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June 2009

Dear Corporate Supporters and Exhibitors:

The American Academy of Neurology (AAN) and AAN Foundation (AANF) invite industry to participate in the upcoming 2009 Fall Conference for an opportunity to maximize brand recognition while enhancing your exposure to existing and potential clients.

The 2009 AAN Fall Conference will be held in Las Vegas, Nevada, November 6-8, 2009, at the Planet Hollywood Hotel. The program is a three day conference focused on neurology update programs and practice management programs. In addition to the nine topics covered in the Neurology Updates there are two disease specific programs. First is a therapy program on acute stroke therapy and management of large artery disease. The second is a half-day course on headache featuring lectures on mechanisms of migraine, chronic daily headache, and management strategies. There is also a full day workshop on how to treat neurological diseases with botulinum toxin.

Enclosed is the following information:

- Exhibit Opportunities
- Exhibit Hall floor plan and contract
- Support Opportunities
- The 2009 Fall Conference Meeting brochure

The AAN and AAN Foundation are pleased to offer this opportunity and we look forward to working with you. If you have any questions regarding the Fall Conference, please do not hesitate to contact us.

Sincerely,

Kris Fridgen
Senior Director, Research, Education, and Development
(CME and Corporate Support Contact)
(651) 695-2726
kfridgen@aan.com

Franziska Schwarz
Senior Administrator, Conference
Management (Exhibits Contact)
(651) 695-2807
fschwarz@aan.com

Enclosures

Exhibit Opportunities

The 2009 Fall Conference Exhibit Hall is available to enhance a weekend of strong programming with leading faculty. Reserve your booth space by October 2, 2009.

This compact weekend of programming offers 5.0 hours of exhibit time, including continental breakfast, lunches, and reception in the Exhibit Hall. Your company will also receive recognition through AAN signage, the Onsite Guide, and handouts.

At a rental rate of \$2000, AAN will provide the following:

- 10'x10' carpeted exhibit booth with pipe and drape
- Furniture package – includes 6 foot draped table, 2 chairs, and wastebasket
- Two-line identification signage
- Complimentary attendee registration list (pre or pre/post-event) Note: Label use is dependent upon AAN approval of the promotional piece
- Complimentary breakfast, lunches and reception
- AAN exhibitor recognition signage
- On-site handout recognition

Exhibitor Points

Exhibiting at regional conferences is an excellent opportunity for companies looking to build exhibit priority points. As an added incentive for exhibitors at the Fall Conference, the AAN is offering the opportunity to acquire exhibitor priority points as follows:

- Participation in the 2009 Fall Conferences and 62nd Annual Meeting – 3 points
- Participation in the 2009 Fall Conference – 1 point

All points will be accumulated as part of your overall priority points with the AAN and will determine your booth placement at all future AAN Regional Conferences and Annual Meetings.

Exhibit Hall Hours

Friday, November 6, 2009

11:30 a.m. – 1:00 p.m. Lunch in the Exhibit Hall
5:00 p.m. – 6:00 p.m. Exhibit Hall Reception

Saturday, November 7, 2009

7:00 a.m. – 8:00 a.m. Continental Breakfast in Exhibit Hall
11:30 a.m. – 1:00 p.m. Lunch in Exhibit Hall

(The American Academy of Neurology reserves the right to make programming and/or exhibition changes with or without notice.)

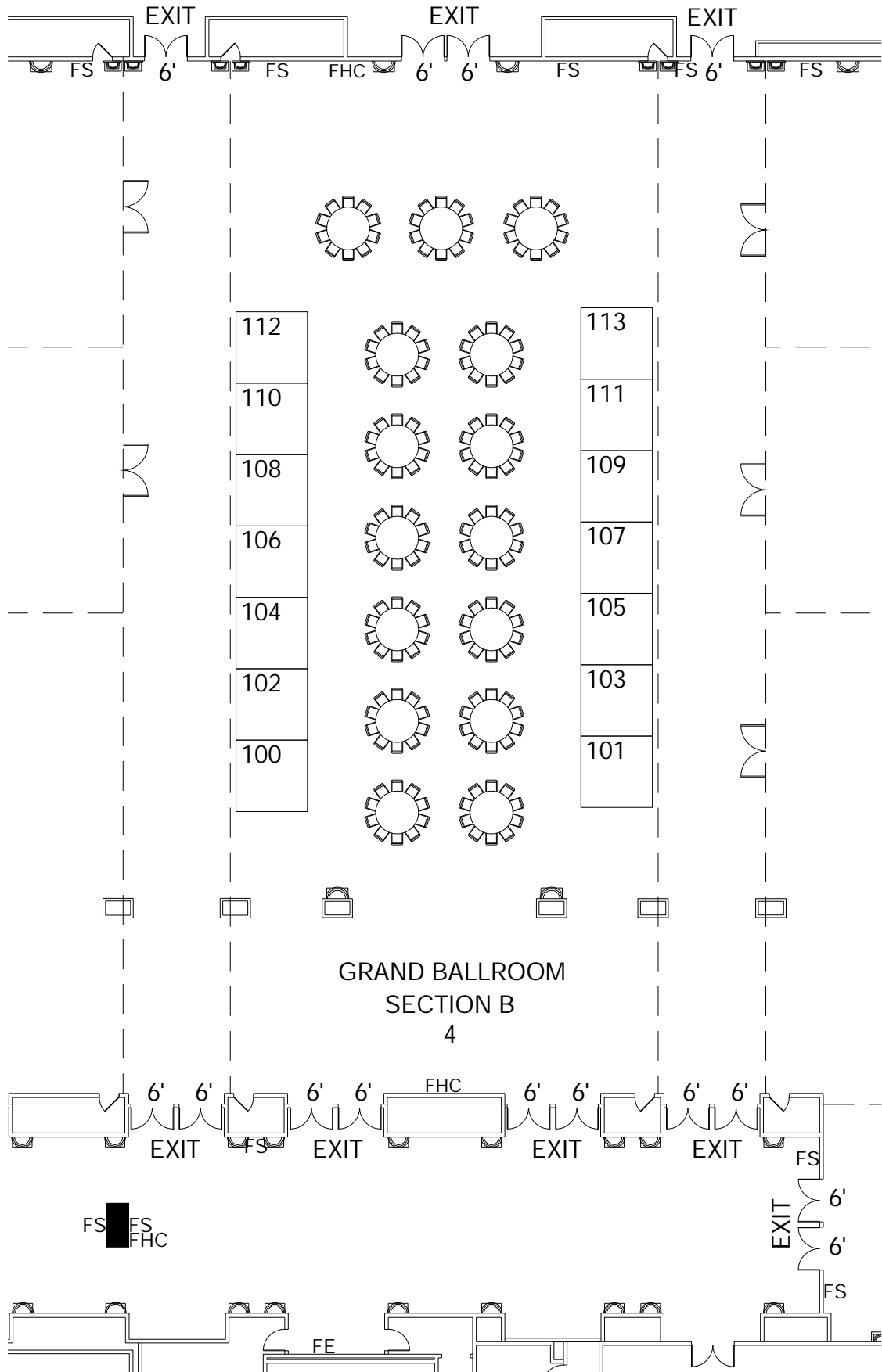
2008 Fall Conference Exhibitors

- Allergan, Inc.
- Elsevier Saunders/Mosby Publishers
- The Neurologists' Program
- Ochsner Health System
- Questcor Pharmaceuticals, Inc.
- Valley Baptist Health System
- Wolters Kluwer Health – LWW

2008/2009 Attendee Profile

	2009 Winter Orlando	2008 Fall New Orleans	2008 Winter Miami
USA	256	239	243
Canada	1	1	2
International	6	6	7
Total Registered	263	246	252

For information about support and exhibits opportunities contact:
Franziska Schwarz, Senior Administrator, Conference Management,
(651) 695-2807, fschwarz@aan.com



GRAND BALLROOM
SECTION B
4

AAN
NOVEMBER 6-8, 2009
PLANET HOLLYWOOD RESORT AND CASINO LAS VEGAS
GRAND BALLROOM 4

Revision Date:
6/19/2009 TA

Drawing Started: 6/18/2009 TA

File Name: T-AAN-09 LAS VEGAS
PLANET_HOLLYWOOD
GRAND BALLROOM.DWG

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Exhibit Dates: November 6-7, 2009
Program Dates: November 6, 7, 8, 2009

EXHIBIT CONTRACT

AAN 2009 Fall Conference

Las Vegas, Nevada

Contract Deadline: October 2, 2009

Booth Rate: 10'x 10' - \$2,000

OFFICE USE ONLY:

COMPANY NO: _____
COMPANY TYPE: _____
DATE RECEIVED: _____
ORIGINAL / FAX COPY: _____
BOOTH ASSIGNED: _____

COMPANY INFORMATION

Please provide company name as it would appear on your company letterhead and how it should appear in AAN publications.

EXHIBIT COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL (ADDRESS REQUIRED): _____

The following contacts are authorized to make space assignment decisions. If no one is available, the best possible location will be assigned.

Primary Contact Person and Title: _____ Telephone: _____

Secondary Contact Person and Title: _____ Telephone: _____

Market research firms must disclose the company for which they are conducting research or space will not be assigned. Company Name: _____

RENTAL RATE/BOOTH SELECTION

When possible, space will be assigned-according to the exhibitor's request. Preferences for booth location are not guaranteed. Space will be assigned by date the application is received (first come, first serve basis). Final space will be determined by the AAN. When booth choices are not available, include which of the following is more important:

- Corner location (if applicable and available)
- Proximity to one of your booth choices
- Exhibitors (technical and/or association) we wish to be near: _____
- Exhibitors (technical and/or association) we do not wish to be near: _____

BOOTH RATE (2009 Fall Conference): 10'x10' - \$2,000 Number of Booths: _____

Preferred booth number(s) (make one selection per choice): 1st choice: _____ 2nd choice: _____ 3rd choice: _____

All exhibitors submitting this application must check one box describing your organization's focus.

- Association (non-profit organization)
- Medical Equipment
- Pharmaceutical
- Publisher
- Other (Description of company required): _____

Return this completed contract with a 100% payment on or before October 2, 2009.

American Academy of Neurology Foundation
Attn: Franziska Schwarz
1080 Montreal Avenue, St. Paul, MN 55116
(For credit cards only: fschwartz@aan.com or fax: (651) 361-4907

EXHIBIT CONTRACT AGREEMENT

CANCELLATION DEADLINES: Cancellations between October 2, 2009 – October 16, 2009 are responsible for 50% of the total cost of space. Cancellation or reductions of space after October 16, 2009 are responsible for the full cost (100%) of the booth space. All notices of cancellations must be received in writing. Consideration for exhibit space will only be recorded with receipt of a check or processing of a credit card. Refunds will only be issued upon receipt of cancellation of exhibit space or wait list deposit in the event space does not become available. Refunds will be forwarded approximately two (2) weeks after each conference.

INDEMNIFICATION: The exhibitor agrees to indemnify, hold harmless and defend the American Academy of Neurology (AAN), American Academy of Neurology Professional Association (AANPA), American Academy of Neurology Foundation (AANF), Planet Hollywood Resort and Casino 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 attorney's fees) on account of personal injury, death 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, subcontractors, or invitees when installing, removing, maintaining, occupying or using the exhibition premises within Planet Hollywood Resort and Casino during the term of this agreement.

CERTIFICATE OF INSURANCE: The AAN/AANF/AANPA 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.

WARRANTY OF AUTHORITY: The company and person signing this contract on its behalf represent and warrant that the undersigned person is a duly authorized appointed agent of the company, is fully empowered to bind the company to all provisions contained in this contract, and that no further action is required on the company's part to enter into this contract.

COMPLIANCE: As a condition of exhibiting, exhibitor agrees to observe and comply with the American Academy of Neurology's ("AAN") *Principles Governing AAN Relationships with External Sources of Support* (approved by the AAN Board of Directors on June 26, 2004), www.aan.com/globals/axon/assets/2304.pdf and the *PhRMA Code on Interactions with Healthcare Professionals* (effective January 2009), www.phrma.org/files/PhRMA%20Marketing%20Code%202008.pdf.

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. Any exhibit found not to be in accordance with the federal, state, and municipal fire regulations will be dismantled.

Any giveaway or drawing must be in compliance with appropriate state and municipal law, the *PhRMA Code*, and Opinion 8.061 of the Code of Medical Ethics of the AMA Council on Ethical and Judicial Affairs. Exhibitor must conspicuously notify physicians licensed in states with laws governing gifts to physicians, including but not limited to Minnesota, Vermont and Massachusetts, whether exhibitor may provide those physicians with the item(s) exhibitor is providing.

The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.

USE OF AAN PROPERTY: The AAN name, insignia, logo, or acronym (AAN) may not be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This applies before, after, and during the Regional Conference. The AAN name and logo are registered trademarks of the AAN.

Title: _____

Signature: _____ Date: _____
(Application contracts will not be processed without a signature.)

BOOTH PAYMENT OPTIONS

- Check Enclosed Check No: _____
 - VISA
 - MasterCard
 - American Express
- Card No. _____

Expiration Date: __/__/__

Signature: _____

(By providing check or credit card information, you are authorizing the AAN to apply a 100% payment towards the exhibit space request.)

PLEASE NOTE

Payments in full must be made on or before October 2, 2009. Applications will not be processed without payment.

Educational Program Support Opportunities

The AAN Education Committee and its Annual Meeting Subcommittee (the group within the AAN responsible for the AAN Annual Meeting Educational CME Programming) uses a variety of needs assessment mechanisms when selecting educational programs. The needs assessment resources/tools include, but are not limited to, program evaluations, director/faculty evaluations, auditor evaluations, trends and new therapies/science, ABPN recertification outline, ABPN/ACGME core competency requirements, and core curriculum needs.

Funds requested for educational programming will be applied to director and faculty honoraria, audio visual requirements, printing costs associated with syllabi and handout materials, promotional materials for the event, etc. The intended participants will be primarily neurologists at all levels (residents, fellows, academicians, and practicing physicians). The expected number of participants varies per program.

Each educational program is ACCME accredited and offers AMA PRA Category I CME credits. The AAN is the accrediting body for each program and is solely responsible for all aspects of the educational program.

Methods for audience generation are the program brochure mailed to 25,000 potential attendees, articles in AAN News, association monthly newsletter mailed to 22,000, inclusion in twice monthly e-news sent to all members, advertisements in *Neurology*, *Neurology Today* and *Neurology Now*. The 25,000 contains 22,000 AAN members and attendees from previous meetings who are not members.

Stroke Therapy 2009 Fall Conference

\$15,000

Headache Update 2009 Fall Conference

\$25,000

Neurology Update

\$10, 000 for each topic – total of \$20,000 for each Neurology Update Program

Topics: Epilepsy, Neuroinfectious Disease, Neurocritical Care, Dementia, Multiple Sclerosis, Case Studies in General Neurology, Sleep Disorders and Neurology, Neuromuscular Disease, Parkinson's Disease

- Acknowledgement in the on-site guide
- Company name recognition on conference website, conference brochure, signage, syllabi (which will be for sale to all AAN members following the conferences) and title slide on the supported course or therapy program (at each conference)
- Complimentary attendee registration list (pre/post) Note: Label use is dependent upon AAN approval of promotional pieces

Corporate partners interested in supporting the 2009 Fall Conference contact:

Kris Fridgen at kfridgen@aan.com or (651) 695-2726

or

Kristyn Timmers at ktimmers@aan.com or (651) 695-2724