



Corporate Roundtable Membership



C O R P O R A T E R O U N D T A B L E

Corporate Roundtable Membership: Overview

Join the Corporate Roundtable (CRT)

- Membership in the CRT provides an opportunity to share vision, intellect, and financial resources with the neurology community in a cost-effective and productive manner. CRT resources have been used to support research programs and to expand the American Academy of Neurology Foundation's (AAN Foundation) clinical research training fellowships. With CRT help, the AAN is working to create better tools to help neurologists succeed in an ever-changing health care environment.
- We cordially invite you to invest in neurology's future by becoming a member of the American Academy of Neurology Foundation Corporate Roundtable.

Corporate Roundtable Membership Connections

- Corporate Roundtable (CRT) members are leaders, advocates, and financial supporters who have invested in improved patient care through their support of neuroscience research and education in neurology.
- Current initiatives made possible through the generous support of CRT members include:
 - AAN Annual Meeting and Regional Conferences through unrestricted grants for CME programs and meeting activities.
 - Public/Patient Outreach: The Brain Health Fair at the AAN Annual Meeting; patient education DVDs and brochures
 - Clinical Research Training Fellowships
 - Donald M. Palatucci Advocacy Leadership Forum

Corporate Roundtable Governing Policies

- Corporate Roundtable membership is based on a January–December yearly dues cycle, with 2012 dues of \$20,000, \$30,000, or \$40,000 being billed in November 2011.
- Upon joining, companies are asked to identify primary, secondary, and other contacts for CRT activities throughout the year; any substitutions must be submitted in writing to Kristine Retka at kretka@aan.com.
- No former employees of the AAN or AAN Foundation can be the primary or secondary contact for the member company.
- To preserve the open, professional collegial atmosphere of the CRT, there can be no solicitation of CRT and AAN members during CRT functions.
- Access to the AAN and AAN Foundation activities is a privilege, not a right. If a CRT member violates these guidelines, the AAN Foundation reserves the right to ask a member to leave the activity and/or forfeit their membership.

Logo/AAN Publication Usage

- Usage of the AAN and the AAN Foundation logos is strictly prohibited without prior written consent.
- Contact the AAN Foundation Director, Corporate Relations, Alberta Zais, at azais@aan.com to discuss and review any desire for logo use.
- The Foundation will not endorse any company or product.

Policy and Guideline Responsibility

- It is the responsibility of CRT members to understand fully and abide by all AAN and AAN Foundation policies and guidelines, including but not limited to the Corporate Roundtable Governing Policies and the AAN 2012 Industry Policies and Guidelines. If a CRT member is unclear about AAN or AAN Foundation policies and guidelines, it is the responsibility of the CRT member to seek clarification from the AAN or AAN Foundation. As a condition of participation, every CRT member agrees to observe all AAN and AAN Foundation policies and guidelines. Violation of AAN or AAN Foundation policies and guidelines will be reviewed and sanctions may be applied, which may include loss of membership in the CRT.



Corporate Roundtable Membership: Benefits



2012 Corporate Roundtable Benefits	\$40,000	\$30,000	\$20,000
<i>Throughout the Year...</i>			
Recognition ad in Neurology Today	YES		
Recognition in AAN Publications	Premier Logo Recognition	Featured Name Recognition	Featured Name Recognition
Invitations to the Corporate Roundtable Summit where major presentations are made on topics of interest to both physicians and industry	6	4	1
2012 Corporate Support Summary Report	YES	YES	YES
Recognition on Corporate Roundtable homepage	Premier Logo Recognition and link to corporate page.	YES	YES
<i>At the Annual Meeting...</i>			
Display plaque recognizing Corporate Roundtable membership	YES	YES	YES
Ability to reserve block of 30 rooms at headquarter hotels	YES		
One complimentary affiliate event	YES		
Complimentary AAN Annual Meeting registrations	6	4	
Invitations to Celebrating Philanthropy (AAN Foundation's major donor event)	YES		
Overhead announcement in the Exhibit Hall promoting your booth	YES		
Complimentary color logo in Onsite Exhibitor Guide	YES		
Company recognition on signage at Annual Meeting	Premier Logo Recognition	Featured Name Recognition	Featured Name Recognition
Personalized Annual Meeting Itinerary: Includes company-sponsored activities, invitation-only events, and events of potential interest.	YES		
Invitation(s) to Corporate Roundtable Breakfast and photo opportunities with leadership/boards	6	4	1
Invitation to Corporate Roundtable Work Groups	YES	YES	YES
Complimentary pre-registrant list	YES	YES	YES
Opportunity to host a Corporate Therapeutic Update	YES	YES	YES

Corporate Roundtable Membership: 2012 Industry Guidelines

Corporate Roundtable Membership - 2012 Policies and Guidelines

Guideline/Law Compliance:

It is the responsibility of industry and non-industry (as applicable) companies participating in 2012 AAN Annual Meeting programming, exhibit hall, events, Corporate Roundtable, and/or marketing opportunities to understand fully and abide by all applicable federal and local laws and the following guidelines and codes:

- Accreditation Council for Continuing Medical Education Standards for Commercial Support (ACCME), www.acme.org
- Advanced Medical Technology Association Code of Ethics for Interactions with Healthcare Professionals (AdvaMed), www.advamed.com
- American Medical Association Opinion 8.061 Gifts to Physicians from Industry, www.ama-assn.org
- Food and Drug Administration (FDA), www.fda.gov

- Office of Inspector General Compliance Program, Guidance for Pharmaceutical Manufacturers (OIG), oig.hhs.gov
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals (PhRMA Code), www.pharma.org
- Applicable state and federal laws governing gifts to physicians/healthcare professionals.

In addition, industry and non-industry participants should be aware of the guidelines and codes the AAN and its affiliated organizations conform to and strictly enforce:

- Council of Specialty Medical Societies (CMSS), Code for Interactions with Companies, www.cmss.org
- Principles Governing Academy Relationships with External Sources of Support, www.aan.com



Corporate Roundtable Membership: Membership Agreement

Please return form to:

Kristine Retka

Senior Administrator, Corporate Relations
 Phone: (651) 695-2787
 Fax: (651) 361-4887
 Email: kretka@aan.com

For more information contact:

Alberta Zais

Director, Corporate Relations
 Phone: (651) 695-2760
 Fax: (651) 361-4860
 Email: azais@aan.com

Bridget Farley

Manager, Corporate Relations
 Phone: (651) 695-2703
 Fax: (651) 361-4803
 Email: bfarley@aan.com



COMPANY NAME: _____

wishes to join the Corporate Roundtable at a commitment of:

\$40,000 \$30,000 \$20,000 (see previous page for associated benefits)

Method of Corporate Roundtable Dues Payment

Submit request via website Forward letter of request and invoice

We have designated the following two colleagues listed below as our official representatives to participate in Corporate Roundtable business activities.

1. PRIMARY CONTACT

NAME: _____

TITLE: _____

TELEPHONE: _____ FAX: _____

ADDRESS: _____ EMAIL: _____

2. SECONDARY CONTACT

NAME: _____

TITLE: _____

TELEPHONE: _____ FAX: _____

ADDRESS: _____ EMAIL: _____

Nothing herein shall be deemed to constitute the relationship of partners, joint ventures, or principal and agent between AAN Foundation and industry participant in the CRT or an endorsement by AAN Foundation of industry or industry's product(s).

This agreement and the rights and obligations of the parties hereunder shall be governed by the laws of the State of Minnesota.

A signature on this 2012 Corporate Roundtable Request for Membership and Compliance Agreement indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions of the Corporate Roundtable 2012 Industry Policies and Guidelines, and information contained on page 76. Failure to comply with any of the aforementioned codes, policies, or guidelines may result in sanctions and/or loss of membership in the CRT without refund of fee.

SIGNATURE: _____

PRINT NAME/TITLE: _____

DATE: _____

Dues Deadline — February 1, 2012

Federal Tax ID # 41-1717098

Optional: Therapy Areas of Interest

To better serve CRT members, the AAN has developed a database of therapy areas of interest by company.

This database will be used to:

- Alert companies of new programs/projects
- Provide a better understanding of the constituency of each company

Please indicate below your company's therapy areas of interest:

- Alzheimer's/Other Dementias
- Anxiety and Depression
- Autism Child Neurology
- Chronic Pain/Neuropathic Pain
- Dystonias
- Epilepsy
- Fibromyalgia
- Headache/Migraine
- Multiple Sclerosis
- Muscular Dystrophy
- Neuromuscular
- Parkinson's Disease
- Restless Legs Syndrome
- Sleep Disorders
- Stroke
- Tourette Syndrome
- Traumatic Brain Injury
- Other _____

Corporate Roundtable Membership: 2011 Corporate Roundtable Members

The AAN Thanks Its 2011 Corporate Roundtable Members

The following companies have demonstrated vision, commitment, and strong support of the AAN's 60-plus year track record of finding answers and improving lives through neurologic research and education.



\$40,000

Allergan, Inc.
Eli Lilly and Company
EMD Serono, Inc.
Janssen Alzheimer Immunotherapy
Novartis Pharmaceuticals Corporation
sanofi-aventis
Teva Neuroscience, Inc.
UCB Inc.

\$30,000

Forest Pharmaceuticals, Inc.
Genzyme Corporation
IPSEN

\$20,000

Acorda Therapeutics, Inc.
Bayer Healthcare Pharmaceuticals Inc.
Biogen Idec
Boehringer Ingelheim Pharmaceuticals, Inc.
Eisai Inc.
Elan Pharmaceuticals, Inc.
Endo Pharmaceuticals, Inc.
Genentech
Merck & Co., Inc.
Merz Pharmaceuticals, LLC
Pfizer Inc
PhotoThera, Inc.
Questcor Pharmaceuticals, Inc.
Sunovion Pharmaceuticals Inc. (formerly Sepracor Inc.)
Takeda Pharmaceuticals North America
Upsher-Smith

Corporate Roundtable Executive Committee

Chair

Patrick Toalson, RPh
Director - Neuroscience / Pain Medicine Advocacy and Professional Relations
Eli Lilly and Company

Chair Elect

Mike Pursel, RPh
Senior Manager, Advocacy & Education Development, Professional Affairs, Medical Affairs
Teva Pharmaceuticals Inc., North America Brand Pharmaceuticals

Members

Mark Borsody, MD, PhD
Medical Director, US Medical Affairs
Genentech

Alana Darden
Product Manager, Allergan Neurosciences Marketing
Allergan, Inc.

Tony Grover
Director of Marketing and Reimbursement
PhotoThera, Inc.

Mike Madden
Director of Global Market Development
Janssen Alzheimer Immunotherapy

Margaret (Peg) McCormick, BSN, MSCN
Senior Director, MS Patient Advocacy and Professional Relations
Genzyme Corporation