



INDUSTRY THERAPEUTIC UPDATE OPPORTUNITIES

Section 5

- Industry Therapeutic Updates5.2
- Industry Therapeutic Update Room Pricing 5.3
- Industry Therapeutic Updates Policies and Guidelines5.4

Industry Therapeutic Updates

Overview

Industry Therapeutic Updates (ITUs) are available exclusively to *Industry Roundtable members**. These evening and lunch-time programs provide an opportunity for pharmaceutical companies, device companies, or other appropriately related organizations to share information about current and pipeline activity, promote emerging therapies and projects with Annual Meeting attendees, in accordance with the standards set for the industry by the Food and Drug Administration. Meeting space is limited. ITUs and related meeting space will be approved on a first-come, first-served basis based on completed forms. End times vary based on event content; the maximum time allowed per event is two hours for evening programs and one hour for lunch-time programs. See below for schedule associated with lunch-time and evening ITUs. Please contact AAN staff with any additional questions.

Key Deadlines

- DEC 15** Return Agency of Record Form for ITU related activities
- JAN 12** Submit program topic area (i.e., multiple sclerosis, epilepsy) to the AAN
- JAN 26** Submit official ITU program title to the AAN
- FEB 16** Submit official description and presenter names to AAN
- MAR 15** Submit promotional materials* (on-site signage, in-booth promotional invitations) to the AAN for approval
- APR 10** Deadline to send pre-meeting emails/mailers

* Other secured promotional opportunities (e.g. Door Drop, Annual Meeting Daily) follow respective timelines

Day of Schedules

Lunch ITUs

- Morning of ITU** Gain access to room. Access to rooms may vary by location and set-up schedule.**
- 9:30 a.m.** You may place one meter panel outside of the ITU room door, one 22x28 hallway directional sign.
- 11:15 a.m.** Doors can open for attendees to arrive and be seated.
- 11:45 a.m.** Program may begin. Program length may vary, but all programs MUST be completed by the designated end time.
- 12:45 p.m.** Program must be completed.
- 1:00 p.m.** All signage must be removed from facility.

Evening ITUs

- Morning of ITU** Gain access to room. Access to rooms may vary by location and set-up schedule.**
- 4:30 p.m.** You may place one meter panel outside of the ITU room door, one 22x28 hallway directional sign, and one person may be in the lobby directing traffic.
- 5:30 p.m.** Doors can open for attendees to arrive and be seated.
- 6:00 p.m.** Program may begin. Program length may vary, but all programs MUST be completed by the designated end time.
- 8:00 p.m.** Program must be completed.
- 9:00 p.m.** All signage must be removed from facility.

** Day Before Access may be requested for an additional charge of \$10,000 depending on availability

Interested in connecting with online-only attendees? Add on a live streaming option into the online platform!

Online Participation Fee: \$5,000

(Fee does not include the live-streaming audio visual costs. ITUs will only be available during their live timeslot.)

Industry Therapeutic Update Room Pricing



Date	Location	Room	Square Feet	Seating Capacity (banquet)	Pricing
Saturday, April 13, 2024					
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 2A	3,480	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3A	3,360	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3BC	3,600	160	\$130,000
Dinner ITU	Embassy Suites	Cripple Creek Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Crestone Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Silverton Ballroom 2&3	4,367	300	\$90,000
Dinner ITU	Hyatt Regency	Centennial Ballroom FG	4,425	240	\$90,000
Dinner ITU	Hyatt Regency	Capitol Ballroom 123	3,772	180	\$80,000
Sunday, April 14, 2024					
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 2A	3,480	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3A	3,360	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3BC	3,600	160	\$130,000
Monday, April 15, 2024					
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 2A	3,480	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3A	3,360	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3BC	3,600	160	\$130,000
Dinner ITU	Embassy Suites	Cripple Creek Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Crestone Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Silverton Ballroom 2&3	4,367	300	\$90,000
Dinner ITU	Hyatt Regency	Centennial Ballroom FG	4,425	240	\$90,000
Dinner ITU	Hyatt Regency	Capitol Ballroom 123	3,772	180	\$80,000
Tuesday, April 16, 2024					
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 2A	3,480	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3A	3,360	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3BC	3,600	160	\$130,000
Dinner ITU	Embassy Suites	Cripple Creek Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Crestone Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Silverton Ballroom 2&3	4,367	300	\$90,000
Dinner ITU	Hyatt Regency	Centennial Ballroom FG	4,425	240	\$90,000
Dinner ITU	Hyatt Regency	Capitol Ballroom 123	3,772	180	\$80,000
Wednesday, April 17, 2024					
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 2A	3,480	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3A	3,360	200	\$130,000
Lunch ITU	Colorado Convention Center	Bluebird Ballroom 3BC	3,600	160	\$130,000
Dinner ITU	Embassy Suites	Cripple Creek Ballroom	4,112	270	\$85,000
Dinner ITU	Embassy Suites	Crestone Ballroom	4,112	270	\$85,000

Connect with the online-only Annual Meeting attendees by adding on livestreaming into the online platform!

Online Participation Fee: \$5,000 (Fee does not include the live-streaming audio visual costs. ITUs will only be available during their live timeslot)

Industry Therapeutic Updates Policies and Guidelines

Participation Criteria

1. Participating company must be a 2024 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be a contracted/paid exhibitor for the 2024 AAN Annual Meeting.
3. Participating company must be a supporter of a 2024 Annual Meeting sponsorship or marketing item.
4. No CME will be given by any accredited organization for the programs offered.
5. Participating company must not be an independent continuing medical education company.

Attendance

1. Participating company cannot charge any type of fee to attend. All Annual Meeting attendees must be treated with equal accordance.
2. Participating company cannot contact meeting registrants by phone in an effort to invite Annual Meeting attendees to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with meeting participants must receive prior approval from the AAN.

Industry Therapeutic Update Contract

1. All participating companies must complete the online Industry Therapeutic Update Contract before space will be held by the AAN.

CANCELLATIONS

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

Evaluation/Reports

1. The AAN requires Industry to evaluate their individual ITU program by having attendees complete evaluation forms. Industry is required to provide the AAN with a summary of the evaluation results within 30 days following the Annual Meeting.
2. The AAN reserves the right to evaluate the ITU by requesting attendees complete additional evaluation materials, either on-site at the event and/or following the event, if needed.
3. AAN staff will attend the ITU events for AAN evaluation purposes. The AAN reserves the right to request additional information/materials as needed.

Participation Fees

1. 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, participating company will forfeit participation, and the opportunity will be given to the next applicant (in priority order).
2. Participating company is responsible for all expenses associated with its program (with the exception of the meeting room rental and registration list) including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is

required to use the AAN's official vendors. See [page 7.5](#) of the Dates and Deadlines Section.

Promotional Guidelines

1. All ITU marketing materials, including but not limited to, 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.
2. The participating company's program must be entitled "Industry Therapeutic Update from [Insert participating Company's 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 to be discussed at the program.
3. 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 AAN Annual Meeting 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,

Industry Therapeutic Updates Policies and Guidelines—continued

or other research information that might be discussed. Industry Therapeutic Updates are industry events.

4. The AAN will publicize the Industry Therapeutic Updates through official AAN channels, including but not limited to Annual Meeting Publications, AAN Conferences Mobile App, AAN Conference emails, and on AAN.com and will indicate the programs are NOT accredited for continuing education.
5. The AAN will provide one directional Meter Panel in the hotel lobby for the ITUs occurring that night. Each participating company is responsible for its own signage outside of the meeting room. Signage in hotel lobbies and in unapproved convention center spaces is prohibited; Each participating company may provide one directional person in the lobby holding a sign no larger than 12" x 14" to help direct traffic between 4:30 p.m. to 9:00 p.m. Directional personnel are only applicable to evening ITU programs. Directional personnel are prohibited for lunch-time ITUs at the convention center. Each participating company may provide one directional easel sign in the corridor leading to their ITU between 4:30 p.m. to 9:00 p.m. for evening ITUs and between 9:30 a.m. to 1:00 p.m. for lunch-time ITU programs. Hallway directional sign must be no larger than 22" x 28". Each participating company may provide one meter panel directly outside their ITU room. Participating

company may place its singular meter panel outside an hour and a half before the event and all signage must be removed by one half hour after the event. Signage must include language specified in point 3. Sign location are up to the review and approval of AAN staff. AAN staff has full discretion to move or change the location of your signs or staff personnel.

6. 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 Annual Meeting attendees. Multiple uses or storage of registration list are strictly prohibited. Attendee List must be deleted after by participating company within 72 hours of one-time mailing.
7. Participating company may request day before access for an additional charge of \$10,000 depending on availability.
8. Follow-up materials (including electronic copies of pre-meeting materials, on-site materials, evaluation summaries, industry evaluation feedback, etc.) are due to the AAN within 30 days following the Annual Meeting.

Videography

1. Participating companies may film their ITU program, including livestreaming, however the participating company is responsible for all expenses and logistics related to the filming of the program.

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

AAN-approved Vendors

1. Please do not contact any vendors until after you have received approval from the AAN on your form and after you have paid your participation and premium fees in full to the American Academy of Neurology Institute. If you need services/vendors not listed in this appendix, contact the AAN for other services/vendors not listed here.

Audiovisual and Decorator Information

Encore, Audio and Visuals

Matt Juliano matt.juliano@encoreglobal.com

Freeman, Decorator

Mike McCool mike.mccool@freeman.com

Contact:

The AAN Industry Team
industrysales@aan.com