

FOCUS GROUP SPONSORSHIPS

Section 7

Add Focus to Your Business with Access
to AAN Focus Groups 7.2

NEW! Focus Groups

Add Focus to Your Business with Access to AAN Focus Groups

Become a pivotal part of the Annual Meeting by sponsoring AAN focus groups. These focus groups offer deep dives into the most pressing topics for our industry and your organization. Guided by expert facilitators and attended by AAN members, these focus groups offer an exclusive opportunity to hear the genuine thoughts and opinions of neurology professionals.

Sponsoring AAN focus groups at the Annual Meeting showcase your company's commitment to fostering dialogue and advancing the field of neurology. The work would entail collaborating with AAN Insights Team starting in 2025.

- January and February: Identify a topic of interest and work with AAN's Insights Team to develop and refine a short list of open-ended questions on the topic of interest.
- March: Identify participant eligibility criteria based on a range of professional and demographic variables.
- April: Observe the focus groups on site during the Annual Meeting with 8–15 participants matching the above criteria followed by a debrief with AAN staff.
- June–July: Receive a detailed report on the outcomes and themes.

As a sponsor, you will not participate directly in the focus groups but will have the opportunity to have up to two sponsor representatives observe the sessions. This unique vantage point allows you to absorb the conversations without influencing the thoughts and ideas shared, ensuring the authenticity of the discussions. Following the conference, you will receive a comprehensive report summarizing the key insights and ideas generated during the focus groups. This valuable information can inform your business strategies and help you stay ahead of industry trends.

Sponsorship Fee: \$50,000 (5 available)

If you are interested in sponsoring focus groups or would like to discuss the sponsorship opportunity in more detail, please contact Andy Halverson, Director, Sales and Industry Relations at (612) 928-6117 or ahalverson@aan.com.

