-IRT Member Price: \$45,000 (Multiple sponsorships)

Tabletop Graphics

Enhance your presence at the Annual Meeting with tabletop graphics spread throughout the Exhibit Hall or general meeting areas. Gain recognition outside of your exhibit booth to catch the eye of attendees while they eat, socialize, and regroup.

Sponsorship Fee:

In Exhibit Hall (product or company branded):
IRT Member Price (3 tables): \$5,850
Non-IRT Member Price (3 tables): \$6,500
IRT Member Price (5 tables): \$9,900
Non-IRT Member Price (5 tables): \$11,000 (Multiple sponsorships)

In Poster Hall or General Meeting Areas (company branded only):
IRT Member Price (3 tables): \$5,850
Non-IRT Member Price (3 tables): \$6,500



Exhibit Hall Sponsorship Opportunities—continued

Digital Billboard

The large and prominent digital billboard in the Exhibit Hall is sure to turn some heads. The billboard allows for multiple 12-second static, digital spots to loop every 60 seconds with a 10-sponsorer maximum. Minimum of nine required to execute.

Specific Sponsorship Benefit:

- Acceptable Digital Billboard spots are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.

Sponsorship Fee: \$140,000 (Exclusive sponsorship)
\$18,000 (Multiple sponsorships)

Must sell 9 ads by January 6 or sponsors will be refunded.

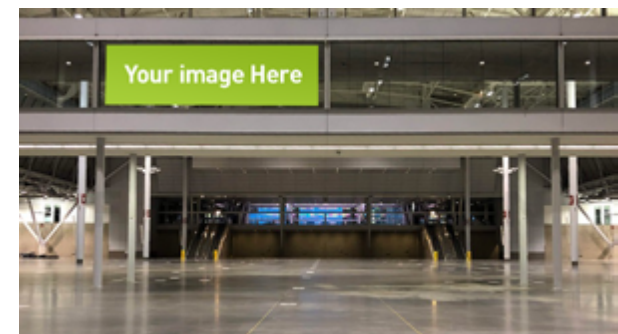
NEW! Skywalk Window Clings

Highlight your company, product, or booth on the decals facing both into and out of the skywalk above the Exhibit Hall.

Specific Sponsorship Benefit:

- Company branding, brand and/or product name logo, brand and/or company slogan, on a section of windows on the skywalk.

Sponsorship Fee: IRT Member Price: \$65,000
Non-IRT Member Price: \$70,000
(Exclusive sponsorship)



Outside of Exhibit Hall Opportunities

Convention Center Opportunities can only be company branded. No product branding or ITU advertising will be permitted.

Shuttle Bus Interior Window Branding

The AAN will have several shuttle routes from hotels that are not walking distance from the convention center. Be the first message they see in the morning as they head to the convention center!

Specific Sponsorship Benefit:

- Corporate logo on meter panel route signage
- Corporate logo on bus schedules available at Meeting Information
- Logo recognition in AAN publications
- Acknowledgement of support in promotional emails leading up to the Annual Meeting
- Company or product branding opportunity on window clings

Sponsorship Fee: Non-Exclusive: \$55,000 (up to 2 sponsors)
Exclusive: \$100,000



NEW! Coat and Luggage Check

Help attendees keep track of their belongings with this new sponsored offering. When attendees check their items in, they will be given a tag branding your logo that they will have to carry with them throughout the conference.

Specific Sponsorship Benefit:

- Company branding on Coat Check Tags
- Company branding on signage in space
- Roughly 2,000 attendees use coat check throughout the week!

Sponsorship Fee: IRT Member Price: \$30,000
Non-IRT Member Price: \$35,000



Outside of Exhibit Hall Opportunities—continued

NEW! Social Media Screen

Ding! Engage attendees by placing your company's logo on this innovative and audience grabbing new offering—a large social media screen that will be streaming real-time audience content through the Annual Meeting's popular and interactive Twitter hashtag: [#aanam](#).

Specific Sponsorship Benefit:

- Company branding on the Social Media Screen
- Mention in the *Annual Meeting Daily*

Sponsorship Fee: \$15,000



Hotel Opportunities

Hotel Key Cards and Card Holders

The hotel key cards and key card holders are available to industry supporters. Get your messaging in front of Annual Meeting attendees when they check in at select hotels and every time they enter their hotel room.

Cards and holders will be distributed at select hotels in the AAN room block to attendees who have booked through the AAN room block.

Specific Sponsorship Benefit:

- Company or product logo recognition

Sponsorship Fee: IRT Member Price: \$140,000 Hotel Key Cards and Card Holders

Non-IRT Member Price: \$155,000 Hotel Key Cards and Card Holders (exclusive sponsorship)

IRT Member Price: \$85,000 Hotel Key Cards Only

Non-IRT Member Price: \$95,000 Hotel Key Card Only

IRT Member Price: \$85,000 Hotel Key Card Holders Only

Non-IRT Member Price: \$95,000 Hotel Key Card Holders Only

NEW! Hotel Do Not Disturb Signs

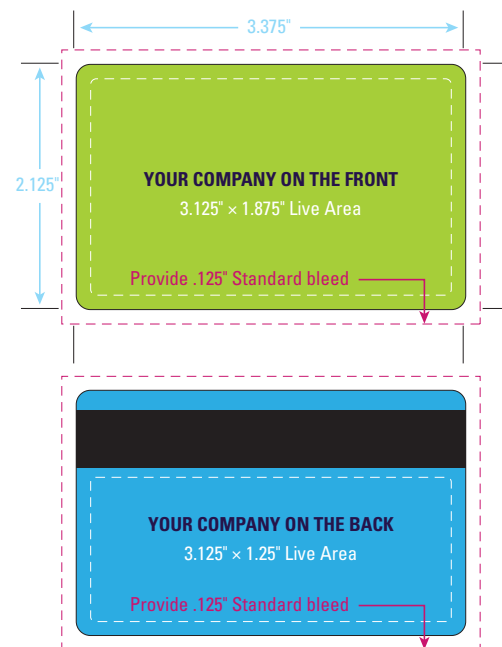
Help attendees rest, relax, and regroup at their hotel rooms by providing a sponsored and branded Do Not Disturb sign to select hotels in the AAN hotel block. Opportunity available to exhibitors, Industry Therapeutic Update event participants, and Industry Roundtable members.

Specific Sponsorship Benefit:

- Company or product branding on attendee “do not disturb” door hangers at select hotels in AAN block

Sponsorship Fee: IRT Member Price: \$65,000

Non-IRT Member Price: \$70,000



Do Not Disturb sign sponsorship includes company or product branding on attendee Do Not Disturb door hangers at select hotels in AAN block.

Hotel Opportunities—continued

Hotel Door Drops

Reach attendees with your message by participating in the official AAN door drop distributed to select rooms in the AAN hotel block on the mornings of Sunday, April 23–Tuesday, April 25. Opportunity available to exhibitors, Industry Therapeutic Update event participants, and Industry Roundtable members.

Door Drop Type	IRT Member Rate	Non-IRT Rate
Bag Sponsorship	\$20,250/day	\$22,500/day
Bag Insert	\$8,235/day	\$9,150/day



Bag sponsorship includes logo printed on one side of the bag with the AAN logo on the other.

Key Deadlines

- JAN 7** Insertion online order due
- JAN 14** Bag Sponsorship file due from company to AAN for approval
- JAN 25** Final (approved) door drop bag graphics due and sent to Taylor
- FEB 11** Bag insert files due to AAN for approval
- FEB 17** Materials to fulfillment house if company is printing
- FEB 24** Artwork to Taylor, if Taylor is printing

The advertiser must provide shipping labels and place on the outside of each box that is shipped. Include company name, product or promotional identification, and quantity on the label. Do not ship to the AAN office, or additional shipping charges will apply. The AAN will not be responsible for shortages due to an incorrect number of inserts received. Submit an additional three- to five-percent overage to allow for potential growth of room blocks. Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for door drop inserts.

Questions?

Contact: industriysales@aan.com

For information regarding insert shipments and printing

Contact: Diane Napier, Diane.Napier@taylor.com

Virtual Platform Sponsorships

The only way to reach our virtual attendees!

Banner Advertisements on Virtual Conference Home Page

This is a great way to make a splash with our virtual conference attendees by being one of the first things they see when they enter the conference!

- Banner clickable to approved website of your choice
- Company or product branding
- Estimated audience: 4,000 attendees

Price per banner: \$50,000 (total of 2 available)

Logo on Virtual Conference Home Page

Great exposure for your company on the highly trafficked conference homepage!

- Logo clickable to approved website of your choice
- Company or product logo
- Estimated audience: 4,000 attendees

Price per logo: \$30,000 (total of 4 available)

1,800

Average of almost unique views on event home page every day of conference!

4,500+

virtual-only registrations!

6

Average hours spent on platform per day

Push Notification in the Virtual Conference Platform

Information about your company pushed out to virtual conference attendees. One available per day.

- Description can be up to 300 characters
- Can add clickable link to approved website of your choice

Price per day: \$25,000 (1 per day available, Saturday–Tuesday)

Banner Advertisement in Virtual Conference Networking Page

Attendees are ready to relax and network with their colleagues when they enter the virtual networking lounge. Let your message be the first thing they see when they enter the networking center.

- Banner clickable to approved website of your choice
- Company or product branding
- Estimated audience: 4,000 attendees

Price per banner: \$30,000 (total of 2 available)



Support Opportunities

General Sponsorship of the Annual Meeting

This sponsorship provides funding for general operation of the Annual Meeting.

Specific Sponsorship Benefit:

- Acknowledgement in all the AAN marketing materials
- Acknowledgement on AAN-provided signage

Sponsorship Fee: \$10,000 (Multiple sponsorships)

NEW! International Scholarship Fund

Provide funding for early-career neurologists from countries outside the US to attend the Annual Meeting by underwriting registration fees and travel expenses (airfare and hotel) for each recipient. Selected scholars represent countries from all regions of the world and are leaders in their communities.

Recipients will augment their education and training through exposure to cutting-edge research, and benefit the field of neurology in their home countries by networking and attending educational and scientific programming at the AAN Annual Meeting.

Specific Sponsorship Benefit:

- Acknowledgement on AAN signs located inside and outside of the International Scholars Reception
- One invitation to the International Scholars Reception for every \$5,000 of support
- Acknowledgment on [AAN.com](https://www.aan.com)
- Verbal acknowledgment at the International Scholars Reception

Sponsorship Fee: Starting at \$5,000 (multiple sponsorships)

Resident and Fellows Scholarship Fund

Provide funding for residents and fellows to attend the Annual Meeting education programs by underwriting registration fees for each resident or fellow. Residents and fellows are exposed to cutting-edge research and have the opportunity to augment their education, training, and network by attending educational and scientific programming at the AAN Annual Meeting.

Specific Sponsorship Benefit:

- Acknowledgement in all AAN scholarship marketing materials sent to neurology residents, fellows, and program/fellowship directors
- Acknowledgement on AAN signs located outside of the Trainee and Faculty Reception
- One invitation to the Trainee and Faculty Reception for every \$5,000 of support
- Acknowledgment on [AAN.com](https://www.aan.com)
- Verbal acknowledgment at the Trainee and Faculty Reception

Sponsorship Fee: Starting at \$5,000 (multiple sponsorships)



Support Opportunities—continued

5K Run/Walk for Brain Research

Tuesday, April 25—6:30 a.m.

The popular Run/Walk for Brain Research is open to multiple sponsors. The Run/Walk will take place along the scenic waterfront in Boston, with the goal to raising money to support clinical research training fellowships in neurology.

Industry team participation is welcome and encouraged.

Specific Sponsorship Benefit:

- AAN-provided signage with sponsors' company logos on [AAN.com](https://www.aan.com), at the convention center, and throughout AAN publications
- Option to place company logos on start and finish banners (sponsor to provide corporate logo) at the run site

Sponsorship Fee: \$3,500 (multiple sponsorships)



NEW! Wellness Hub

The Wellness Hub is a dedicated space for AAN Annual Meeting attendees to rejuvenate, connect, and learn about the importance of wellness in their career. By promoting wellness and addressing the many factors that contribute to burnout, AAN works to ensure that neurology professionals can continue providing high quality patient care. The Wellness Hub is in a high-traffic location to promote attendance from attendees interested in wellness as well as attendees dropping in on programming.

Specific Sponsorship Benefit:

- Company logo on signage and digital screens on main stage in the Wellness Hub
- Sponsor attendance and verbal recognition at Wellness social hour
- AAN provided signage with sponsors company logos on [AAN.com](https://www.aan.com), at the convention center, and throughout AAN publications

Sponsorship Fee: \$5,000 (multiple sponsorships)



Support Opportunities—continued

WiFi Access

Gain recognition when attendees connect to the Convention Center WiFi.

Specific Sponsorship Benefit:

- Corporate logo on meter panel signage
- Acknowledgement of support in AAN publications leading up to the meeting and on-site through AAN house ads

Sponsorship Fee: \$45,000

