

Virtual Industry Therapeutic Updates

Educate AAN members on therapies and emerging data impacting patient treatment options

Looking for ways to engage with AAN members all year long? Current Industry Roundtable members have the ability to share an up to 90-minute Virtual Industry Therapeutic Update (VITU) in the Online Learning Center on [AAN.com](https://aan.com).

This exclusive Industry Roundtable member benefit allows **you to increase your visibility and engagement with AAN membership and present exciting new indications that fall outside the AAN conference schedule**. A maximum of two VITUs will be available per month, and will be approved on a first-come, first-served basis.

AAN members value educational opportunities and cover a variety of subspecialties, making them a prime audience for anyone with products and services in the neurology space.

- This offering gives Industry Partners the opportunity to provide timely updates to AAN members on current and pipeline activity.
- VITUs will be shared in video format for members to view on [AAN.com](https://aan.com) over a 90-day period.
- To participate, you must be a dues-paid member of the American Academy of Neurology Industry Roundtable. Please see terms and conditions for a full list of criteria.

Benefit highlights

- A total of 90 minutes of pre-recorded content
- 90 days of run-time on the Online Learning Center on [AAN.com](https://aan.com)
- Spotlights on [AAN.com](https://aan.com) homepage with a rotating card and direct access to VITU
- Featured on [AAN.com](https://aan.com) Industry landing page with direct access to VITU session
- Up to four tailored posts shared in relevant AAN member subspecialty forums
- Included in monthly Leadership Update (once per run-time)
- Featured in biweekly *AANe-news* member e-newsletter (3 posts per run-time)
- Spotlights once on each of three AAN social media channels (X, LinkedIn, and Facebook)
- Post-report that includes attendee demographic information, additional metrics

40,000
AAN MEMBERS
WORLDWIDE

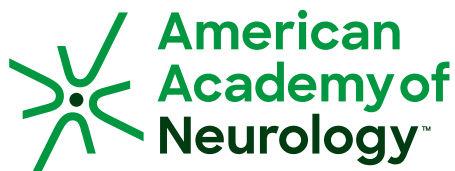
90%
Market share of
US neurologists

30,500
US MEMBERS

200,000
MONTHLY VISITS
TO [AAN.com](https://aan.com)

84%
ANNUAL MEETING
ITU CONTENT RATED
EXCELLENT/GOOD

\$60,000
SPONSORSHIP FEE



Common questions

What is included with sponsorship?

Each company will provide the AAN with up to 90 minutes of pre-recorded video content with title, speaker name, brief description, and company logo. Video files will be uploaded to the AAN's Online Learning Center. Content is subject to AAN staff and physician leadership review. No CME will be given by any accredited organization for the program offered.

Are sponsoring companies allowed to promote their ITU?

ITU sponsors are encouraged to promote their ITU through their own internal channels; however, the AAN will not provide list or contact information for promotion. Promotional materials must be approved by the AAN before distribution.

When is content due to the AAN?

Content is due the first business day of the month prior to the month you would like your video posted. Video content will take 30 days to post.

How long will content be available on AAN?

Content will be available in the *AAN.com* Online Learning Center for 90 days after posting.

Will there be other virtual ITUs available at the same time?

No more than two new ITU videos will be uploaded each month. All ITU content will no longer be available in the AAN Online Learning Center 90 days after posting.

How will ITUs be advertised to AAN members?

ITUs will be promoted to all 40,000 AAN members on AAN-owned channels during the 90-day run-time. Timing subject to change per channel availability.

Will a record of which members viewed an ITU be available for sponsors?

The AAN will send a report after 90 days with first name, last name, email address, and location of all attendees.

Can content be changed midway through the 90-day posted window?

No. Video content will remain the same for the duration of the 90-day window.

Can a company purchase more than one ITU or purchase back-to-back 90 day windows?

Yes. Connect with AAN staff at industrysales@aan.com to learn more.

Can I find out what other companies may have content available?

Yes. Connect with AAN staff at industrysales@aan.com to learn more.

Is it possible to have Q&A sessions related to an ITU?

Not at this time; however, organizations are encouraged to provide contact information for an individual who could answer questions for members.

Does content have to be one 90-minute video?

Content can be broken out into separate videos, but must be less than 90 minutes total.

Can ITU sponsors provide an evaluation survey for members?

Yes. Evaluations can have a maximum of five questions and are subject to AAN approval.

Can I include PI information or a link to further information?

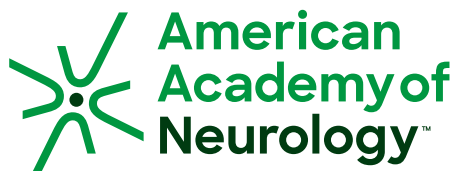
Yes. You may include up to two attachments of PI material as well as one link to an outside website.

What information is included in the post-run attendance report?

After the ITU is removed from the platform, the AAN will send a report with the first name, last name, email address, and location of all attendees as well as additional demographic information statistics in aggregate.

Questions?

Contact the AAN Industry Sales Team.
industrysales@AAN.com



Industry Therapeutic Updates policies

The American Academy of Neurology ("AAN") has established the following parameters that outside organizations involved in Virtual Education & Science Programs ("Program") must comply with. These rules apply to: 1) "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 the *AAN.com* Terms of Use, Companies must comply with the following policies for participation in Industry Therapeutic Updates ("ITU").

A. PARTICIPATION CRITERIA

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

B. ATTENDANCE

1. ITUs will be accessible to all AAN members through the AAN's online portal. Companies may provide language to suggest which countries or health care providers the content is meant to be viewed by.
2. Participating Company must not 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. CANCELLATIONS

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

E. EVALUATIONS/REPORTS

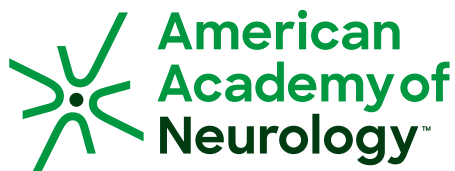
1. Participating organizations may provide the AAN with an evaluation form to supply to attendees at the end of content for feedback. Evaluations are subject to AAN approval and can be no more than five questions.
2. The AAN reserves the right to evaluate the ITU by requesting participants to complete additional evaluation materials, if needed.
3. AAN staff will attend the Virtual ITU events for AAN evaluation purposes.
4. The AAN reserves the right to request additional information/materials as needed.

F. 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. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100 percent of the ITU fee.
3. Participating Company is responsible for all expenses associated with its program including audio-visual, labor, etc.

G. 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. Promotional pieces must clearly indicate that this is not a CME program nor will CME credits be given for attendance.
4. There can be no implication—implied or otherwise—in any promotional materials indicating that Company's ITU program is affiliated with the AAN and/or endorsed by the AAN, and promotional materials must include language indicating this.
5. ITU sponsors may promote their ITU through their own internal channels; however, the AAN will not provide list or contact information for promotion. Promotion materials must be approved by the AAN in writing before distribution.

H. 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 affiliated with or endorsed by AAN or any of its affiliates.
2. ITU videos will be limited to 90 minutes of content and will be hosted on the AAN Online Learning Center portal for 90 days.
3. ITU videos need to be provided by participating Companies to the AAN in mp4 format.

I. ADDITIONAL TERMS

1. Representations and Warranties. Company represents and warrants that 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.
2. Indemnification. Company agrees to indemnify, defend, and hold the AAN and AAN Institute 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.