

SPONSORSHIP OPPORTUNITIES

Section 5

Area Sponsorships.	5.2	Outside of Exhibit Hall Opportunities	5.10
Buzz Cafes.	5.2	Convention Center Escalator Clings.	5.10
Carpet Graphics at Hall Entrance	5.2	NEW! SketchBot Mosaic	5.10
Footprints	5.2	Branded Social Media Screen and Sponsored Post	5.11
Charging Options	5.3	Hydration Station	5.11
NEW! Portable Charger Kiosk.	5.3	Poster Presentation Viewing Area.	5.12
Charging Seating	5.3	Lunch Line Dividers	5.12
Exhibit Hall Charging Lounge	5.4	Meeting Pods	5.13
Exhibit Hall Charging Table	5.4	Exhibit Hall Entrance Door Clings	5.13
Exhibit Hall Sponsorship Opportunities	5.5	WiFi Access	5.14
Exhibit Hall Opening Luncheon	5.5	Hotel Opportunities	5.15
Exhibit Hall Networking Crawl.	5.5	Hotel Key Cards and Card Holders	5.15
Park Benches	5.6	Hotel Do Not Disturb Signs	5.15
Street Lamp Posts and Flower Beds	5.6	Hotel Door Drops	5.16
Pillar Marketing	5.7	Support Opportunities	5.17
NEW! Overhead Exit Banner/Cling	5.7	General Sponsorship of the Annual Meeting	5.17
Tabletop Graphics	5.8	International Scholarship Fund	5.17
Digital Billboard	5.8	Resident and Fellows Scholarship Fund	5.17
NEW! Hanging Aisle Banner with Logo and Booth Number	5.9	5K Run/Walk for Brain Research	5.18
NEW! Exhibit Hall Puppy Park	5.9	Wellness Hub	5.18
		Business Administrator Day	5.19

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 distinctive 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. Footprint shape is customizable.

Sponsorship Fee: 2' x 2' IRT Member Price: \$32,500

2' x 2' Non-IRT Member Price: \$36,000



[View dates, deadlines, and specifications on page 9.2](#)

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 San Diego Convention Center.

NEW! Portable Charger Kiosk

This sponsorship is located through the convention center, and holds 36 portable chargers, compatible with all phones and tablets!

- Company or product branded design on kiosk and digital screen

Sponsorship Fee: IRT Member Price: \$16,000

Non-IRT Member Price: \$18,000



Charging Seating

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

- Company or product branding on middle wall and charging cube

Sponsorship Fee: IRT Member Price: \$16,000

Non-IRT Member Price: \$18,000



[View dates, deadlines, and specifications on page 9.2](#)

Charging Options—continued

Exhibit Hall Charging Lounge

The 20x20 Exhibit Hall Charging Lounge 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: \$25,000

Non-IRT Member Price: \$28,000

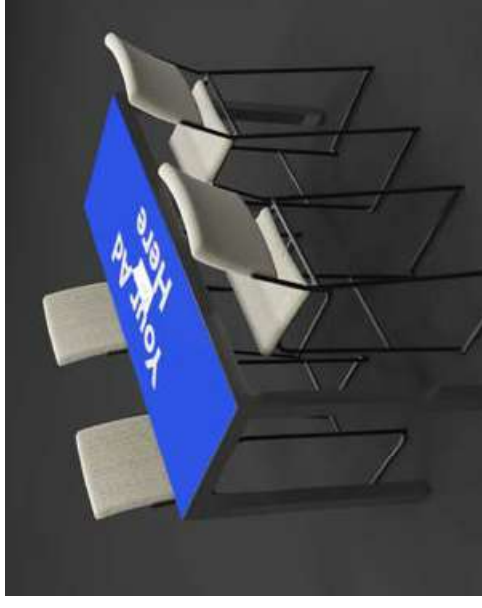


Exhibit Hall Charging Table

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

Sponsorship Fee: IRT Member Price: \$9,500

Non-IRT Member Price: \$10,500



[View dates, deadlines, and specifications on page 9.2](#)

Exhibit Hall Sponsorship Opportunities

Exhibit Hall Opening Luncheon

Sunday, April 6—11:30 a.m.–1:30 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
- Welcome address by AAN Board member including thank you to sponsor
- Logo in AAN publications, [AAN.com](https://aan.com), and on-site signage

Sponsorship Fee*: \$70,000

Exhibit Hall Networking Crawl

Monday, April 7—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 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 AAN 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.*

[View dates, deadlines, and specifications on page 9.2](#)



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: \$110,000
Non-IRT Member Price: \$118,500

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

IRT Member Price: \$56,250
Non-IRT Member Price: \$59,250



Street Lamp Posts and Flower Beds

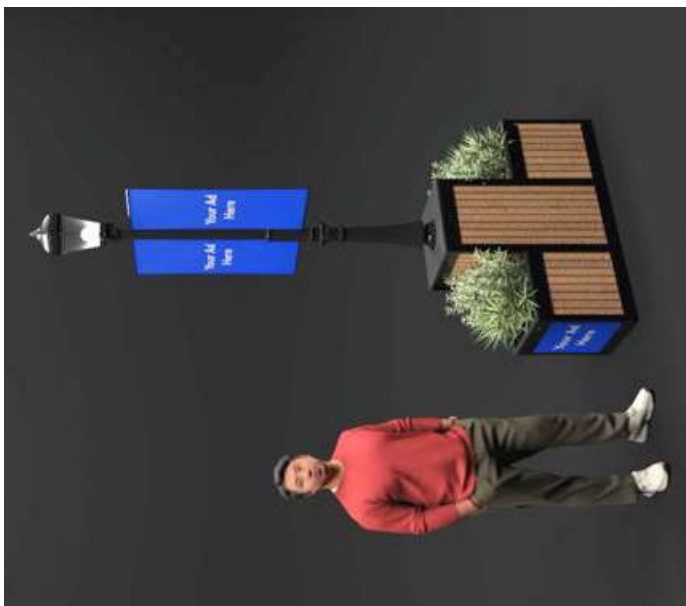
Stand out with your company branding on lamp post flags and flower boxes placed down heavily trafficked aisles.

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)



[View dates, deadlines, and specifications on page 9.2](#)

Exhibit Hall Sponsorship Opportunities—continued

Pillar Marketing

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

Requirements:

- Locations will be reviewed and determined based on the initial request and availability

Sponsorship Fee: IRT Member Price: \$42,500 (Multiple sponsorships)
Non-IRT Member Price: \$47,500 (Multiple sponsorships)



NEW! Overhead Exit Banner/Cling

Gain recognition with overhead banners seen by all attendees as they visit the hall.

Specific Sponsorship Benefit:

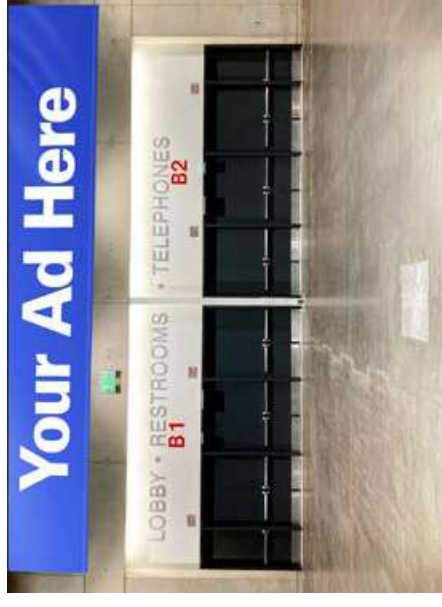
- Product or company branding overhanging exit of hall on a 24' x 43" decal

Sponsorship Fee: IRT Member Price: \$49,500 (Exclusive)

Non-IRT Member Price: \$55,500 (Exclusive)

IRT Member Price: \$ 25,000 (Non-exclusive, 2 available)

Non-IRT Member Price: 30,000 (Non-exclusive, 2 available)



[View dates, deadlines, and specifications on page 9.2](#)

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):

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 6 or sponsors will be refunded.

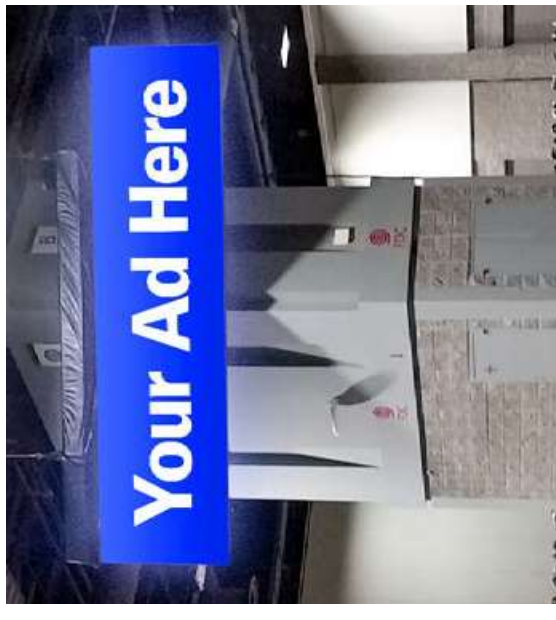


Exhibit Hall Sponsorship Opportunities—continued

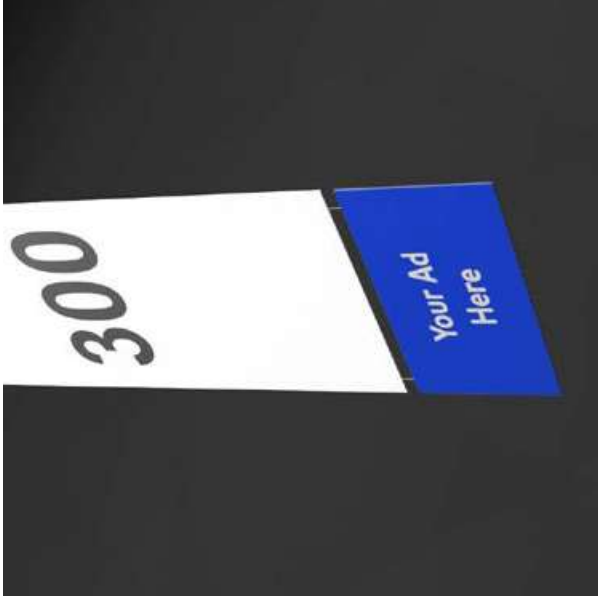
NEW! Hanging Aisle Banner with Logo and Booth Number

Make a splash in the exhibit hall with your company or product logo on the aisle numbers!

Specific Sponsorship Benefit:

- Company or product logo and booth number displayed on banner hanging underneath the aisle numbers. Ten (10) banners included.

Sponsorship Fee: \$20,000 (Exclusive sponsorship)



NEW! Exhibit Hall Puppy Park

An area full of playful four-legged friends to relieve stress, take a break between sessions, and guaranteed to put a smile on an attendee's face!

Specific Sponsorship Benefit:

- Company or product logo on meter panel at event
- Mention in exhibit hall announcement
- Mention in AAN marketing materials and the *Annual Meeting Daily*
- Company or product branding on one side of the outer area fencing and one flowerbox

Sponsorship Fee: \$15,000 (Non-exclusive, 4 available)



Outside of Exhibit Hall Opportunities

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 inner and outer panels of the escalators in the Grand Lobby, outside of Halls B and C, leading up to the Sails Pavilion and meeting rooms.

Specific Sponsorship Benefit:

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

Sponsorship Fee: IRT Member Price: \$60,000 per set of escalators

(Up to 3 available)

Non-IRT Member Price: \$65,000 per set of escalators

(Up to 3 available)



NEW! SketchBot Mosaic

Excite attendees with an incredible sketch of themselves, in less than 45 seconds! Once the drawing is complete, the attendee will take their personalized and branded portrait home with them. The sketched portrait will also be emailed and displayed on a digital screen at the meeting.

Specific Sponsorship Benefit:

- Company or product branding on printed headshot sketch (Exclusive only)
- Company or product branding on virtual headshot sketch (Exclusive only)
- Company or product branding on signage
- Company or product mentioned on marketing materials

Sponsorship Fee: IRT Member Price: \$35,000 (Exclusive)

Non-IRT Member Price: \$40,000 (Exclusive)

IRT Member Price: \$13,500 (Non-exclusive, 4 available)

Non-IRT Member Price: \$18,500 (Non-exclusive, 4 available)



[View dates, deadlines, and specifications on page 9.2](#)

Outside of Exhibit Hall Opportunities—continued

Branded Social Media Screen and Sponsored Post

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 X and Instagram hashtag: [#AANAM](#). AAN will allow daily company sponsor of the day to supply one post that will be posted by the AAN X and Instagram accounts.

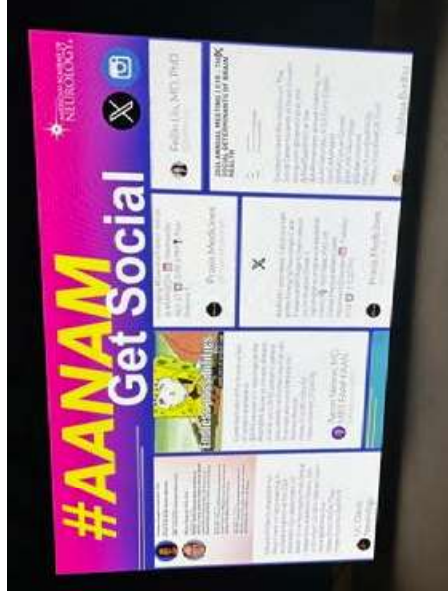
Sponsorship Benefit per Day:

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

Sponsorship Fee: \$49,500(Exclusive - five days)

\$10,000 per day (Non-exclusive, five available)

Sponsorship available Saturday, April 5–Wednesday, April 9



Hydration Station

Back by popular demand! Give attendees a place to rest and refresh in a peaceful environment throughout the convention center. Locations include the lobby outside of Hall C, general area in convention center, and Sails Pavilion.

Specific Sponsorship Benefit:

- Company or product branding on station back walls
- Company may provide branded cups and napkins
- Mention in the *Annual Meeting Daily*

Sponsorship Fee: IRT Member Price: \$75,000 (Three available)

Non-IRT Member Price: \$80,000 (Three available)



[View dates, deadlines, and specifications on page 9.2](#)

Outside of Exhibit Hall Opportunities—continued

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 or product branding on meter panel

Sponsorship Fee: IRT Member: \$50,000

Non-IRT Member: \$55,000



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)



[View dates, deadlines, and specifications on page 9.2](#)

Outside of Exhibit Hall Opportunities—continued

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.

Specific Sponsorship Benefits

- Company or product branding on pod doors and windows
- Company or product branding on digital screens
- Company or product branding on pod reservation website
- Placement in a high visibility location in the convention center

Sponsorship Fee: IRT Member Price: \$12,000 (Multiple available)

Non-IRT Member Price: \$15,000 (Multiple available)

IRT Member Price: \$60,000 (5 pods—Exclusive)

Non-IRT Member Price: \$65,000 (5 pods—Exclusive)



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 exhibit hall entrance doors

Sponsorship Fee: IRT Member Pricing: \$40,000 (4 sets available)*

Non-IRT Member Pricing: \$45,000 (4 sets available)*

**Each set includes 2 branded doors*



[View dates, deadlines, and specifications on page 9.2](#)

Outside of Exhibit Hall Opportunities—continued

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: \$48,750



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 (Exclusive)

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

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

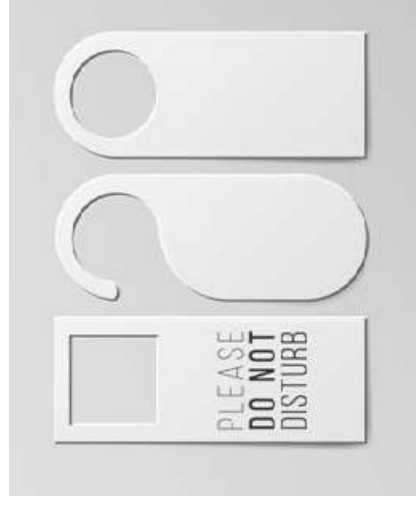
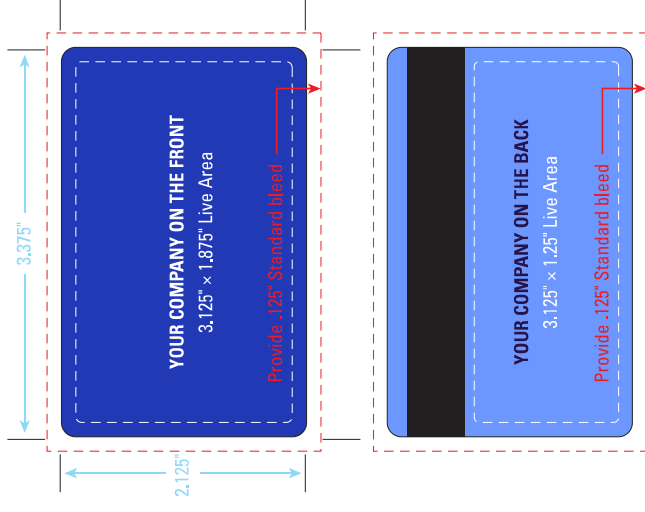
Help attendees rest, relax, and regroup at their hotel rooms by providing a sponsored and branded Do Not Disturb sign to select hotels in the AAN hotel block. Opportunity available to exhibitors, Industry Therapeutic Update participants, and Industry Roundtable members.

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.

[View dates, deadlines, and specifications on page 9.2](#)

Hotel Opportunities—continued

Hotel Door Drops

Reach attendees with your message by participating in the official AAN door drop distributed to select rooms, approximately 50% of in the AAN hotel block, including Marriott Marquis San Diego Marina, Hilton San Diego Bayfront, Embassy Suites San Diego Bay Downtown, Hard Rock Hotel San Diego, Hilton San Diego Bayfront, Marriot Marquis San Diego Marina, and Omni San Diego* on the mornings of Sunday, April 6–Tuesday, April 8. Opportunity available to exhibitors, Industry Therapeutic Update participants, and Industry Roundtable members.

Door Drop Type	IRT Member Rate	Non-IRT Rate
Bag Sponsorship with Complimentary Bag Insert	\$20,250/day	\$22,500/day
Bag Insert	\$8,650/day	\$9,550/day

Key Deadlines

JAN

1

Order Form and Payment Due

JAN

3

Door Drop Bag graphic file due from company to AAN for approval

JAN

17

Final approved Door Drop Bag due

JAN

31

Insert graphic files sent to AAN for approval

FEB

14

Materials to fulfillment house, if company is printing

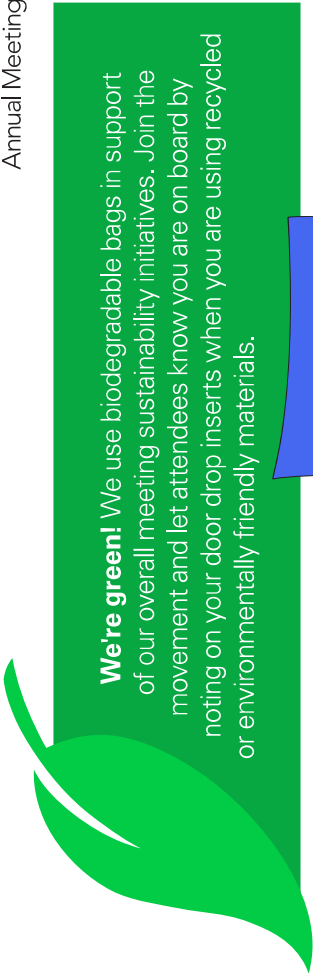
FEB

21

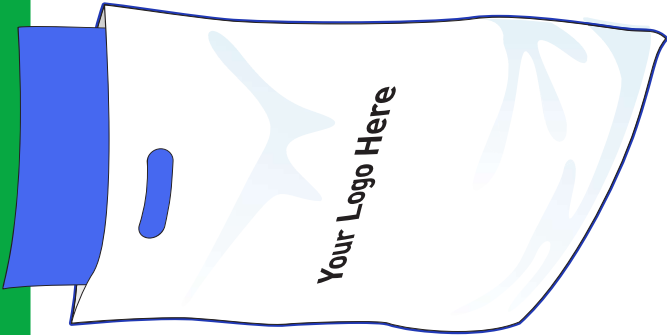
Artwork to Taylor, if Taylor is printing

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 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.

*Hotels are subject to change



We're green! We use biodegradable bags in support of our overall meeting sustainability initiatives. Join the movement and let attendees know you are on board by noting on your door drop inserts when you are using recycled or environmentally friendly materials.



Bag sponsorship includes logo printed on one side of the bag with the AAN logo on the other and a complimentary insert.

Questions?

Contact: industrysales@aan.com

For information regarding insert shipments and printing

Contact: Sena Fogt sena.fogt@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 AAN marketing materials
- Acknowledgement on AAN-provided signage
- Acknowledgement on [AAN.com](https://aan.com)
- **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://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:

- **NEW!** Acknowledgement on signage and slides at the Trainee Hub at 2025 Annual Meeting
- Acknowledgement in 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://aan.com)

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



Support Opportunities—continued

5K Run/Walk for Brain Research

Tuesday, April 8—6:30 a.m.

The popular Run/Walk for Brain Research is open to multiple sponsors. The Run/Walk will take place in scenic San Diego along the waterfront, with the goal of 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://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://aan.com), at the convention center, and throughout AAN publications

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



Support Opportunities—continued

Business Administrator Day

Business Administrator Day will be held Monday, April 7, 2025.

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 a keynote, 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 4' x 4' graphic at entrance of room.

Sponsorship Fee: \$5,000 (Exclusive)