



# AAN ●●●● 2024 Annual Meeting

Denver and Online • April 13–18

# PROSPECTUS

Exhibits • Advertising • Sponsorship • Support  
[AAN.com/AM](http://AAN.com/AM) • [#AANAM](https://twitter.com/AANAM)



# Why Participate in the 2024 Annual Meeting?

The 2024 Annual Meeting will be a hybrid event, April 13–18.

Whether joining in Denver or online, the AAN Annual Meeting is exciting and diverse, with its seemingly endless choices and learning formats of top-tier education in every topic and specialty imaginable; the most cutting-edge science covering every specialty; and the opportunity to connect with neuroscience professionals and friends—both new and old—from around the world.

## Specifically, the AAN Annual Meeting:

- Is THE meeting if you have products and services in the neurology space
- Includes the latest breaking abstracts and scientific data for health care providers
- Allows attendees to hear from top neurologists in their field
- **Provides ample opportunity to showcase your company as a leader in neurology by exhibiting or sponsoring!**

The AAN Annual Meeting 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.

We're excited to have you join us!

*“As a foundation relations officer supporting faculty in the neurosciences, it was extremely valuable to be able to engage with foundation funders in the Exhibit Hall and to meet and support numerous colleagues—many of whom presented—in person. It was also extremely interesting to learn more about current developments and trends in neurology—particularly in the areas of focus for the faculty I support.”*

~ 2023 AAN Annual Meeting Participant



# CONTENTS



<b>EXHIBIT HALL OPPORTUNITIES . . . 2.1</b>	<b>ADVERTISING OPPORTUNITIES . . . 3.1</b>	Pillar Marketing . . . . . 4.7
Exhibit Hall Schedule . . . . . 2.2	Annual Meeting Emails . . . . . 3.2	Tabletop Graphics. . . . . 4.8
Exhibit Hall Hours. . . . . 2.2	Email Opportunities* . . . . . 3.2	Digital Billboard . . . . . 4.8
Exhibitor Booth Installation Schedule . . . 2.3	<i>Annual Meeting Daily Rate Card</i> . . . . . 3.5	<b>Outside of Exhibit Hall Opportunities . . . . 4.9</b>
Exhibitor Booth Dismantling Schedule . . 2.3	<b>NEW!</b> Pre-meeting Direct Mail . . . . . 3.6	Coat and Luggage Check. . . . . 4.9
Exhibit Booth Information . . . . . 2.4	Mobile App Advertising Opportunities . . . 3.7	<b>NEW!</b> Social Media Screen & Sponsored Tweet . . . . . 4.9
Exhibit Booth Options . . . . . 2.5	Interstitial Ad on the Mobile App only . . 3.8	<b>NEW!</b> Hydration Station . . . . . 4.10
Exhibit Hall Neighborhoods . . . . . 2.6	Push Notifications on both the Mobile App and Online Platform. . . . . 3.8	<b>NEW!</b> Poster Presentation Viewing Area 4.10
Association Neighborhood . . . . . 2.6	<b>NEW!</b> Carousel Ads on both the Mobile App and the Online Platform. . . . . 3.8	<b>NEW!</b> Lunch Line Dividers . . . . . 4.11
First-time Exhibitor Neighborhood . . . 2.7	Attendee List Opportunity. . . . . 3.10	<b>NEW!</b> Meeting Pods. . . . . 4.11
Career Fair—Recruiter Neighborhood . . 2.7	Out-of-home Advertising . . . . . 3.11	<b>NEW!</b> Exhibit Hall Entrance Door Clings 4.12
Exhibit Hall Presentation Stages . . . . . 2.8	<b>SPONSORSHIP OPPORTUNITIES . . . 4.1</b>	<b>Hotel Opportunities . . . . . 4.13</b>
In-booth Presentation Stages . . . . . 2.8	Area Sponsorships. . . . . 4.2	Hotel Key Cards and Card Holders . . . 4.13
Emerging Neurologic Care Presentation Stage in the Exhibit Hall . . 2.9	Buzz Cafes. . . . . 4.2	Hotel Do Not Disturb Signs . . . . . 4.13
Exhibit Hall Passport . . . . . 2.10	Carpet Graphics at Hall Entrance . . . . 4.2	Hotel Door Drops . . . . . 4.14
Exhibit Hall Map . . . . . 2.11	Footprints* . . . . . 4.2	<b>Support Opportunities . . . . . 4.15</b>
Logo on Exhibit Hall Map. . . . . 2.11	Charging Options . . . . . 4.3	General Sponsorship of the Annual Meeting . . . . . 4.15
Wayfinding Map Sponsorship . . . . . 2.11	Cell Phone Charging Lockers . . . . . 4.3	International Scholarship Fund . . . . . 4.15
Convention Center	Charging Seating Options . . . . . 4.3	Resident and Fellows Scholarship Fund 4.15
Premium Meeting Suites . . . . . 2.12	Exhibit Hall Charging Lounges . . . . . 4.4	5K Run/Walk for Brain Research . . . . 4.16
Exhibit Hall Meeting Suites . . . . . 2.13	Exhibit Hall Charging Table* . . . . . 4.4	Wellness Hub . . . . . 4.16
Pre-built Meeting Suite Options . . . . 2.13	Exhibit Hall Sponsorship Opportunities . . 4.5	<b>NEW!</b> Business Administrator Day . . . 4.17
Customized Meeting Suites . . . . . 2.13	Exhibit Hall Opening Luncheon . . . . . 4.5	WiFi Access . . . . . 4.17
Exhibitor Booth Staff	Exhibit Hall Networking Crawl . . . . . 4.5	
Registration and Housing . . . . . 2.14	Park Benches . . . . . 4.6	
Cancellation Policies. . . . . 2.16	Street Lamp Posts and Flower Beds . . . 4.6	
Social Media . . . . . 2.16	Convention Center Escalator Clings . . . 4.7	
Annual Meeting Policies. . . . . 2.16		
In Conjunction With (ICW) Events. . . . . 2.17		
Hotel Hospitality Suites . . . . . 2.17		

**INDUSTRY THERAPEUTIC UPDATE OPPORTUNITIES . . . . . 5.1**

Industry Therapeutic Updates . . . . . 5.2  
 Industry Therapeutic Update Room Pricing 5.3  
 Industry Therapeutic Updates Policies and Guidelines . . . . . 5.4

**CONTINUING MEDICAL EDUCATION OPPORTUNITIES . . . . . 6.1**

Continuing Medical Education (CME) Program Support . . . . . 6.2  
 Implementing the AAN Conflict of Interest Policy for CME Programming . . . . 6.3

**APPENDICES . . . . . 7.1**

Dates and Deadlines . . . . . 7.2  
 Exhibitor Booths and Housing . . . . . 7.2  
 Advertising . . . . . 7.3  
 Sponsorship . . . . . 7.4  
 Industry Therapeutic Updates . . . . . 7.5  
 AAN-approved Vendors . . . . . 7.6  
 Rules for Industry and Other Organizations at the AAN Annual Meeting. . 7.7  
 Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs . . . . . 7.20  
 Exhibitor Priority Points . . . . . 7.26

AAN Name and Logo Restrictions . . . . . 7.27  
 Specifications . . . . . 7.28  
 Exhibit Hall Opportunities . . . . . 7.28  
 Advertising Opportunities . . . . . 7.28  
 Sponsorship Opportunities . . . . . 7.29  
 Exhibit Hall Sponsorship Opportunities 7.30  
 Hotel Opportunities . . . . . 7.31





# EXHIBIT HALL OPPORTUNITIES

## SECTION 2

Exhibit Hall Schedule . . . . .	2.2	Exhibit Hall Map . . . . .	2.11
Exhibit Hall Hours. . . . .	2.2	Logo on Exhibit Hall Map. . . . .	2.11
Exhibitor Booth Installation Schedule . . . . .	2.3	Wayfinding Map Sponsorship . . . . .	2.11
Exhibitor Booth Dismantling Schedule . . . . .	2.3	Convention Center	
Exhibit Booth Information . . . . .	2.4	Premium Meeting Suites . . . . .	2.12
Exhibit Booth Options . . . . .	2.5	Exhibit Hall Meeting Suites . . . . .	2.13
Exhibit Hall Neighborhoods . . . . .	2.6	Pre-built Meeting Suite Options . . . . .	2.13
Association Neighborhood . . . . .	2.6	Customized Meeting Suites . . . . .	2.13
First-time Exhibitor Neighborhood . . . . .	2.7	Exhibitor Booth Staff	
Career Fair—Recruiter Neighborhood . . . . .	2.7	Registration and Housing . . . . .	2.14
Exhibit Hall Presentation Stages . . . . .	2.8	Cancellation Policies. . . . .	2.16
In-booth Presentation Stages . . . . .	2.8	Social Media . . . . .	2.16
Emerging Neurologic Care		Annual Meeting Policies. . . . .	2.16
Presentation Stage in the Exhibit Hall . . . . .	2.9	In Conjunction With (ICW) Events. . . . .	2.17
Exhibit Hall Passport . . . . .	2.10	Hotel Hospitality Suites . . . . .	2.17

# Exhibit Hall Schedule

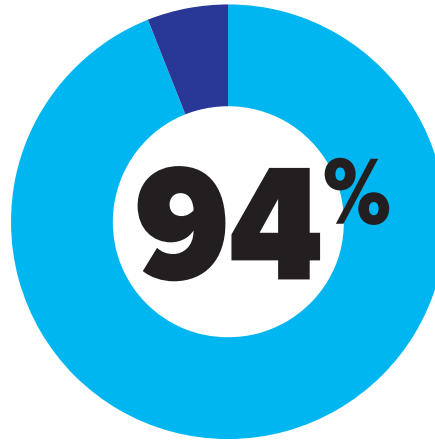
The 2024 Annual Meeting Exhibit Hall will be located in Halls BCDE of the Colorado Convention Center.

## Exhibit Hall Hours

- **Sunday, April 14**  
11:30 a.m.–4:00 p.m.  
Opening Luncheon  
11:30 a.m.–1:00 p.m.
- **Monday, April 15**  
11:30 a.m.–6:00 p.m.  
Networking Reception  
4:00 p.m.–6:00 p.m.
- **Tuesday, April 16**  
11:30 a.m.–4:00 p.m.
- **Wednesday, April 17**  
11:30 a.m.–4:00 p.m.

## Important Reminders

- Exhibit crates must be removed from the exhibit floor by 4:30 p.m. on Saturday, April 13. No exceptions will be allowed.
- Exhibit booths not set up by 8:00 a.m. on Sunday, April 14, will be reclaimed by the AAN under the [No-show Policy](#). Please see [Rules for Industry and Other Organizations at the AAN Annual Meeting](#).
- Exhibitors are expected to make travel arrangements in accordance with the official Exhibit Hall schedule.



*94% of exhibiting companies were very or somewhat satisfied with their exhibit experience.*

## Important Dates and Deadlines

- NOV 3** Exhibit contract deadline for priority booth assignments
- NOV 4** 50-percent booth cancellation fee begins, including downsizing of booth size
- DEC/JAN** Exhibitor Resource Center and Exhibitor Service Kit available online
- JAN 31** Final booth payments due
- FEB 1** 100-percent booth cancellation fees begin, including downsizing of booth
- FEB 5** Product/company descriptions and company logo due for AAN Mobile App
- FEB 5** Exhibit booth renderings due for Exhibits 400 sq. ft. or larger
  - Notification of Intent to Use an Exhibitor Appointed Contractor/ Non-official Contractor form due
  - Certificate of Liability Insurance from
  - Exhibits Giveaways and Booth Activity form due
  - Meeting Suite Renderings Due
- MAR 1** Group housing deadline
- MAR 22** Exhibit booth staff registration due
- MAR 23** Warehouse receiving begins
- APR 13** Warehouse receiving ends

# Exhibit Hall Schedule—continued

## Exhibitor Booth Installation Schedule

- **Islands 1,600 Sq. ft. and Larger Only**  
Thursday, April 11  
8:00 a.m.–4:30 p.m.
- **All Exhibitors**  
Friday, April 12 and Saturday, April 13  
8:00 a.m.–4:30 p.m.

## Exhibitor Booth Dismantling Schedule

- **Wednesday, April 17**—after 4:00 p.m.
- **Thursday, April 18**—8:00 a.m.–4:30 p.m.

Any exhibit materials remaining unboxed on the exhibit floor may be mistaken for trash. Exhibit material or damaged exhibits remaining in the convention center after the contracted move-out time has expired will be removed by Freeman at the expense of the exhibitor.

### Sanctions

Sanctions will be applied to exhibitors tearing down and/or moving out prior to 4:00 p.m. on Wednesday, April 17. This rule applies to all exhibitors including those in the Association Neighborhood. Sanctions will be applied for not abiding to the overall AAN rules and regulations.



# Exhibit Booth Information

## Included with Your Standard Booth Rate: Exhibit Space Assignment

- Draped aluminum supports (8' high in back, 36" high on the sides)
- Two-line identification sign (7" x 44" with company name and booth number)
- Booth drape and aisle carpeting (booth carpet is NOT included, but mandatory)
- Complimentary booth and company listing in the *Annual Meeting Daily*, AAN Conferences mobile app, and program search on [AAN.com](https://www.aan.com)
- Digital booth on AAN Conferences App floor plan and online floor plan on [AAN.com](https://www.aan.com)
- Exhibitor badge registration for up to four employees for each 10' x 10' unit/100 sq ft. Refer to [page 2.14](#) for an overview of which courses/ presentations you will gain access to with an exhibitor badge
- Ability to rent pre- and post-meeting attendee list (see advertising prospectus for details)
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal

### Not Included:

- Carpet and furniture
- Carpeting is mandatory for all booths
- Pillar wrapping\*

\* if a pillar is within the footprint of your booth, any hanging branding or wrapped branding above 12 feet from the exhibit hall floor must be purchased through the AAN and Freeman

To ensure appropriate booth assignment, all exhibitors must provide three (3) preferred booth choices. The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary. Booth assignment is determined based on the following criteria:

1. Priority points
2. Contract/payment submission date
3. Best fit

The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.

### Priority Deadline November 3, 2023

The AAN requires 100-percent deposit/payment for credit cards, check, or wire transfers. Deposits are due within 10 business days of online contract submission. **Final payments are due January 31, 2024.** If payment is not received by the deadline, the AAN/AANI reserves the right to reassign or sell the space and the original applicant will be responsible for 100-percent of the contracted space costs.

## Exhibitor Lunch

Lunch will not be provided to exhibiting personnel. Exhibitors are encouraged to eat prior to arrival or work with the convention center catering for exhibit space lunch offerings.

### Contact:

Kate Rizzo, Colorado Convention Center,  
[Kate.Rizzo@Sodexo.com](mailto:Kate.Rizzo@Sodexo.com)



# Exhibit Booth Options

## Order Online by November 3, 2023, for Priority Assignment

This page is for planning only, all orders will need to be placed through the online portal.

## Rates/Booth Selections

The AAN will make all efforts to assign space according to the exhibitor's request. Preferences for booth location are not guaranteed. Space will be assigned by priority points, best fit, and date application is received. Final space will be determined by Conference Management.

*\* IRT membership discount does not apply to exhibit space.*



## Booth Spaces

	Until 11/3/22	After 11/3/22
<b>10' x 10' Rates</b>		
Linear	\$3,400	\$3,600
Corner	\$3,600	\$3,800
<b>Island and Pavilion Rates</b>		
10' x 20'	\$9,200	\$9,500
20' x 20'	\$18,400	\$19,000
20' x 30'	\$27,600	\$28,500
20' x 40'	\$36,800	\$38,000
20' x 50'	\$46,000	\$47,500
30' x 30'	\$41,400	\$42,750
30' x 40'	\$55,200	\$57,000
30' x 50'	\$69,000	\$71,250
40' x 40'	\$73,600	\$76,000
40' x 50'	\$92,000	\$95,000
50' x 50'	\$115,000	\$118,750
50' x 70'	\$161,000	\$166,250
60' x 60'	\$165,600	\$171,000
60' x 80'	\$220,800	\$228,000
70' x 70'	\$225,400	\$232,750
<b>Nonprofit Space in Association Neighborhood</b>		For Details, <a href="#">See Page 2.6</a>
Complimentary space available for the first 12 registered		
10' x 10'		\$1,500
10' x 20'		\$4,450
<b>Career Fair—Recruiter Neighborhood</b>		For Details, <a href="#">See Page 2.7</a>
Recruiter Package with 10' x 10' Booth		\$6,000

**Additional booth sizes are available. Please contact the AAN for pricing on any size not listed.**

# Exhibit Hall Neighborhoods

Exhibit Hall Neighborhoods help attendees quickly find exhibitors of interest. Being located in a thematic neighborhood is not required, but if you wish to be placed in a neighborhood, indicate which one on the online contract. Space in each of the three available neighborhoods is limited and will be distributed on a first come, first-served basis.

## Association Neighborhood

12 complimentary spaces are available in the Association Neighborhood. The first 12 medically related nonprofit associations (as determined by the AAN) contracts received will receive a free space in the neighborhood.

Once the Association Neighborhood is sold out, nonprofits will be able to purchase a standard 10' x 10' booth at a reduced rate. Priority points will not be taken into account for exhibitors paying the reduced nonprofit rate. Booths will be assigned based on availability.

Please note that **hospital networks, hospitals, or health care systems are not eligible** for complimentary or reduced rate Association Neighborhood booths. Please see the Career Fair Neighborhood packages.

Requests for association space must be accompanied by proof of nonprofit status for first-time exhibitors.

- First 12 Association Neighborhood booth applications
  - Complimentary space in the Association Neighborhood Booth
  - Association Neighborhood booth rates include carpet, draped table, two chairs, and a wastebasket. Additional furniture or upgrades are at the cost and responsibility of the exhibitor to order. An order form at a reduced rate will be provided with your confirmation and in the Exhibitor Service Kit.
- Any additional Association Neighborhood booth applications
  - Nonprofit reduced rate.
  - 10' x 10' = \$1,500

Booths electing to pay the nonprofit rate will be placed in the Association Neighborhood.

Exhibit Hall Nonprofit Space is assigned at the discretion of the AAN/AANI.



# Exhibit Hall Neighborhoods—continued

## First-time Exhibitor Neighborhood

The AAN will reserve a block of booths in a high traffic area of the hall for first-time exhibitors. A standing column will highlight this area of the hall. Indicate on the online contract if you wish to be placed in this area. Exhibit fees are at the standard rates, no discounts apply.

## Career Fair—Recruiter Neighborhood

### Special Package for Recruiters

The Career Fair package is for those looking to recruit neurologists or other neuroscience professionals. It will feature a unique look that will differentiate it from the rest of the Exhibit Hall.

#### Package includes:

- 10' x 10' booth in the Career Fair Neighborhood in the AAN Exhibit Hall
- Designated neighborhood marketed to attendees as the place for them to go to get information about career opportunities
- Access to participate in the Career Center's Java, Juice, and Jobs! This event is geared exclusively towards career seekers and will be the best way to meet your next job candidate on-site! Event includes table for materials.

**Date: Tuesday, April 16**

**Time: 7:00 a.m. - 9:00 a.m.**

**Package Price: \$6,000**



# Exhibit Hall Presentation Stages

## In-booth Presentation Stages

**Sunday, April 14–Wednesday, April 17**

In-booth Presentation Stages are a unique marketing tool providing an additional opportunity for exhibitors in larger booths to reach motivated Annual Meeting attendees in sessions held within their booth space. The 20-minute presentations provide a forum to discuss a product and its role in the treatment of a disease and educate a greater number of attendees at one time.

### In-booth Presentation Stages— Rules and Regulations

Refer to [Rules for Industry and Other Organizations at the Annual Meeting](#) for additional information

- **Minimum of 20' x 20' booth space required**
- Participating company must be a supporter of a 2024 Annual Meeting marketing item.
- Presentation stage must fit within footprint of booth space
- Seating allowed for maximum of 25 people
- Presentations must not exceed 20 minutes in length
- Maximum of four presentations per day Sunday–Wednesday (maximum of 16 presentations)
- Presentations **may not** occur between 11:45 a.m.–12:45 p.m. daily
- Exhibitors create their own schedule during official Exhibit Hall hours
- **Presenter must not be AAN Annual Meeting director, faculty, co-chairs, presenter, or abstract first author, member of AAN leadership, or AAN staff**

- 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

**Fee:** \$17,000

*Fee does not include any AV equipment or other set-up. This is strictly a participation fee.*

- **Complimentary Items**  
AAN promotional signage
- **Acknowledgment**  
Recognized in AAN marketing

### Important Note

This is the only type of in-booth presentation allowed at the AAN Annual Meeting. No other in-booth presentations of any kind will be allowed. Sanctions for guideline violations will apply.



# Exhibit Hall Presentation Stages—Continued

## Emerging Neurologic Care Presentation Stage in the Exhibit Hall

### Sunday, April 14–Wednesday, April 17

Back by popular demand and revamped, this opportunity allows exhibitors who have **400 square feet or less total exhibit space** in the Exhibit Hall the ability to give a brief presentation to AAN attendees. Similar to in-booth presentations, this allows companies the space to discuss current products and how your organization is advancing neurologic patient care. This stage will be located in a high-traffic area inside the hall and will be promoted in AAN marketing materials.

### Emerging Neurologic Care Presentation Stage in the Exhibit Hall Rules and Regulations

- **Presenter must not be AAN Annual Meeting 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
- If minimum participation is not fulfilled, presentation stage may be cancelled. All participating companies would be notified by January 31, 2024, if the stage were to be cancelled

- Presenting companies are allowed to have one lead retrieval device, but must follow the AAN's lead retrieval presentation stage guidelines
- 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
- **Limit 2 presentations per company**

**Fee:** \$10,000

- Complimentary Items  
AAN promotional signage, highlight in *Annual Meeting Daily*, A/V set, stage, and seating
- Included in mobile app and daily schedules



# Exhibit Hall Passport

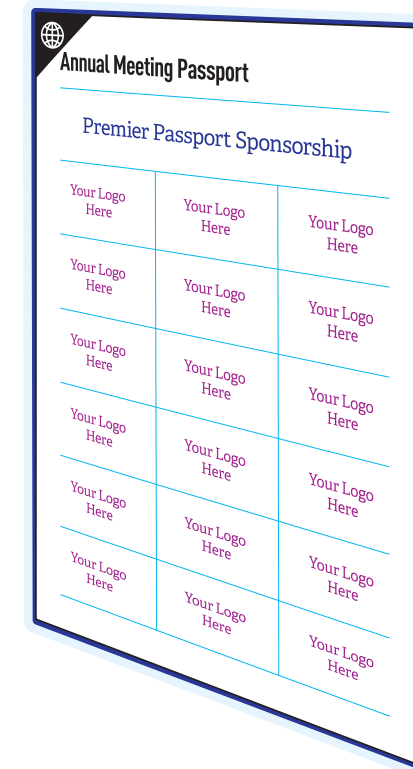
## Put your company/product logo on the passport and increase traffic to your booth.

Bring attendees directly to your booth by obtaining a spot on the daily Exhibit Hall Passport! A sure-fire way to increase traffic to your booth, the Exhibit Hall Passport lists booths that attendees must visit that day in order to complete and earn the chance to win incredible prizes. Prizes vary year to year, but are always popular!

- **Sponsorship Fee\***: Starting at \$500–\$2,750, depending on booth size. (Multiple sponsorships plus exclusive premier sponsorship per passport).

	April 14	April 15	April 16	April 17
<b>Level I</b>				
Exhibits 200 sq. ft. and smaller	\$1,750	\$1,250	\$750	\$500
<b>Level II</b>				
Exhibits 201–799 sq. ft.	\$2,000	\$1,500	\$1,000	\$750
<b>Level III</b>				
Exhibits 800–1,599 sq. ft.	\$2,250	\$1,750	\$1,500	\$1,250
<b>Level IV</b>				
Exhibits 1,600 sq. ft. and larger	\$2,750	\$2,250	\$2,000	\$1,750
<b>Premier Passport Sponsor</b>				
	\$6,000	\$6,000	\$6,000	\$6,000

The AAN reserves the right to cancel the passport if a minimum of 7 (seven) logos are not sold by February 9, 2024.



## Premier Passport Sponsorship

- Enlarged logo on passport
- Host of the grand prize drawing for Wednesday's sponsor
- Drop-off location for completed passports in your booth

\*Funding will not be utilized by AANI in any manner that will constitute a reportable transfer of value to a covered recipient under the Physician Payment Sunshine Act, including for entertainment, food or beverage, gifts, or promotions for individual attendees.



# Exhibit Hall Map

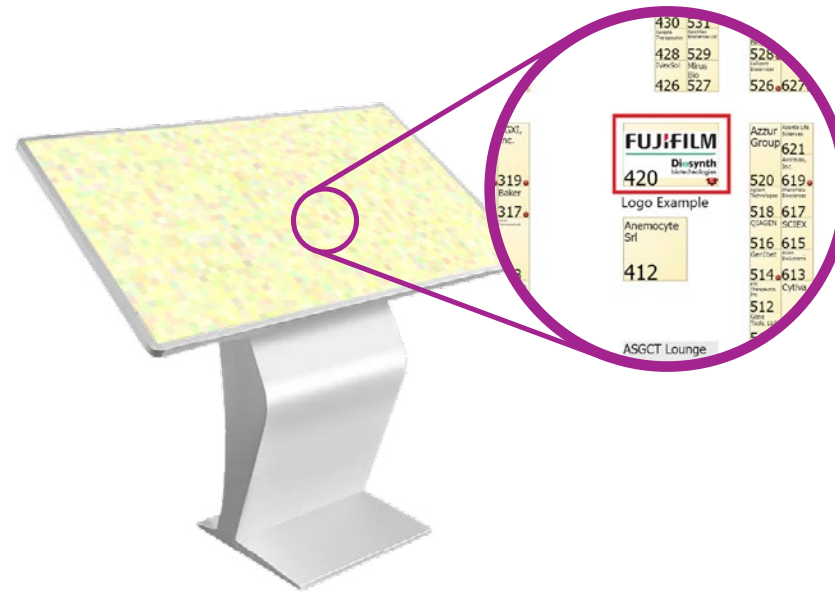
## Logo on Exhibit Hall Map

Showcase the location of your booth on the interactive Exhibit Hall map! Your company or brand logo would be placed in your booth location within the interactive map. These maps are located throughout the Exhibit Hall and at high traffic entrance locations. They also offer attendees the ability to search companies by name, specialty, and booth number.

### Specific Sponsorship Benefit:

- Company or product logo over exhibit space
- Greater visibility for attendees before conference and on-site

**Sponsorship Fee:** \$2,100



## Wayfinding Map Sponsorship

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.

### Specific Sponsorship Benefit:

- Company or product branding on a 15" x 30" decal placed at the bottom of each Exhibit Hall map

**Sponsorship Fee:** IRT Member Price: \$30,000  
Non-IRT Member Price: \$35,000  
(Exclusive sponsorship)



# Convention Center Premium Meeting Suites

## Exclusive benefit to Industry Roundtable Members!\*

Seven premium meeting suites are available for rental at the Colorado Convention Center .

**Saturday, April 13–Wednesday, April 17, 6:00 a.m.–6:00 p.m.**

**Fee:** \$50,000

*\*Note: Must be a \$75,000 2024 Industry Roundtable member and have an exhibit booth to purchase a Premium Meeting Suite. Exclusive opportunity available to top-tier \$75,000 level members through December 1, 2023. Available to \$50,000 and \$25,000 members December 1, 2023 through January 5, 2024. Any available suites are open for purchase to all companies after January 5, 2024.*

## What makes these suites premium?

- Premium Location: Located in the convention center—no need to walk back to your hotel for your meeting
- Enhanced Privacy
- Access: Available more days and longer hours than regular meeting suites
- Amenities: Electrical access, secured room
- Includes: Electrical access, 22" x 28" sign

## Premium Meeting Suite Move-In

**Thursday, April 11 8:00 a.m.–4:30 p.m.**

**Friday, April 12 8:00 a.m.–4:30 p.m.**

## Premium Suite Move-Out

**Thursday, April 18 6:00 a.m.–6:00 p.m.**

*Note: Meeting suite move out must not disrupt the attendee experience.*

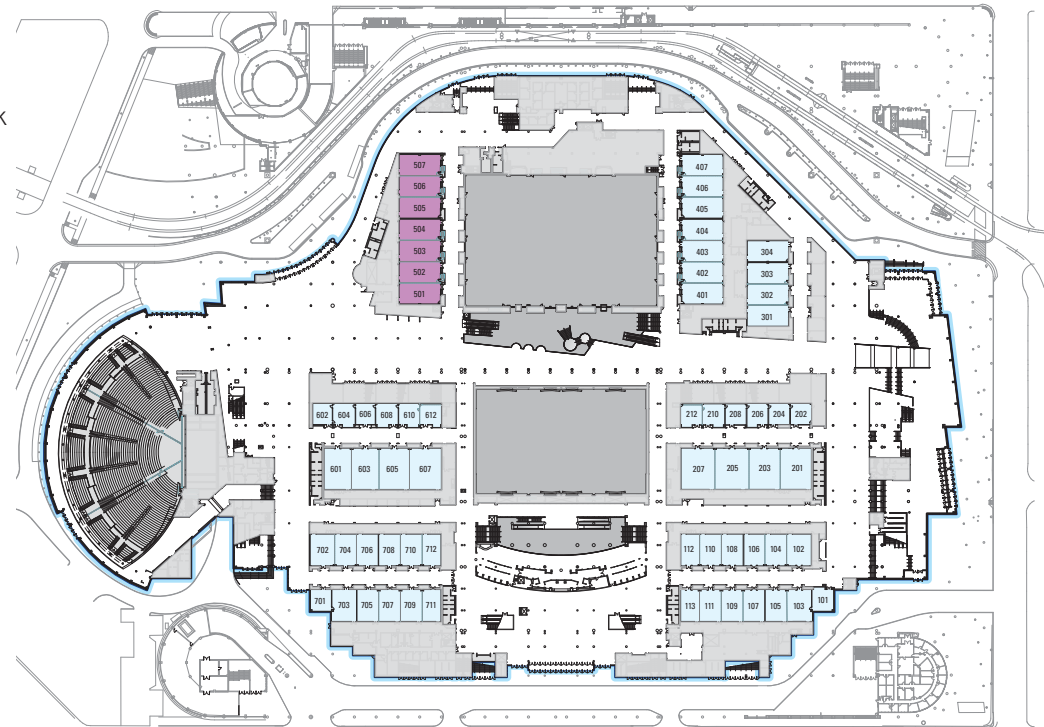
*Companies must send all materials to advanced shipping warehouse and work closely with Freeman in regards to transportation and logistics of materials.*

## Rooms Available\*\*:

- 501
- 502
- 503
- 504
- 505
- 506
- 507

*\*\*Rooms are highlighted below in violet*

## Colorado Convention Center Street Level





# Exhibit Hall Meeting Suites

Conveniently located inside the convention center in Exhibit Hall BCDE, meeting suites are the best opportunity for your team to connect with your key opinion leaders in a private, one-on-one or small-group setting. 10'x20' and 20'x20' meeting suites come with the exterior shell built and have opportunities to customize the interior. Larger than 20'x20' spaces are sold on a per square foot basis and are built by the purchasing company. All suites must be reviewed by the AAN, Colorado Convention Center, and any other applicable source for approval. **You must have an exhibit space to purchase a meeting suite.**

## Pre-built Meeting Suite Options

**20' x 20' Suite Starting at \$30,000**

**10' x 20' Suite Starting at \$18,000**

### Includes:

- Eight-foot high hard wall
- Carpet
- ID sign
- One locking door
- Ability to customize exterior
- Ability to have a registration table outside Pre-built Meeting Suites

*\*Meeting suites do not come furnished. Please work with Freeman or your EAC for furnishing. Registration table or seating not included.*

## Meeting Suite Hours of Operation

**Sunday, April 14–Wednesday, April 17**

6:00 a.m.–6:00 p.m.

## Meeting Suite Set-Up

**Thursday, April 11** 8:00 a.m.–4:30 p.m.

**Friday, April 12** 8:00 a.m.–4:30 p.m.

**Saturday, April 13** 8:00 a.m.–4:30 p.m.

## Meeting Suite Tear-Down

**Wednesday April 17** 4:30 p.m.

**Thursday, April 18** 6:00 a.m.–6:00 p.m.

### Enhance your meeting suite with the following, available for order in your exhibitor service kit:

- Company graphics on the outside of the suite (for hardwall suites only)
- Additional furniture and/or audiovisual equipment
- Food and beverage service for your guests

### Recommended use:

- Staff meetings
- One-on-one meetings
- Social events

### Not permitted:

- Speaker/presenter trainings

## Customized Meeting Suites

Anything built by an external company and larger than 20x20 will be charged \$7,500 per 100 square feet. Please contact the AAN team to learn more.

### Benefits Include:

- Ability to customize to the size and shape that fits your meeting needs
- Allow for a reception area with meeting spaces for private conversation
- Great way to optimize your organization's reach to key opinion leaders while at the meeting
- Price will vary depending on size
- Contact the AAN to learn more

# Exhibitor Booth Staff Registration and Housing

## Booth Staff Registration

### Exhibitor Registration Deadline: March 22, 2024

Exhibitors receive four (4) complimentary booth staff registrations per 10' x 10' booth purchased. Additional badges for exhibit personnel may be purchased for \$200 per badge. Online registration for exhibitors will open in December or early January.

Exhibitor badges will be distributed on-site at the designated registration area. Admission to the Exhibit Hall during set-up and tear-down will be restricted to registered exhibit personnel wearing official conference badges. Badges must be worn in the Exhibit Hall at all times. Exhibitors cannot share badges. Attaching cards, ribbons, or other items to badges is not permitted.

## Activities Included with Exhibitor Badge

- Admission to scientific sessions: this includes Scientific Platform and Poster Sessions, Society Spotlight, Plenary Sessions, and Neuroscience in the Clinic Sessions.
- If browsing AAN programming, sessions beginning with S, N, P, or H will be accessible to exhibitors. Programming beginning with C, \$, or any other designation will not be accessible without a full registration badge.
- Access to the Exhibit Hall two (2) hours prior to the hall opening and one (1) hour after hall closing.

- Attendance at any other programs, including education programs, requires registration as an attendee at the general registration rate. An attendee badge is required for admittance to these courses.
- Exhibitors may escort someone with an attendee badge into their booth in the two (2) hours prior to the hall opening. Limited to two (2) attendee escorts; individuals must have an attendee badge to be escorted in.
- Meeting suites are located inside the exhibit and poster hall. Both attendees and exhibitors will be able to access suites during posted meeting suite hours.

## Exclusive Benefit for Industry Roundtable Members

Top-level Industry Roundtable members receive a limited number of free full badges. Contact Molly Hemes, Industry Relations Manager, at [mhemes@aan.com](mailto:mhemes@aan.com) for details and to register.

All programs are included on a first-come, first served, space-available basis. In the event of reaching room capacity, the AAN reserves the right to decline admission to any session in the interest of both comfort and safety.



# Exhibitor Booth Staff Registration and Housing—continued

## Exhibitor Housing

Special hotel rates for the Annual Meeting are available by booking through the AAN official housing vendor, Convention Management Resources (CMR). A select number of rooms at overflow hotels are reserved for use by exhibitors. Exhibitor housing requests open on Thursday, November 9, 2023, for exhibitor groups of any size. The exhibitor priority request deadline is November 22, 2023. All housing request in by that day will receive their housing assignments by Tuesday, December 12, 2023. Room blocks will be assigned based on a combination of best fit and order submitted.

Exhibitors booking through AAN housing receive two (2) additional priority points, and help the AAN maintain consistent and competitive exhibit rental costs and registration fees, resulting in greater physician attendance.

## Group Housing

Room blocks of 10 or more rooms on peak night must be reserved through group housing, and the company will be required to sign a Block Agreement before being able to secure the rooms. This agreement outlines all policies regarding room blocks, including attrition, deadlines, and payment. All names and dates must be sent to CMR for the room block by March 1, 2024.

## Exhibitor Housing Rules

- Only confirmed 2024 AAN exhibitors may hold rooms within the AAN exhibitor block
- Exhibitor housing must only be used for exhibitor personnel
- Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the 2024 Annual Meeting and/or future Annual Meetings

## Group Housing Policies

- If available, AAN housing will use the group's housing history when assigning 2024 housing blocks
- With exception to the IRT benefit, exhibitor housing is available only at overflow hotels
- A credit card is required to request Exhibitor Housing; this card will be used as the guarantee for rooms booked
- Hotels may charge a deposit approximately three weeks prior to arrival in the amount of one night's room and tax for each reservation
- Attrition: Groups of 10 rooms or more are required to pick up 80 percent of the total room block as of the rooming list deadline of March 1, 2024. Groups with pickup less than 80 percent are subject to penalties such as forfeiture of exhibitor points, reduction of future room blocks, and/or a service fee

## AAN Official Housing Vendor

Convention Management Resources (CMR):  
(415) 979-2283 or (800) 676-4226, email  
[aanamsupport@cmrus.com](mailto:aanamsupport@cmrus.com)

### Key Deadlines

- NOV 9** Exhibitor housing requests open
- NOV 22** Exhibitor housing requests priority deadline
- DEC 12** Assignments sent to requests submitted by November 22
- MAR 1** Group rooming list deadline

# Cancellation Policies

## Annual Meeting Cancellation

In the event the AAN is forced to cancel the in-person Annual Meeting, the AAN will make reasonable efforts to deliver certain purchased items in a similar fashion via the online meeting. Companies will receive a refund for items that cannot be delivered online, as described throughout the prospectus and in the terms and conditions, and with the exception of a \$250 administrative fee.

## Rules, Guidelines, and Cancellation Policies

Upon exhibit contract submission, the exhibitor agrees that the information and guidelines contained in this publication are a binding part of the contract. Review the Rules for Industry and Other Organizations at the Annual Meeting as well as the Exhibit Booth Online Contract for additional information, including cancellation policies.

# Social Media

The American Academy of Neurology (AAN) encourages all AAN conference attendees to share their experience on social media using the official conference hashtag. When doing so, please adhere to the following AAN Meetings Social Media Policies:

- Photography and screenshots of presentations are permitted for personal use only.
- Photography or screenshots for commercial use are strictly prohibited.\*
- Do not disrupt fellow attendees.

- Do not post any information or other material protected by copyright without the permission of the copyright owner.
- Do not post confidential or identifiable patient information.
- Do not post any material that is defamatory, abusive, profane, threatening, offensive illegal, or violates any third party's rights.
- Videography, including live streaming, is strictly prohibited regardless of intended use.

- Usage of the AAN logo or an AAN conference logo on social media is prohibited.

The AAN has the right to ask any AAN conference attendee to remove a social post or to stop taking photos or recording video at any time.

\*Members of the press must follow the AAN Press Policies ([AAN.com/PressRoom](https://www.aan.com/PressRoom))

# Annual Meeting Policies

To see the latest policies and procedures for the overall conference, visit [AAN.com/ConfGuidelines](https://www.aan.com/ConfGuidelines). FAQs for the Annual Meeting can be found at [AAN.com/AM](https://www.aan.com/AM).

# In Conjunction With (ICW) Events

The AAN welcomes affiliated organizations to meet and host functions during AAN-approved dates and times in conjunction with the 2024 AAN Annual Meeting.

An In Conjunction With (ICW) meeting is any event affecting Annual Meeting attendees that is outside the official AAN Annual Meeting program, including, but not limited to:

- Alumni reunions
- Social events/dinners
- Staff meetings
- Industry pre-conference and post-conference meetings
- Scientific investigator meetings

- Scientific advisory board meetings
- Committee and board meetings
- Disclosure meetings as required by the US Securities and Exchange Commission
- All meetings offered during the inclusive dates of the Annual Meeting, whether held at AAN-contracted facilities or in the same metropolitan area as the Annual Meeting

## Questions?

Contact [ICW@aan.com](mailto:ICW@aan.com) or visit [AAN.com/AnnualMeeting/ICW](https://aan.com/AnnualMeeting/ICW) for more information.

# Hotel Hospitality Suites

Hospitality Suites are located in hotel sleeping rooms (not in contracted meeting space) and are rented by entities to meet and entertain clients and potential customers. Hospitality Suites are available through CMR, the AAN's official housing and registration vendor. Suites are available within the AAN housing block on a first-come, first-served basis.

## To book a Hospitality Suite, contact:

[aanamsupport@cmrus.com](mailto:aanamsupport@cmrus.com) or (800) 676-4226.



# ADVERTISING OPPORTUNITIES

## Section 3

Annual Meeting Emails . . . . .	3.2
Email Opportunities* . . . . .	3.2
<i>Annual Meeting Daily Rate Card</i> . . . . .	3.5
<b>NEW!</b> Pre-meeting Direct Mail . . . . .	3.6
Mobile App Advertising Opportunities . . . . .	3.7
Interstitial Ad on the Mobile App only . . . . .	3.8
Push Notifications on both the Mobile App and Online Platform . . . . .	3.8
<b>NEW!</b> Carousel Ads on both the Mobile App and the Online Platform . . . . .	3.8
Attendee List Opportunity . . . . .	3.10
Out-of-home Advertising . . . . .	3.1

# 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 Denver and online-only attendees (April 13–18). The email is focused on promoting upcoming activities each day and includes images and a rich, digital experience for attendees.

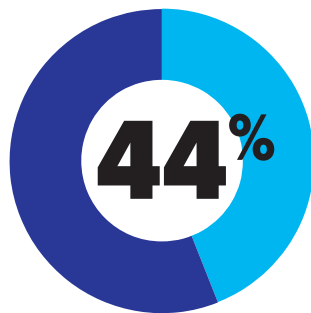
### Annual Meeting Thank You Email

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.

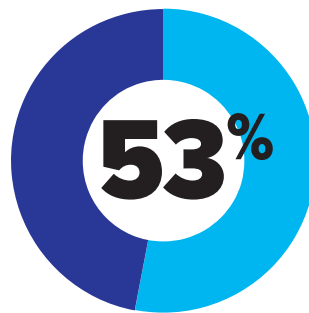
### Annual Meeting Recordings Access Reminder Email

Annual Meeting attendees have access to recordings through May 6, 2024. 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!

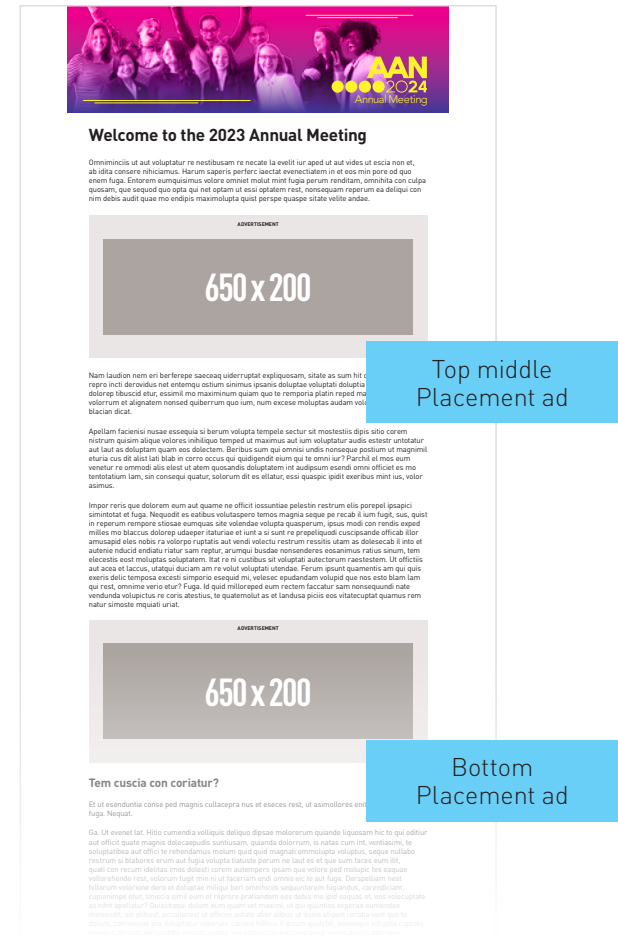
*\*Email Opportunities not eligible for Industry Roundtable discounts.*



2023 Annual Meeting Registration emails had a 44% average open rate



2023 Daily Conference emails had a 53% average open rate



# Email Opportunities—continued

Annual Meeting Emails	Location	Price	Date Assets Due	Date or Date Range Email Sent	Email Audience	Approximate Distribution
<b>February Registration Marketing Email</b>	Bottom placement	\$40,000	Feb 9, 2024	mid-February	<b>All members</b>	<b>38,000</b>
<b>March Registration Marketing Email</b>	Bottom placement	\$40,000	Mar 6, 2024	mid-March	<b>All members</b>	<b>38,000</b>
Pre-Annual Meeting Email 1	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Mar 30, 2024	Registered attendees	11,000
Pre-Annual Meeting Email 2	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Mar 30, 2024	Registered attendees	11,000
Daily Email Saturday, April 13	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 13, 2024	Registered attendees	11,000
Daily Email Sunday, April 14	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 14, 2024	Registered attendees	11,000
Daily Email Monday, April 15	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 15, 2024	Registered attendees	11,000
Daily Email Tuesday, April 16	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 16, 2024	Registered attendees	11,000
Daily Email Wednesday, April 17	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 17, 2024	Registered attendees	11,000
Daily Email Thursday, April 18	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 18, 2024	Registered attendees	11,000
Thank You Email	Top/middle placement Bottom placement	\$30,000 \$20,000	Mar 22, 2024	Apr 19, 2024	Registered attendees	11,000
Annual Meeting Recordings Access Reminder Email	Bottom Placement	\$30,000	April 13, 2024	Early May	Registered attendees	11,000



# Email Opportunities—continued

## Key Deadlines

### February Registration Marketing Email

**JAN 25** Order form and payment due

**FEB 1** Graphic file due for approval

**FEB 9** 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 6** 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 4,000 Annual Meeting attendees each day in Denver Saturday through Wednesday mornings (April 13–17, 2024). The full-color magazine promotes popular events during these days, such as:

- Exhibit Hall highlights
- Educational courses
- Scientific poster sessions
- Hubs for unconventional learning
- 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>	Non-IRT Member Rate	IRT Member Rate
Half Page (single issue)	\$3,675	\$3,500
Half Page (all issues)	\$12,600	\$12,000
Full Page (single issue)	\$6,300	\$6,000
Full Page (all issues)	\$25,200	\$24,000
Full Page PI (single issue)	\$3,150	\$3,000
Full Page PI (all issues)	\$12,600	\$12,000
Spread Ad (single issue)	\$9,975	\$9,500
Spread Ad (all issues)	\$39,900	\$38,000
Inside Front Cover (single issue)	\$9,240	\$8,800
Inside Front Cover (all issues)	\$33,600	\$32,000
Inside Back Cover (single issue)	\$9,240	\$8,800
Inside Back Cover (all issues)	\$33,600	\$32,000
Outside Back Cover (single issue)	\$11,550	\$11,000
Outside Back Cover (all issues)	\$39,900	\$38,000
Cover Tip Ad with Half page (single issue)	\$17,325	\$16,500
Cover Tip Ad with Half page (all issues)	\$50,400	\$48,000



## Key Deadlines

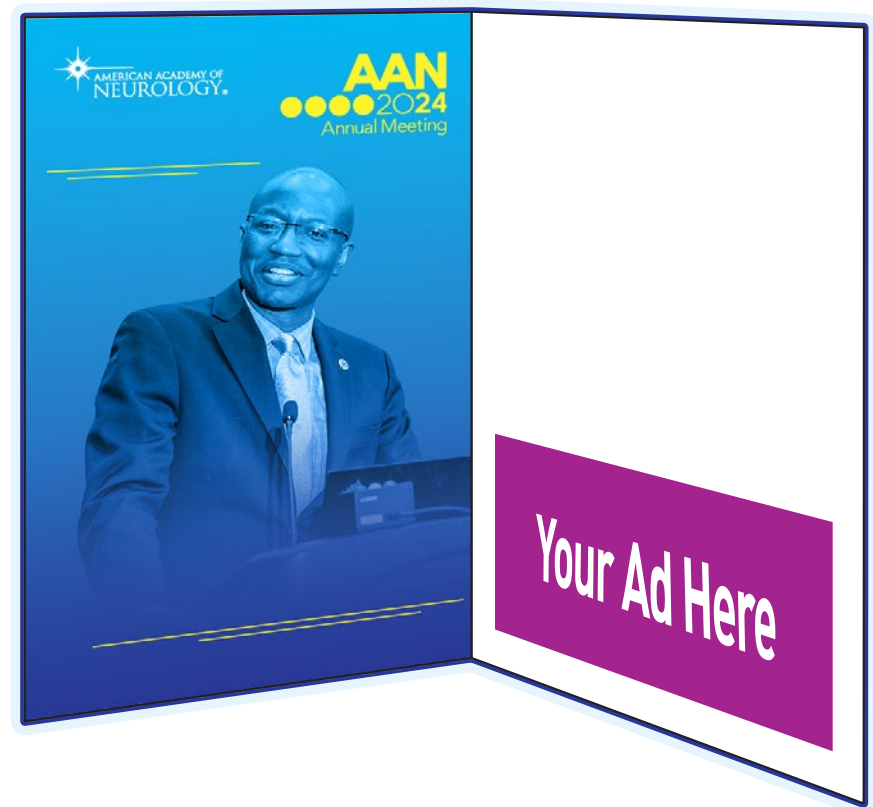
- FEB 8** Order form and payment due
- MAR 8** Graphic file due for approval
- MAR 15** Final (approved) graphic files due

# NEW! Pre-meeting Direct Mail

To maximize your exposure to 2024 Annual Meeting attendees, the AAN offers advertising in **two pamphlets** (one ad per pamphlet) mailed to 25,000+ registered and potential attendees. This short-form printed pamphlet includes information about abstracts or other programming with a high-impact advertising location for your product. Get prime real estate with maximum eyeballs ahead of the Annual Meeting.

**Sponsorship Fee:** \$25,000 per ad

Expand your reach with high-impact print to 25,000+ registered and potential US attendees.



## Key Deadlines

**JAN 26** Order form and payment due

**FEB 2** Graphic file due for approval

**FEB 9** Final (approved) graphic files due

# Mobile App Advertising Opportunities

The 2024 AAN Annual Meeting in Denver will be available in the AAN Conferences mobile app in March 2024. 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.

## 2023 Annual Meeting Mobile App

Statistics (April 3–May 31, 2023)

**67%**

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

**140,000**

Total interstitial ad impressions  
**17,000** unique impressions

**20,000+**

Users (Unique Devices)

**5,000+**

Average sends and **23%** average rich page views per push notification



# Mobile App Advertising Opportunities—continued

## Interstitial Ad on the Mobile App only

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, and promotional emails.
- Advertising will appear for four seconds at a maximum of once per hour.

## Push Notifications on both the Mobile App and Online Platform

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 12. Two push notifications offered per day April 13–15 and one push notification offered per day April 16–18.

## NEW! Carousel Ads on both the Mobile App and the Online Platform

Take advantage of this great opportunity that allows you to hit a captive audience at the exact time they are deciding their upcoming schedule. This is a great way to ensure learning more about your company is built into their schedule! Limit 5 advertisements.

### Maximize Your Reach!

Push notifications and carousel ads are the only way to reach ALL our attendees no matter if they are participating online only, in person, or a mix of both.



# Mobile App Advertising Opportunities—continued

Annual Meeting Mobile App	IRT Member Rate	Non-IRT Member Rate
EXCLUSIVE! Interstitial Ad (April 13–18)	\$125,000	\$140,000
One-time Daily Push Notification, April 12	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 13 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 14 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 15 (Two Available)	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 16	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 17	\$35,000 each	\$38,500 each
One-time Daily Push Notification, April 18	\$35,000 each	\$38,500 each
Carousel Ad	\$25,000 each	\$28,500 each

## Key Deadlines

- FEB 16** Order form and payment due
- MAR 15** Graphic file due to AAN for approval
- MAR 22** 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 2024 AAN Annual Meeting in Denver 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	2022	2023
Pre-meeting	1,060	1,334
Post-meeting	1,097	1,519

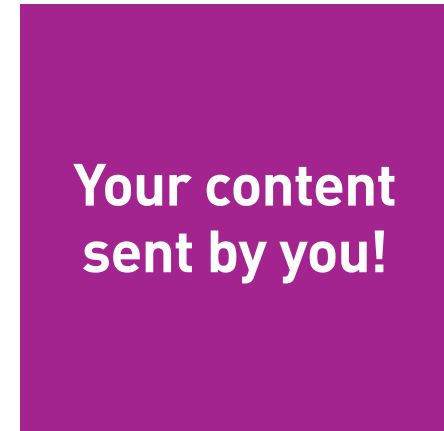
## Attendee List Pricing Table

- 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](mailto: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 22** Order form and payment due
- MAR 29** Deadline to provide marketing sample to the AAN for approval
- APR 1** Pre-meeting attendee list becomes available (to those who have AAN-approved marketing piece)
- APR 10** Deadline to send to pre-meeting attendee list
- APR 24** Post meeting attendee list becomes available (to those who have an AAN-approved marketing piece)
- MAY 6** 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 Denver as attendees socialize and network with colleagues outside of the Colorado Convention 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
- Area Billboards
- Transportation Advertising opportunities
- Many more

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

**Contact:**

Andrew Halverson  
Associate Director, Industry Sales  
[ahalverson@aan.com](mailto:ahalverson@aan.com)  
(612) 928-6117





# SPONSORSHIP OPPORTUNITIES

## Section 4

Area Sponsorships . . . . .	4.2	Hotel Opportunities . . . . .	4.13
Buzz Cafes . . . . .	4.2	Hotel Key Cards and Card Holders . . . . .	4.13
Carpet Graphics at Hall Entrance . . . . .	4.2	Hotel Do Not Disturb Signs . . . . .	4.13
Footprints* . . . . .	4.2	Hotel Door Drops . . . . .	4.14
Charging Options . . . . .	4.3	Support Opportunities . . . . .	4.15
Cell Phone Charging Lockers . . . . .	4.3	General Sponsorship of the Annual Meeting . . . . .	4.15
Charging Seating Options . . . . .	4.3	International Scholarship Fund . . . . .	4.15
Exhibit Hall Charging Lounges . . . . .	4.4	Resident and Fellows Scholarship Fund . . . . .	4.15
Exhibit Hall Charging Table* . . . . .	4.4	5K Run/Walk for Brain Research . . . . .	4.16
Exhibit Hall Sponsorship Opportunities . . . . .	4.5	Wellness Hub . . . . .	4.16
Exhibit Hall Opening Luncheon . . . . .	4.5	<b>NEW!</b> Business Administrator Day . . . . .	4.17
Exhibit Hall Networking Crawl . . . . .	4.5	WiFi Access . . . . .	4.17
Park Benches . . . . .	4.6		
Street Lamp Posts and Flower Beds . . . . .	4.6		
Convention Center Escalator Clings . . . . .	4.7		
Pillar Marketing . . . . .	4.7		
Tabletop Graphics . . . . .	4.8		
Digital Billboard . . . . .	4.8		
Outside of Exhibit Hall Opportunities . . . . .	4.9		
Coat and Luggage Check . . . . .	4.9		
<b>NEW!</b> Social Media Screen & Sponsored Tweet . . . . .	4.9		
<b>NEW!</b> Hydration Station . . . . .	4.10		
<b>NEW!</b> Poster Presentation Viewing Area . . . . .	4.10		
<b>NEW!</b> Lunch Line Dividers . . . . .	4.11		
<b>NEW!</b> Meeting Pods . . . . .	4.11		
<b>NEW!</b> Exhibit Hall Entrance Door Clings . . . . .	4.12		

# 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: \$50,000  
Non-IRT Member Price: \$55,500

## 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:** 2' x 2' IRT Member Price: \$31,500  
2' x 2' Non-IRT Member Price: \$35,000

*\*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 Colorado Convention Center.

## Cell Phone Charging Lockers

- Sponsor's logo located on station

**Sponsorship Fee:** IRT Member Price: \$16,000  
Non-IRT Member Price: \$17,800



## 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:  
IRT Member Price: \$16,000  
Non-IRT Member Price: \$17,800

**In Exhibit Hall:** IRT Member Price: \$19,500  
Non-IRT Member Price: \$21,350



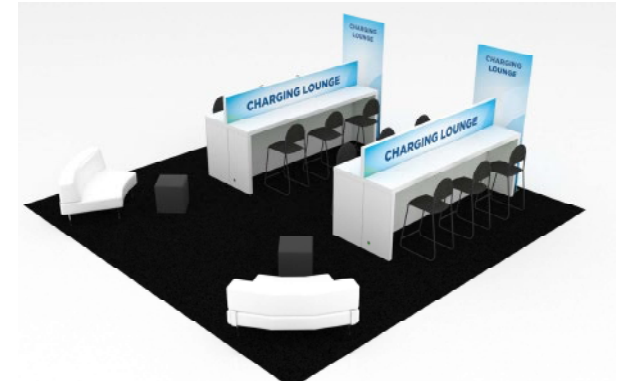
# Charging Options—continued

## 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: \$23,650  
Non-IRT Member Price: 26,250



## 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: \$9,450  
Non-IRT Member Price: \$10,450

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



# Exhibit Hall Sponsorship Opportunities

## Exhibit Hall Opening Luncheon

Sunday, April 14—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](https://www.aan.com), and on-site signage

**Sponsorship Fee\*:** \$70,000

## Exhibit Hall Networking Crawl

Monday, April 15—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 in 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 panels with food locations panels
- Listing the company name and booth number in the *Annual Meeting Daily*
- Company name and logo on Networking Crawl map handed out to attendees as they walk in
- Sponsors recognized verbally on-site in the Exhibit Hall

**Sponsorship Fee\*:** \$10,000 each

*\*Funding will not be utilized by AANI in any manner that will constitute a reportable transfer of value to a covered recipient under the Physician Payment Sunshine Act, including for entertainment, food or beverage, gifts, or promotions for individual attendees.*



# 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: \$106,500

Non-IRT Member Price: \$118,500

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

IRT Member Price: \$53,250

Non-IRT Member Price: \$59,250



## Street Lamp Posts and Flower Beds

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

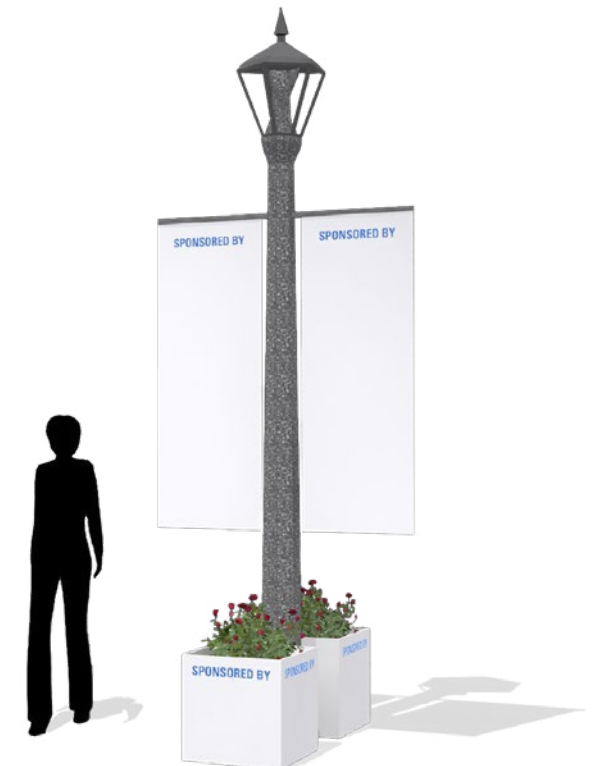
### Specific Sponsorship Benefit

- 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

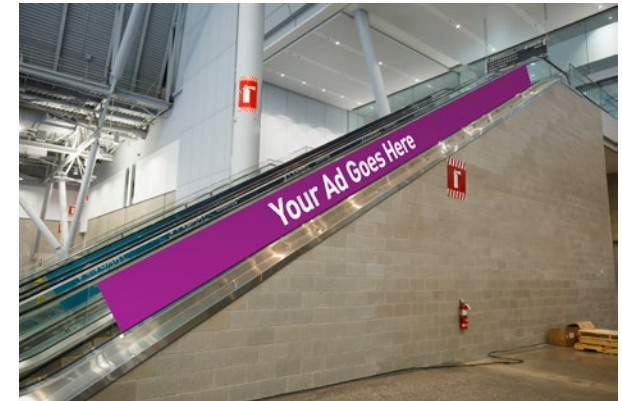
## Convention Center Escalator Clings

Stand out at the AAN Annual Meeting as attendees come to visit the Exhibit and Poster Hall. Advertise your company or product logo on the outside of the escalator(s) that will take attendees up from the **Colorado Convention Center Lobby D to the Exhibit and Poster Hall, or on the escalator(s) leading to the new Bluebird Ballroom level**, where various events, including Industry Therapeutic Updates during the lunchtime hour, will take place.

### Specific Sponsorship Benefit:

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

**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)



## Pillar Marketing

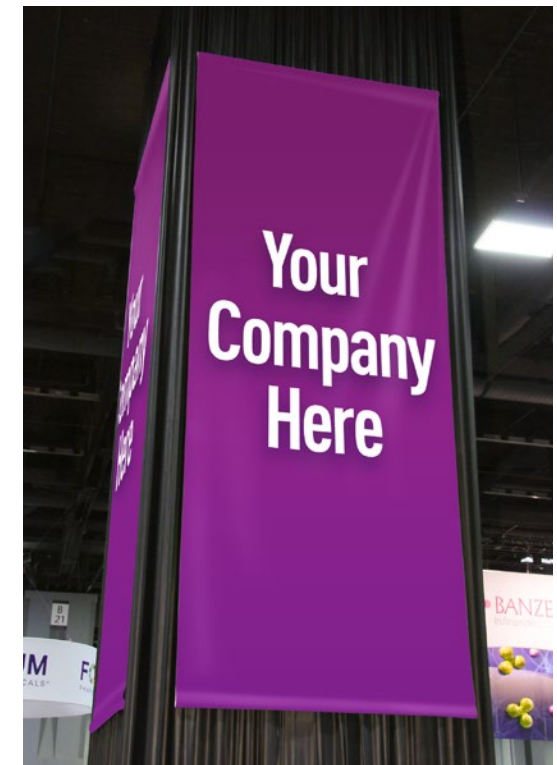
Sponsor to provide artwork for four banners creating a square. Great visibility!

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 purchasing the pillar sponsorship at a discounted price.

**Sponsorship Fee:** IRT Member Price: \$42,500  
Non-IRT Member Price: \$47,500 (Multiple sponsorships)  
In-Booth Pillar: \$15,000\*

*\*if a pillar is within the footprint of your booth, any hanging branding or wrapped branding above 12 feet from the exhibit hall floor must be purchased through the AAN and Freeman*



# Exhibit Hall Sponsorship Opportunities—continued

## 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): \$6,000

Non-IRT Member Price (3 tables): \$6,800

IRT Member Price (5 tables): \$10,000

Non-IRT Member Price (5 tables): \$11,250 (Multiple sponsorships)

**In Poster Hall** or General Meeting Areas (product or company branded only):

IRT Member Price (3 tables): \$6,000

Non-IRT Member Price (3 tables): \$6,800



## 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-supporter 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 5 or sponsors will be refunded.*





# Outside of Exhibit Hall Opportunities

## 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 or product branding on Coat Check Tags
- Company or product 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



## NEW! Social Media Screen & Sponsored Tweet

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](#). New this year! AAN will allow daily company sponsor of the day to supply one tweet that will be posted by the AAN twitter account.

### Sponsorship Benefit per Day:

- Company or product branding on social media wall
- One tweet sent from AAN's social media account (pre-approved by AAN)
- Company allowed one tweet that stays on social media screen for day (pre-approved by AAN)

**Sponsorship Fee:** \$20,000 per day  
Sponsorship available Saturday, April 13–Wednesday, April 17



# Outside of Exhibit Hall Opportunities—continued

## NEW! Hydration Station

Soothe attendees and grab their attention on this new offering, which will give attendees a place to rest and refresh in a peaceful environment throughout the convention center.

### Specific Sponsorship Benefit:

- Company or product branding on station backwalls
- Furniture has charging capabilities, making it an alluring place for attendees to spend time
- Company may provide branded cups and napkins
- Mention in the *Annual Meeting Daily*

**Sponsorship Fee:** Grand Concourse Station: \$75,000 (Two available)  
Meeting Level Station: \$45,000 (Four available)



## NEW! Poster Presentation Viewing Area

View posters from previous sessions, and advertise your company's branding to attendees before they get the latest and greatest in scientific content.

### Specific Sponsorship Benefit:

- Company or product branding on counters
- Company logo on meter panel

**Sponsorship Fee:** IRT Member: \$50,000  
Non-IRT Member: \$55,000



# Outside of Exhibit Hall Opportunities—continued

## NEW! Lunch Line Dividers

This offering is a snack! Attendees gotta eat, and you can ensure your company or product branding helps guide them to the beauty of the lunch line. Dividers are displayed only on Sunday—Wednesday when lunch is located in the Exhibit Hall.

### Specific Sponsorship Benefit:

- Company or product branding on lunch line dividers

**Sponsorship Fee:** IRT Member: \$7,500 (multiple available)  
Non-IRT Member: \$12,500 (multiple available)



## NEW! Meeting Pods

Boost your presence at the Annual Meeting with this opportunity available to exhibitors and non-exhibitors. Meeting pods provide a private space for attendees to network, take phone calls, and unwind. Your company will have the ability to add graphics and your messaging to the doors and digital screens outside of the pods.

### Specific Sponsorship Benefits

- Company or product branding on the doors and digital screens outside of the pods.
- Placement outside the Exhibit Hall

**Sponsorship Fee:** IRT Member Price: \$10,000 (Multiple available)  
Non-IRT Member Price: \$15,000 (Multiple available)  
IRT Member Price: \$50,000 (5 pods—Exclusive)  
Non-IRT Member Price: 55,000 (5 pods—Exclusive)



# Outside of Exhibit Hall Opportunities—continued

## **NEW!** Exhibit Hall Entrance Door Clings

Be the first thing attendees see when they walk into the Exhibit Hall by sponsoring the Entrance Door Clings. With the ability to be both company or product branded, this opportunity will surely make your company stand out!

### **Specific Sponsorship Benefits:**

- Company or product branding on two (2) Exhibit Hall entrance doors

**Sponsorship Fee:** IRT Member Pricing: \$40,000 (2 Available)

Non-IRT Member Pricing: \$45,000 (2 Available)



# 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

## Hotel Do Not Disturb Signs

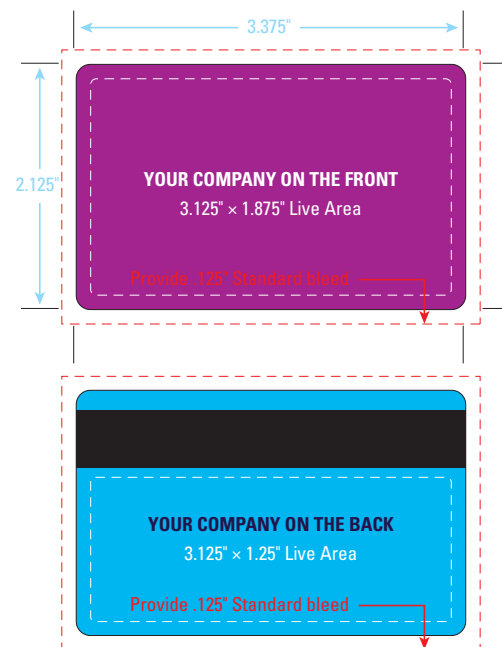
Help attendees rest, relax, and regroup at their hotel rooms by providing a sponsored and branded Do Not Disturb sign to select hotels in the AAN hotel block. Opportunity available to exhibitors, Industry Therapeutic Update event participants, and Industry Roundtable members.

### 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: \$68,000

Non-IRT Member Price: \$73,000



*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 14–Tuesday, April 16. 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	\$8,650/day	\$9,550/day

### Key Deadlines

- JAN 5** Insertion online order due
- JAN 12** Bag Sponsorship file due from company to AAN for approval
- JAN 26** Final (approved) door drop bag graphics due
- FEB 9** Bag insert files due to AAN for approval
- FEB 23** Materials to fulfillment house if company is printing
- MAR 1** 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.

These bags are biodegradable!



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

### Questions?

**Contact:** [industriysales@aan.com](mailto:industriysales@aan.com)

For information regarding insert shipments and printing

**Contact:** Diane Napier, [Diane.Napier@taylor.com](mailto:Diane.Napier@taylor.com)

# 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)

## 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)

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



# Support Opportunities—continued

## 5K Run/Walk for Brain Research

Tuesday, April 16—6:30 a.m.

The popular Run/Walk for Brain Research is open to multiple sponsors. The Run/Walk will take place in scenic Denver, 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)



## 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, the 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

## NEW! Business Administrator Day

Business Administrator (BA) Day will be held Monday, April 15, 2024.

The day will feature an entire day of content created specifically to support administrators and other business decision leaders in neurology organizations. The day will feature plenary, practice-specific breakout, and networking sessions. We are anticipating 70 attendees from all practice settings and sizes.

### Company or Product Logo in Walk-In Slides

- Company or product static advertisement embedded into walk-in slides.

**Sponsorship Fee:** \$5,000 per ad (Two available)

### Carpet Graphic at Entrance of Room

- Company or product branding on graphic at entrance of room.

**Sponsorship Fee:** \$5,000 (Exclusive)

## WiFi Access

Gain recognition when attendees connect to the Convention Center WiFi. Exclusive to IRT Members.

### 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: \$55,000





# INDUSTRY THERAPEUTIC UPDATE OPPORTUNITIES

## Section 5

Industry Therapeutic Updates . . . . .5.2  
Industry Therapeutic Update Room Pricing 5.3  
Industry Therapeutic Updates Policies  
and Guidelines . . . . .5.4

# 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
<b>Saturday, April 13, 2024</b>					
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
<b>Sunday, April 14, 2024</b>					
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
<b>Monday, April 15, 2024</b>					
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
<b>Tuesday, April 16, 2024</b>					
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
<b>Wednesday, April 17, 2024</b>					
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](http://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](mailto:matt.juliano@encoreglobal.com)

**Freeman**, Decorator

Mike McCool [mike.mccool@freeman.com](mailto:mike.mccool@freeman.com)

### Contact:

The AAN Industry Team  
[industrysales@aan.com](mailto:industrysales@aan.com)



# CONTINUING MEDICAL EDUCATION OPPORTUNITIES

## Section 6

Continuing Medical Education (CME) Program Support . . . . .	6.2
Implementing the AAN Conflict of Interest Policy for CME Programming . . . . .	6.3

# Continuing Medical Education (CME) Program Support

The AAN offers CME programs covering an extensive array of therapeutic and topical areas, such as leadership and ethics, as well as skills workshops for organizations to support. CME programs range from introductory to advanced, with a mixture of delivery styles, including didactic, case-based, and interactive.

Each supporter receives recognition with their organization's name on:

- Signage
- Title slides
- Program descriptions

CME programs at the Annual Meeting are available for sole- and multi-support, with a maximum of three supporters per program.

The AAN as an ACCME accredited organization is required to disclose all commercial support of CME activities to learners in advance of the activity starting; however, the disclosure will not include logos, product names, or promotion.

To learn more about AAN's educational efforts and specific courses available for support:

**Contact:**

Kory Petersen, Grants Program Manager  
[kpetersen@aan.com](mailto:kpetersen@aan.com)

## AAN Annual Meeting Topic Listing

We offer a robust education program with 180+ 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
- Multiple Sclerosis
- 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



# Implementing the AAN Conflict of Interest Policy for CME Programming

The American Academy of Neurology Institute (AANI), the subsidiary of the American Academy of Neurology (AAN), is approved by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The purpose of the AANI CME programming is to support the AAN/AANI's commitment "to promote the highest quality patient-center neurologic care." This goal is accomplished by producing high-quality education, science, and practice programming that increases, knowledge, competence, and/or performance of physicians and the interdisciplinary neurologic care team.

In providing CME programming, the AANI complies with the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Compliance is facilitated through the AANI's Relationships and Conflicts of Interest Policy. In addition, the AANI has adopted the following policies in relation to CME programming and "Ineligible Companies" (defined in the Relationships and Conflicts of Interest Policy as "including any entity developing, producing, marketing, re-selling, 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"):

## **Policies for AAN CME directors, faculty, co-chairs, and abstract authors:**

1. The AAN must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited

education are made without any influence or involvement from the owners and employees of an ineligible company. This policy applies to AAN CME directors, faculty, co-chairs, and planners.

## **Policies for industry employees and/or their third-party representatives:**

1. Ineligible Company employees cannot be AAN/AANI award recipients.
2. Ineligible Company employees cannot serve as course directors.
3. Ineligible Company employees cannot serve on CME planning groups, including but not limited to Meeting Management Committee, Science Committee, Education Committee, Conference Subcommittee, Regional Conference Subcommittee, Abstract Reviewers.
4. Ineligible Company employees cannot serve as plenary session speakers.
5. Ineligible Company owners or employees are permitted to submit and present as part of the science/abstract portion via the AAN peer-review process and as long as the content of the accredited activity is limited to basic science research, such as preclinical research and drug discovery, or the methodologies of research, and they do not make care recommendations.



# APPENDICES

## Section 7

Dates and Deadlines . . . . .	7.2	AAN Name and Logo Restrictions . . . . .	7.27
Exhibitor Booths and Housing . . . . .	7.2	Specifications . . . . .	7.28
Advertising . . . . .	7.3	Exhibit Hall Opportunities . . . . .	7.28
Sponsorship . . . . .	7.4	Advertising Opportunities . . . . .	7.28
Industry Therapeutic Updates . . . . .	7.5	Sponsorship Opportunities . . . . .	7.29
AAN-approved Vendors . . . . .	7.6	Exhibit Hall Sponsorship Opportunities . . . . .	7.30
Rules for Industry and Other Organizations at the AAN Annual Meeting . . . . .	7.7	Hotel Opportunities . . . . .	7.31
Rules, Terms, and Conditions for Industry and Other Organizations’ Participation in Online Education and Science Programs . . . . .	7.20		
Exhibitor Priority Points . . . . .	7.26		

# Dates and Deadlines

## Exhibitor Booths and Housing

### Exhibit Hall Deadlines

- NOV 3** Exhibit contract deadline for priority booth assignments
- NOV 4** 50-percent booth cancellation fee begins, including downsizing of booth size
- DEC/JAN** Exhibitor Resource Center and Exhibitor Service Kit available online
- JAN 31** Final booth payments due
- FEB 1** 100-percent booth cancellation fees begin, including downsizing of booth
- FEB 5** Product/company descriptions and company logo due for AAN Mobile App
  - Exhibit booth renderings due for exhibits 400 sq. ft. or larger
  - Notification of Intent to Use an Exhibitor Appointed Contractor/Non-official Contractor form due
  - Certificate of Liability Insurance form due
  - Exhibits Giveaways and Booth Activity form due
  - Meeting suite renderings due
- MAR 23** Warehouse receiving begins
- APR 13** Warehouse receiving ends
- APR 11** Islands 1,600 Sq. Ft. and larger move in from 8:00 a.m.–4:30 p.m.
- APR 12** All exhibitors move in from 8:00 a.m.–4:30 p.m.
- APR 17** Exhibitor booth dismantling after 4:00 p.m.

### Booth Staff Registration and Housing

- NOV 9** Exhibitor housing requests open
- NOV 22** Exhibitor housing requests priority deadline
- DEC 12** Assignments sent to requests submitted by November 22
- MAR 1** Group rooming list deadline
- MAR 22** Exhibit booth staff registration due

# Dates and Deadlines—continued

## Advertising

### Pre-Meeting Direct Mail

- JAN 26** Order form and payment due
- FEB 2** Graphic file due for approval
- FEB 9** Final (approved) graphic files due

### Email Advertising

- JAN 25** February marketing email order form and payment due
- FEB 1** February marketing email graphic file due for approval
- FEB 9** February marketing email final approved graphics due
- FEB 22** March marketing email order form and payment due
- MAR 1** March marketing email graphic file due for approval
- MAR 8** AM Daily, Thank You, and Recording Access Reminder emails order form and payment due
- MAR 8** March marketing email final approved graphics due
- MAR 15** AM Daily, Thank You, and Recording Access Reminder emails graphic file due for approval
- MAR 22** AM Daily, Thank You, and Recording Access Reminder emails final approved graphics due

### Annual Meeting Daily

- FEB 8** Order form and payment due
- MAR 8** Graphic files due for approval
- MAR 15** Final (approved) graphic files due

### Mobile App

- FEB 16** Order form and payment due
- MAR 15** Graphic file due for approval
- MAR 22** Final (approved) graphic files due

### Attendee List

- MAR 22** Order form and payment due
- MAR 29** Deadline to provide marketing sample to the AAN for approval
- APR 1** Pre-Meeting Attendee List becomes available (to those who have AAN approved marketing piece)
- APR 10** Deadline to send to pre-meeting attendee list
- APR 24** Post meeting attendee list become available (to those who have an AAN-approved marketing piece)
- MAY 6** Final deadline to send post-meeting attendee list marketing piece

### Out-of-home Advertising

- NOV/DEC** Offerings become available

# Dates and Deadlines—continued

## Sponsorship

### Hotel Door Drops

- JAN 5** Insertion online order due
- JAN 12** Bag sponsorship file due from company to AAN for approval
- JAN 26** Final approved Door Drop Bag graphics due and sent to Taylor
- FEB 9** Insert files sent to AAN for approval
- FEB 23** Materials to fulfillment house if company is printing
- MAR 1** Artwork to Taylor, if Taylor is printing

- Business Administrator Day**
- Buzz Cafes**
- Carpet Graphics**
- Charging Options**
- Digital Billboard**
- Escalator Clings**
- Exhibit Hall Opening Luncheon**
- Footprints**
- Hydration Stations**
- Lunch Line Dividers**
- Park Benches**
- Pillar Marketing**
- Social Media Screen**
- Street Lamps and Flower Beds**
- Tabletop Graphics**
- Wayfinding Map Insert and Logo**

- FEB 18** Order Form and Payment Due
- FEB 21** Graphic file due to the AAN for AAN approval
- MAR 11** Final (approved) graphic files due

*\*Late graphics may be subject to penalty charges*

### Hotel Key Cards and Card Holders

- FEB 16** Order form and payment due
- MAR 8** Graphic file due to the AAN for approval
- MAR 15** Final (approved) graphic files due

### Coat and Luggage Check Hotel Do Not Disturb Signs

- FEB 9** Order form and payment due
- FEB 16** Graphic file due to the AAN for approval
- FEB 23** Final (approved) graphic files due

### Exhibit Hall Passport Exhibit Hall Networking Crawl

- MAR 1** Order form and payment due
- MAR 15** Logo due to the AAN for approval
- MAR 22** Final (approved) graphic files due

# Dates and Deadlines—continued

## Industry Therapeutic Updates

- DEC 15** Return Agency of Record form for ITU related activities
- JAN 12** Submit program topic area
- JAN 26** Submit official ITU program title to the AAN
- FEB 16** Submit official ITU description and presenter names to the AAN
- MAR 15** Submit promotional materials to the AAN for approval
- APR 10** Deadline to send pre-meeting emails/mailers

# AAN-approved Vendors



Do not contact any vendors until after you have received approval from the AAN and your participation and premium fees are paid in full. Contact the AAN at [industriales@aan.com](mailto:industriales@aan.com) for services or vendors not listed here.

## FOR QUESTIONS ABOUT:

### Audiovisual

Encore  
Brad French  
Sr. Program Producer  
[brad.french@encoreglobal.com](mailto:brad.french@encoreglobal.com)  
(214) 210-8058

Matt Juliano  
[matt.juliano@encoreglobal.com](mailto:matt.juliano@encoreglobal.com)

### Catering Services

Centerplate Catering  
Colorado Convention Center

Kate Rizzo  
[kate.rizzo@sodexo.com](mailto:kate.rizzo@sodexo.com)  
303-228-8053

Angela Saunkeah  
[angela.saunkeah@sodexo.com](mailto:angela.saunkeah@sodexo.com)  
(303) 228-8050

### Exhibitor Services

Colorado Convention Center  
[eorders@denverconvention.com](mailto:eorders@denverconvention.com)  
303-228-8027

### Exhibitor Registration and Housing

Convention Management Resources  
[aanamsupport@cmrus.com](mailto:aanamsupport@cmrus.com)

### Floral

Convention Plant Management  
Linda Wineski  
[linda@conventionplant.com](mailto:linda@conventionplant.com)  
(773) 473-8135

### General Services Contractor

FREEMAN Exhibitor Services,  
Sponsorships and Graphics

Julia Enderle  
[Julia.Enderle@freeman.com](mailto:Julia.Enderle@freeman.com)  
(312) 971-9910

Michelle Payne  
[Michelle.Payne@freeman.com](mailto:Michelle.Payne@freeman.com)  
(616) 502-9061

### Lead Retrieval

Convention Management Resources  
[aanamsupport@cmrus.com](mailto:aanamsupport@cmrus.com)  
(800) 676-4226

# Rules for Industry and Other Organizations at the AAN Annual Meeting

## I. General Rules

The American Academy of Neurology (“AAN”) recognizes outside organizations’ important role in the success of its Annual Meeting 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 Annual Meeting must comply with. These Annual Meeting Rules apply to:

- 1) “Ineligible Companies/commercial Interests,” which are entities producing, marketing, selling, re-selling, or distributing health care goods or services consumed by, or used on, patients;
- 2) non-profit organizations;
- 3) and any other companies or organizations participating in the AAN Annual Meeting in any capacity (collectively referred to as “Companies”).

In addition to complying with these Annual Meeting Rules, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions at the AAN Annual Meeting. 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 Annual Meeting. The AAN reserves the right to decline any Company’s participation in the AAN Annual Meeting 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.

### AAN Cancellation

In the event the AAN is forced to cancel the in-person Annual Meeting, the AAN will make reasonable efforts to deliver certain purchased items in a similar fashion via the online meeting. Companies will receive a refund for items that cannot be delivered online, as described below, and with the exception of a \$250 administrative fee. Company accepts that the following table, which describes items that will be delivered online and items that will receive a refund (minus the administrative fee). The AAN may revise this list in its sole discretion, with notice to the Company.

Delivered Online:	Refund Eligible
Advertising in AAN publications, Industry Therapeutic Updates, email advertising, sponsorships within the online platform, Run/Walk sponsorship	Exhibit space, on-site sponsorship items, meeting suites

Excluded items are contingent on AAN’s ability to transition items to online meeting

These terms and conditions only apply to the AAN canceling the Annual Meeting after items have been purchased. Separate terms apply to companies canceling items purchased for the Annual Meeting and can be found throughout the terms and conditions document.

**A. CONDUCT:** Representatives of Companies must conduct themselves professionally

and treat all AAN Annual Meeting attendees equally and with respect, including, but not limited to, compliance with the [AAN’s Meetings Anti-Harassment Policy](#).

- B. Commitment to Inclusion, Diversity, Equity, Anti-racism, and Social Justice (IDEAS):** The AAN is committed to intentional actions to be a fully inclusive, deliberately diverse, and anti-racist organization that respects and values our membership, our staff, and the communities we serve. We actively promote equity and social justice in neurology and the neurosciences. As part of this commitment, the AAN is working to ensure we provide a conference environment and educational programming that is fully inclusive, deliberately diverse, and anti-racist. If you have questions about these efforts, identify areas for improvement, or have concerns regarding attendee or staff behavior, please contact Member Services at (800) 879-1960, [memberservices@aan.com](mailto:memberservices@aan.com), or Academy staff at [registration@aan.com](mailto:registration@aan.com).
- C. PROHIBITED INFLUENCE:** Ineligible Companies/commercial Interests may not attempt to direct or influence the planners and/or faculty or content of AAN Institute Annual Meeting programs or products.
- D. USE OF AAN PROPERTY:** All Companies must comply with the [AAN Name and Logo Restrictions](#).
- E. OUTDOOR ADVERTISING:** EMC Outdoor is the exclusive provider of AAN-approved, city-wide outdoor advertising during the AAN Annual Meeting. Outdoor advertising



# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

during the Annual Meeting is only AAN-approved if Companies contract with EMC Outdoor. Companies may be subject to sanctions if found to have purchased outdoor advertising during the Annual Meeting from a vendor other than EMC Outdoor. The AAN Institute does not allow Commercial Interest promotion/advertising at the designated headquarter hotel(s) or hotels within the official AAN Annual Meeting hotel block.

**F. 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 Annual Meeting 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 must be aware of the guidelines and codes the AAN and affiliated organizations conform to: Council of Medical Specialties 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 non-compliant by the AAN.

1. The AAN/AANI does not require ineligible Companies/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. Ineligible Companies/commercial Interests cannot 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.

**G. PRESS POLICIES:** Companies must comply with all AAN Press Polices located at [AAN.com/pressroom](#).

**H. "IN CONJUNCTION WITH" ("ICW") MEETINGS/EVENTS:** Companies that wish to hold a meeting or an event affecting Annual Meeting attendees that is outside the official AAN Annual Meeting Program, whether held at AAN-contracted facilities or in the same metropolitan area as the Annual Meeting, must comply with the [ICW Rules](#) and submit an ICW Event Form to the AAN for review before promotion and implementation of the ICW meeting or event can occur.

## II. CME Supporter Rules

**A. APPLICATION:** The Annual Meeting 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 each of the listed therapy programs: Stroke, Multiple Sclerosis, Neuromuscular Disease, Movement Disorders, Headache, and Epilepsy.

**B. RULES:** Any Company supporting CME at the AAN Annual Meeting must not:

1. Create or influence content for education and scientific presentations
2. Supplement faculty and/or learner registration, honoraria, or travel expenses
3. Approach AAN education and scientific program faculty concerning conference reports or other program summaries; and
4. Create or distribute any promotional materials (print, digital, social media, or otherwise) in relation to AAN education and/or science programs, including courses, posters and platform sessions, experiential learning areas, and AAN-associated events
5. Ineligible Companies/commercial Interests must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in an AAN/AAN Institute meeting exposition facility (outside of the designated Exhibit Hall) or in any hotel contracted by the AAN/AAN Institute. This includes all programming areas (such as courses, poster and platform sessions, experiential

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

learning areas, and AAN-associated events). The AAN Institute does not allow Commercial Interest promotion/ advertising within 150 yards of the AAN/ AAN Institute meeting exposition facility or the designated headquarters hotel(s).

## III. Exhibit Rules

- A. APPLICATION:** These Exhibit Rules apply to all Companies who exhibit at the AAN Annual Meeting.
- B. GENERAL:** Exhibitors participating in the AAN Annual Meeting exhibition must understand the following:
1. The AAN reserves the right to decline applications for any reason without explanation.
  2. Exhibitor representatives must conduct themselves professionally.
  3. Exhibitors must abide by the Rules for Industry and Other Organizations at the AAN Annual Meeting and these Exhibit Rules outlined in this publication and distribute the Rules to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
  4. All booths must be staffed at all times. This also applies to complimentary and association showcase booths.
  5. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 4:00 p.m., April 17, 2024, is prohibited. Any booth vacated before the close of the show will be in

violation of the Exhibit Contract and sanctions, including loss of priority points, will be applied.

6. Exhibit personnel must not leave their booths to solicit attendees in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
  7. Persons, exhibitors, companies, or organizations must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the Exhibit Hall) or in any hotel contracted by the AAN. Advertising literature in the Exhibit Hall must remain in the footprint of each exhibitor's respective booth footprint.
  8. Exhibitors not utilizing the official show decorator, Freeman Decorating Company, must notify the AAN by submitting the EAC form available online through the online portal.
- C. EXHIBIT CONTRACT:** All exhibitors are required to complete the online Exhibit Contract before exhibit space will be held by the AAN. The contract deadline for priority booths assignment is November 3, 2023. After that date, booths will be assigned first-come, first-served and based on availability.
- D. EXHIBITOR SERVICE KIT AND EXHIBITOR PORTAL:**
1. The Exhibitor Service Kit contains all of the specifics on exhibiting at the AAN Annual Meeting including regulations, forms,

guidelines, and shipping information. The Service Kit will be available in December 2023 or January 2024.

2. Exhibitors must submit a structural drawing including hanging signs and lighting for all booths 20' x 20' or larger to the AAN for approval by February 5, 2024. Information on booth activities and handouts, emergency contact information, and product descriptions must be submitted through the online portal, available December 2023 or January 2024.
- E. ACCESS TO EXHIBIT HALL:** During show days, exhibit booth staff (with appropriate badge) will have access to the Exhibit Hall two hours prior to hall opening as well as one hour after hall closing. Exhibit Hall Meeting Suite staff will have access to the Exhibit Hall during times listed in the prospectus.
- F. BOOTH ACTIVITIES / IN-BOOTH PROMOTION:** All booth activities and materials, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Forms will be available on the online portal or contact Kate Andrews at ((612) 928-6079 or [kandrews@aan.com](mailto:kandrews@aan.com) and Jordan Smith at (612) 928-6049 or [jsmith@aan.com](mailto:jsmith@aan.com) for information on access to the online portal. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN.
1. Booth activities must be submitted through the online portal.

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

2. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs. 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.
3. 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. Any hanging branding or wrapped branding above 12 feet from the exhibit hall floor must be purchased through the AAN and Freeman.
4. The following promotional practices are prohibited (this list is not exhaustive):
  - a. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING POSTERS AND PLATFORM SESSIONS, EXPERIENTIAL LEARNING AREAS, AND AAN-ASSOCIATED EVENTS
  - b. Press conferences or filming (including use of camera-enabled phones) in exhibit area
  - c. Operating x-ray equipment
  - d. Use of microphones, unless on AAN-approved Presentation Stage
  - e. Unauthorized giveaway items in compliance with the CMSS Code for Interactions with Companies
  - f. Distribution of Lanyards
  - g. Illegal Raffles and Drawings. Laws and regulations vary depending on Annual Meeting location. The AAN does not provide exhibitors with legal advice
  - h. Use of balloons (helium or otherwise)
  - i. Entering the non-public area of another exhibitor's booth without permission
  - j. Photography of any kind including use of camera-enabled phones (unless contracted with AAN Official Photographer or pre-approved by AAN staff as part of a booth activity)
  - k. Unofficial door drops or any promotional marketing, such as napkins, cups, etc., at AAN hotels
  - l. Live music and live entertainment
  - m. Excessive noise levels for pre-recorded music or presentations
- G. CANCELLATIONS AND REDUCTIONS:** All notices of cancellation must be forwarded in writing to the AAN (any form of space reduction be it large or small after an application is processed and space is assigned is considered a cancellation not a reduction). All appropriate cancellation penalties will apply. The date the notice is received at the AAN office is the official notification date. Once space has been assigned booth space cannot be decreased without cancellation penalties. Please send cancellations to [kandrews@aan.com](mailto:kandrews@aan.com) and [jsmith@aan.com](mailto:jsmith@aan.com).
- H. DEADLINES AND PENALTIES FOR SPACE CANCELLATION AND REDUCTIONS:**
  1. November 3, 2023 = \$100.00 administrative fee.
  2. November 3, 2023–January 31, 2024 = 50% of total exhibit fee.
  3. On or after February 1, 2024 = 100% of total exhibit fee.
  4. Refunds for cancelled space will be forwarded to exhibitors approximately four weeks after the Annual Meeting. No priority points will be issued for cancelled or reduced booth space.
- I. DISPLAY RULES AND REGULATIONS:**
  1. General Display Rules for all booths:
    - a. No two-story booths, endcaps, or peninsulas are permitted
    - b. Displays must not limit the view or otherwise interfere with other exhibitors. No rotating signs without the expressed written consent of the AAN and the convention center
    - c. All exhibitors are required to order carpet for their booths at the exhibitor's expense unless otherwise specified
    - d. No solid walls without prior approval from AAN
    - e. No enclosed ceilings are permitted
  2. Linear and corner booths:
    - a. All ceiling heights are contingent on convention center clearance
    - b. Must not exceed 8' in height
    - c. Hanging signs are prohibited for any linear booths

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

- d. 8' draped background and 3' sides drapes provided by AAN
  - e. Within perimeter of inline booths, all display material is restricted to a maximum height of 4' in the front 5' (half) of the booth and 8' in the back 5' (half) of the booth
  - f. All linear booths (including 10' × 20') must have finished backside or be draped at the exhibitors' expense
3. Island booths/Pavilions:
- a. Require a minimum of four 10' × 10' booths and must not exceed 20' in height.
  - b. Counters must be a minimum of 1' from the edge of the exhibit space if on the outer perimeter of the space (no exceptions).
  - c. All ceiling heights are contingent on convention center clearance.
  - d. **Tops of signs suspended from the Exhibit Hall ceiling must not exceed 25 feet from the Exhibit Hall floor.** Certain areas in the Exhibit Hall will require bridling for any hanging above exhibit space. The extra time and charges are incurred at the expense of the exhibitor.
  - e. No solid walls enclosing more than one quarter of the outer perimeter of the booth space are permitted.
  - f. Island booths must have open sight lines around and through the design, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed.
4. Lighting/Miscellaneous:
- a. All materials must meet with all local rules for exhibits.
  - b. All booth identification must be part of the physical structure of the booth with the exception of hanging signs.
  - c. Exposed hardware or electrical components must be hidden from view.
  - d. Hanging signs and lighting must have prior authorization from the AAN.
  - e. Spotlights and clip lights must not reflect beyond the footprint of occupied exhibit space.
  - f. Flashing lights such as strobes and other distracting elements are not permitted.
- J. **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 non-complying or unprofessional activities.
- K. **FIRE REGULATIONS:** All exhibits and meeting suites must abide by the Colorado Convention Center policies, which will be strictly enforced by the convention center. Any exhibit found not to be in accordance with the federal, state, provincial, and municipal fire regulations would be dismantled. More information will be available in the Online Exhibitor Service Kit or by contact in Kate Andrews at (612) 928-6079 or [kandrews@aan.com](mailto:kandrews@aan.com) and Jordan smith at (612) 928-6049 or [jsmith@aan.com](mailto:jsmith@aan.com) for information on access through the online Portal.
- L. **CHILDREN:** Children are not permitted in the Exhibit Hall during setup and teardown. Children under the age of 12 must be accompanied by an adult during Exhibit Hall hours.
- M. **FOOD and BEVERAGE/HOSPITALITY DISTRIBUTION:** Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must have written authorization from the AAN and the convention center catering departments. A food and beverage distribution authorization request form will be provided in the Online Exhibitor Service Kit.
- 1. Companies are responsible for their own interpretation and compliance with US laws and regulation.
  - 2. All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
  - 3. Exhibitors may not use imprinted containers and supplies (unless pre-approved by AAN).
  - 4. Alcoholic beverages will be permitted only with prior AAN approval.
  - 5. All exhibitors are required to secure food and beverage through the official catering partner of the Colorado Convention Center.
  - 6. Exhibitors are required to inform AAN of food and beverage distribution occurring within the footprint of their respective exhibit space.

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

## N. 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.

**O. 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.

**P. COMPANY MERGERS/PURCHASES:** Any company name changes will be combined into one name, for example: ABCDEFG Company (formerly ABCD, Inc. and EFG, Co.) for the initial year the merger, purchase, or company name change has taken place. After the first year, all AAN printed material will contain only the new name.

**Q. MARKET RESEARCH DISCLOSURE:** All market research companies are required to have clients participating as exhibitors in the AAN exhibition. Market research companies must identify their clients on the contract. Market research companies must abide by AAN policies and guidelines assigned to all exhibiting companies.

**R. SURVEYS:** Completion of surveys and questionnaires must not exceed 10 minutes in length.

**S. SUBLETTING:** The subletting, reassignment, or apportionment of any part of any exhibitor's space is prohibited.

## T. COMPLIANCE:

**1.** 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.

**2.** If the exhibitor distributes any items to physicians at the 2024 Annual Meeting, exhibitor must comply with all state laws governing gifts to physicians, including but not limited to the laws of Minnesota, Vermont, and Massachusetts.

**3.** Exhibitors must comply with all applicable federal, provincial, and local laws including, but not limited to, laws concerning giveaways, drawings, and/or raffles.

**U. SANCTIONS:** The AAN reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with these Rules. Exhibitors who violate these Rules may be dismissed from the meeting without refund. The Rules will be enforced without exception.

**V. SPACE ASSIGNMENT:** In order to ensure appropriate booth assignment, the AAN requires that all organizations provide three preferred booth choices (see Exhibit Hall floor plan). The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary.

Booth assignment is determined based on the following criteria:

### 1. Priority Points:

- a.** Companies who submit their contract and deposit by the contract deadline will receive two (2) points for exhibiting at the current Annual Meeting
- b.** Five (5) additional points are awarded for exhibiting in a consecutive year
- c.** Two (2) points for booking staff rooms through the official AAN housing process
- d.** One (1) point for exhibiting at any other AAN conference (e.g. Fall Conference, Summer Conference, etc.)
- e.** One (1) point for submitting product description by deadline
- f.** One (1) point for registering booth staff by deadline
- g.** One (1) point per 100 sq. ft. of exhibit space

**2.** Exhibitors who support non-CME activities, Industry Roundtable membership, Annual Meeting publication advertising, Industry Therapeutic Update events, or other non-Annual Meeting programs will receive additional priority points based on support committed.

**3.** Priority points can be lost through the following:

- a.** No points are awarded if booth space is cancelled
- b.** No booth points are awarded if booth size is reduced after the contract deadline

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

- c. Exhibitors will lose all of their accumulated “Consecutive Annual Meeting” points if an Annual Meeting is skipped.
  - d. Violation of AAN guidelines and policies may also result in loss or reduction of priority points
- 4.** Contract/payment submission date: The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.
- 5.** In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.
- W. MEETING SUITES:** Exhibitors have the opportunity to rent a meeting suite in the Exhibit Hall, Convention Center, or at designated hotels. Rules for meeting logistics and event promotion are as follows:
- 1.** Promotional materials (e.g., announcements, invitations, publicity, on-site materials, signage) must not imply the event is part of official AAN Annual Meeting activities or endorsed by the AAN
  - 2.** Use of the AAN name or logo is prohibited on any promotional materials
  - 3.** Sponsor provided signage is permitted directly outside the meeting suite and must be limited to either 22" x 28" sign or meter panel
  - 4.** Signage is permitted at hotel meeting suites and can be placed directly outside the meeting room and must be limited to a 22" x 28" sign
  - 5.** Signage is not permitted public areas or respective hotel lobby
  - 6.** Directional signage is not permitted
  - 7.** No food and beverage tables are permitted outside of the footprint of your convention center meeting suite.
  - 8.** Each company may have 1 table and 2 chairs outside their meeting suite used only for registration/welcome purposes.
  - 9.** Registration/welcome tables are not permitted outside the footprint of meeting suites located at hotels.
  - 10.** Any direct costs associated with meeting suites (e.g. food and beverage, audiovisual equipment and labor) are responsibility of meeting room organization
- X. NO-SHOW POLICY:** Any booth unoccupied by 8:00 a.m. on Sunday, April 14, 2024, will be determined to be a no-show and the AAN will reclaim the space. The exhibitor must forfeit 100 percent of the exhibit fee and may be subject to sanctions. The AAN 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 AAN.
- Y. CERTIFICATE OF INSURANCE:** The AAN does not provide liability or property damage insurance for exhibitor’s property. Exhibitors will be responsible for adequately insuring their indemnification liability and property damage risks but will not be required to submit a certificate of insurance to the AAN. Externally appointed contractors will be required to submit a certificate of insurance to the AAN.
- Z. INDEMNIFICATION:** The exhibitor agrees to indemnify, hold harmless, and defend the AAN, Colorado Convention Center, and Freeman, along with their respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorneys’ fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractors, or invitees when installing, removing, maintaining, occupying, or using the exhibition premises within the Colorado Convention Center.
- AA. HOUSING:** The AAN offers special hotel rates for its Annual Meeting at official contracted hotels and reserves a select number of rooms specifically for exhibitors at the official AAN hotels in our block. Hotel information is sent to exhibitors upon receipt of their exhibit contract. Rooms are assigned on a first-come, first-served basis.
- 1.** Exhibitor housing must be used only for exhibitor personnel.
  - 2.** Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the Annual Meeting and/or future Annual Meetings.

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

3. In the event of exhibit space cancellation, group hotel reservations on behalf of the exhibiting company will be cancelled immediately. No exceptions will be granted.
4. An attrition policy of 80 percent applies to the contracted room block as of the turnover date. Refer to the materials sent to exhibitors from CMR for more details.

## IV. Industry Therapeutic Updates Rules

**A. PARTICIPATION:** The Industry Therapeutic Updates (ITUs) are available to industry participants as a venue to present current pipeline activity, promote current therapies, and as an enhanced way to reach Annual Meeting attendees regarding their current 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. 2024 Industry Roundtable Member
2. 2024 Annual Meeting Exhibitor
3. Must be a supporter of a 2024 Annual Meeting sponsorship, 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 and Other Organizations at the AAN Annual Meeting 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. INDUSTRY THERAPEUTIC UPDATES CONTRACT

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

### E. CANCELLATIONS

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

**F. AAN RESPONSIBILITIES:**

1. Logistical Responsibilities
  - a. The AAN will provide each approved/paid Industry participant with one meeting room in the designated location. Each room holds between 100 to 500+ people in a banquet set (room size information based on information supplied by Encore—the AAN’s contracted audio-

visual company). Rooms vary in size, layout, and location and will be assigned on a first-come, first-served, first-paid basis.

- 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 WILL ALLOW INDUSTRY REPRESENTATIVES TO HAVE ACCESS TO MEETING ROOMS STARTING AT 12:00 p.m. Industry ITU events or its related activities (e.g., reception) can begin no earlier than 5:30 p.m. and conclude no later than 7:30 p.m. for evening programs. Lunch-time ITUs may begin no earlier than 11:45 a.m. and conclude no later than 12:45 p.m.
- d. The AAN will design one meter board panel (38" × 87") advertising the ITU and programs at the convention center. Each industry participant is responsible for its own signage outside of the meeting room.
  - i. Industry may place their signage outside of the meeting room door beginning at 4:00 p.m. and all signage must be removed by 8:30 p.m. Signage must include language specified in the ITU Terms and Conditions. Should hotel allow each industry participant will be allowed to have one 22" × 28" directional signage on an easels in common spaces and one detail person in the lobby from 4:00 p.m.–8:30 p.m. Directional

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

personnel are only applicable to evening ITU programs. Directional personnel are prohibited for lunch-time ITUs at the convention center. Lunch-time ITU signage is allowed to be set between 9:30 a.m.–1:00 p.m. Signage is not permitted in hotel lobbies.

## 2. Marketing

- a. The AAN will provide publicity/marketing for the ITU in the AAN Annual Meeting Program.
- b. The AAN will provide one complimentary pre-registration list to the Industry participant for the Industry's one-time use in marketing their program to AAN Annual Meeting attendees.
  - i. Multiple uses or storage of registration list are strictly prohibited. Registration lists must be returned to AAN or destroyed by Industry within 72 hours of one-time mailing.
  - ii. 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. The AAN Institute requires seven business days turnaround on the review/approval process.
- c. Industry cannot contact meeting registrants by phone or email in an effort to invite Annual Meeting attendees to their ITU event. Promotion will be limited

to those opportunities outlined in these guidelines.

- d. All communication with meeting participants must receive prior approval from the AAN.

## 3. INDUSTRY RESPONSIBILITIES:

### a. Logistical

- i. Industry is responsible for all expenses associated with their program including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN's official vendors. Please contact the AAN for a complete listing of approved vendors.
- ii. Industry has access to meeting rooms depending on location. Industry's ITU evening event must begin no earlier than 6:00 p.m. and conclude no later than 8:00 p.m. Lunch-time ITUs must begin no earlier than 11:45 a.m. and conclude no later than 12:45 p.m.

### b. Program, Marketing, and Registration

- i. The Industry program must be entitled "Industry Therapeutic Update from [Insert respective company]" and must be clearly marketed in that manner. The event must be advertised as an industry program.
- ii. All promotional pieces/advertising (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 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, or other research information that might be discussed. Industry Therapeutic Updates are industry events.*

- iii. 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.
- iv. There can be no implication—implied or otherwise—in any promotional materials or on-site materials indicating that Industry's ITU event is part of the AAN Annual Meeting Education or Scientific programs and/or endorsed by the AAN.

### c. Attendance

- i. Industry's program must be open to all AAN Annual Meeting registrants and appropriate AAN staff.



# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

- ii. Industry cannot charge any type of fee for Annual Meeting registrants to attend.
- d. Evaluation and Reports
  - i. 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 AAN Annual Meeting.
  - ii. 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.
  - iii. AAN leadership and staff will attend the ITU events for AAN evaluation purposes.

## V. Marketing and Sponsorship Opportunities Rules

### A. GENERAL:

1. These Marketing and Sponsorship Opportunities Rules apply to the sponsorship and advertising by the Company named in the Online Contract.
2. To secure AAN Annual Meeting marketing or sponsorships, Companies must provide AAN Institute the amount described on the Online Contract with submission of the Contract. If a Company cancels after submission of the Contract, AAN Institute will retain the entire amount.

3. Cancellations must be received in writing by February 9, 2024, but no refunds will be given. All rates are net. No agency or cash discounts are permitted. Note: All verbal cancellations must be followed by a written confirmation. Please contact Kate Andrews at [kandrews@aan.com](mailto:kandrews@aan.com) or (612) 928-6079 and Jordan Smith at [jsmith@aan.com](mailto:jsmith@aan.com) or (612) 928-6049 to confirm receipt of cancellation.
4. Company will designate a representative to serve as the official contact with AAN Institute during sponsorship.
5. All announcements related to the any sponsorship or marketing opportunity must clearly indicate that the AAN is the program/product administrator and that funding support has been provided through a sponsorship arrangement. Any public and professional materials that claim an association with the program/product or include reference to AAN that are developed by the Company must be submitted to AAN for review and approval.
6. Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. AAN Institute has the right to request the Company immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN Institute.
7. CME areas are not available for advertisement and sponsorship activities as defined by the ACCME guidelines. Company must not attempt to direct or influence

the faculty or content of AAN education programs at the Annual Meeting.

8. Sponsor and designated agents may not approach AAN education and scientific program faculty concerning conference reports.
- ### B. MARKETING PUBLICATIONS GUIDELINES:
1. All marketing and sponsorship graphics are subject to approval of the AAN, which reserves the right to reject or cancel any advertisement at any time.
  2. All advertisements (including but not limited to page ads and logos) will be reviewed for content and technical requirements and approved by an appropriate AAN representative.
    - a. All advertisements are subject to approval by the AAN, which reserves the right to reject or cancel any advertisement or sponsorship at any time; this includes, in particular, any content that is deemed to conflict with the organization's mission or in any way reflects negatively on the organization, or competes with the organization's products and services, whether perceived or implied.
    - b. All types of advertising not described above will be reviewed on a case-by-case basis. such advertisements include, but are not limited to: Tobacco, firearms, and alcohol.
    - c. AAN has sole discretion whether to accept or not accept an advertisement for any reason.

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

- d. ACCEPTABLE AD FORMATS: High-resolution, press quality PDFs with bleeds and crop marks. Two [2]-page spreads should be provided as reader spreads.
  - e. Approvals may take up to seven [7] days.
  3. Ads (including page ads) must include the manufacturer's Company's name.
  4. Representations and Warranties. You represent and warrant that each advertisement and any material submitted herein (i) comply with all applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.
  5. You agree to indemnify, defend, and hold the Academy and AAN Institute, its agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g., relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Your advertisements, and/or Your breach of any term of these Terms and Conditions.
  6. No Guarantee. PUBLISHER MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ADVERTISEMENTS, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
  7. PUBLISHER MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ADVERTISING, REFERRALS, AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT ADS ARE BASED ON OR DISPLAYED IN CONNECTION WITH NON-PUBLISHER CONTENT, PUBLISHER SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE DISPLAY OF SUCH ADS.
  8. Advertorials are not accepted.
  9. You shall not use the AAN name or marks without the AAN's prior written approval.
  10. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
  11. Publisher may change the terms set forth herein at any time. You are responsible for checking terms and conditions from time to time for changes. Publisher is not required to give notice.
  12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
  13. Advertising is separate from content. Advertisers and sponsors shall have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product.
  14. Advertisers shall not influence any editorial decisions or advertising policies.
  15. Advertiser/Agency may not, directly or indirectly, refer to the Annual Meeting in any product-specific promotional materials.
- C. ANNUAL MEETING ATTENDEE MAILING LIST AGREEMENT:**
1. The mailing list will be used one time only and is being supplied for the specific mailing ordered and approved by the AAN, and for no other purpose. This list, in part or whole, will not be stored, reproduced, sold or distributed to anyone else. Violations of this provision will be prosecuted to the fullest extent permitted by law. All lists are seeded to protect against unauthorized use.
  2. SUCH MISUSE WILL RENDER THE COMPANY LIABLE FOR ALL DAMAGES TO THE AAN WHICH ARISE OUT OF LITIGATION, ATTORNEY'S FEES, COURT COSTS, AND EXPENSE INCURRED BECAUSE OF MISUSE.

# Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

3. The review of the mail order and subsequent use of the AAN list does not in any way constitute or imply AAN approval, endorsement, support or participation as a sponsor of the material in the proposed mailing. Misrepresentation of that fact or references to the AAN in any promotional material without express written approval from the AAN is prohibited.
  4. It is understood that a list is for mailing purposes only; once used for its approved purpose, must be destroyed immediately after use. We acknowledge that violations of this provision will possibly result in our inability to rent future mailing lists. Mailing and marketing pieces should be sent to Kate Andrews at [kandrews@aan.com](mailto:kandrews@aan.com) and Jordan Smith at [jsmith@aan.com](mailto:jsmith@aan.com) for review and approval.
    - a. Approval may take up to seven (7) days.
- D. AISLE CARPET AND BANNER MARKETING:**
1. Approved aisle carpet/banner graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
  2. Locations will be reviewed and determined based on the initial request (payment received) and availability.
  3. All graphic design requirements will be forwarded once orders are approved.
  4. The AAN will determine all placements of sponsorships. If a sponsor requests an alternate location, the AAN will determine if the location is approved. **EXAMPLE:** An exhibitor will not be allowed to place its aisle carpet/banner section directly next to a competitor who has specifically requested placement in the Exhibit Hall away from specific competitors. AAN will work with exhibitor to determine a suitable location should this conflict occur.
  5. The AAN's general decorating contractor (Freeman) will be responsible for all printing, installation, and removal of approved aisle carpet/banner sections.
  6. Exhibitors are required to submit aisle carpet/banner graphic design to the AAN for approval by March 8, 2024, with all approved graphic files forwarded by Freeman by March 15, 2024.
- E. EXHIBIT HALL FOOTPRINTS GUIDELINES:**
1. Footprints will be placed on aisle carpet every three to five feet leading from the Exhibit Hall entrance to the exhibitor's booth.
  2. Should paths interfere with other exhibitors' ability to market products in the Exhibit Hall as determined by the AAN, alternate paths will be reviewed and selected by the AAN. **EXAMPLE:** An exhibitor will not be allowed to place its footprints on top of another exhibitor's marketing carpet or alongside a booth of a competitor who has specifically requested placement in the Exhibit Hall away from specific competitors. The AAN will work with exhibitors to determine a suitable path should any conflicts occur.
  3. Approved footprint graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
4. All graphic design requirements will be forwarded once orders are approved.
  5. The AAN's general decorating contractor (Freeman) will be responsible for all printing, installation, and removal of approved footprints
  6. Exhibitors are required to submit electronically aisle carpet, banner, and footprint graphic design rendering to the AAN/Change to Kate Andrews and Jordan Smith for review and approval by March 8, 2024, with all approved graphic files then forwarded to layout by Freeman by March 15, 2024.

## VI. Sanctions

- A. SANCTIONS:** As a condition of participation in the AAN Annual Meeting, Companies must observe the Rules for Industry and Other Organizations at the AAN Annual Meeting. Violations of the Rules will be reviewed and sanctions may be applied. Sanctions include, but are not limited to, the following:
1. Company will receive a "cease and desist" letter from the AAN.
  2. Company will not have access to AAN membership mailing list.
  3. Company will not have access to hospitality suites at the AAN Annual Meeting.
  4. Company's exhibitor priority points will be reduced.
  5. Company will not be allowed to sponsor an AAN Annual Meeting activity for one or more years.

## Rules for Industry and Other Organizations at the AAN Annual Meeting—continued

6. Company will not be allowed to support an AAN Annual Meeting Education Program for one or more years.
  7. Company will not be allowed to exhibit at an AAN Annual Meeting for one or more years.
  8. Company will not be allowed any access to the AAN Annual Meeting for one or more years.
- B. APPEALS:** Sanctions imposed by the Meeting Management Committee may be appealed within 30 days after delivery of the notice of sanctions to the AAN Executive Committee. The Executive Committee's decision on the appeal will be final.

# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs

## I. General Rules and Terms

The American Academy of Neurology (“AAN”) has established the parameters that outside organizations involved in Online Education and Science Programs, including 2024 AAN Annual Meeting (“Program”) must comply with. These Rules apply to: 1) “ineligible Companies/commercial Interests” (aka, “industry”), which include any entity developing, producing, marketing, re-selling, 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 Programs in any capacity (collectively referred to as “Companies”).

In addition to complying with these General Rules and Terms, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions with the Programs. 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 Programs. The AAN reserves the right to decline any Company’s participation in the Programs 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 online attendees equally and with respect, including, but not limited to, compliance with the [AAN’s Meetings Anti-Harassment Policy](#).

Commitment to Inclusion, Diversity, Equity, Anti-racism, and Social Justice (IDEAS)

The AAN is committed to intentional actions to be a fully inclusive, deliberately diverse, and anti-racist organization that respects and values our membership, our staff, and the communities we serve. We actively promote equity and social justice in neurology and the neurosciences. As part of this commitment, the AAN is working to ensure we provide a conference environment and educational programming that is fully inclusive, deliberately diverse, and anti-racist. If you have questions about these efforts, identify areas for improvement, or have concerns regarding attendee or staff behavior, please contact Member Services at (800) 879-1960, [memberservices@aan.com](mailto:memberservices@aan.com), or Academy staff at [registration@aan.com](mailto:registration@aan.com).

- B. PROHIBITED INFLUENCE:** ineligible Companies/commercial Interests may not attempt to direct or influence the planners and/or faculty or content of the Programs.

- C. USE OF AAN PROPERTY:** The AAN/AANI names, insignia, logos, or acronyms, the Program’s name or logo, may not be used by Company in any manner without the expressed written consent of AAN/AANI. This applies before, after, and during the Programs.

- D. 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 related to the Programs 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 must be aware of the guidelines and codes the AAN and affiliated organizations conform to: Council of Medical Specialty Societies’ Code for Interactions with Companies ([cmss.org](http://cmss.org)) and the Principles Governing Academy Relationships with External Sources of Support ([AAN.com](http://AAN.com)). The AAN has the right to request that Companies immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.

- E. WARRANTY OF AUTHORITY:** Company represents and warrants that the person signing the AAN Programs Contract is a duly authorized appointed agent of the Company, is fully empowered to bind the Company to

# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs—continued

all provisions contained herein and the AAN Programs Contract, and that no further action is required on the Company's part to enter into the AAN Programs Contract.

- F. AMENDMENTS:** All interpretations, as well as answers to questions and matters not specifically covered by these Rules and Terms, will be decided by AAN in its sole discretion. The AAN reserves the right to make any reasonable changes to these Rules and Terms as necessary to ensure the orderly and appropriate operation of the Program. Company is responsible for checking Rules and Terms from time to time for changes. The specific benefits offered to Company in any of the below offerings are subject to change but will be replaced by benefits of equal or greater value at AAN's discretion.
- G. ASSIGNMENT:** The online AAN Programs Contract and these Rules, Terms, and Conditions may not be assigned by any party without the prior written consent of the other parties.
- H. BINDING EFFECT:** The online AAN Programs Contract and these Rules, Terms, and Conditions are binding upon and inure to the benefit of the parties, their successors and assigns.
- I. WAIVER:** The failure of any party to complain of any default by another party or to enforce any of such party's rights, no matter how long such failure may continue, will not constitute a waiver of the party's rights under the online AAN Programs Contract and these Rules, Terms, and Conditions.
- J. GOVERNING LAW:** The online AAN Programs Contract and these Rules, Terms, and

Conditions and the rights and obligations of the parties hereunder are governed by the laws of the State of Minnesota, except that no Minnesota conflicts of law or choice of law provision apply to this Contract. The exclusive forums for actions between the parties in connection with this Agreement are the State District Courts in Minnesota or the United States Court for the District of Minnesota. Each party agrees unconditionally that it is personally subject to the jurisdiction of such courts.

- K. ENTIRE AGREEMENT:** The online AAN Programs Contract and these Rules, Terms, and Conditions constitute the entire agreement between the parties with respect to its subject matter and supersedes all past and contemporaneous agreements, promises, and understandings, whether oral or written, between the parties.

## II. Online Exhibitor Rules

- A. APPLICATION:** These Exhibit Rules apply to all Companies who exhibit online during the Programs ("Exhibitor").
- B. GENERAL:** Exhibitors must understand the following:
  1. The AAN reserves the right to decline applications for any reason without explanation.
  2. Exhibitor representatives must conduct themselves professionally.
  3. Exhibitors must abide by the Rules for Industry and Other Organizations and these Exhibit Rules outlined in this publication and distribute the Rules to exhibit personnel

and any other contractors working for the exhibiting organization.

- 4.** Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless otherwise approved in writing by the AAN.
- C. AAN PROGRAMS CONTRACT:** All Exhibitors are required to complete the online AAN Programs Contract before exhibit space will be held by the AAN. Contracts will not be processed without payment. American Academy of Neurology Institute Tax ID #41-0726167.
- D. EXHIBIT ACTIVITIES/PROMOTION:** All exhibit activities and promotional content, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Forms will be available on the online portal or contact Kate Andrews at (612) 928-6079 or [kandrews@aan.com](mailto:kandrews@aan.com) and Jordan Smith at (612) 928-6049 or [jsmith@aan.com](mailto:jsmith@aan.com) for information on access to the online portal. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs. Exhibitors who do not immediately cease activities are subject to sanction and may be dismissed from the Program and without refund. Sanctions may also include loss of exhibiting at future Programs. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING POSTERS AND PLATFORM SESSIONS, HUBS, AND AAN-ASSOCIATED EVENTS IS PROHIBITED.

# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs—continued



- E. CANCELLATIONS:** All notices of cancellation must be forwarded in writing to the AANI. If a Company cancels after submission of the AAN Programs Contract, the AANI will retain the entire amount. Please send cancellations to [kandrews@aan.com](mailto:kandrews@aan.com) and [jsmith@aan.com](mailto:jsmith@aan.com).
- F. FOOD AND DRUG ADMINISTRATION REGULATIONS:** Products that require promotion approval by the FDA must receive this approval prior to promotion via the Programs. Information regarding FDA regulations may be obtained directly from the FDA.
- G. INDEMNIFICATION:** Exhibitor must indemnify, hold harmless, and defend the AAN and AANI, along with their respective owners, members, officers, directors, managers, agents, employees, and relevant subcontractors from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorney's fees), including infringement of third-party intellectual property rights, personal injury, accident or death to any person or persons, and damage to or loss of property or profits arising out of, or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the Exhibitor or its employees, agents, or subcontractors.
- H. No Guarantee.** THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ONLINE EXHIBIT BOOTH, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
- I. THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ONLINE EXHIBIT**

BOOTH, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE ONLINE EXHIBIT BOOTHS.

## III. Marketing and Sponsorship Opportunities Rules

### A. GENERAL:

1. These Marketing and Sponsorship Opportunities Rules apply to the sponsorship and advertising by the Company named in the AAN Programs Contract.
2. To secure Programs marketing or sponsorships, Companies must provide the AANI the amount described on the AAN Programs Contract with submission of the Contract. If a Company cancels after submission of the Contract, the AANI will retain the entire amount.
3. All notices of cancellation must be forwarded in writing to the AANI. If a Company cancels after submission of the AAN Programs Contract, the AANI will retain the entire amount. Please send cancellations in writing to Kate Andrews at [kandrews@aan.com](mailto:kandrews@aan.com) and Jordan Smith at [jsmith@aan.com](mailto:jsmith@aan.com).
4. Company will designate a representative to serve as the official contact with AAN during sponsorship.
5. All announcements related to any sponsorship or marketing opportunity must clearly indicate that the AAN is the

program/product administrator and that funding support has been provided through a sponsorship arrangement. Any public and professional materials that claim an association with the program/product or include reference to AAN that are developed by the Company must be submitted to AAN for review and approval.

6. Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. AAN has the right to request the Company immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.
  7. CME areas are not available for advertisement and sponsorship activities as defined by the ACCME guidelines. Ineligible Companies/commercial Interests must not attempt to direct or influence the faculty or content of AAN education Programs.
  8. Sponsor, designated agents, and ineligible Companies/commercial Interests may not approach AAN education and scientific Program faculty.
- ### B. MARKETING/SPONSORSHIP TERMS:
1. All marketing and sponsorship graphics are subject to approval of the AAN, which reserves the right to reject or cancel any advertisement at any time.
  2. All advertisements (including but not limited to page ads and logos) will be reviewed for content and technical requirements and approved by an appropriate AAN representative.

# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs—continued



- a. All advertisements are subject to approval by the AAN, which reserves the right to reject or cancel any advertisement or sponsorship at any time; this includes, in particular, any content that is deemed to conflict with the organization's mission or in any way reflects negatively on the organization, or competes with the organization's products and services, whether perceived or implied.
  - b. The AAN has sole discretion whether to accept or not accept an advertisement for any reason.
  - c. Acceptable ad formats: High-resolution, press quality PDFs with bleeds and crop marks. Two-page spreads should be provided as single pages.
  - d. Approvals may take up to seven (7) days.
3. Ads must include the manufacturer's Company's name.
  4. Representations and Warranties. Company represents and warrants that each advertisement and any material submitted herein (i) comply with all applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.
  5. Company agrees to indemnify, defend, and hold the AAN and AANI and their agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g. relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third-party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Company's advertisements, and/or Company's breach of any term of these Rules, Terms, and Conditions.
  6. No Guarantee. THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ADVERTISEMENTS, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
  7. THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ADVERTISING, REFERRALS, AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT ADS ARE BASED ON OR DISPLAYED IN CONNECTION WITH NON-PUBLISHER CONTENT, THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE DISPLAY OF SUCH ADS.
  8. Advertorials are not accepted.
  9. The AAN/AANI names, insignia, logos, or acronyms, the Programs name or logo, may not be used by Company in any manner without the expressed written consent of AAN/AANI. This applies before, after, and during the Programs.
  10. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, the AAN cannot guarantee fixed positioning.
  11. In the event of nonpayment, the AAN reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the AAN.
  12. Advertising is separate from content. Advertisers and sponsors shall have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising. The AAN will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product.
  13. Advertisers shall not influence any editorial decisions or advertising policies.

## IV. Online Industry Therapeutic Updates Policies

In addition to complying with the above General Rules and Terms, Companies must comply with the following policies for participation in Industry Therapeutic Updates ("ITU").



# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs—continued



## A. PARTICIPATION CRITERIA

1. Participating Company must be a 2024 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. No CME will be given by any accredited organization for the programs offered.
3. Participating Company must not be an independent continuing medical education company.

## B. ATTENDANCE

1. Participating Company cannot charge any type of fee to attend. All participants must be treated equally. All ITU attendees must be registered for the online 2024 AAN Annual Meeting.
2. Participating Company cannot contact participants by phone to invite participants to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with participants must receive prior approval from the AAN.

## C. INDUSTRY THERAPEUTIC UPDATE CONTRACT

1. All participating Companies must complete the online AAN Programs Contract.

## D. EVALUATION/REPORTS

1. The AAN reserves the right to evaluate the ITU by requesting participants to complete additional evaluation materials, if needed.
2. AAN staff will attend the Online ITU events for AAN evaluation purposes.
3. The AAN reserves the right to request additional information/materials as needed.

## E. PARTICIPATION FEES

1. Participating Company must pay to participate in the ITU. The participation fee must be paid in full before video is uploaded. 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 including audio-visual, labor, etc.

## F. PROMOTIONAL GUIDELINES

1. All ITU marketing materials, including but not limited to, promotional 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/advertising (brochures, website, communications) and 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, or other research information that might be discussed. Industry Therapeutic Updates are industry events.*

4. There can be no implication in any promotional materials indicating that Company's ITU program is part of the online 2024 AAN Annual Meeting and/or endorsed by the AAN and promotional materials must include language indicating this.
5. Participating Companies are responsible for their own promotion but must send any promotional material to the AAN for pre-approval.

## G. VIDEOGRAPHY

1. The AAN name and logo may not be used in the video. In addition, there can be no implication in the video that indicates the participating company's ITU program is part of the online 2024 AAN Annual Meeting or endorsed by the AAN or any of its affiliates.
2. ITU videos need to be provided by participating Companies to the AAN in mp4 format.

## H. ADDITIONAL TERMS:

1. Representations and Warranties. Company represents and warrants that any material submitted herein (i) comply with all

# Rules, Terms, and Conditions for Industry and Other Organizations' Participation in Online Education and Science Programs—continued

- applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.
2. Indemnification. Company agrees to indemnify, defend, and hold the AAN and AANI and their agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g., relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third-party claims, liability, loss,

and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Company's ITU, or Company's breach of any term of these Rules, Terms, and Conditions.

3. No Guarantee. THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OR VIEWS OF THE VIDEO, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
4. No Warranty. THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO THE ITU AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE ITU.

## V. Sanctions

- A. SANCTIONS: As a condition of participation in the Programs, Companies must observe the Rules for Industry and Other Organizations' Participation in AAN Online Education and Science Programs. Violations of the Rules will be reviewed, and sanctions may be applied. Sanctions include, but are not limited to, the following:
  1. Company will receive a "cease and desist" letter from the AAN.
  2. Company will not be allowed to sponsor an AAN Program for one or more years.
  3. Company will not be allowed to exhibit during an AAN Program for one or more years.

# Exhibitor Priority Points

## How Do I Accumulate Points?

There are multiple ways for exhibitors to accumulate priority points:

- Companies that submit their contract and deposit by the contract deadline on November 3, 2023, will receive two (2) points for exhibiting at the 2024 Annual Meeting
- Five (5) additional points are awarded for exhibiting in a consecutive year
- Two (2) points for booking staff rooms through the official AAN housing process (CMR)
- One (1) point for exhibiting at any other AAN conference (e.g., Fall Conference, Summer Conference, etc.)
- One (1) point for submitting product description by deadline
- One (1) point for registering booth staff by deadline
- One (1) point per 100 square feet of exhibit space

In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.

Refer to the Rules for Industry and Other Organizations at the Annual Meeting for more information on the priority point system.

## Added Benefit

Exhibitors that support non-CME activities, Industry Roundtable membership, Annual Meeting publication advertising, Industry Therapeutic Update events, or AAN non-Annual Meeting programs will receive additional priority points based on support committed.

### Points Per Support Outside the Exhibit Hall:

Support Value	Points
Up to \$6,000	1
\$6,001–\$15,000	2
\$15,001–\$30,000	3
\$30,001–\$60,000	5
\$60,001–\$90,000	6
\$90,001–\$150,000	10
\$150,001–\$250,000	12
\$250,001–\$350,000	15
\$350,001–\$450,000	20
\$450,001–\$550,000	25
\$550,001–\$650,000	30
\$650,001–\$750,000	35
\$750,001–\$850,000	40
\$850,001–\$950,000	45
\$950,001–\$1,000,000	50

## Example 1:

Company ABC and company XYZ currently both have 30 priority points and exhibited at the AAN Annual Meeting. Company ABC submits its booth contract and deposit in September (5 + 2 points), books hotel rooms through AAN housing (2 points), submits the company description (1 point) as well as staff names (1 point) by the communicated deadline, and responds to the AAN post-meeting survey (1 point).

Company XYZ submits its contract in December (5 points) and neglects to provide any of the additional information by the communicated deadlines. After the Annual Meeting, Company ABC will have 42 points, Company XYZ will have 35 points. Company ABC will receive priority booth assignments for the next meeting ahead of Company XYZ.

## Example 2:

In addition to the above, Company ABC also spent \$111,700 outside the Exhibit Hall (Industry Therapeutic Update, Full page ad in Exhibit Guide, and Door Drop insert). Company ABC would get an additional 10 points for the above commitments, bringing its total to 52 points.

# AAN Name and Logo Restrictions

Exhibitions, marketing materials, sponsorship promotions, and any other non-AAN communications must not state or imply an endorsement by the American Academy of Neurology or the 2024 AAN Annual Meeting event, or misuse the AAN or the AAN Annual Meeting logo.

## Language Limitations

Promotional references to the “2024 AAN Annual Meeting” are allowed to develop on-site traffic and awareness such as:

- “Come see us at the 2024 AAN Annual Meeting”
- “Visit Booth 123 at the 2024 AAN Annual Meeting”
- “See you at the 2024 AAN Annual Meeting”

Implied relationships or false representations of endorsements are strictly prohibited, such as:

- “The AAN and Company XYZ invite you”
- “Brought to you by Company XYZ and the American Academy of Neurology”

Event sponsors receive credit, gratitude, and promotional real estate from the AAN, but sponsorship does not imply event or product ownership in any way. Promotion of a sponsorship must be limited to the sponsorship component itself and not imply an additional partnership.

Refrain from referring to the 2024 AAN Annual Meeting as “the AAN.” “AAN” is the general acronym for the professional association/scientific and education institute entities, under the name “American Academy of Neurology.” The event itself should be stated as:

- The 2024 American Academy of Neurology Annual Meeting
- The 2024 AAN Annual Meeting
- The AAN Annual Meeting



# Specifications

## Exhibit Hall Opportunities

Offering	Details	Color	Acceptable File Formats
Exhibit Hall Passport	Company/Product Logo	4 Colors	High-resolution Transparent PNG, vector EPS, or AI format

## Advertising Opportunities

Offering	Details	Size	Live Space	Color	Acceptable File Formats
Annual Meeting Emails	Top/Middle or Bottom Ad	650x200 px	n/a	RBG	PNG or JPG (PNG preferred)
Annual Meeting Daily	Half-page Horizontal Ad	8.25" x 4.4375" plus 0.125" bleed margins	7.25" x 3.4375"	4 Colors	<ul style="list-style-type: none"> <li>High-resolution, press quality PDFs with bleeds and crop marks</li> <li>2-page spreads should be provided as reader spreads</li> </ul>
	Half-page Vertical Ad	4.025" x 10.875" plus 0.125" bleed margins	3.025" x 9.875"		
	Full-page Ad	8.25" x 10.875" plus 0.125" bleed margins	7.25" x 9.875"		
	Spread Ad	16.5" x 10.875" plus 0.125" bleed margins	7.25" x 9.875" ea		
	Cover Tip	8" x 6" plus 0.125" bleed margins	7" x 5"		
Mobile App	Interstitial Ad	640x960px, 1242x2208px, 1024x500px, 2732x2048px, 2048x2732px, 1242x2688px	n/a	RBG	PNG, 72 dpi
	Push Notification Ad	n/a	n/a	n/a	<p>Copy for each section of message.</p> <ul style="list-style-type: none"> <li>Message Subject: Max 60 characters including spaces</li> <li>Message Body: Max 375 characters including spaces</li> <li>Only include link, max 512 characters</li> <li>add Display Text for link, only external links are applicable, 512 characters</li> </ul> <p>Image limited to 2 MB and size less than 1500x1500px</p>
	Carousel Ad	960x80	n/a	RBG	PNG

# Specifications—continued

## Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
<b>Buzz Cafes</b>	72"×36" graphic panel on Buzz Café backwall (4) 30" diameter circular table decals (2) 36" diameter circular table decals	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Carpet Graphics at Hall Entrance</b>	8' × 8' decal carpet decal	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Coat and Luggage Check</b>	Company branding	4 Colors	AI, EPS or High quality pdf
<b>Footprints</b>	2'×2' decals placed on Exhibit Hall aisle carpet to create a clear path to your booth.	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Cell Phone Charging Lockers</b>	26"×60"		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Exhibit Hall Charging Lounges</b>	(2) 116.875"×19.25" double sided panels on each table (2) 38"×81" double sided meter panels	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Charging Seating Options</b>	(2) 38.75"×38.75" Single-sided Graphic Panels in the center of the tower (2) 19.25"×116.875" Single-sided Graphic Panels one on each side of the tower	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Exhibit Hall Charging Table</b>	(2) 18"×18" decals	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>New! Grand Concourse Hydration Station 1</b>	(2) 106.5"×55" with a 3" bleed (1) 60"×88"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>New! Grand Concourse Hydration Station 2</b>	29'-3"×7'-8"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>New! Meeting Level Hydration Station</b>	180"×55"	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>New! Meeting Pods Digital Display</b>	24"×24" 1073×604 px (16:9)	4 Colors RGB	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher) JPG, GIF, MP4 (video files)
<b>New! Lunch Line Divider</b>	66"W×36"H	4 Colors	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>New! Entrance Door Clings</b>	(2) 27.25"×45.75" (2) 27.25"×24.25"	4 Color	AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

# Specifications—continued

## Exhibit Hall Sponsorship Opportunities

Offering	Details	Color	Acceptable File Formats
<b>Park Benches</b>	36"×36" Floor decals 77.8125"×38.75" back sign		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Street Lamp Posts and Flower Beds</b>	(10) Lamp posts with 18"×60" double-sided banners on each side (20) 20.8125"×24" four-sided flower boxes with graphics on all sides		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Wayfinding Map Sponsorship</b>	15"×30" decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Logo on Exhibit Hall Map</b>	The logo will be automatically centered on the booth space, so consider the shape of the booth that you are adding the image on top of as well as the size of the booth		High-resolution PNG, JPG, or GIF. 10MB Max.
<b>Exhibit Hall Escalator Clings</b>	(4) 476"×26" Single or Double Sided Graphics		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Pillar Marketing</b>	(4) 4'×12' banners		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Tabletop Graphics</b>	36" round table decal		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)
<b>Digital Billboard</b>	12-second static, digital spots to loop every 60 seconds		AI, EPS, INDD, High-res PDF, PSD, TIFF, JPG (quality 8 and higher)

# Specifications—continued

## Hotel Opportunities

Offering	Details	Color	Acceptable File Formats
<b>Hotel Key Cards and Card Holders</b>	Envelope Live Area for non-bleed area: 2.99" × 2.13" and 2.10" × 1.88"	4 Colors	Vector is preferred, high quality PDFs are accepted
	Key Card RFID Live Area: 3.125" × 1.875" Front and Back, Bleed Area 3.625" × 2.375" Key Card Mag Card Live Area Front: 3.125" × 1.875" Back: 3.125" × 1.25" Bleed Area 3.625" × 2.375"		
<b>Hotel Do Not Disturb Signs</b>	Trim: 4.25 × 11 Bleed Area: 4.375" × 11.125"	4 Colors	AI, EPS or High quality PDF
<b>Hotel Door Drop Bag Sponsorship</b>	12 × 15 digital full-color oxo-biodegradable die cut bag Bag Size: 12" × 15" Imprint Area: 11.5" × 14" Can be product branded	4 Colors	AI, EPS or High quality PDF
<b>Hotel Door Drop Insert</b>	The inserts maximum size is 8.5" × 11" Maximum weight: 5oz	4 Colors	