2014 Policies and Guidelines

GUIDELINE/LAW COMPLIANCE FOR ALL OPPORTUNITIES:

It is the responsibility of industry and non-industry (as applicable) companies participating in 2014 AAN Annual Meeting programming, exhibit hall, events, Corporate Roundtable, and/or marketing/sponsorship opportunities to understand fully and abide by all applicable federal and local laws regulations of and the following guidelines and codes:

Accreditation Council for Continuing Medical Education Standards for Commercial Support (ACCME), www.accme.org

Advanced Medical Technology Association Code of Ethics for Interactions with Healthcare Professionals (AdvaMed), www.advamed.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.phrma.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
2014 EXHIBIT GUIDELINES

The 2014 Exhibit Policies and Guidelines apply to all exhibitors: both industry and non-industry entities. Industry includes for-profit entities that develop, produce, market, or distribute drugs, devices, services or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions (e.g., pharmaceutical and medical device/software manufacturers and other for-profit health services/product providers). Non-industry includes non-profit entities, entities outside of the healthcare sector, or entities through which physicians provide clinical services directly to patients (e.g., hospitals, medical centers, publishers, foundations, recruiters, insurance providers).

General:
Exhibitors participating in the AAN Annual Meeting exhibition must understand the following:

1. The AAN reserves the right to decline applications.
2. Exhibitor representatives must conduct themselves professionally.
3. All AAN Annual Meeting registrants must be accorded equal treatment.
4. Exhibitors must abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
5. All booths must be staffed at all times. This also applies to complimentary and association showcase booths.
6. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 3:00 p.m., May 1, 2014, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions will be applied.
7. Exhibit personnel must not leave their booths to solicit attendees in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
8. Persons, exhibitors, companies, or organizations must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the Exhibit Hall) or in any hotel contracted by the AAN.
9. Exhibitors not utilizing the official show decorator, Freeman Decorating Company, must notify the AAN by submitting the EAC form available online through the Exhibitor Portal.

Access to Exhibit Hall:
During show days exhibit booth staff (with appropriate badge) will have access to the exhibit hall 2 hours prior to hall opening as well as 1 hour after hall closing.

Booth Activities / In-Booth Promotion:

1. All booth activities and materials, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Booth activities must be submitted through the online Exhibitor Portal.
2. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs.
3. The following promotional practices are prohibited (this list is not exhaustive):
   a. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING POSTERS AND PLATFORM SESSIONS.
   b. Press conferences or filming in exhibit area.
   c. Operating x-ray equipment.
   d. Use of microphones, unless on AAN approved Presentation Stage.
e. Unauthorized giveaway items in compliance with the CMS Code for Interactions with Companies.

f. Distribution of Lanyards.

g. Illegal Raffles and Drawings. Laws and regulations vary depending on Annual Meeting location. The AAN does not provide exhibitors with legal advice.
h. Use of balloons (helium or otherwise).
i. Entering the non-public area of another exhibitor’s booth without permission.
j. Photography of any kind unless contracted with AAN Official Photographer or pre-approved by AAN staff as part of a booth activity.
k. Unofficial door drops at AAN hotels.
l. Live music and live entertainment.
m. Excessive noise levels for pre-recorded music or presentations.

Cancellations and Reductions:

All notices of cancellation must be forwarded in writing to the AAN (any form of space reduction be it large or small after an application is processed and space is assigned is considered a cancellation not a reduction. All appropriate cancellation penalties will apply). The date the notice is received at the AAN office is the official notification date. Once space has been assigned booth space cannot be decreased without cancellation penalties.

Please send cancellations to fbschwarz@aan.com.

Children:

Children are not permitted in the Exhibit Hall during setup and teardown.

Company Mergers/Purchases:

Any company name changes must be combined into one name, for example: ABCDEFG Company (formerly ABCD, Inc. and EFG, Co.) for the initial year the merger, purchase, or company name change has taken place. After the first year, all AAN printed material will contain only the new name.

Deadlines and Penalties for Space Cancellation and Reductions

Until November 6, 2013 = $50.00 administrative fee.

November 7, 2013—January 31, 2014 = 50% of total exhibit fee.

February 1, 2014—April 26, 2014 = 100% of total exhibit fee.

Refunds for cancelled space will be forwarded to exhibitors approximately four weeks after the Annual Meeting. No priority points will be issued for cancelled or reduced booth space.

Display Rules and Regulations

General Rules for all booths:

- No two-story booths or peninsulas are permitted.
- Displays must not limit the view or otherwise interfere with other exhibitors.
Lighting / Miscellaneous:

- All materials must meet with all local rules for exhibits.
- All booth identification must be part of the physical structure of the booth with the exception of hanging signs.
- Exposed hardware or electrical components must be hidden from view.
- Hanging signs and lighting must have prior authorization from the AAN.
- Spotlights and clip lights must not reflect beyond the footprint of occupied exhibit space.
- Flashing lights such as strobes and other distracting elements are not permitted.

Inspection:

All exhibit booths will be inspected by AAN staff during setup and throughout the exhibition to ensure exhibits are in compliance with all AAN booth requirements. If adjustments need to be made, any cost incurred to conform to AAN booth regulations will be incurred by the exhibitor.

Exhibit Contract:

All exhibitors are required to sign and return the AAN Exhibitor Contract before exhibit space will be held by the AAN. The contract deadline for priority booths assignment is November 6, 2013. After that date booths will be assigned first-come first-served and based on availability.

Exhibitor Service Kit and Exhibitor Portal

The Exhibitor Service Kit contains all of the specifics on exhibiting at the AAN Annual Meeting including regulations, forms, guidelines, and shipping information. The Service Kit will be available on the Exhibitors page week of November 25, 2013.

Exhibitors must submit a structural drawing including hanging signs and lighting for all booths 20' x 20' or larger to the AAN for approval by March 19, 2014. Information on booth activities and handouts, emergency contact information, and product descriptions must be submitted through the AAN Exhibitor Portal, available the week of November 25, 2013.

Fire Regulations:

All exhibits must abide by the Pennsylvania Convention Center Fire Regulations, which will be strictly enforced by the Pennsylvania Convention Center. Any exhibit found not to be in accordance with the federal, state, and municipal fire regulations will be dismantled.

Food and Beverage Distribution

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must disclose to the AAN and have written authorization from the Pennsylvania Convention Center catering department. A food and beverage distribution waiver/authorization form will be provided in the Online Exhibitor Service Kit.

1. All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
2. Exhibitors must not use imprinted containers and supplies of any kind.
3. Alcoholic beverages will be permitted with prior written AAN approval.

Market Research Disclosure:

All market research companies are required to have clients participating as exhibitors in the AAN exhibition. Market research companies must identify their clients on the contract. Market research companies must abide by AAN policies and guidelines assigned to all exhibiting companies.
Meeting Suites
Exhibitors have the opportunity to rent a meeting suite in the Exhibit Hall. Access to these suites is limited to the following days/hours: Saturday, April 26—Friday, May 2, 2014 from 8:00 a.m. - 6:00 p.m.

Affiliate Meeting Guidelines apply. The suites may be used for exhibitor staff meetings, one-on-one meetings, or social events. Product presentations of any kind as well as speaker/presenter trainings are prohibited.

No-Show Policy
Any booth unoccupied by 12:00 p.m. on Monday, April 28, 2014, will be determined to be a no-show and the AAN will reclaim the space. The exhibitor must forfeit 100% of the exhibit fee and may be subject to sanctions. The AAN considers a booth unoccupied when exhibitor freight or booth materials are not in the contracted space without a written extension to set up from the AAN.

Presentation Stages:
Presentations stages are permitted within assigned booth space and need to be booked through the exhibit booth space application. The following rules and fees apply:

1. Minimum of 20’ x 20’ booth space required.
2. Presentations cannot exceed 20 minutes in length.
3. Maximum of two presentations on Monday, four presentations per day Tuesday–Thursday (maximum of 14 presentations).
4. Maximum attendance per presentation is 25.
5. Presenter may be AAN member but must not be AAN Annual Meeting presenter, member of AAN leadership, or AAN staff.
6. Companies who will not work with the AAN preferred audio visual vendor must have to pay a premium fee of $2,500.
7. This is the only type of presentation allowed at the AAN Annual Meeting in the Exhibit Hall. No other in-booth presentations of any kind will be allowed, and sanctions for guideline violations will apply.

Priority Points
Companies who submit their contract and deposit by the contract deadline will receive 2 points for exhibiting at the current Annual Meeting.

- 5 additional points are awarded for exhibiting in a consecutive year
- 2 points for booking staff rooms through the official AAN housing process
- 2 points if company attends Annual Meeting and Fall Conference in the same year (instead of just 1 for Fall Conference)
- 1 point for submitting product description by deadline
- 1 point for registering booth staff by deadline
- 1 point for participating in the post Annual Meeting exhibitor survey

Note: In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.
Added Benefit

- Exhibitors who support non-CME activities, Corporate Roundtable membership, publication advertising, Corporate Therapeutic Update events, or other non-Annual Meeting programs will receive additional priority points based on every dollar committed.

<table>
<thead>
<tr>
<th>Support Outside the Exhibit Hall</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Up to $6,000</td>
<td>1</td>
</tr>
<tr>
<td>$6,001 – $15,000</td>
<td>2</td>
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<tr>
<td>$15,001 – $30,000</td>
<td>3</td>
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<td>$30,001 – $60,000</td>
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<td>$60,001 – $90,000</td>
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<td>20</td>
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<tr>
<td>$450,001 – $550,000</td>
<td>25</td>
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<tr>
<td>$550,001 – $600,000</td>
<td>30</td>
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</tbody>
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Sales/Solicitation:

Sales are permitted on the exhibit floor within assigned booths, provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and must not be conducted in the aisles or any other area of the Exhibit Hall. Exhibitors are responsible for filing the appropriate state sales tax documents. For additional information, contact your tax advisor.

Sanctions:

The AAN reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the AAN 2014 Annual Meeting Policies and Guidelines. Exhibitors who violate these guidelines may be dismissed from the meeting without refund. AAN staff will monitor the Exhibit Hall concerning compliance with the guidelines, and management may direct violators to immediately suspend non-complying or unprofessional activities. (Sanctions ▶)

Loss of priority points:

- No points are awarded if booth space is cancelled.
- No booth points are awarded if booth size is reduced after the contract deadline.
- Exhibitors will lose all of their accumulated “Consecutive Annual Meeting” points if an Annual Meeting is skipped.
- Violation of AAN guidelines and policies may also result in loss or reduction of priority points.

Space Assignment:

In order to ensure appropriate booth assignment, the AAN requires that all organizations provide three preferred booth choices (see Exhibit Hall floor plan). The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary. Booth assignment is determined based on the following criteria:

1. Priority Points
2. Contract/Payment Submission date

The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.

Subletting:

The subletting, reassignment, or apportionment of any part of any exhibitor’s space is prohibited.

Surveys:

Completion of surveys and questionnaires must not exceed 10 minutes in length.

Use of AAN Property:

The AAN/American Brain Foundation/AAN Institute names, insignia, logos, or acronyms and the AAN Annual Meeting logo and artwork must 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, during, and after the Annual Meeting. The names and logos are registered trademarks of the AAN/American Brain Foundation/AAN Institute. Those requesting use of the official AAN 66th Annual Meeting logo must do so in writing to Franziska Schwarz, Program Manager, Exhibits and Services.
AFFILIATE MEETINGS AND EVENTS - GUIDELINES

AAN Approval:
The AAN must review and approve ANY event affecting AAN meeting attendees during the inclusive dates of the Annual Meeting before promotion and implementation of the event can occur, whether they are being held at AAN contracted facilities or otherwise. Organization representatives are required to submit an Affiliate Event application and, if available, a copy of the brochure, invitation, or agenda to Tammi Sand, Senior Manager, Meetings and Conference Management, at tsand@aan.com. Failure to seek approval prior to promotion and/or implementation of the event may result in the cancellation of the event and/or sanctions by the AAN. The affiliate event form is an online application.

Continuing Medical Education (CME) Credit Prohibited:
The AAN does not permit industry-sponsored or any external educational/scientific programs, satellite symposia, and/or any non-AAN CME programs.

Dates and Times Allowed:
Affiliate meetings involving Annual Meeting attendees are allowed during the following times:

- **Wednesday, April 23, to Friday, April 25, 2014:** any time.
- **Saturday, April 26, 2014:** before 4:00 p.m.
- **Sunday, April 27, to Friday, May 2, 2014:** before 9:00 a.m.; between 12:00 p.m. and 1:30 p.m.; and after 6:00 p.m.
- **Saturday, May 3, 2014:** before 9:00 a.m. and any time after 1:00 p.m.

Exhibit Personnel Meetings:
Exhibit personnel meetings may be held at any time if attendance is limited to that organization’s representatives.

Hospitality Suites/Meeting Suites:
Upon request and based on availability, exhibitors will be allowed access to hospitality suites and/or meeting suites at the Annual Meeting if the AAN has received complete payment for their exhibit booths and the company or organization has not been sanctioned by the AAN for the current meeting year.

Refer to Meeting Suites within the Exhibit Guidelines for additional rules and regulations pertaining to meeting suites in the exhibit hall.

International Affiliate Meetings:
International Travel Groups hosting breakfast/lunch/dinner events are not required to register with the AAN unless the gathering includes more than 25 people. Please note, the limit of 50 people applies to international travel groups. International travel group meetings, whether registered or not, may not be educational or scientific in nature (social only) and offered only within the allocated affiliate hours outlined in dates and times allowed.

Number of Events/Event Attendees:
1. Companies are limited to one meeting at a time if the meetings involve AAN Annual Meeting attendees. These meetings must occur during the allocated affiliate hours outlined in dates and times allowed. Simultaneous meetings are not allowed. This limitation does not apply to international travel group meetings. However, international travel group events must be offered only within the allocated affiliate hours outlined in dates and times allowed.

2. The proposed event involving AAN Annual Meeting attendees cannot exceed a total of 50 people, including industry representatives. (If industry would like to hold an Investigators Meeting for a group larger than 50 people, please contact Tammi Sand, at tsand@aan.com.)
Promotion and Signs:

1. Announcements, invitations, and promotional materials for approved events planned by industry and/or agents must indicate the name(s) of the sponsor(s) and must not imply, directly or indirectly, that the programs are part of official AAN activities.

2. Since the AAN does not jointly sponsor or cosponsor activities held at the AAN Annual Meeting, the terms “preceding” or “following” AAN’s Annual Meeting are to be used rather than “in conjunction with” (or similar language) in publicity and on-site materials. The AAN must receive page proofs of all publicity materials regarding such events prior to printing. A copy of the final printed announcement or invitation must be sent to the AAN for review and approval. Should the final printed version not conform to AAN requirements, the AAN will require that it be withdrawn and reprinted at the industry representative’s expense.

3. All approved announcements, invitations, and promotional materials must contain the following statement: “This event is not part of the American Academy of Neurology’s 66th Annual Meeting as planned by the Meeting Management Committee.” All announcements must be forwarded to Tammi Sand, Senior Manager, Meetings and Conference Management, for approval. Distribution of signs or promotional materials in official AAN venues is limited to the following:

   • Promotion of affiliate meetings is allowed within the contracted booth space in the Exhibit Hall.

   • At the entrance of the event, signs may be placed one hour prior to events and must be removed immediately following the event. No signs may be placed in hotel or convention center lobbies. The AAN reserves the right to remove any signs that do not meet AAN guidelines.

   • The AAN does not allow industry promotion/advertising within 100 yards of the official venues of the AAN Annual Meeting including hotels.

Sales:

Sales presentations and equipment demonstrations are permitted only in the Exhibit Hall.
PRESS ROOM - GUIDELINES

Q: What is the AAN Embargo Policy?
A: The embargo for all non-emerging science abstracts, which includes more than 2,000 research presentations at the upcoming 2014 AAN Annual Meeting in Philadelphia, is 4:00 p.m., ET Thursday, February 27, 2014, which is the date and time all non-emerging science abstracts will be posted online via www.aan.com. This embargo date and time applies to all non-emerging science abstracts to be presented at the AAN Annual Meeting in Philadelphia, April 26—May 3, 2014, unless otherwise noted by the AAN Media and Public Relations Department.

The AAN strictly enforces its embargo policy, which prohibits the distribution or publication of the contents of abstracts ahead of the embargo date and time. Embargoed press releases on newsworthy non-emerging scientific abstracts will be distributed to credentialed journalists in early February 2014.

The embargo for emerging science abstracts to be presented at the AAN Annual Meeting in Philadelphia remains in effect until 12:01 a.m. Friday, April 25, 2014, unless otherwise noted by the AAN Media and Public Relations Department.

Emerging science abstracts are not posted online in advance of the AAN Annual Meeting. Emerging science abstracts are accepted from neurologists, neuroscientists, and other researchers whose work is of major scientific importance, warranting expedited presentation and publication. Key aspects of the research must have been conducted after October of 2013.

For questions regarding Annual Meeting policies, please contact Rachel Seroka at rseroka@aan.com or (612) 807-6968.

Please also see AAN Annual Meeting Embargo Policy and Sanctions at www.aan.com/go/pressroom.

Q: Who can register for the Press Room at the AAN Annual Meeting?
A: Credentialed reporters, writers, producers, and editors from established print, online, or broadcast news organizations may register for the Press Room. Representatives from industry, public relations firms, financial analyst firms, or medical communications companies are not allowed to register or enter the AAN Annual Meeting Press Room or Press Interview Room. Companies that are exhibitors may not request press credentials for their staff.

Q: May our company host an on-site or off-site press conference for our client?
A: No. This activity would count as taking the exhibit out of the Exhibit Hall, which is against AAN Annual Meeting policies and guidelines. This includes conference calls, web-conferences, inviting press to Corporate Therapeutic Updates, and similar organized events as they relate to the press. Only press conferences organized by AAN staff may take place on-site or in off-site locations in connection with the AAN Annual Meeting.

Q: Is it possible to obtain a copy of your press registration list?
A: No. The American Academy of Neurology does not release its press registration lists or its news release distribution lists with outside organizations.

Q: How can I find out when an abstract will be presented?
A: A separate, searchable website is created in advance of the AAN Annual Meeting that will include information on general abstracts submitted for the 2014 Annual Meeting. However, information regarding emerging science abstracts will not be posted online in advance of the Annual Meeting.

Q: Does the AAN review outside press releases?
A: No. The AAN is not responsible for reviewing outside materials, but will hold industry representatives accountable for misrepresentation of materials. Examples include: stating that a study was presented during the Annual Meeting when it wasn’t selected as part of the program, incorrectly stating an embargo date and/or time, and so forth. The AAN has the right to refuse any materials.

Q: Where can industry press releases be placed?
A: Industry representatives may only display press releases related to AAN Annual Meeting abstracts on a designated table for industry press releases located outside the Press Room. Press materials must be related to research presented at the AAN Annual Meeting. The scientific presentation time of the abstract featured in a press release must be clearly labeled on the top of the press release. Press releases not labeled with presentation times and other materials such as press kits, folders, brochures and fact sheets that are left on the designated table for industry press releases will be discarded by AAN staff.

For questions regarding Press Room policies, please contact Rachel Seroka at rseroka@aan.com or (612) 807-6968.
Sanctions

A. Sanctions for Noncompliance with Guidelines

As a condition of participation, industry and non-industry participants agree to observe all 2014 Policies and Guidelines. Violations of AAN policies and guidelines will be reviewed and sanctions may be applied. Sanctions include, but are not limited to, the following:

1. Company or organization will receive a “cease and desist” letter from the AAN.
2. Company or organization will not have access to AAN pre-registrant or attendee mailing list.
3. Company or organization will not have access to hospitality suites at the AAN Annual Meeting.
4. Company or organization’s exhibitor priority points will be reduced.
5. Company or organization will not be allowed to sponsor an AAN Annual Meeting activity for one or more years.
6. Company or organization will not be allowed to support an AAN Annual Meeting Education Program for one or more years.
7. Company or organization will not be allowed to exhibit at an AAN Annual Meeting for one or more years.
8. Company or organization will not be allowed any access to the AAN Annual Meeting for one or more years.

B. Appeals

Sanctions imposed by the Meeting Management Committee may be appealed, within 30 days after delivery of the notice of sanctions, to the AAN Executive Committee. The Executive Committee’s decision on the appeal will be final.