ANNUAL MEETING EXHIBITS AND INDUSTRY OPPORTUNITIES

VANCOUVER, BC, CANADA

NEW DATES FRIDAY, April 15—THURSDAY, April 21, 2016

NEW! Dates • Format • Value
Exhibits and Industry Opportunities

Contents

Important Information

Welcome
Dates
Key Contacts
2015 Attendee Profile
2015 Meeting Abstracts by Topic

Exhibits

Why Exhibit at the AAN Annual Meeting?
Exhibit Hall Schedule
How to Reserve Booth Space
Exhibit Neighborhoods
Traffic Builders
Exhibit Hall Floor Plan
Exhibit Booth Worksheet
Exhibitor Booth Staff Registration, Hotel, and Travel
2015 Annual Meeting Exhibitors

Sponsorship

Industry Opportunities Overview
AAN and Annual Meeting Name and Logo Restrictions
Sponsorship Opportunities
Sponsorship Opportunities Worksheet
2015 Annual Meeting Supporters

Marketing / Advertising

Overview
Marketing Opportunities
Advertising Opportunities
Attendee List Worksheet
Marketing Worksheet

Industry Therapeutic Updates

Overview
Industry Therapeutic Updates
2016 Rules and Regulations
Industry Therapeutic Updates Worksheet
AAN-approved Vendors

Continuing Medical Education and Leadership Programs

Overview
2016 Annual Meeting Topic Listing
Leadership Program Support Opportunities

Industry Roundtable Membership

The Value of Membership
2015 Industry Roundtable Members
Membership Levels and Benefits

Future Annual Meetings
Welcome

“It gives me great pleasure to invite you to the 68th American Academy of Neurology (AAN) Annual Meeting!

As the world’s largest gathering of neurologists, the AAN Annual Meeting offers an entirely unique opportunity for the widest spectrum of neurology subspecialties to come together to learn about the latest advances in the field, share breakthrough research, and network with the greatest minds in neurology.

Some very exciting changes are in store for the 2016 meeting. For starters, the 2016 meeting will run only seven days: beginning Friday, April 15, and ending Thursday, April 21. We’re also building upon the successes of previous meetings to offer a truly enhanced, innovative learning experience unlike any Annual Meeting to date. And just as the new meeting presents a unique opportunity for neurologists, so too does it provide a one-of-a-kind opportunity for you—our valued industry partners—to:

• Meet the neurologic market face-to-face by hosting a booth in the Exhibit Hall
• Market your products and brand through a host of customized sponsorship opportunities
• Present your latest advances in the Industry Therapeutic Updates program
• Support critical scientific research by sponsoring Clinical Research Training Fellowships
• Support professional development through Continuing Medical Education courses
• Invest in the future of the AAN and be recognized as a supporter of unique AAN Leadership Programs
• Have a voice in the AAN and added Annual Meeting benefits through membership in the Industry Roundtable

This document details the many meaningful opportunities available for you to get involved and make a big splash at this meeting. I look forward to seeing you in beautiful Vancouver, and sharing our collective vision for presenting the latest and greatest in the world of neurology.
IMPORTANT INFORMATION

Dates

For equipment order deadlines set by our vendors, refer to the Exhibitor Service Kit order forms available December 2015.

Annual Meeting Dates and Locations

Vancouver, BC, Canada · NEW! Friday, April 15–Thursday, April 21, 2016

Vancouver Convention Centre

Headquarter Hotels:

Vancouver Marriott Downtown
Pinnacle Hotel Vancouver Harbourfront

Websites:

AAN.com/view/AM16 · AAN.com

Member Services:

(800) 879-1960
IMPORTANT INFORMATION

Key Contacts

For questions about:

Exhibits
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ebusch@aan.com
(612) 928-6115

Attendee List
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IMPORTANT INFORMATION

2015 Attendee Profile

The AAN Annual Meeting is the largest international meeting of neurologists and neuroscience professionals. The following information shows the diversity of AAN Annual Meeting participants.

Five-year Annual Meeting Attendance

- Total Attendance
- Physician Attendance
- International Physicians
- US/Canadian Physicians

Data was collected from the Annual Meeting attendee lists.
### Important Information

- Welcome
- Dates
- Key Contacts
- 2015 Attendee Profile
- 2015 Meeting Abstracts by Topic

### Exhibits

- Sponsorship
- Marketing / Advertising
- Industry Therapeutic Updates
- Continuing Medical Education and Leadership Programs
- Industry Roundtable Membership
- Future Annual Meetings

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#### Subspecialty of AAN Member Attendees

<table>
<thead>
<tr>
<th>Subspecialty of AAN Member Attendees</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autonomic Disorders</td>
<td>124</td>
<td>1.81%</td>
</tr>
<tr>
<td>Behavioral Neurology and Neuropsychiatry</td>
<td>657</td>
<td>9.59%</td>
</tr>
<tr>
<td>Child Neurology</td>
<td>514</td>
<td>7.50%</td>
</tr>
<tr>
<td>Clinical Neurophysiology</td>
<td>389</td>
<td>5.68%</td>
</tr>
<tr>
<td>Endovascular and Interventional Neurology</td>
<td>57</td>
<td>0.83%</td>
</tr>
<tr>
<td>Epilepsy</td>
<td>1076</td>
<td>15.70%</td>
</tr>
<tr>
<td>General Neurology</td>
<td>2340</td>
<td>34.15%</td>
</tr>
<tr>
<td>Geriatric Neurology</td>
<td>742</td>
<td>10.83%</td>
</tr>
<tr>
<td>Headache Medicine</td>
<td>801</td>
<td>11.69%</td>
</tr>
<tr>
<td>Infectious Diseases and Neurovirology</td>
<td>207</td>
<td>3.02%</td>
</tr>
<tr>
<td>Movement Disorders</td>
<td>1257</td>
<td>18.35%</td>
</tr>
<tr>
<td>Neural Repair and Rehabilitation</td>
<td>222</td>
<td>3.24%</td>
</tr>
<tr>
<td>Neuro-oncology</td>
<td>241</td>
<td>3.52%</td>
</tr>
<tr>
<td>Neuro-ophthalmology</td>
<td>237</td>
<td>3.46%</td>
</tr>
<tr>
<td>Neuro-otology</td>
<td>107</td>
<td>1.56%</td>
</tr>
</tbody>
</table>

#### Subspecialty of AAN Member Attendees

<table>
<thead>
<tr>
<th>Subspecialty of AAN Member Attendees</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neurocritical Care</td>
<td>283</td>
<td>4.13%</td>
</tr>
<tr>
<td>Neuroepidemiology</td>
<td>65</td>
<td>0.95%</td>
</tr>
<tr>
<td>Neurogenetics</td>
<td>116</td>
<td>1.69%</td>
</tr>
<tr>
<td>Neurohospitalist</td>
<td>93</td>
<td>1.36%</td>
</tr>
<tr>
<td>Neuroimaging</td>
<td>458</td>
<td>6.68%</td>
</tr>
<tr>
<td>Neuroimmunology and Multiple Sclerosis</td>
<td>1403</td>
<td>20.48%</td>
</tr>
<tr>
<td>Neuromuscular Medicine</td>
<td>1251</td>
<td>18.26%</td>
</tr>
<tr>
<td>Neuromuscular Pathology</td>
<td>53</td>
<td>0.77%</td>
</tr>
<tr>
<td>Other</td>
<td>658</td>
<td>9.60%</td>
</tr>
<tr>
<td>Pain Medicine</td>
<td>396</td>
<td>5.78%</td>
</tr>
<tr>
<td>Palliative Neurology</td>
<td>100</td>
<td>1.46%</td>
</tr>
<tr>
<td>Sleep Medicine</td>
<td>424</td>
<td>6.19%</td>
</tr>
<tr>
<td>Sports Neurology</td>
<td>202</td>
<td>2.95%</td>
</tr>
<tr>
<td>Traumatic Brain Injury</td>
<td>394</td>
<td>5.75%</td>
</tr>
<tr>
<td>Vascular Neurology and Stroke</td>
<td>1140</td>
<td>16.64%</td>
</tr>
</tbody>
</table>

**TOTAL 6,852**

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#### Employment Status

- **Academic**: 44.3%
- **Hospital**: 19.3%
- **Independent**: 6.2%
- **Other**: 3.0%
- **Owner**: 13.5%
- **Partner**: 1.6%
- **Practice**: 10.0%

**n=5,249**

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#### Prescribers (Members with MD, NP, PA, or DO)

- **n=6,852**

- **97.7%**

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#### Time Spent in Clinical Practice (US Neurologists)

- **n=5,231**

- **92.3%**

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Data was collected from the 2015 Annual Meeting attendee list and cross referenced with the American Academy of Neurology Member Profiles. Subspecialty table may not equal 100 percent because respondents could select multiple items.
# 2015 Meeting Abstracts by Topic

A vital part of the AAN Annual Meeting is the science program, which features the latest in cutting-edge research and scientific developments in neurology. Abstracts are accepted in a number of topics spanning basic, translational, and clinical research.

### Abstract Topic

<table>
<thead>
<tr>
<th>Abstract Topic</th>
<th>Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aging, Dementia, Cognitive, and Behavioral Neurology</td>
<td>271</td>
</tr>
<tr>
<td>Autonomic Disorders</td>
<td>32</td>
</tr>
<tr>
<td>Cerebrovascular Disease and Interventional Neurology</td>
<td>483</td>
</tr>
<tr>
<td>Child Neurology and Developmental Neurology</td>
<td>86</td>
</tr>
<tr>
<td>Epilepsy/Clinical Neurophysiology (EEG)</td>
<td>243</td>
</tr>
<tr>
<td>General Neurology</td>
<td>178</td>
</tr>
<tr>
<td>Global Health and Infectious Disease</td>
<td>77</td>
</tr>
<tr>
<td>Headache</td>
<td>91</td>
</tr>
<tr>
<td>History of Neurology</td>
<td>19</td>
</tr>
<tr>
<td>Movement Disorders</td>
<td>325</td>
</tr>
<tr>
<td>MS and CNS Inflammatory Diseases</td>
<td>688</td>
</tr>
<tr>
<td>Neuro Trauma, Critical Care, and Sports Neurology</td>
<td>49</td>
</tr>
<tr>
<td>Neuroepidemiology</td>
<td>102</td>
</tr>
<tr>
<td>Neuromuscular and Clinical Neurophysiology (EMG)</td>
<td>332</td>
</tr>
<tr>
<td>Neuro-oncology</td>
<td>102</td>
</tr>
<tr>
<td>Neuro-ophthalmology/Neuro-otology</td>
<td>63</td>
</tr>
<tr>
<td>Neurorehabilitation</td>
<td>51</td>
</tr>
<tr>
<td>Pain and Palliative Care</td>
<td>34</td>
</tr>
<tr>
<td>Practice, Policy, and Ethics</td>
<td>35</td>
</tr>
<tr>
<td>Research Methodology and Education</td>
<td>36</td>
</tr>
<tr>
<td>Sleep</td>
<td>27</td>
</tr>
</tbody>
</table>

**TOTAL RECEIVED 3,324**
EXHIBITS

Why Exhibit at the AAN Annual Meeting?

The AAN Exhibit Hall is a great opportunity to showcase your organization to thousands of Annual Meeting attendees in the field of neurology. The following is information on booth rates, exhibit hall hours, application process, booth assignment, and more.

Get started showcasing your organization’s benefits to thousands

✓ The Annual Meeting is the largest international meeting of neurologists and neuroscience professionals

✓ **2015 was a record-breaking year with more than 10,000 professional attendees; expect similar numbers in 2016**

✓ The AAN is the world’s leader in providing neurology-related CME programming for Maintenance of Certification

✓ The Annual Meeting offers marketing and sponsorship opportunities to create and build brand awareness

✓ It is a unique opportunity to network with colleagues, build relationships, sell, and generate leads from thousands of attendees in just four days

✓ You can show your support for the field of neurology
### Exhibit Hall Schedule

#### Exhibit Hall Hours

**Monday—Opening Reception**  
April 18, 2016 ........................................ 4:30 p.m.—6:30 p.m.

**Tuesday**  
April 19, 2016 ........................................ 11:00 a.m.—4:00 p.m.

**Wednesday**  
April 20, 2016 ........................................ 11:00 a.m.—4:00 p.m.

**Thursday**  
April 21, 2016 ........................................ 11:00 a.m.—3:00 p.m.

Complimentary lunch and an afternoon coffee break will be served for all attendees Tuesday through Thursday.

#### Important

All exhibit crates must be removed from the exhibit floor by 4:30 p.m. on Sunday, April 17, 2016. No exceptions will be allowed. Any exhibit booth not set up by 12:00 p.m. on Monday, April 18, 2016, will be reclaimed by the AAN under the No-show Policy.

Exhibitors are expected to make travel arrangements in accordance with the official Exhibit Hall schedule.

Sanctions will be applied to exhibitors tearing down and/or moving out prior to 3:00 p.m. on Thursday, April 21, 2016. This rule applies to all exhibitors including nonprofit organizations in the Association Neighborhood.

#### Exhibitor Booth Installation Schedule

**Islands 1,600 Square Feet and Larger Only**

**Friday**  
April 15, 2016 ........................................ 8:00 a.m.—4:30 p.m.

**All Exhibitors**

**Saturday**  
April 16, 2016 ........................................ 8:00 a.m.—4:30 p.m.

**Sunday**  
April 17, 2016 ........................................ 8:00 a.m.—4:30 p.m.

**Monday**  
April 18, 2016 ........................................ 8:00 a.m.—12:00 p.m.

#### Exhibitor Booth Dismantling Schedule

**Thursday**  
April 21, 2016 ........................................ after 3:00 p.m. until

**Friday**  
April 22, 2016 ........................................ 12:00 p.m.

Any exhibit materials remaining unboxed on the exhibit floor may be mistaken for trash. Exhibit material or damaged exhibits remaining in the convention center after the contracted move-out time has expired will be removed by Freeman at the expense of the exhibitor.

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**Important Dates & Deadlines**

- **November 16**: Exhibit contract deadline for priority booth assignments
- **November 17**: 50% booth cancellation fee begins including downsizing of booth size
- **December**: Exhibitor Portal and Exhibitor Service Kit available online
- **January 29**: Final booth payments are due
- **January 30**: 100% booth cancellation fee begins including downsizing of booth size
- **February 28**: Exhibit booth renderings due
- **March 4**: Group housing deadline
- **March 8**: Warehouse receiving ends
- **March 14**: Product/company descriptions due for on-site guide
- **March 15**: Exhibit booth staff registration due
- **April 8**: Warehouse receiving begins

Important: The office and warehouse will be closed on Friday, March 25, 2016, in observance of Good Friday. Shipments will NOT be accepted on this day.
EXHIBITS

How to Reserve Booth Space

Application Process
Completed Online

1. Select a booth
   Select a booth size and preferred location based on the preliminary floor plan. Please note that the AAN will adjust the floor plan as needed; the general layout, however, will remain the same.

2. Complete E-sign contract
   Please follow the online order form and contract to electronically sign with your booth selection with at least a 50% deposit by November 15, 2015, in order to be included in the first round of booth assignments and for an opportunity to accrue AAN priority points (see page 16 for details on point system). Contracts will not be accepted over the phone, via fax, or email (no exceptions).

   The AAN requires a 100% deposit/payment for credit card payments or a 50% deposit for check or wire transfers. Deposits are due with contract. Final payments for check or wire transfers are due January 29, 2016. Exhibit space will not be assigned without a deposit and signed contract on file. Contracts received after the deadline will be assigned a space on a space-available basis.

   3. Review booth assignment
   For contracts submitted by the November 16, 2015, deadline, booth assignment confirmations will be emailed to all exhibitors December 2015.

   4. Send final payment
   Mail the exhibit fee balance to the AAN by January 29, 2016. If payment is not received by the deadline, the AAN reserves the right to reassign or sell the space, and the original applicant will be responsible for 50% of the contracted space costs. For space reserved after January 29, 2016, full payment must accompany the completed and signed contract.

Booth Rates

Included with your standard booth rate:

- draped aluminum supports (8’ high in back, 36” high on the sides)
- Two-line identification sign (7”x44” with company name and booth number)
- Booth drape and aisle carpeting (booth carpet is NOT included, but mandatory)
- Complimentary company listing in the Abstract Listing and on AAN.com
- Complimentary booth listing as well as company/product description in Exhibit Guide and Annual Meeting mobile application
- Digital booth on Annual Meeting mobile application floor plan and online floor plan on AAN.com
- Exhibitors may register up to four employees for each 10’x10’ unit/100 sq. ft. Refer to page 20 for an overview of which courses/presentations you will gain access to with an exhibitor badge.
- Ability to rent pre- and post-meeting Attendee List (see page 62 for details)
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal
- Two (2) complimentary lunch tickets per booth for Tuesday–Thursday
- Option to purchase an insert or sponsor the door drop bag

Not included:
- Carpet and furniture (except for booths in the Career Fair)

Standard

10’x10’ Linear = $3,300
10’x10’ Corner = $3,500
20’x20’ and larger $4,300 per 10’x10’ unit

Refer to Exhibit Booth Worksheet for details on pricing.

Important Dates & Deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities</td>
<td></td>
</tr>
<tr>
<td>11 NOV</td>
<td>Last day to submit exhibit contract for reduced rates.</td>
</tr>
</tbody>
</table>

Exhibit Space Assignment

In order to ensure appropriate booth assignment, the AAN requires that all organizations provide three (3) 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 (see page 16)
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.

Rules, Regulations, and Cancellation Policies

Upon exhibit contract submission, the exhibitor agrees that the information and regulations are a binding part of the contract. Please review the AAN 2016 Exhibit Regulations» as well as the Exhibit Booth Worksheet for additional information including cancellation policies.

You Can Only Reserve Exhibit Space Online»
Presentation Stages

Monday–Thursday .......... April 18–21, 2016
Exhibitors create own schedule during official Exhibit Hall hours

Exhibit Hall
Presentation Stages are a unique marketing tool providing an additional opportunity for exhibitors to reach motivated Annual Meeting attendees in sessions held within their exhibit space. The 20-minute presentations provide a forum to discuss a product and its role in the treatment of a disease and to educate a greater number of attendees at one time.

Fee: Starting at $10,000 for booths 20’x20’ and larger

Fee does not include any AV equipment or other set-up. This is strictly a participation fee.

Exhibitors are encouraged to promote their in-booth presentations with Door Drop inserts, additional ads, and signage within their booth space.

Registration through Exhibit Booth Online Contract»

Reach: 12,000+ Annual Meeting attendees

Complimentary Items:
Food and beverage in Exhibit Hall (Monday: reception items, Tuesday–Thursday: lunches and afternoon coffee breaks), AAN promotional signage.

Acknowledgement:
Thank you publication ads in AANnews®, Neurology®, Abstract Listing, and Exhibit Guide.

Presentation Stages—Rules & Regulations
Please also refer to 2016 Exhibit Regulations »

• Minimum of 20’x20’ booth space required.
• Presentation stage must fit within footprint of booth space.
• Seating allowed for maximum of 25 people.
• Presentations must not exceed 20 minutes in length.
• Maximum of two presentations on Monday, four presentations per day Tuesday–Thursday (maximum of 14 presentations).
• Presenter may be AAN member but must not be AAN Annual Meeting presenter, member of AAN leadership, or AAN staff.

• Presenter must clearly state that he/she is not representing the AAN’s views and/or opinions.
• Companies choosing not to use the AAN preferred audiovisual vendor will be charged a premium fee of $2,500.
• This is the only type of in-booth presentation allowed at the AAN Annual Meeting. No other in-booth presentations of any kind will be allowed and sanctions for guideline violations will apply.

Monday–Thursday
April 18–21, 2016
Exhibitors create own schedule during official Exhibit Hall hours

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Food and beverage in Exhibit Hall (Monday: reception items, Tuesday–Thursday: lunches and afternoon coffee breaks), AAN promotional signage.

Acknowledgement:
Thank you publication ads in AANnews®, Neurology®, Abstract Listing, and Exhibit Guide.
Meeting Suites

Exhibit Hall Meeting Suites
Located in Hall B, adjacent to the Exhibit Hall.
All meeting suites are stand-alones—no shared walls with your neighbors, which allows for more privacy for your confidential team meetings.

Friday–Thursday
April 15–20, 2016 8:00 a.m.–5:00 p.m.

Three levels of meeting suites are available in the Exhibit Hall. See Exhibit Hall Floor Plan »

New! 20’x20’ Sound Dampening Suite Starting at $45,045
This suite will give you the privacy you need for meetings.

Includes:
• 20’x20’ hard wall (12’ high)
• Ceiling and lights
• Carpet
• ID Sign
• Locking Door

10’x20’ suite starting at $15,015
Includes:
• 10’x20’ hard wall (8’ high)
• Carpet
• Boardroom table for 8
• Wastebasket
• ID sign
• One locking door

20’x20’ suite starting at $25,025
Includes:
• 20’x20’ hard wall (8’ high)
• Carpet
• Boardroom table for 10
• ID sign
• One locking door
• Wastebasket

New! Ocean View Suites
The AAN is offering four meeting suites at close proximity to the convention center at the Pan Pacific Hotel.

Fee: starting at $15,015

Includes:
• Secured room
• Electrical access

NOTE: The room will not be furnished. The company has the option to furnish as they like.

Please contact Andrew Halverson at ahalvereson@aan.com or (612) 928-6117, if you have any questions on specific details.

Enhance your meeting suites with the following:

• Company graphics on the outside of the suite (for hardwall suites, and sound dampening suites only)
• Additional furniture and/or audiovisual equipment
• Food and beverage service for your guests

All order forms will be available in the service kit.

Recommended use
Staff meetings, one-on-one meetings, and social events. Product presentations as well as speaker/presenter trainings are not permitted.

You Can Only Reserve Exhibit Space Online »

2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities 13
Premium Meeting Suites  Back by Popular Demand

The AAN is offering three premium meeting suites for rental at the Vancouver Convention Centre.

**Fee:** $40,040

*Note: Must be Industry Roundtable Member » to purchase a Premium Suite*

**Friday—Thursday**
April 15–21, 2016 ............... 6:00 a.m.–6:00 p.m.

**What makes these suites premium?**

- **Privacy:** Regular meeting room, not just hard walls
- **Location:** On levels 1 and 2 of the convention center west building—no need to walk back to your hotel for your meeting
- **Access:** Longer hours than regular meeting suites, available Friday–Thursday
- **Amenities:** Electrical access, secured room, etc.

**Included with your fee**

- Electrical access
- Speaker phone
- General AV package (projector/screen)
- (1) 22"x28" sign

**NOTE:** This is not the actual room. This is just an example. Please contact Andrew Halverson at (612) 928-6117 to learn more about premium meeting suites.

**NOTE:** The room will not be furnished. The company has the option to furnish as they like.
First-time Exhibitors

The AAN will reserve a block of booths in a high traffic area of the hall for first-time exhibitors (see Exhibit Hall Floor Plan for detailed location). An aisle banner will highlight this area of the hall. Please indicate on the contract if you wish to be placed in this area.

Space is limited and will be distributed on a first come, first-served basis. Exhibit fees are at the standard rates, no discounts apply.

Contract must be received by November 16, 2015, in order to guarantee space in this area.

Career Fair

Special Package for Recruiters

The Career Fair package is available to anyone looking to recruit neurologists or other neuroscience professionals at the AAN Annual Meeting. It will feature the AAN Career Central booth, a beverage station, and a unique look with teal drape and blue carpet that will differentiate this area from the rest of the Exhibit Hall.

Package Price: $5,700

Package includes:

✓ 16 exhibit hours and potential exposure to 11,000 Annual Meeting attendees.
✓ 10’x10’ booth in the Career Fair in the AAN Exhibit Hall.
✓ Furniture package: Pipe & Drape, one (1) 6’x42” draped counter, one (1) Black Diamond stool, one (1) wastebasket, and booth carpet.
✓ Use of Meeting Suite to conduct interviews or one-on-one meetings. One 10’x20’ meeting suite (in the Exhibit Hall; see Exhibit Hall Floor Plan) will be reserved for exhibitors in the Career Fair. The suite will be available during Exhibit Hall days and exhibitors will be able to reserve the suite by signing up at the AAN Career Center booth on a first-come, first-served basis.
✓ 1/2 page black/white ad in AAN Career Compass.

Nonprofit Space

The AAN offers twenty (20) complimentary spaces in the Association Neighborhood (see Exhibit Hall Floor Plan). The first 20 medically related nonprofit association (as determined by the AAN) online contracts received will be guaranteed a free space in the neighborhood.

Once the neighborhood is sold out, a reduced nonprofit rate for a standard 10’x10’ booth will be offered. Priority points will not be taken into account for exhibitors paying the reduced nonprofit rate. Booths will be assigned by the AAN based on availability.

Requests for association space must be accompanied by proof of nonprofit status for first-time exhibitors.

Level 1

Complimentary space in the Association Neighborhood

Exhibitor is responsible for ordering carpet and furniture package; an order form at a reduced rate will be provided with your confirmation and in the Exhibitor Service Kit.

Level 2

Nonprofit reduced rate (outside of Association Neighborhood)

10’x10’ Linear = $950
10’x10’ Corner = $1,150

These booth rates do not include carpet or furniture. Carpet is mandatory for all booths. Order form will be available in the Exhibitor Service Kit.
Exhibitor Priority Points

How do I accumulate points?
There are multiple ways for exhibitors to accumulate priority points:

- Companies that submit their contract and deposit by the contract deadline on November 16, 2015, will receive two (2) points for exhibiting at the 2016 Annual Meeting.
- Five (5) additional points are awarded for exhibiting in a consecutive year.
- Two (2) points for booking staff rooms through the official AAN housing process (CMR).
- Five (5) points if a company exhibits at the Annual Meeting, Fall Conference, Sports Concussion Conference, and Breakthroughs in Neurology Conference, in the same year (vs. One (1) point for Fall Conference).
- One (1) point for exhibiting at any other AAN conference (e.g., Brain Health Fair, Sports Concussion Conference, Breakthroughs in Neurology Conference, etc.).
- One (1) point for submitting product description by deadline.
- One (1) point for registering booth staff by deadline.
- One (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 that support non-CME activities, Industry Roundtable membership, publication advertising, Industry Therapeutic Update events, or AAN non-Annual Meeting programs will receive additional priority points based on support committed.

Points per Support Outside the Exhibit Hall

<table>
<thead>
<tr>
<th>Support Amount</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $6,000</td>
<td>1</td>
</tr>
<tr>
<td>$6,001 – $15,000</td>
<td>2</td>
</tr>
<tr>
<td>$15,001 – $30,000</td>
<td>3</td>
</tr>
<tr>
<td>$30,001 – $60,000</td>
<td>5</td>
</tr>
<tr>
<td>$60,001 – $90,000</td>
<td>6</td>
</tr>
<tr>
<td>$90,001 – $150,000</td>
<td>10</td>
</tr>
<tr>
<td>$150,001 – $250,000</td>
<td>12</td>
</tr>
<tr>
<td>$250,001 – $350,000</td>
<td>15</td>
</tr>
<tr>
<td>$350,001 – $450,000</td>
<td>20</td>
</tr>
<tr>
<td>$450,001 – $550,000</td>
<td>25</td>
</tr>
<tr>
<td>$550,001 – $650,000</td>
<td>30</td>
</tr>
<tr>
<td>$650,001 – $750,000</td>
<td>35</td>
</tr>
<tr>
<td>$750,001 – $850,000</td>
<td>40</td>
</tr>
<tr>
<td>$850,001 – $950,000</td>
<td>45</td>
</tr>
<tr>
<td>$950,001 – $1,000,000</td>
<td>50</td>
</tr>
</tbody>
</table>

Example 1:
Company ABC and company XYZ currently both have 30 priority points and exhibited at the 2015 AAN Annual Meeting. Company ABC submits its 2015 booth contract and deposit in September (5 + 2 points), books hotel rooms through AAN housing (2 points), submits the company description (1 point) as well as staff names (1 point) by the communicated deadline, and responds to the AAN post-meeting survey (1 point).

Company XYZ submits its contract in December (5 points) and neglects to provide any of the additional information by the communicated deadlines. After the Annual Meeting, Company ABC will have 42 points, Company XYZ will have 35 points. Company ABC will receive priority booth assignments for the next meeting ahead of Company XYZ.

Example 2:
In addition to the above, Company ABC also spent $111,700 outside the Exhibit Hall (Industry Therapeutic Update, Full page ad in Exhibit Guide, and Door Drop insert). Company ABC would get an additional 10 points for the above commitments, bringing its total to 52 points.
EXHIBITS

Traffic Builders

We have identified several marketing/advertising opportunities that will help drive traffic to your booth. Contact Andrew Halverson for more details and to let us help you choose the most appropriate traffic builder for your company/organization.

Cell Phone Charging Stations/Lockers

**Sponsorship Fee:**
- Starting at $6,006 per station
- Starting at $15,015 per locker
For more information refer to page 30 »

Door Drop

**Door Drop Inserts:** Starting at $8,208.20 per day
**Door Drop Bag Sponsorship:** Starting at $20,020 per day
For more information refer to page 46 »

Floor Marketing: Footprints and Carpet

**Footprints:** Starting at $30,030 (limited availability)
**Carpet:** Starting at $30,030
**Carpet Graphics at Entrance of Exhibit Hall:** Starting at $50,050
This opportunity is available to exhibitors and Industry Therapeutic Update event participants only.
For more information refer to page 38 »

Exhibit Guide

For additional exposure, place an ad or enhance your company listing with a logo. Ad rates start at $6,500, logos at $300.
For more information and additional pricing refer to page 43 »

Exhibit Hall Coffee Breaks

Tuesday, April 19, and Wednesday, April 20, at 3:00 p.m.; Thursday, April 21, at 2:00 p.m.
**Sponsorship Fees:** Starting at $15,015 each day for Tuesday or Wednesday; Starting at $20,020 for Thursday (including light snack)
For more information refer to page 30 »

Exhibit Hall Opening Reception

Monday, April 18, 4:30 p.m.—6:30 p.m.
Light snacks and beverages are served to Annual Meeting attendees in the Exhibit Hall, Monday, April 18, from 4:30 p.m.—6:30 p.m.
**Sponsorship Fee:** Starting at $75,075
For more information and specific sponsorship benefits refer to page 31 »

Exhibit Hall Passport

**Passport:** Starting at $3,003.
For more information refer to page 39 »

Premier Passport Sponsorship

**Sponsorship Fee:** $10,010 (in addition to the passport participation fee)
For more information refer to page 39 »

Industry Roundtable members receive member pricing on sponsorships and advertising buys

You Can Only Reserve Exhibit Space Online »
EXHIBITS

Exhibit Hall Floor Plan

Current as of October 2015, Subject to change.

You Can Only Reserve Exhibit Space Online »
### Exhibit Booth Worksheet

**Order Online by November 16** (for priority assignment)

*Note: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.*

#### Want to Be Placed in the Following Showcase/Neighborhood (see page 15 »):
- First-time Exhibitor/Market Place
- Association Neighborhood
- Publisher Row
- Career Fair

#### Booth Rates/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 priority points and date application is received. Final space will be determined by the AANI.

#### Order Worksheet

<table>
<thead>
<tr>
<th>10’x10’ Rates</th>
<th>Order Until 11/16/2015</th>
<th>After 11/16/2015</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linear</td>
<td>$3,300</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corner</td>
<td>$3,500</td>
<td>$3,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x20’</td>
<td>$17,200</td>
<td>$18,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x30’</td>
<td>$25,800</td>
<td>$27,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x40’</td>
<td>$34,400</td>
<td>$36,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x50’</td>
<td>$43,000</td>
<td>$45,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20’x60’</td>
<td>$51,600</td>
<td>$54,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30’x30’</td>
<td>$38,700</td>
<td>$40,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30’x40’</td>
<td>$51,600</td>
<td>$54,100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30’x50’</td>
<td>$64,500</td>
<td>$67,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40’x40’</td>
<td>$68,800</td>
<td>$72,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40’x50’</td>
<td>$86,000</td>
<td>$90,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50’x50’</td>
<td>$107,500</td>
<td>$112,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50’x70’</td>
<td>$150,500</td>
<td>$157,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Island and Pavilion Rates**

Other size: contact AAN for pricing information

<table>
<thead>
<tr>
<th>20’x20’ Pavilion</th>
<th>Presentation Stage</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,010</td>
<td>For booth sizes 20’x20’ and larger</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$11,000</td>
<td>$10,010</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Exhibit Hall Passport**

- For booths smaller than 400 sq. ft. (20’x20’): $3,003
- For booths 401-1,600 sq. ft. (40’x40’): $4,004
- For booths larger than 1,600 sq. ft.: $8,008

**Premier Sponsorship**

- In addition to passport participation: $10,010

<table>
<thead>
<tr>
<th>Meeting Suites</th>
<th>Order Until 11/16/2015</th>
<th>After 11/16/2015</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x20’</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! 20’x20’ Ocean view Suite (Pan Pacific Hotel)</td>
<td>$15,015</td>
<td>$16,500</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>20’x20’</td>
<td>$25,025</td>
<td>$27,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Suite</td>
<td>$40,040</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! 20’x20’ Sound Dampening Suite</td>
<td>$45,045</td>
<td>$49,500</td>
<td>SOLD OUT</td>
<td></td>
</tr>
</tbody>
</table>

**Nonprofit Space**

- Complimentary space in Association Neighborhood: SOLD OUT
- 10’x10’ Linear/Corner Outside of Association Neighborhood: $950/$1,150

**Career Fair**

- Recruiter package with 10’x10’ booth: $5,700

**Non-Neurology/Market Place Exhibitors**

- 10’x10’ Linear/Corner: $1,550/$1,650

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**2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities**

**2016 Annual Meeting**
- **April 15–21, 2016**
- **Exhibit Dates**
- **April 18–21, 2016**

**New! Online Contract**

**You Can Only Purchase Online**
Exhibits Booth Staff Staff Registration

Exhibitors will receive four (4) complimentary registrations per 10’x10’ booth purchased. Additional badges for exhibit personnel may be purchased for $200 per badge. Online registration for exhibitors will be available beginning the week of December 8, 2015, and will be due March 4, 2016.

Exhibitor badges will be distributed at the Annual Meeting at the Exhibitor Registration Desk. Admission to the Exhibit Hall will be restricted to registered exhibit personnel wearing official AAN badges. Badges must be worn in the Exhibit Hall at all times. Attaching cards, ribbons, or other items to badges is not permitted.

All programs are included on a first-come, first served, space-available basis only. In the event of overcrowding, the AAN reserves the right to decline admission to any session in the interest of both comfort and safety.

Activities Included with Annual Meeting Registration

Only available to IRT members

- You may attend scientific sessions and receive CME; this includes Scientific Platform and Poster Sessions, Plenary Sessions, and Integrated Neurosciences Sessions.
- You may access the Exhibit Hall only during open hours.

If your staff want to take education programs, they will want the Full Badge. Otherwise, the Exhibitor Badge allows staff to access the Exhibit Hall two (2) hours before it opens.

Hotel Accommodations

Headquarter Hotels

- Vancouver Marriott Downtown
- Pinnacle Hotel Vancouver Harbourfront

AAN Official Housing Vendor

Convention Management Resources (CMR) San Francisco, CA

The AAN offers special hotel rates for its Annual Meeting at official contracted hotels and reserves a select number of rooms specifically for exhibitors at the official AAN headquarter hotels and other hotels in our block. Hotel information is sent to exhibitors upon receipt of their exhibitor contract. Rooms are assigned on a first-come, first-served basis. Top-level Industry Roundtable members will be given access to the hotels earlier than others.

Benefits of Booking Hotel Rooms Through AAN Housing

- Helps maintain consistent and competitive exhibit rental costs and registration fees, resulting in greater physician attendance.
- Helps the AAN meet contractual agreements whereby the AAN is financially liable for rooms that are not sold. These charges affect overall costs of the meeting, future meeting contracts, and what the AAN charges for exhibit space.
- Exhibitors will receive two (2) additional priority points by booking through AAN Housing.

Exhibitor Housing Rules

- Exhibitor housing must be used only for exhibitor personnel.
- Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the 2016 Annual Meeting and/or future Annual Meetings.
- In the event of exhibit space cancellation, all headquarter group hotel reservations held on behalf of the exhibiting company will be canceled immediately. No exceptions will be granted.
- An attrition policy of 80 percent applies to the contracted room block as of the turnover date. Refer to the materials sent to you from CMR for more details.

Activities Included with Exhibitor Badge

- You may attend scientific sessions and receive CME; this includes Scientific Platform and Poster Sessions, Plenary Sessions, and Integrated Neurosciences Sessions.
- You may access the Exhibit Hall two (2) hours prior to the hall opening and one (1) hour after hall closing.
- You may add education programs, but you will need to purchase the Annual Meeting Registration.

Top-level Industry Roundtable members will receive a limited number of Annual Meeting Registrations. Please contact industrysales@aan.com for details and to register.

2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities
Travel Arrangements

Exhibitors enjoy a 2–10-percent discount off regularly published airfares, subject to availability and advance purchase requirements. Further details and airline discount codes will be posted on the Annual Meeting website at AAN.com/view/AM16.

ICW Meeting Rooms/Meeting Suites/Hospitality Suites

Meeting Rooms

All ICW meetings held during the AAN Annual Meeting must be approved by the AAN whether they are held at one of the official AAN hotels or off-site. A limited number of meeting rooms are available at several AAN contracted hotels.

Requests must be submitted through the AAN online ICW meeting application starting November 2015.

Questions regarding meeting rooms at hotels

Marissa Ohman
Specialist, Annual Meeting Events
mohman@aan.com
(612) 928-6147

Meeting Suites

Companies looking for week-long staff rooms/office are encouraged to book a Meeting Suite at the convention center. Meeting Suites can be booked through your exhibit booth contract. They are located in the Exhibit Hall and are available for rental Friday through Thursday, April 15–21. See page 27 for details.

Questions regarding Meeting Suites

Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117

Hospitality Suites

AAN Housing/CMR will personally assist with any hospitality suite requests and work with the hotels to find a suite that accommodates your needs. Please include any suite requests on the room block request form and CMR will contact you. Suites and sleeping rooms are reserved on a first-come, first-serve basis.

Questions regarding Hospitality Suites

CMR
aanreg@cmrus.com
(800) 676-4226

2016 ICW Fee Schedule

The fee schedule for requesting an ICW Meeting Room is listed below. Please note all prices are listed per day. If you would like to request a room for more than 20 people for longer than four days, please contact Andrew Halverson for a Meeting Suite or CMR for a Hospitality Suite.

Requests up to three days:

<table>
<thead>
<tr>
<th># attendees</th>
<th>University/ University or Non</th>
<th>Annual Meeting</th>
<th>Annual Meeting Non Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Medical School Alumni Reunion</td>
<td>Exhibitor</td>
<td>Non Exhibitor</td>
</tr>
<tr>
<td>Requests received before February 1, 2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 or fewer</td>
<td>FREE</td>
<td>$100</td>
<td>$250</td>
</tr>
<tr>
<td>21-75</td>
<td>FREE</td>
<td>$125</td>
<td>$500</td>
</tr>
<tr>
<td>More than 75</td>
<td>FREE</td>
<td>$150</td>
<td>$1,000</td>
</tr>
<tr>
<td>Requests received between February 2 and April 21, 2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 or fewer</td>
<td>$300</td>
<td>$150</td>
<td>$375</td>
</tr>
<tr>
<td>21-75</td>
<td>$300</td>
<td>$187.50</td>
<td>$750</td>
</tr>
<tr>
<td>More than 75</td>
<td>$300</td>
<td>$225</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Requests for four or more days:

<table>
<thead>
<tr>
<th># attendees</th>
<th>University or Non Profit Association</th>
<th>Annual Meeting Exhibitor</th>
<th>Annual Meeting Non Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests received before February 1, 2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 or fewer</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>21-75</td>
<td>Please request a Meeting Suite or Hospitality Suite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 75</td>
<td>Please request a Meeting Suite or Hospitality Suite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Requests received between February 2 and April 21, 2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 or fewer</td>
<td>$2,250</td>
<td>$2,250</td>
<td>$2,250</td>
</tr>
<tr>
<td>21-75</td>
<td>Please request a Meeting Suite or Hospitality Suite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 75</td>
<td>Please request a Meeting Suite or Hospitality Suite</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2015 Annual Meeting Exhibitors

2015 Exhibitors By Category

- Electronics 3
- Medical Equipment 33
- Nonprofit 51
- Other Technical 62
- Pharmaceutical 48
- Publisher 17
- Recruiter 29

All Other Exhibitors

- 12th Annual Israel Update Conference - Clinical Neurology and Neurophysiology
- ABCN/ABRET
- ACRM/American Congress of Rehabilitation Medicine
- ACTRIMS
- Agency for Toxic Substances and Disease Registry
- Alexion Pharmaceuticals
- Alliance Neurodiagnostics
- Allina Health
- Alnylam Pharmaceuticals
- Alzheimer’s Association
- Ambry Genetics
- AMBU, Inc.
- American Association of Neuromuscular and Electrodiagnostic Medicine
- American Board of Psychiatry & Neurology
- American Headache Society
- American Heart Association
- American Neurological Association
- American Psychiatric Institute Beat the Boards Courses
- American Society for Apheresis (ASFA)
- Anazen Diagnostic LLC
- Appalachian Regional Healthcare, Inc.
- Athena Diagnostics, Inc.
- Ayanil
- Auspex Pharmaceuticals
- Avanir Pharmaceuticals Medical Affairs
- Avanir Pharmaceuticals, Inc.
- AxelaCare Health Solutions
- B. Braun CeGaT, LLC
- BalanceWear By Motion Therapeutics Inc
- Baptist Health Medical Group
- Bayer HealthCare
- Benign Essential Blepharospasm Research Foundation, Inc.
- BKN Technologies Ltd
- Blackrock NeuroMed
- Brain Biosciences Inc
- CADASIL Association
- Cadwell Laboratories, Inc.
- Cambridge University Press
- Captureproof, Inc.
- Carle Physician Group
- Catalyst Pharmaceutical Partners, Inc.
- Cefaly Technology
- Centura Health
- Cerora, Inc.
- Charleston Area Medical Center
- Children’s Hospitals and Clinics of Minnesota
- Christiana Care Health System
- Clinical Neurology News.com
- CNS Vital Signs
- Community Health Systems
- Compumedics USA
- Confluence Health
- ContextMedia Health
- Coram CVS Specialty Infusion Services

Industry Roundtable Exhibitors

- AbbVie, Inc.
- ACADIA Pharmaceuticals
- Actavis
- Allergan
- Biogen
- BioMarin Pharmaceuticals, Inc.
- Eisai Inc.
- EMD Serono
- FORUM Pharmaceuticals
- Genentech
- Genzyme, a Sanofi Company
- Lundbeck
- Mallinckrodt Pharmaceuticals
- Medtronic, Inc.
- Mylan
- Novartis Pharmaceuticals
- Piramal Imaging S.A.
- Sunovion Pharmaceuticals Inc.
- Supernus Pharmaceuticals Inc.
- Teva CNS
- UCB, Inc.
- Upsher-Smith Laboratories Inc.
- 12th Annual Israel Update Conference - Clinical Neurology and Neurophysiology
- ABCN/ABRET
- ACRM/American Congress of Rehabilitation Medicine
- ACTRIMS
- Agency for Toxic Substances and Disease Registry
- Alexion Pharmaceuticals
- Alliance Neurodiagnostics
- Allina Health
- Alnylam Pharmaceuticals
- Alzheimer’s Association
- Ambry Genetics
- AMBU, Inc.
- American Association of Neuromuscular and Electrodiagnostic Medicine
- American Board of Psychiatry & Neurology
- American Headache Society
- American Heart Association
- American Neurological Association
- American Psychiatric Institute Beat the Boards Courses
- American Society for Apheresis (ASFA)
- Anazen Diagnostic LLC
- Appalachian Regional Healthcare, Inc.
- Athena Diagnostics, Inc.
• Practical Neurology
• PracticeLink.com
• Prevention Genetics
• ProtoKinetics, Gait Analysis Walkways
• Providence Health & Services
• RDL Reference Laboratory
• Riverside Health
• Rochester Electro-Medical, Inc.
• Rogue Resolutions Ltd.
• RosmanSearch, Inc.
• Sage Therapeutics
• Salem Health
• Sandoz Inc.
• Society for Neuroscience
• Society of Nuclear Medicine and Molecular Imaging
• Sony Electronics
• SpecialtyCare
• Spectrum Health Medical Group
• Springer
• SSM Health
• St. Mary’s Hospital and Regional Medical Center
• Superior Biologics, Inc
• Synapse Biomedical, Inc
• TeleSpecialists, LLC
• The Delta Companies
• The Electrode Store
• The Gerontological Society of America
• The Guthy-Jackson Charitable Foundation
• The JAMA Network
• The Michael J. Fox Foundation for Parkinson’s Research
• The MSA Coalition
• The Myositis Association
• The Sturge-Weber Foundation
• The Transverse Myelitis Association
• Therapath
• Tourette Syndrome Association
• TranscriptionGear.Com
• Transgenomic, Inc
• TYY Consulting
• Ultragenyx Pharmaceutical
• United Council for Neurologic Subspecialties (UCNS)
• US Bioservices Specialty Pharmacy
• US WorldMeds
• VAVA Pharma
• Via Christi Health
• Walgreens Infusion Services
• Wiley
• Wolters Kluwer Health
• World Federation of Neurology
• World Parkinson Coalition Inc.
• WR Medical Electronics
• XenoPort, Inc.
• XLNTbrain LLC
# Sponsorship

## Industry Opportunities Overview

Increase your global visibility at the AAN Annual Meeting. The AAN provides many opportunities for your organization to increase visibility and showcase your company’s important message and benefits while supporting Annual Meeting activities.

## Sponsorship and Advertising Buys Pricing

**Industry Roundtable Member Rate:** see below  
Industry Roundtable members receive member pricing on sponsorships and advertising buys

**Non-Industry Roundtable Member:** see page 33 »

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Description</th>
</tr>
</thead>
</table>
| $300–$1,000 | - Exhibit Guide: Logo to enhance company description—$300.30–$500.50  
- Attendee List—Starting at $500–$3,300 |
| $1,500–$5,000| - Exhibit Hall Passport—$3,003–$8,008  
- 5K Run/1K Walk for Brain Research (multiple sponsors)—$3,503.50  
- AAExtra Half-page Ad (single issue)—$4,004  
- Resident and Fellows Scholarship Fund (multiple)—$5,000 (minimum) |
| $6,000–$10,000| - Cell Phone Charging Station (single station)—$6,006  
- Exhibit Guide Half-page Ad—$6,506.50  
- AAExtra Full-page Ad (single issue)—$8,008  
- AAExtra Half-page Ad (three issues)—$8,008  
- Abstract Listing Half-page Ad (Horizontal or Vertical)—$8,008  
- Door Drop Insert (April 18 or April 19)—$8,208.20  
- Exhibit Guide Full-page Ad—$8,508.50  
- Digital Billboard (multiple)—$10,010 |
| $12,000–$15,000| - AAExtra Inside Front Cover Ad (single issue)—$10,010  
- AAExtra Inside Back Cover Ad (single issue)—$10,010  
- Abstract Listing Full-page Ad—$10,010  
- Exhibit Guide Inside Front Cover Ad—$10,010  
- Exhibit Presentation Stage—$10,010  
- Premier Passport Sponsorship (exclusive)—$10,010 |
| $16,000–$20,000| - AAExtra Full-page Ad (three issues)—$16,016  
- Exhibit Guide 2-sided Full-page Ad with Tabbed Corporate/Product Logo (4 available)—$17,517.50  
- AAExtra Inside Front Cover Ad (three issues)—$20,020  
- AAExtra Inside Back Cover Ad (three issues)—$20,020  
- Industry Roundtable Membership—$20,020  
- Door Drop Bag Sponsorship (April 18 and April 19: 1 available per day)—$20,020  
- Exhibit Guide Map Spread with Inside Back Cover Ad—$20,020  
- AAExtra Inside Back Cover Ad (three issues)—$20,020  
- AANextra Cover Tip Ad with Half-page Ad (single issue)—$20,020  
- AANextra Full-page Ad (three issues)—$20,020  
- Exhibit Guide Half-page Spread—$20,020  
- Abstract Listing Ad Spread—$20,020  
- Ocean View Meeting Suites (Pan Pacific Hotel)—$25,025  
- General Support of Annual Meeting (multiple)—$25,000 (minimum)  
- Women in Leadership—$25,000  
- Lighting of the Olympic Torch Closing Party—$20,020 |
| $21,000–$30,000| - AAExtra Inside Front Cover Ad (three issues)—$24,024  
- Exhibit Hall Meeting Suites 20’x20’—$25,025  
- Ocean View Meeting Suites (Pan Pacific Hotel)—$25,025  
- General Support of Annual Meeting (multiple)—$25,000 (minimum)  
- Women in Leadership—$25,000  
- Lighting of the Olympic Torch Closing Party—$20,020  
- AANextra Cover Tip with Half-page Ad (three issues)—$30,030 |

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**Marketing / Advertising**

**Industry Therapeutic Updates**

**Continuing Medical Education and Leadership Programs**

**Industry Roundtable Membership**

**Future Annual Meetings**
### Important Information

**Exhibits**

**Sponsorship**

- Industry Opportunities Overview
- AAN and Annual Meeting Identity Protections
- Sponsorship Opportunities
- Sponsorship Opportunities Worksheet
- 2015 Annual Meeting Supporters

**Marketing / Advertising**

**Industry Therapeutic Updates**

**Continuing Medical Education and Leadership Programs**

**Industry Roundtable Membership**

**Future Annual Meetings**

---

**Contents**

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpet Marketing—$30,030</td>
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</tr>
<tr>
<td>Exhibit Guide Headquarters Hotel and Convention Center Map—$30,030</td>
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<td>Exhibit Hall Footprints (1'x1')(limited availability)—$30,030</td>
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<td>Industry Roundtable Membership—$30,000</td>
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<tr>
<td>Pillar Marketing—$30,030</td>
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</table>

**$31,000–$40,000**

- CME Support: 2-hour Course—$35,600
- 3-hour Course and Therapy Programs—$37,850
- CME Support: 4-hour Course—$38,500
- Exhibit Guide Tip Cover/Spread Ad—$40,040
- Exhibit Hall Footprints (2′x2′)(limited availability)—$40,040
- Industry Roundtable Membership—$40,000
- Premium Meeting Suites in Vancouver Convention Centre—$40,040
- Posters Online—$40,040
- CME Support: 8-hour Course—$40,200
- CME Support: 4-hour Skills Course—$40,950

**$41,000–$60,000**

- Exhibit Hall Sound Dampening 20′x20′ Meeting Suites—$45,045
- Annual Meeting Book Bag Sponsorship—$50,050
- Exhibit Hall Footprints (3′x3′)(limited availability)—$50,050
- Carpet Graphics at the Exhibit Hall Entrance (2 available)—$50,050
- Park Benches in Exhibit Hall (two available)—$50,050
- WiFi Access Convention Center—$50,050

**$61,000–$100,000**

- Industry Therapeutic Update—$65,000–$85,000 depending on capacity (Tuesday, April 19)
- Abstracts on USB and AAN Website Access (exclusive)—$75,075
- Exhibit Hall Opening Reception Sponsorship (exclusive)—$75,075
- Hotel Key Cards or Card Holders—$75,075 each
- Park Benches in Exhibit Hall (exclusive)—$90,090

**$100,000+**

- Industry Therapeutic Update 350+ Capacity (two available)—$105,000–$200,000 (Saturday, April 16)
- Digital Billboards (exclusive)—$100,100
- Carpet Graphics at the Exhibit Hall Entrance (exclusive)—$100,100
- Industry Therapeutic Update 350+ Capacity (two available)—$120,000–$200,000 (Wednesday, April 20)
- Annual Meeting Mobile App (exclusive)—$120,120
- Hotel Key Cards and Card Holders (exclusive)—$130,130

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**All offerings generally include a benefits package with:**

- Acknowledgment in thank you ads in AAN publications
- Overall supporter recognition signage placed in the convention center
- Specific benefits for each offering are listed throughout the details section

*Thank you ad acknowledgment is dependent upon the date support agreement is approved and receipt of payment and placement is subject to AAN discretion.*
AAN and Annual Meeting Name and Logo Restrictions

Exhibitions, marketing materials, sponsorship promotions, or any other non-AAN communications, should not state or imply an endorsement by the American Academy of Neurology or the 2016 AAN Annual Meeting event, or misuse the AAN or AAN Annual Meeting Logo.

Language Limitations
Promotional references to the “2016 ANN Annual Meeting” are allowed to develop on-site traffic and awareness such as:

- “Come see us at the 2016 AAN Annual Meeting”
- “Visit booth 123 at the 2016 AAN Annual Meeting”
- “See you at the 2016 AAN Annual Meeting”

Implied relationships or false representations of endorsements are strictly prohibited, such as:

- “The AAN and Company XYZ invite you”
- “brought to you by Company XYZ and the American Academy of Neurology”

Event sponsors receive credit, gratitude, and promotional real estate from the AAN but sponsorship does not imply event or product ownership in any way. Promotion of a sponsorship must be limited to the sponsorship component itself and not imply an additional partnership.

Please refrain from referring to the 2016 AAN annual Meeting as “the AAN”. “AAN” is the general acronym for the professional association/scientific and educational institute entities, under the name “American Academy of Neurology”. The event name itself should be stated as:

- The 2016 American Academy of Neurology Annual Meeting;
- The 2016 AAN Annual Meeting; or
- The AAN Annual Meeting

Logo Restrictions
No materials of any kind, outside those produced by the American Academy of Neurology will be allowed to use either the AAN Logo or the AAN Annual meeting Logo, in part or in full, unless approved by AAN in writing.
SPONSORSHIP

Sponsorship Opportunities

5K Run/1K Walk for Brain Research . . . . . . . 29
Abstracts on USB and AAN Website Access . . . 29
Annual Meeting Book Bags . . . . . . . . . . . . . 29
NEW! Annual Meeting Water Bottles . . . . . . . 30
NEW! Between Mars and Venus: How Great Leadership Adopts Traits from the Best of Both Genders . . . . . . . . . . 30
Exhibit Hall Opening Reception . . . . . . . . . . . 31
General Support of the Annual Meeting . . . . . . 31
Hotel Key Cards and Card Holders . . . . . . . . . 31
NEW! Lighting of the Olympic Torch . . . . . . . . . 31
Posters Online . . . . . . . . . . . . . . . . . . . . . 31
Resident and Fellows Scholarship Fund . . . . . . 32
WiFi Access Convention Center . . . . . . . . . . . 32
Women in Leadership . . . . . . . . . . . . . . . . . 32

Industry Roundtable members receive member pricing on sponsorships and advertising buys
Sponsorship Opportunities

5K Run/1K Walk for Brain Research

**Tuesday**
April 19, 2016 6:30 a.m.–8:30 a.m.

The popular Run/Walk for Brain Research is open to multiple sponsors. This motivating fundraising opportunity takes place along the scenic waterfront in Vancouver, with the goal of raising money to support clinical research training fellowships in neurology. Nearly 450 runners participated in the 2015 Run/Walk in Washington, DC and raised nearly $10,000 for brain research.

*Industry team participation is welcome and encouraged.*

**Specific Sponsorship Benefit:**
- Includes AAN provided signage with sponsors’ company logos at registration table, at the convention center, and at sign-up table at the start of the event.
- Sponsors have the option to place company logos on AAN-provided event t-shirts, as well as on start and finish banners (sponsors to provide) at the run site.

**Reach:** 400–500 Meeting Attendees

**Sponsorship Fee:** Starting at $3,503.50 (multiple sponsors)

---

**Abstracts on USB and AAN Website Access**

This product allows users to view the full text of the 2016 Annual Meeting Scientific Abstracts on the AAN website as well as USB. Abstracts are indexed and searchable by date/time, session, author, topic, and keyword. Support is recognized with company logo on USB drive and AAN website.

The Abstracts on USB will be distributed on-site at the Annual Meeting while supplies last starting on Friday, April 15, 2016.

**Specific Sponsorship Benefit:**
- 500 USBs and 1 year of logo recognition on AAN.com

**Reach:** 12,000+ meeting attendees as well as non-attendees who wish to view the 2016 Annual Meeting Scientific Abstracts

**Sponsorship Fee:** Starting at $75,075

---

**Annual Meeting Book Bags**

Showcase your company identity in a custom designed canvas book bag distributed to all Annual Meeting attendees for course materials. The bags will display the AAN/AAN Annual Meeting logo on the outside and your company identity on the inside.

**Specific Sponsorship Benefit:**
- Company logo is placed on the outside of the bag in one to two locations (dependent on design of the bag).

**Reach:** 12,000+ Meeting Attendees

**Sponsorship Fee:** Starting at $50,050
**NEW! Annual Meeting Water Bottles**

Showcase your company identity on a custom designed water bottle to be distributed to all Annual Meeting attendees. The water bottles will display the AAN logo on one side of the water bottle and your company identity would be on the other side.

**Specific Sponsorship Benefit:**
- Company logo placed on the outside of the Water bottle in one location

**Reach:** 12,000+ Meeting Attendees

**Sponsorship Fee:** Starting at $40,040

**NEW! Between Mars and Venus: How Great Leadership Adopts Traits from the Best of Both Genders**

The work of leadership is to identify, develop and sponsor future leaders. While women make up half of the labor force—and over 50% of neurologists are women—they are still underrepresented in senior leadership roles in both private practice and academe. Recent research on the leadership asserts that the most successful organizations make a concerted effort to have both women and men in key leadership positions. That said, why are so few women represented at the top? This course provides a unique opportunity for men and women to share ideas and learn best practices to create an open work culture and how to sponsor promising young leaders—women or men. This is a full-day course offered as a registration option for the 2016 AAN Annual Meeting.

**Specific Sponsorship Benefit:**
- Company recognition on all pre-meeting and on-site marketing materials
- Company recognition on signage associated with the AAN Annual Meeting
- Company recognition on PowerPoint presentation shared during the program at the AAN Annual Meeting
- Verbal acknowledgment during the program at the AAN Annual Meeting

**Reach:** 40 participants in mid- and senior-level leadership positions along with leaders directing the course

**Sponsorship Fee:** $15,000

**Cell Phone Charging Stations/Lockers**

**Back by Popular Demand**

Cell phone charging stations and cell phone charging lockers are a great way to build awareness among Annual Meeting attendees. Stations are placed in general traffic locations of the convention center and the Exhibit Hall.

Sponsor has the option to have charging stations and lockers in sponsor’s booth. Locations of the stations to be approved by the AAN and the Vancouver Convention Centre.

**Specific Sponsorship Benefit:**
- Sponsor’s product logo located on station in the Exhibit Hall
- Company logo on stations in the general areas of the meeting

**Reach:** 3,500+ (Exhibit Hall) and 15,000+ (general meeting areas)

**Sponsorship Fee:** Starting at $6,006 per station
Starting at $15,015 per locker

**Exhibit Hall Coffee Breaks**

**Tuesday**
April 19, 2016 .......................... 3:00 p.m.

**Wednesday**
April 20, 2016 .......................... 3:00 p.m.

**Thursday** including light snack
April 21, 2016 .......................... 2:00 p.m.

Coffee will be served in the Exhibit Hall to all Annual Meeting attendees Tuesday, Wednesday, and Thursday afternoon.

The Thursday afternoon coffee break will also serve as a “closing reception” and be enhanced with a light snack. The Exhibit Hall Passport Grand Prize drawing will be held during the closing reception on Thursday. Attendees must be present to win.

**Specific Sponsorship Benefit:**
- Ability to supply branded serving cups and napkins
- AAN to provide signage with brand or company logo recognition
- Exhibit Hall announcement

**Reach:** 3,500+ Meeting Attendees

**Sponsorship Fee:** Starting at $15,015 each day for Tuesday or Wednesday, $20,020 for Thursday (including light snack)
Exhibit Hall Opening Reception

This event is open to all Annual Meeting attendees and typically attracts 3,000 to 5,000 attendees. Light snacks and beverages are served in the Exhibit Hall, Monday, April 18, from 4:30 p.m. to 6:30 p.m.

Specific Sponsorship Benefit:
- Opportunity to supply branded serving cups and napkins (product and/or brand recognition) as well as 10’x10’ banner or larger promoting the sponsorship (provided by sponsor) in reception location
- Exhibit Hall announcement
- Welcome address by AAN Board Member including thank you to sponsor
- Logo in Exhibit Guide Meeting Overview

Reach: 3,500+ Meeting Attendees
Sponsorship Fee: Starting at $75,075

Monday
April 18, 2016 .......................... 4:30 p.m.–6:30 p.m.

General Support of the Annual Meeting

This sponsorship provides funding for general operation of the Annual Meeting.

Specific Sponsorship Benefit:
- Acknowledgment in all the AAN marketing materials
- Acknowledgment on AAN provided signage

Reach: 12,000+ Attendees
Sponsorship Fee: Starting at $25,025 (multiple sponsors)

Hotel Key Cards and Card Holders

The hotel key cards and key card holders are available to industry supporters. This is a not-to-be missed opportunity to get your messaging in front of Annual Meeting attendees when they check-in at the hotel and every time they enter their hotel room. The distribution of cards and holders will be conducted at hotels in the AAN room block to attendees who have booked through the AAN room block.

Specific Sponsorship Benefit:
- Product or company logo recognition

Reach: 2,000 Meeting Attendees approximately
Sponsorship Fee: Starting at $75,075
Hotel Key Cards: Starting at $75,075
Hotel Key Card Holders: Starting at $75,075
Hotel Key Cards and Card Holders: Starting at $130,130 (exclusive)

NEW! Lighting of the Olympic Torch

Get great brand recognition by sponsoring the lighting of the Olympic Torch outside the Convention Center. The Olympic Torch is located outside on the West side of the Convention Center.

The lighting of the torch is available during the Opening Party on Sunday, April 17 and the Closing Party on Friday, April 21.

Sponsorship Benefit:
- Company logo on signage
- Recognition at the Opening Party for the Opening Party Sponsor
- Recognition at the Closing Party for the Closing Party Sponsor

Reach: 5,000 Meeting Attendees
Sponsorship Fee: Opening Party - Starting at $30,030
Closing Party – Starting at $20,020

Posters Online

Posters Online are now mobile-friendly. Posters online provides users the opportunity to view abstracts that have been uploaded by their authors in an interactive, fully searchable database with the ability to magnify the abstract content for detailed viewing, contact the author directly with comments and/or questions, bookmark abstracts for easy access on return visits, and much more.

Specific Sponsorship Benefit:
- 6 months of corporate logo recognition on AAN.com

Reach: 28,000 AAN Members
Sponsorship Fee: Starting at $40,040
Resident and Fellows Scholarship Fund

This sponsorship provides funding for residents and fellows to attend the Annual Meeting programs by underwriting registration fees for each resident or fellow. Residents and fellows are exposed to cutting-edge research and have the opportunity to meet researchers and educators in their area of interest at a national meeting. In addition, a national meeting offers residents and fellows the opportunity to augment their education, training, and network.

Specific Sponsorship Benefit:
- Acknowledgement in all AANI marketing materials sent to neurology residents, neurology program director, and department chairs regarding the scholarship application opportunity
- Acknowledgement on the AAN Website—Trainees Page and Program Director Page
- Acknowledgement in the scholarship notification email that is sent to the neurology residents (scholarship recipients)
- Acknowledgement in the scholarship notification email that is sent to the neurology program/fellowship director
- Acknowledgement on the AANI signs located at the AAN Annual Meeting
- One representative for every $5,000 worth of support for industry supporters to attend activities related to residents/fellows at the AAN Annual Meeting

Reach: 203 Residency Programs and 342 Fellowship Programs
Sponsorship Fee: $1,000 per Resident or Fellow, $5,000 (minimum) (multiple sponsors available)

WiFi Access Convention Center

The AAN provides wireless internet throughout the convention center as a way for Annual Meeting attendees to stay connected with their office and day-to-day business while away from the office.

Specific Sponsorship Benefit:
- Corporate logo on meter panel signage
- Acknowledgment of support in AAN publications leading up to the meeting and on-site through AAN house ads

Reach: 12,000+ Meeting Attendees
Sponsorship Fee: Starting at $50,050 (exclusive)

Women in Leadership

Today more than 50 percent of physicians and trainees in neurology are women. Yet women still remain underrepresented in the top leadership positions in academic medical centers or large private practices. The Women in Leadership Program is designed for early career women to develop training and skill to become influential leaders for their patients and profession. This is a full-day course offered as a registration option for the 2016 AAN Annual Meeting.

Specific Sponsorship Benefit:
- Company recognition on all pre-meeting and on-site marketing materials
- Company recognition on signage associated with the AAN Annual Meeting
- Company recognition on PowerPoint presentation shared during the program at the Annual Meeting
- Verbal acknowledgment during the program at the AAN Annual Meeting

Reach: 50 participants along with leaders directing the course
Sponsorship Fee: $25,000
## Sponsorship Opportunities Worksheet

Note: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
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<tr>
<td>5K Run/1K Walk for Brain Research (C)</td>
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Subtotal Column 1 $ |

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<tr>
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</tbody>
</table>

Subtotal Column 2 $ |

Subtotal From Column 1 $ |

Total $ |

*CRT rates are only available to members of the Industry Roundtable.

industrysales@aan.com

18 FEB

Deadline to submit February 18, 2016

(C) = Corporate promotion

(P) = Product promotion

To receive Industry Roundtable (IRT) member pricing for commitments made in 2015, company must be a 2015 IRT member. For commitments made in 2016, company must have submitted a 2016 IRT member application. See page 66 for IRT details.
SPONSORSHIP

2015 Annual Meeting Supporters

The AAN thanks the following companies, foundations, and organizations for their demonstrated vision, commitment, and strong support of programs that find answers and improve lives through neurologic education and research. This list reflects commitments received as of June 1, 2015.

Thank You

AbbVie, Inc.
- C137 Multiple Sclerosis Therapy I: Symptom Management

ACADIA Pharmaceuticals Inc.
- AANextra
- Door Drop Insert (4/21)
- Exhibit Guide
- Industry Therapeutic Update (4/21)

ACTRIMS
- Exhibit Hall Passport

Actavis
- Cell Phone Charging Locker

Athena Diagnostics
- Exhibit Hall Passport

Allergan, Inc.
- AAN Diversity Leadership Program
- Brain Health Fair — Platinum Event Sponsor
- C164 Chronic Migraine Education Program
- C42 Therapy of Headache
- C65 Botulinum Toxins: Practical Issues and Clinical Uses for Neurologists
- C85 Clinical Usefulness of Botulinum Toxin and Treatment of Dystonia

The Allergan Foundation
- Minority Scholarship Fund
- Resident Scholarship Fund

Avanir Pharmaceuticals, Inc.
- AANextra

Bayer HealthCare
- AANextra
- Exhibit Guide
- Exhibit Hall Passport

Biogen
- AANextra
- C151 Multiple Sclerosis Therapy II: Disease-modifying Treatment
- C27 Controversies in Multiple Sclerosis Therapy
- C60 Multiple Sclerosis Overview II: Clinical Advances
- Carpet Marketing
- Digital Billboard
- Emerging Leaders Forum
- Exhibit Hall Opening Reception
- Industry Therapeutic Update (4/21)

BioMarin Pharmaceutical Inc. and PTC Therapeutics
- AANextra
- Door Drop Inserts (4/20, 4/21)
- Industry Therapeutic Update (4/21)

Corinthian Reference Lab
- Exhibit Hall Passport

Eisai, Inc.
- AANextra
- C35 Clinical Epilepsy
- Exhibit Hall Passport and Passport Premier Sponsorship
- Exhibit Hall Presentation Stage

Electrical Geodesics, Inc.
- Exhibit Guide

ElectroCore
- Exhibit Hall Passport

Eli Lilly and Company
- Annual Meeting General Support
- Emerging Leaders Forum
- Fellow Scholarship Fund
- Resident Scholarship Fund

Elsevier
- Exhibit Hall Passport

EMD Serono, Inc.
- 5K Run/1K Walk for Brain Research
- Exhibit Guide
- Exhibit Hall Passport
- Exhibit Hall Presentation Stage

FORUM Pharmaceuticals Inc.
- AANextra
- Annual Meeting General Support
- Door Drop Insert (4/21)
- Exhibit Guide
- Industry Therapeutic Update (4/22)
GE Healthcare
- AANextra

Geisinger Health System
- Exhibit Hall Passport

Genentech, Inc.
- Abstract Listing
- C128 Case Studies: MS
- Carpet Marketing
- Cell Phone Charging Station
- Door Drop Bag Sponsorship (4/20)
- Exhibit Guide
- Exhibit Hall Footprints
- Exhibit Hall Pillar Wrap

Genzyme, a Sanofi Company
- 5K Run/1K Walk for Brain Research
- AANextra
- Brain Health Fair – Silver Event Sponsor
- Door Drop Inserts (4/20, 4/21)
- Emerging Leaders Forum
- Exhibit Guide
- Exhibit Hall Pillar Wrap
- Exhibit Hall Presentation Stage
- Fellow Scholarship Fund
- Industry Therapeutic Update (4/21)
- Posters Online
- Resident Scholarship Fund
- USB Abstracts

Grifols
- C11 Neuromuscular Junction Disorders
- C36 Peripheral Neuropathy

Houston Methodist Hospital
- AANextra

IMPAX Pharmaceuticals
- AANextra
- Exhibit Guide
- Exhibit Hall Passport

Intermountain Healthcare
- Exhibit Guide

Ipsen Biopharmaceuticals, Inc.
- C134 The Dystonias: Diagnosis, Treatment, and Update on Causes

KRONUS, Inc.
- C163 Autoimmune Neurology
- Exhibit Guide

Lundbeck LLC
- 5K Run/1K Walk for Brain Research
- AANextra
- C131 Neuro Flash: Child Neurology
- C94 EEG in Children
- Door Drop Inserts (4/20, 4/21)
- Exhibit Guide
- Exhibit Hall Passport
- Exhibit Hall Presentation Stage

Mallinckrodt Pharmaceuticals
- 5K Run/1K Walk for Brain Research
- AANextra
- Brain Health Fair – Silver Event Sponsor
- Door Drop Insert (4/20)
- EMC Outdoor
- Exhibit Hall Park Benches
- Industry Therapeutic Updates (4/21, 4/22)
- Mobile App
- Women in Leadership

Medtronic, Inc.
- AANextra
- Annual Meeting General Support
- C3 Deep Brain Stimulation Management
- Door Drop Insert (4/21)
- Industry Therapeutic Update (4/21)

Merck
- C49 Approach to Sleep Symptoms: Sleepy or Sleepless
- C72 Dementia Overview

Merz Pharmaceuticals, LLC
- C101 Hyperkinetic Movement Disorders: Diagnosis and Treatment
- MotherToBaby Pregnancy Studies Conducted By OTIS
  - Exhibit Hall Passport

Mylan
- AANextra
- Abstract Listing
- C51 Diagnostic Dilemmas in Multiple Sclerosis
- Cell Phone Charging Station
- Exhibit Hall Passport

Novartis Pharmaceuticals Corporation
- 5K Run/1K Walk
- AANextra
- Brain Health Fair Sponsor
- Door Drop Insert (4/20)
- EMC Outdoor
- Exhibit Hall Park Benches
- Industry Therapeutic Updates (4/21, 4/22)
- Mobile App
- Women in Leadership

Optovue
- Exhibit Guide

Pernix Therapeutics
- Door Drop Insert (4/21)

PSAV Premier Global Events
- Neuro Film Festival

Rush University Medical Center
- AANextra

Sage Therapeutics
- Exhibit Guide

MotherToBaby Pregnancy Studies Conducted By OTIS
- Exhibit Hall Passport

Mylan
- AANextra
- Abstract Listing
- C51 Diagnostic Dilemmas in Multiple Sclerosis
- Cell Phone Charging Station
- Exhibit Hall Passport

Novartis Pharmaceuticals Corporation
- 5K Run/1K Walk
- AANextra
- Brain Health Fair Sponsor
- Door Drop Insert (4/20)
- EMC Outdoor
- Exhibit Hall Park Benches
- Industry Therapeutic Updates (4/21, 4/22)
- Mobile App
- Women in Leadership

Optovue
- Exhibit Guide

Pernix Therapeutics
- Door Drop Insert (4/21)

PSAV Premier Global Events
- Neuro Film Festival

Rush University Medical Center
- AANextra

Sage Therapeutics
- Exhibit Guide
Sunovion Pharmaceuticals Inc.
- AANextra
- Abstract Listing
- C35 Clinical Epilepsy
- C57 Therapy of Epilepsy
- Cell Phone Charging Locker
- Door Drop Inserts (4/20, 4/21)
- Exhibit Guide
- Exhibit Hall Coffee Breaks (4/21, 4/22)
- Exhibit Hall Footprints
- Exhibit Hall Passport
- Exhibit Hall Presentation Stage
- Industry Therapeutic Update (4/21)

Supernus Pharmaceuticals, Inc.
- Exhibit Hall Passport
- Exhibit Guide
- Fellow Scholarship Fund
- Resident Scholarship Fund
- Door Drop Insert (4/20)

Teva CNS
- 5K Run/1K Walk for Brain Research
- Annual Meeting General Support
- Brain Health Fair — Gold Event Sponsor
- Door Drop Bag Sponsorship (4/21)
- Door Drop Insert (4/21)
- Exhibit Guide
- Hotel Key Card/Sleeve

UCB, Inc.
- C22 Neuro Flash: Epilepsy
- Door Drop Inserts (4/20, 4/21)

University of Pittsburgh Medical Center
- AANextra

Upsher-Smith Laboratories, Inc.
- Brain Health Fair — Silver Event Sponsor
- C57 Therapy of Epilepsy
- Door Drop Inserts (4/20, 4/21)
- Exhibit Guide
- Exhibit Hall Passport
- Fellow Scholarship Fund

VR1 Inc.
- Exhibit Hall Passport

Walgreens Infusion Services
- Exhibit Hall Passport

Wolters Kluwer Health—Publisher of AAN Publications
- Book Bags
- Brain Health Fair—Silver Event Sponsor
- Cell Phone Charging Station
- EMC Outdoor
- Exhibit Guide
- Exhibit Hall Passport
- WiFi Access

XenoPort, Inc.
- Door Drop Insert (4/20)
MARKETING / ADVERTISING

Overview

The AAN offers a quality selection of marketing and advertising opportunities. For specific information about reach and pricing, see the rate card and worksheet section of this publication. AAN staff are available to help maximize sponsorship exposure through ad buys.

Marketing Opportunities

NEW! Park Benches .................................. 38
Pillar Marketing .................................. 38
Floor Marketing:
Footprints, Carpet, Graphics Outside
Exhibit Hall Entrance, and Digital Billboards .... 38
Exhibit Hall Passport .......................... 39
Premier Passport Sponsorship.................. 39
NEW! Escalator Handrail Clings .................. 40

Advertising Opportunities

Annual Meeting Mobile App .................. 41
Exhibit Guide Rate Card .................. 43
Door Drop Rate Card .................. 46
AANextra Rate Card .................. 48
Scientific Abstract Listing
Pre-meeting Publication Rate Card ........ 50
Annual Meeting Attendee List Rate Card .... 51
MARKETING / ADVERTISING

Marketing Opportunities

NEW! Park Benches

Stand out in the AAN Annual Meeting Exhibit Hall with your company branding on park benches (five benches) placed down a heavily trafficked main aisle/area.

Each of the five locations will include:
- Your messaging on two back-to-back park benches
- A floor decal
- A signpost with branding will be placed at each location
- Floral is also included along with PI holders upon request.

Reach: 12,000+ Meeting Attendees

Sponsorship Fee:
Starting at $50,050 (only two available)
Starting at $90,090 (Exclusive)

Pillar Marketing

This is an opportunity for exhibitors and Industry Therapeutic Update participants to showcase products, services, corporate brand recognition, and booth numbers on pillar wraps in the Exhibit Hall.

Pillar Marketing: Starting at $30,030

requirements

- Approved pillar graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
- Locations will be reviewed and determined based on the initial request (payment received) and availability. The AAN will contact each participating company based on date initial request is received and work collaboratively to determine best location.
- Should a requested location interfere with other exhibitors’ ability to market products in the Exhibit Hall as determined by the AAN, alternate locations will be reviewed and selected by the AAN.
(Example: An exhibitor will not be allowed to place its pillar marketing sections in front of a competitor who has specifically requested placement in the Exhibit Hall away from specific competitors. The AAN will work with exhibitor to determine a suitable location should this conflict occur.)
- The Academy’s general contractor (Freeman) will be responsible for all printing, installation, and removal of approved pillar graphics.

NOTE: If a pillar is in a company booth the pillar is not considered part of the booth. Company is not allowed to place pillar banner without sponsorship.

Floor Marketing: Footprints, Carpet, Graphics Outside Exhibit Hall Entrance, and Digital Billboards

Footprints

Don’t miss this unique opportunity to purchase 1’x1’, 2’x2’, or 3’x3’ appliquéd “footprints” imprinted with your product or company logo to create a clear path that will lead attendees:

1. From one of the Exhibit Hall entrances to your booth
2. From one of the Food Service areas to your booth

Sponsorship Fee:
Starting at $30,030 (1’x1’)
Starting at $40,040 (2’x2’)
Starting at $50,050 (3’x3’)

Carpet

The 9’x30’ aisle carpets are on display throughout the duration of the Exhibit Hall. This opportunity is available to exhibitors only.

Sponsorship Fee: Starting at $30,030

Carpet Graphics at the Exhibit Hall Entrance

This is a unique way to get your message out to meeting attendees as they enter the Exhibit Hall. The 8’x8’ decal will be placed at the entrance of the Exhibit Hall.

Sponsorship Fee:
Starting at $50,050 (only 2 available)
Starting at $100,100 (exclusive)
Digital Billboards

The 5’x20’ digital billboard in the Exhibit Hall main food service area 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 5 required to launch.

**Sponsorship Fee:** Starting at $10,010 (multiple); Starting at $100,100 (exclusive)

**Requirements**

- Footprints will be placed on aisle carpet every 3-5 feet leading from one of the areas listed above directly to your booth.
- Digital Billboard location will be in the main food service area of the Exhibit Hall.
- Carpet in the Exhibit Hall and Carpet Graphics Outside the Exhibit Hall Entrance locations will be reviewed and determined based on the initial request (payment received) and availability. The AAN will contact each participating company based on the date initial request is received and work collaboratively to determine best location.
- Should paths interfere with other exhibitors’ ability to market products in the Exhibit Hall as determined by the AAN, alternate paths will be reviewed and selected by the AAN. (Example: An exhibitor will not be allowed to place its footprints on top of another exhibitor’s marketing carpet or their carpet in front of a competitor who has specifically requested placement in the Exhibit Hall away from specific competitors. The AAN will work with exhibitors to determine a solution should any conflicts occur.)
- Approved Footprint, Carpet Graphics Outside the Exhibit Hall Entrance, Carpet Graphics in the Exhibit Hall, and Digital Billboards are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
- All graphic design requirements will be forwarded once orders are approved.
- The Academy’s general contractor (Freeman) will be responsible for all printing, installation, and removal of approved Footprints.
- Exhibitors must submit electronically Aisle Carpet, Carpet Outside the Exhibit Hall Entrance, Digital Billboards and Footprint graphic design renderings to the AAN/Andrew Halverson for review and approval by February 12, 2016. Approved graphic files should be saved to CD and forwarded by February 22, 2016, to Jack Brabec for layout at Freeman, 8201 West 47th St. McCook, IL 60525.

Exhibit Hall Passport

Put your company/product logo on the travel passport and increase traffic to your booth (maximum 20 companies).

Attendees who visit all booths listed on the passport will qualify to participate in a daily drawing and the Grand Prize Drawing. The grand prize will be awarded on Thursday, April 21, 2016. Attendees will have to be present in the Exhibit Hall in order to qualify for the grand prize drawing on Thursday.

**Possible Reach:** Up to 12,000+ attendees

**Sponsorship Fee:** Starting at $3,003–$8,008 depending on booth size.

The AAN reserves the right to cancel the passport if a minimum of 10 (ten) logos are not sold by February 18, 2016.

Please see [Exhibit Booth Contract] to sign up for the passport program.
NEW! Escalator Handrail Clings

Stand out at the AAN Annual Meeting as attendees come to visit the exhibit hall. Advertise your company or product logo on the escalator handrail clings of the escalator(s) that will take attendees down to the Exhibit Hall.

Your logo placement on the escalator handrails will enable you to further promote your corporate brand and products to 2016 AAN Annual Meeting attendees.

Deadlines and Questions

Please contact Andrew Halverson to discuss specific deadlines for deliverables for the 2016 AAN Annual Meeting Escalator Handrail Clings

Reach: 12,000+ Meeting Attendees

Sponsorship Fee:

Starting at $100,100 (only two available)
Starting at $220,220 (Exclusive)
MARKETING / ADVERTISING

Advertising Opportunities

Annual Meeting Mobile App

(iPhone, iPad, Android, and Mobile website editions)

The 2016 AAN Annual Meeting Mobile App will be available to meeting attendee, non-attenders, exhibitors, and press beginning in January 2016. This is a not-to-be-missed opportunity to connect with a community of over 13,000+ attendees, non-attendees, exhibitors, and press; build your company brand and awareness while establishing your company as a unique product provider in today’s digital environment.

The mobile app is designed to:
- Serve as a pre-meeting communication and marketing tool for potential attendees
- Enhance the Annual Meeting attendee experience
- Promote attendee networking both before, during, and after the meeting
- Deliver meeting content to attendees on demand

Features:
- Searchable meeting schedule
- Personal itinerary and activity feed
- Interactive Exhibit Hall map
- Program locations
- Searchable attendee list
- Exhibitor listing with product description and contacts
- City guide and maps
- Social networking integration including Twitter, Facebook, and LinkedIn
- Hotel map
- Attendee messaging
- Attendee game

2015 Annual Meeting mobile app statistics
- Debuted at the 2012 Annual Meeting
- 13,480 downloads of the application—a 31% increase in attendees downloading the application from the 2014 Annual Meeting
- The application was opened 275,133 times—an increase of more than 14% from the 2014 Annual Meeting mobile app
- The total number of impressions was 2,193,350
Placement in App
- Company and product logo on app launch splash screen
- Anchored top placement in exhibitor list, with company logo
- These items can be changed/rotated until one week post-Annual Meeting; also can appear on specific dates
- Banner ad in iPhone and Android phone editions, with link to website of company’s choosing
- Banner ad in iPad and Android tablet editions, with link to website of company’s choosing
- Banner ad on mobile website, with link to website of company’s choosing

Placement in App Marketing
- App will be available from January 2016 to 90 days after the Annual Meeting
- Corporate logo included in all pre- and post-advertising, including web promotion, signs, print ads, promotional emails, and other Annual Meeting publications

Sponsorship Fee: Starting at $120,120 (exclusive)

Contact
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753

Deadlines
Please contact Andrew Halverson to discuss specific deadlines for deliverables for the 2016 Annual Meeting mobile app.
Exhibit Guide Rate Card

The 2016 AAN Exhibit Guide and Annual Meeting Information will be distributed to all meeting attendees, with additional copies available at the Exhibit Hall. This is a not-to-be-missed opportunity to promote your corporate brand, product, and more in an on-site meeting publication.

The Exhibit Guide will include these important tools for attendees to navigate the meeting and locate your booth in the Exhibit Hall:

- Meeting Overview
- Meeting Attendee Roster
- Meeting-at-a-Glance
- Exhibitor Product/Company Descriptions (opportunity to include corporate logo)
- Exhibit Hall Map (premium advertising)
- Booth Listing (by booth number and alphabetical)
- ICW Meetings—times and dates
- AAN Ad promoting all Industry Therapeutic Updates
- Note pages
- Thank you to Annual Meeting Supporters Ad
- Exhibit Hall Passport

Paper Stock

Meeting Information pages
80 lb. gloss text

Two-sided Tabbed pages
80 lb. gloss cover

Notebook pages
40 lb. offset
Exhibit Guide Mechanical Requirements

**Page Dimensions**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>5.5”x4.25”</td>
<td>4.5”x3.75”</td>
</tr>
<tr>
<td>Full page</td>
<td>5.5”x8.5”</td>
<td>4.5”x8”</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>5.375”x8.5”</td>
<td>4.375”x8”</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5.5”x8.5”</td>
<td>4.5”x8”</td>
</tr>
<tr>
<td>Exhibit Map Spread Logo with Inside Back Cover Ad</td>
<td>5”x8.5”</td>
<td>4.5”x8”</td>
</tr>
<tr>
<td>Tip Cover</td>
<td>5.25”x4.25”</td>
<td>4.25”x3.75”</td>
</tr>
</tbody>
</table>

**Accepted File Types**

- **PDF**: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
- **InDesign**: packaged files, with all supporting graphics and text converted to outlines
- **EPS**: with all art embedded and all text converted to outlines
- Supporting images 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
- Logos supplied at EPS vector art or high resolution TIFF (300 dpi minimum size)
- No RGB, no JPGS, no rasterized text
- **Intervention Fees**: $200/hour
Exhibit Guide Ad Pricing

<table>
<thead>
<tr>
<th>Description</th>
<th>Industry Roundtable Member</th>
<th>Non-Industry Roundtable Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced exhibitor product listing (w/B&amp;W logo)</td>
<td>$300.30</td>
<td>$330</td>
</tr>
<tr>
<td>Enhanced exhibitor product listing (w/color logo)</td>
<td>$500.50</td>
<td>$550</td>
</tr>
<tr>
<td>Half-page Ad (4-color)</td>
<td>$6,506.50</td>
<td>$7,150</td>
</tr>
<tr>
<td>Full-page Ad (4-color)</td>
<td>$8,508.50</td>
<td>$9,350</td>
</tr>
<tr>
<td>Inside Front Cover Ad (4-color)</td>
<td>$10,010</td>
<td>$11,000</td>
</tr>
<tr>
<td>Full-page Spread (4-color)</td>
<td>$12,512.50</td>
<td>$13,750</td>
</tr>
<tr>
<td>Back Cover Ad (4-color)</td>
<td>$15,015</td>
<td>$16,500</td>
</tr>
<tr>
<td>Logo (Corporate/Product) added to 48+ notes pages in the back of the Exhibit Guide (4-color)</td>
<td>$15,015</td>
<td>$16,500</td>
</tr>
<tr>
<td>2-Sided Full-page Ad with Bookmark Tear Out</td>
<td>$15,015</td>
<td>$16,500</td>
</tr>
<tr>
<td>2-sided Full-page Ad with Tabbed Corporate Logo (4 available)</td>
<td>$17,517.50</td>
<td>$19,250</td>
</tr>
<tr>
<td>Exhibit Map Spread with Inside Back Cover Ad: Corporate logo with tagline text on map—plus, Full-page 4-color inside back cover ad</td>
<td>$20,020</td>
<td>$22,000</td>
</tr>
<tr>
<td>Headquarter Hotels and Convention Center Map: Full-page 4-color ad—positioned opposite the highly trafficked Convention Center Map on page 1</td>
<td>$30,030</td>
<td>$33,000</td>
</tr>
<tr>
<td>Exhibit Guide Tip Cover with Full-page Spread (4-color): Single-page 4-color ad—affixed to the cover</td>
<td>$40,040</td>
<td>$44,000</td>
</tr>
</tbody>
</table>

Placement
Ad placement is up to the discretion of the AAN and based on availability. Ads will be placed on a first-come, first-served basis.

Contacts
Sales and Review of Materials
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753

Reproduction Materials
Jim Hopwood
Senior Designer
jhopwood@aan.com
(612) 928-6059

Please contact Andrew Halverson for rates on PI/Summary pages.

Payment Date
Payment must accompany the online contract on or before February 18, 2016, to activate reservation(s) of space request locations. All space is determined based on date the online contract is received.

Deadlines
18 FEB
Online contract and payment due
10 MAR
Graphic files to Andrew Halverson for approval
14 MAR
Approved graphic files to Jim Hopwood

The AAN reserves the right to cancel publication of the Exhibit Guide if a minimum of 10 (ten) full-page inserts are not sold by February 18, 2016.

You Can Only Purchase Advertising Online »
Door Drop Rate Card

Reach: 3,500+ attendees (each Door Drop)
Monday, April 18, 2016, and Tuesday, April 19, 2016, with the official AAN door drop.
For more information on reach, reference the 2015 Attendee Profile beginning on page 6 »

How To Participate In The Door Drop
1. Reserve space in the door drop on or before the online contract deadline.
2. Supply a rendering of your insert for approval by the AAN. A copy of the insert must be pre-approved by the AAN regardless of prior approval for other promotional opportunities at the meeting.
3. Early submission is to your benefit. Submit a PDF of your rendering to ahalverson@aan.com or submit two copies by overnight service to the attention of: Andrew Halverson, American Academy of Neurology, 201 Chicago Avenue, Minneapolis, MN 55415.
4. If changes are necessary, a copy of the revised insert must be resubmitted.
5. Andrew Halverson will notify you of final approval.
6. Ship inserts to be received by the materials delivery dates at hotel. The advertiser is responsible for sending the correct number of inserts. If materials are received by the printed deadline, the AAN will attempt to verify quantities received and notify advertisers of shortages. The AAN will not be responsible for shortages due to an incorrect number of inserts received. Please submit an additional three- to five-percent overage to allow for potential growth of room blocks.

Important Notes
• Only exhibitors, Industry Therapeutic Update event participants, and Industry Roundtable members may advertise
• All advertising is subject to AAN approval for compliance with Regulations and Sanctions »
• Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for Door Drop inserts
• Door drop circulation is based on projected attendance and room blocks at the time the rate card is printed

Insert Information

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Industry Roundtable Member</th>
<th>Non-Industry Roundtable Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag Sponsorship</td>
<td>$20,020 per day</td>
<td>$22,000 per day</td>
</tr>
<tr>
<td>Insert</td>
<td>$8,208.20 per day</td>
<td>$9,020 per day</td>
</tr>
</tbody>
</table>

Insert Information

Delivery dates at hotel. Rate Starting at $8,200 per insert, per day.
Quantity 3,500
Insert sizes Maximum size is 8-1/2”x11”
Maximum weight 8 oz.

Restrictions
Due to their weight and bulk, magazines, newspapers, and other publications will not be permitted to be distributed through the bag. Prices are based on an average-sized insert. A minimum of four inserts must be reserved for the door drop to be delivered on a particular day.

Print Consultant
Lithotech Custom Cover
Bob Johnson
1600 West 92nd Street
Bloomington, MN 55431
(952) 948-2135
Approved Insertion Orders and Sales
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753

Approved Inserts
Print Consultant
Lithotech Custom Cover
Bob Johnson
1600 West 92nd Street
Bloomington, MN 55431
(952) 948-2135

Deadlines
- Bag sponsorship files sent to Andrew Halverson for approval
- Final (approved) door drop bag Graphics due
- Online contract and payment due
- Insert files sent to Andrew Halverson for approval
- Approved files to fulfillment house if AAN is printing
- Materials to fulfillment house if company is printing

You Can Only Purchase Advertising Online »
AANextra Rate Card

AANextra will be handed to 4,000 Annual Meeting attendees on Monday, Tuesday, and Wednesday mornings (April 18–20, 2016). The 16-page, full-color magazine will highlight popular events during these days, such as the Exhibit Hall opening reception, alumni reunions, poster scientific sessions, and Industry Therapeutic Updates.

Your advertisement in this publication will enable you to further promote your corporate brand and products to this audience of committed, informed, and curious neurology professionals.

AANextra Mechanical Requirements

Page Dimensions

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Live</th>
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<tr>
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<td>Cover</td>
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<td>7.25”x9.625”</td>
</tr>
<tr>
<td>Cover Tip</td>
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<td>7”x5”</td>
</tr>
</tbody>
</table>

Paper Stock

80 lb. gloss text

Placement

Placing of ads is up to the discretion of the AAN and based on availability. Ads will be placed on a first-come, first-served basis.

Accepted File Types

- **PDF**: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
- **InDesign**: packaged files, with all supporting graphics and text converted to outlines
- **EPS**: with all art embedded and all text converted to outlines
- Supporting images 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
- Logos supplied at EPS vector art or high resolution TIFF (300 dpi minimum size)
- No RGB, no JPGS, no rasterized text
- **Intervention Fees**: $200/hour
## AANextra Ad Pricing

<table>
<thead>
<tr>
<th>Ad Type Rate</th>
<th>Industry Roundtable Member</th>
<th>Non-Industry Roundtable Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page (single issue)</td>
<td>$4,004</td>
<td>$4,400</td>
</tr>
<tr>
<td>Half page (three issues)</td>
<td>$8,008</td>
<td>$8,800</td>
</tr>
<tr>
<td>Full page (single issue)</td>
<td>$8,008</td>
<td>$8,800</td>
</tr>
<tr>
<td>Full page (three issues)</td>
<td>$16,016</td>
<td>$17,600</td>
</tr>
<tr>
<td>Inside Front Cover (single issue)</td>
<td>$10,010</td>
<td>$11,000</td>
</tr>
<tr>
<td>Inside Front Cover (three issues)</td>
<td>$20,020</td>
<td>$22,000</td>
</tr>
<tr>
<td><strong>NEW!</strong> Inside Back Cover (single issue)</td>
<td>$10,010</td>
<td>$11,000</td>
</tr>
<tr>
<td><strong>NEW!</strong> Inside Back Cover (three issues)</td>
<td>$20,020</td>
<td>$22,000</td>
</tr>
<tr>
<td>Outside Back Cover (single issue)</td>
<td>$12,012</td>
<td>$13,200</td>
</tr>
<tr>
<td>Outside Back Cover (three issues)</td>
<td>$24,024</td>
<td>$26,400</td>
</tr>
<tr>
<td>Cover Tip Ad with Half page (single issue)</td>
<td>$15,015</td>
<td>$16,500</td>
</tr>
<tr>
<td>Cover Tip Ad with Half page (three issues)</td>
<td>$30,030</td>
<td>$33,000</td>
</tr>
</tbody>
</table>

The AAN reserves the right to cancel publication of the AANextra if ads are not sold by March 15, 2016.

### Contacts

**Sales and Review of Materials**
Andrew Halverson  
Senior Manager, Industry Sales  
ahalverson@aan.com  
(612) 928-6117 | Fax (612) 454-2753

**Reproduction Materials**
Jim Hopwood  
Senior Designer  
jhopwood@aan.com  
(612) 928-6059

Please contact Andrew Halverson for rates on PI/Summary pages.

### Payment Date
Payment must accompany the online contract on or before February 18, 2016, to activate reservation(s) of space request locations. All space is determined based on date the online contract is received.

### Deadlines
- **Online contract and payment due:** 18 FEB
- **Graphic files to Andrew Halverson for approval:** 25 MAR
- **Approved graphic files to Jim Hopwood:** 1 APR
Scientific Abstract Listing Pre-meeting Publication Rate Card

The 2016 Scientific Abstract Listing publication will be mailed and emailed to all AAN members and select nonmembers in mid-February 2016. This is a great advertising opportunity to reach approximately 36,000 neurology professionals. This important publication allows potential Annual Meeting attendees their first look at the scientific abstracts presented during the meeting.

Placing of ads is up to the discretion of the AAN, will be placed in the front or back pages of the book, and is based on availability. Ads will be placed on a first-come, first-served basis.

Accepted File Types

• PDF: 2400 dpi, 300 lpi, with text converted to outline and/or full font inclusion
• InDesign: packaged files, with all supporting graphics and text converted to outlines
• EPS: with all art embedded and all text converted to outlines
• Supporting images 300 dpi CMYK, 600 dpi bitmapped graphics, or EPS vector art
• Logos supplied at EPS vector art or high resolution TIFF (300 dpi minimum size)
• No RGB, no JPGS, no rasterized text
• Intervention Fees: $200/hour

Contacts

Sales and Review of Materials
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753

Reproduction Materials
Jim Hopwood
Senior Designer
jhopwood@aan.com
(612) 928-6059

Ad Type Rate

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Industry Roundtable Member</th>
<th>Non-Industry Roundtable Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>$8,008</td>
<td>$8,800</td>
</tr>
<tr>
<td>Full page</td>
<td>$10,010</td>
<td>$11,000</td>
</tr>
<tr>
<td>Spread</td>
<td>$15,015</td>
<td>$16,500</td>
</tr>
</tbody>
</table>

Please contact Andrew Halverson for rates on PI/Summary pages.

Scientific Abstract Listing Deadline

- Online contract and payment due; AAN review of ad for approval
- AAN ad approval final submission

Mechanical Requirements

Page Dimensions

| Page Trim Size | 8.25” x 10.875” |
| Bleed Margin   | +0.125” |
| Binding        | Perfect Bind (Bind Margin 0.5”) |

Ad Type Size Live

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page Horizontal</td>
<td>8.25” x 4.4375”</td>
<td>7.25” x 3.4375”</td>
</tr>
<tr>
<td>Half page Horizontal</td>
<td>4.025” x 10.875”</td>
<td>3.15” x 9.625”</td>
</tr>
<tr>
<td>Full page</td>
<td>8.25” x 10.875”</td>
<td>7.25” x 9.625”</td>
</tr>
<tr>
<td>Spread</td>
<td>16.5” x 10.875”</td>
<td>15.25” x 9.625”</td>
</tr>
</tbody>
</table>

Paper Stock:
70 lb. gloss text
Annual Meeting Attendee List Rate Card

**Attendee List Worksheet**

- Lists are only available to registered exhibitors, industry supporters, and Industry Roundtable members for a one-time use.
- The option of ordering both email and mailing address lists is also available. Lists include all membership types and geographic locations and may not be customized.
- The Attendee List is comprised of US attendees only who have not opted out of receiving non-AAN mailings. This impacts the size of the list.
- A 50% administrative fee will be charged for orders canceled once the Attendee List online contract has been received. Refunds will not be given for orders canceled after AAN list fulfillment has occurred.

**Past list sizes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Pre-meeting</th>
<th>Post-meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1,090</td>
<td>1,168</td>
</tr>
<tr>
<td>2015</td>
<td>1,777</td>
<td>2,249</td>
</tr>
</tbody>
</table>

**To Order the Attendee List**

1. Complete the Attendee List online contract including payment information.
2. Forward a sample of the mailing or email marketing piece for AAN review to industrysales@aan.com. AAN review can take up to two business days.
3. Once the sample has been approved, lists are distributed via email attachment (Excel file). Please note the date the list(s) become available.

**Pre-meeting Attendee List Deadlines**

- Pre-meeting attendee list becomes available (only to those who have sent marketing piece for review)
- Online contract/sample/payment deadline
- Deadline to send pre-meetings emails/mailers

**Post-meeting Attendee List Deadlines**

- Discounts apply for post-meeting list ordered
- Post-meeting attendee list becomes available (to those who have sent marketing piece for review)
- Online contract/sample/payment deadline
- Deadline to send post-meetings emails/mailers

**Complimentary lists are a benefit of the Industry Roundtable (IRT) Membership and Industry Therapeutic Update commitment**

To become an IRT member, see page 54 »

- An online contract must be submitted for each mailing or email marketing requested, even if the list is complimentary.
- The AAN does not rent lists without an AAN-approved sample mailing or marketing piece, i.e., organization must do a mailing to receive a list.

**Distribution of the Attendee List**

Lists are distributed via email attachment (Excel file). Lists are available for one-time use only and must be deleted immediately after use.

**Please Note:**

- Samples of the materials proposed for the mailing or email marketing must be submitted for review and approved by the AAN for compliance with Rules and Regulations » prior to processing the order. Significant discrepancy between the material submitted for review and the final printed or emailed materials may result in forfeiture of future list usage and AAN sanctions.
- Marketing materials promoting AAN CME approved activities cannot include product specific advertising, promotion of exhibit booth, or any type of information that may be a perceived conflict of interest by the AAN, or violates ACCME policies and guidelines or Rules and Regulations ».
- The Attendee list may not be used for the purpose of conducting a survey.
- The use of AAN brand logo or Annual Meeting logos on marketing materials is strictly prohibited.
- The AAN will be the final authority for approval of list usage.

**Contact**

industrysales@aan.com

**Pre-meeting Attendee List**

- Discounts apply for post-meeting list ordered
- Post-meeting attendee list becomes available (to those who have sent marketing piece for review)
- Online contract/sample/payment deadline
- Deadline to send post-meetings emails/mailers

**Post-meeting Attendee List**

- Discounts apply for post-meeting list ordered
- Post-meeting attendee list becomes available (to those who have sent marketing piece for review)
- Online contract/sample/payment deadline
- Deadline to send post-meetings emails/mailers

**Complimentary lists are a benefit of the Industry Roundtable (IRT) Membership and Industry Therapeutic Update commitment**

To become an IRT member, see page 54 »

- An online contract must be submitted for each mailing or email marketing requested, even if the list is complimentary.
- The AAN does not rent lists without an AAN-approved sample mailing or marketing piece, i.e., organization must do a mailing to receive a list.
## Attendee List Worksheet

Note: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.

### Orders Placed by April 8, 2016

<table>
<thead>
<tr>
<th>Qty</th>
<th>List Type</th>
<th>Pricing</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>IRT member or ITU participant</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exhibitor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Before meeting</td>
<td>(Select only 1 option)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Email</td>
<td>Complimentary</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>Mailing</td>
<td>or (1) Complimentary</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>Both Lists</td>
<td></td>
<td>$1,650</td>
</tr>
<tr>
<td></td>
<td>After meeting</td>
<td>(Select only 1 option)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Email</td>
<td>Complimentary</td>
<td>$1,100</td>
</tr>
<tr>
<td></td>
<td>Mailing</td>
<td>Complimentary</td>
<td>$1,100</td>
</tr>
<tr>
<td></td>
<td>Both Lists</td>
<td></td>
<td>$2,200</td>
</tr>
<tr>
<td></td>
<td>Before and After (Select only 1 option)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Email</td>
<td>Complimentary</td>
<td>$1,900</td>
</tr>
<tr>
<td></td>
<td>Mailing</td>
<td>Complimentary</td>
<td>$1,900</td>
</tr>
<tr>
<td></td>
<td>Both Lists</td>
<td></td>
<td>$3,800</td>
</tr>
</tbody>
</table>

### Orders Placed April 11–June 13, 2016

<table>
<thead>
<tr>
<th>Qty</th>
<th>List Type</th>
<th>Pricing for all</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Email</td>
<td></td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Mailing</td>
<td></td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Both Lists</td>
<td></td>
<td>$2,400</td>
</tr>
</tbody>
</table>

### Contact Information:

industry sales@aan.com
### Marketing Worksheet

**Important Information**

- **Overview**: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.

### Annual Meeting Mobile Application

<table>
<thead>
<tr>
<th></th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive Sponsor</strong></td>
<td>$120,120</td>
<td>$132,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Exhibit Guide (4C unless otherwise noted)

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced exhibitor product listing (w/B&amp;W logo)</td>
<td>$300.30</td>
<td>$330</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enhanced exhibitor product listing (w/Color logo)</td>
<td>$500.50</td>
<td>$550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>$6,506.50</td>
<td>$7,150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$8,508.50</td>
<td>$9,350</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page spread</td>
<td>$12,512.50</td>
<td>$13,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-sided Full-page Ad with Bookmark Tear-Out</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! 2-sided Full-page Ad with Tabbed Corporate Logo</td>
<td>$17,517.50</td>
<td>$19,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$10,010</td>
<td>$11,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Back cover</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Logo added to 48+ notes pages in back (B&amp;W)</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Exhibit Hall map spread with inside back cover</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headquarters Hotel and Convention Center Map facing inside front cover</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Exhibit Guide Tip Cover with Full-page Spread</td>
<td>$40,040</td>
<td>$44,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Floor and Digital Board Marketing

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footprints (limited availability)</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2’x2’</td>
<td>$40,040</td>
<td>$44,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3’x3’</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpet Marketing</td>
<td>$30,030/ per carpet</td>
<td>$33,000/ per carpet</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Carpet Graphics Outside the Exhibit Hall Entrance</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Digital Billboard (Exclusive)</td>
<td>$100,100</td>
<td>$110,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Billboard</td>
<td>$10,100</td>
<td>$11,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW! Escalator Handrail Clings (Exclusive)</strong></td>
<td>$220,220</td>
<td>$242,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEW! Escalator Handrail Clings</strong></td>
<td>$100,100</td>
<td>$110,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pillar Wraps</td>
<td>$30,030/ per pillar</td>
<td>$33,000/ per pillar</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td><strong>Park Benches (Exclusive)</strong></td>
<td>$90,090</td>
<td>$99,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Park Benches (only 2 available)</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Door Drop (AAN Official Door Drop)

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 18 Insert</td>
<td>$8,208.20</td>
<td>$9,020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 19 Insert</td>
<td>$8,208.20</td>
<td>$9,020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 18 Bag Sponsorship</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>April 19 Bag Sponsorship</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Scientific Abstract Listing

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page horizontal</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-page vertical</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$10,010</td>
<td>$11,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Ad Placement in 3 Issues (April 18, 19, 20)

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$16,016</td>
<td>$17,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$24,024</td>
<td>$26,400</td>
<td></td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Cover Tip Ad with Half-page Ad</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Ad Placement in 1 Issue

<table>
<thead>
<tr>
<th>Product Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page</td>
<td>$4,004</td>
<td>$4,400</td>
<td>Pick one:</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$8,008</td>
<td>$8,800</td>
<td>Pick one:</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$10,010</td>
<td>$11,000</td>
<td>Pick one:</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$12,012</td>
<td>$13,200</td>
<td>Pick one:</td>
<td></td>
</tr>
</tbody>
</table>

**IRT rates are only available to members of the Industry Roundtable**

**Total $**

---

**Contact:**
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753

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To receive IRT member pricing for commitments made in 2015, company must be a 2015 IRT member. For commitments made in 2016, company must have submitted a 2016 IRT member application. See page 66 for IRT details.
INDUSTRY THERAPEUTIC UPDATES

Overview

Industry Therapeutic Updates (ITU) are available to Industry Roundtable (IRT) members as a venue to present current pipeline activity, promote current therapies, and as an enhanced way to reach Annual Meeting attendees.

The updates will be held Saturday, April 16, 2016 (premier), Tuesday, April 19, 2016, and Wednesday, April 20, 2016 (premier), at 7:00 p.m., with end times varying based on event content. Maximum time allowed per event is three hours.

General Information

Background

This is an industry event (and will be advertised in this manner) and an opportunity for pharmaceutical companies, device companies, or other appropriately related organizations to share information with AAN Annual Meeting attendees regarding their current therapies and projects in accordance with the standards set for the industry by the Food and Drug Administration.

No CME will be given by any accredited organizations for the programs offered. Industry representatives may apply to the American Academy of Neurology Institute to offer a “Therapeutic Update from their respective company” as part of the Industry Therapeutic Updates.

Meeting space is limited. Approval to participate in the Industry Therapeutic Updates and the meeting space will be assigned on a first-come, first-served basis based on completed online contract.
INDUSTRY THERAPEUTIC UPDATES

Industry Therapeutic Updates
2016 Rules and Regulations

Attendance
Participating company cannot charge any type of fee for Annual Meeting registrants to attend.

Continuing Medical Education (CME) Credit Prohibited
No CME credit shall be offered at any Industry Therapeutic Update program.

Industry Therapeutic Update Contract
All participating companies must sign and submit the Industry Therapeutic Update Online Contract before space will be held by the AAN.

Evaluation/Reports
The AAN requires Industry to evaluate their individual ITU program by having attendees complete evaluation forms. Industry is required to provide the AAN with a summary of the evaluation results within 30 days following the AAN Annual Meeting. The AAN also reserves the right to evaluate the ITU by requesting attendees complete additional evaluation materials, either on-site at the event and/or following the event, if needed.
AAN staff will attend the ITU events for AAN evaluation purposes.

Signage
The AAN will place signage in the meeting venue advertising the ITU events. Each participating company is responsible for its own signage outside the meeting room. Participating company may place its signage outside the meeting room door three hours before the event and all signage must be removed by one half hour after the event. Should hotel allow, each participating company can have additional 22”x28” signage on easels and a possible detail person in the lobby and corridor leading to each event room from 6:30 p.m. to 10:00 p.m. on Saturday, Tuesday, and Wednesday. Signage must include language specified in the Promotional Language section on the next page.

Participation Criteria and Fees/Expenses

Criteria
1. Participating company must be a 2016 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be a contracted/paid exhibitor for the 2016 AAN Annual Meeting.
3. Participating company must be a supporter of the 2016 Annual Meeting, a sponsorship, or marketing item.

Fees
1. Participating company must pay a minimum of $60,000 deposit for participation in the ITU. The participation fee must be paid in full with submission of the Industry Therapeutic Update online contract. 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. There are a limited number of rooms available for the ITU programs. Room capacity ranges from 100 to 800 people—additional space negotiated on request.
3. The ITU programs will be held at the Fairmont Waterfront Hotel Vancouver, Four Seasons Hotel Vancouver, and The Westin Bayshore Vancouver, as well as additional AAN block properties based on number of rooms requested and available space. All events require a $60,000 fee. Additional fees apply based on room capacity.
4. Participating company is responsible for all set up and tear-down fees (e.g., hotel, decorator, AV) and must be done based on the timeline set by the AAN.
5. Participating company is responsible for all expenses associated with its program (with the exception of the meeting room rental and registration list as outlined in Section III) including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN’s official vendors.

1. Participating company must be a 2016 dues-paid member of the American Academy of Neurology Industry Roundtable.
Promotional Rules

1. The AAN will publicize the ITU in the AAN Abstract Listing and Exhibit Guide. The AAN will provide one complimentary pre-registration Attendee List to the participating company for a one-time use in marketing the ITU program to AAN Annual Meeting attendees. Multiple uses or storage of registration list are strictly prohibited. Attendee List must be deleted by participating company within 72 hours of one-time mailing.

2. All promotional and on-site materials must receive AAN approval prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc.

3. Participating company cannot contact meeting registrants by phone in an effort to invite Annual Meeting attendees to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with meeting participants must receive prior approval from the AAN.

4. 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.

5. Promotional pieces must clearly indicate that this is not a CME program nor will CME credits be given for attendance.

6. There can be no implication—implied or otherwise—in any promotional materials or on-site materials indicating that Industry’s ITU program is part of the AAN Annual Meeting Education or Scientific programs or endorsed by the AAN.

Room Access

The AAN will allow participating company to have access to the meeting room starting at 12:00 p.m., unless company has purchased the option for access the day before, on Saturday, April 16, Tuesday, April 19, 2016, and Wednesday, April 20, 2016. Participating company ITU events or its related activities (e.g., reception) can begin no earlier than 7:00 p.m.

Videography

Participating companies may film their ITU program, however the participating company is responsible for all expenses and logistics related to the filming of the program. The AAN name and logo may not be used in the film, however you can state that the event was filmed during the 2016 AAN Annual Meeting. In addition, there can be no implication in the film that indicates the participating company’s ITU program is part of the AAN Annual Meeting Education or Scientific programs or endorsed by the AAN or any of its affiliates.
## Industry Therapeutic Updates Worksheet

*Note: This worksheet is for optional use only. All actual selections, pricing, and order placement will be handled online.*

### ITU Room Request

<table>
<thead>
<tr>
<th>Date</th>
<th>Room Location</th>
<th>Capacity</th>
<th>8:00 a.m. Day Before Access</th>
<th>Room Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Therapeutic Updates, Premium Dates</strong> (Limited Event Space—Only 2 ITUs Offered to Maximize Attendance)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, April 16, 2016 Only 2 ITUs Available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westin Bayshore—Bayshore Grand Ballroom</td>
<td>350</td>
<td>Access the day before is not available</td>
<td>$105,000</td>
<td></td>
</tr>
<tr>
<td>Fairmont Waterfront—Waterfront Ballroom ABC</td>
<td>350</td>
<td>$30,000 Fri, April 15, at 8:00 a.m.</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Wednesday, April 20, 2016 Only 2 ITUs Available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westin Bayshore—Bayshore Grand Ballroom</td>
<td>800</td>
<td>Access the day before is not available</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Fairmont Waterfront—Waterfront Ballroom ABC</td>
<td>350</td>
<td>$30,000 Tues, April 19, at 8:00 a.m.</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td><strong>Industry Therapeutic Updates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mon, April 18, at 8:00 a.m.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Hyatt Regency Vancouver—Plaza Ballroom</td>
<td>150</td>
<td>$30,000</td>
<td>$65,000</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom ABC</td>
<td>300</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom DEF</td>
<td>300</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom AB</td>
<td>100</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom C</td>
<td>100</td>
<td>$30,000</td>
<td>$60,000</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom D</td>
<td>100</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Regency Ballroom D/F</td>
<td>100</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Marriott—Pinnacle Ballroom</td>
<td>200</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Pan Pacific Hotel—Crystal Ballroom</td>
<td>300</td>
<td>$30,000</td>
<td>SOLD OUT</td>
<td></td>
</tr>
<tr>
<td>Pinnacle Harbourfront—Harbourfront Ballroom</td>
<td>300</td>
<td>$30,000</td>
<td>$85,000</td>
<td></td>
</tr>
<tr>
<td>Westin Bayshore—Bayshore Grand Ballroom ABC</td>
<td>250</td>
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<td>$75,000</td>
<td></td>
</tr>
<tr>
<td>Bayshore Grand Ballroom DEF</td>
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<td>$30,000</td>
<td>$75,000</td>
<td></td>
</tr>
<tr>
<td>Stanley Park Ballroom</td>
<td>200</td>
<td>$30,000</td>
<td>$70,000</td>
<td></td>
</tr>
</tbody>
</table>

*Room fees are determined on capacity, date, and location.*
INDUSTRY THERAPEUTIC UPDATES

AAN-approved Vendors

Please do not contact any vendors until after you have received approval from the AAN on your form and after you have paid your participation and premium fees in full to the American Academy of Neurology Institute.

If you need services/vendors not listed in this appendix, contact the AAN for other services/vendors not listed here. As noted in the guidelines, ITU applicants must use AAN-approved vendors.

Hotels
- Fairmont Waterfront
- Four Seasons
- Hyatt Regency
- Marriott
- Pan Pacific Hotel
- Pinnacle Harbourfront
- Westin Bayshore

Audiovisual
PSAV
Brad French
Sr. Account Manager
bfrench@psav.com
(214) 210-8058

Decorator
FREEMAN
Jack Brabec
VP National Accounts
Jack.Brabec@freemanco.com
(773) 473-8325

Audience Response, Photographer, Floral, and Lead Retrieval
Order forms will be available in the Exhibitor Service Kit.

Deliverables/Timeline
Payment of the $60,000 participation fee for Saturday, April 16, 2016, Tuesday, April 18, 2016, and Wednesday, April 19, 2016, must accompany the Industry Therapeutic Update Online Contract. Any additional premium fees must be paid in full within thirty (30) days of being notified of your space assignment. Please note, all ITU marketing materials must be reviewed and approved by the AAN before distribution.

Follow-up materials (including five sets of pre-meeting materials, on-site materials, evaluation summaries, industry evaluation feedback, etc.) due to the American Academy of Neurology within 30 days following the AAN Annual Meeting.

The AAN reserves the right to request additional information/materials as needed.

Questions
Andrew Halverson
Senior Manager, Industry Sales
ahalverson@aan.com
(612) 928-6117 | Fax (612) 454-2753
CONTINUING MEDICAL EDUCATION AND LEADERSHIP PROGRAMS

Overview

Continuing Medical Education Programs

The 2016 Annual Meeting has an extensive array of therapeutic areas for organizations to support. See listing of programs beginning on page 60.

The AAN is encouraging multiple supporters for each of the listed therapy programs: Stroke, Multiple Sclerosis, Neuromuscular Disease, Movement Disorders, and Epilepsy. The AAN believes this will address potential issues of bias or conflict of interest.

Supporter Benefit

Recognition with company name on:
- Continuing Medical Education program syllabi
- Signage
- Title slides
- Inclusion in Annual Meeting On Demand
- Continuing Medical Education program tickets (number based on amount of support and per AAN staff discretion)

Support Fees

8-hour Course—$40,200
4-hour Skills Course—$40,950
4-hour Course—$38,500
3-hour Course and Therapy Programs—$37,850
2-hour Course—$35,600

More Information on Continuing Medical Education Programs

Elizabeth Busch
Senior Administrator, Grants & Research
ebusch@aan.com
(612) 928-6115
CONTINUING MEDICAL EDUCATION AND LEADERSHIP PROGRAMS
2016 Annual Meeting Topic Listing

**Aging, Dementia, Cognitive, and Behavioral Neurology**

*Saturday, April 16*
- Higher Cortical Visual Disorders: Case-based Review
- Assessment of Rapidly Progressive Dementias and Related Neurologic Conditions I
- Assessment of Rapidly Progressive Dementias and Related Neurologic Conditions II
- Case Studies in Behavioral Neurology: Focus on Frontotemporal Degeneration

*Sunday, April 17*
- Dementia Update: Diagnostic Advances
- Dementia Update: Imaging Modalities and CTE
- Dementia Update: Non-Alzheimer Dementias and Dementia Management

*Monday, April 18*
- Severe TBI: From ICU to Rehabilitation
- Morning Report: Memory Disorders
- Emotional Communication: Chalk Talk

*Tuesday, April 19*
- Mild Cognitive Impairment: Implications for Clinicians
- Improving Accuracy of Dementia Diagnosis: Case Studies with Both Imaging and Neuropathology

*Wednesday, April 20*
- Current State of Alzheimer’s Disease Imaging Biomarkers and the Road Ahead
- Management of Behavioral Disturbances in Dementias
- The Neurology of Social Behavior

*Thursday, April 21*
- Vascular Cognitive Impairment and Dementia: Current Status and Future
- What Neurologists Really Need to Know About Normal Pressure Hydrocephalus
- Primer of Behavioral Neurology I
- Non-Alzheimer’s Dementia I
- Primer of Behavioral Neurology II
- Non-Alzheimer’s Dementia II

**Cerebrovascular Disease and Interventional Neurology**

*Saturday, April 16*
- Update on Medical Management of Stroke

*Sunday, April 17*
- Update on Endovascular Treatment of Cerebrovascular Diseases

*Monday, April 18*
- Stroke Team Action Therapy (STAT): Current State of the Art
- Cerebrovascular Disease I: Prevention
- Cerebrovascular Disease II: Hemorrhagic Stroke
- Cerebrovascular Disease III: Acute Ischemic Stroke

*Tuesday, April 19*
- Controversies in Stroke Therapy
- Current Management of Incidental and Asymptomatic Cerebrovascular Lesions

*Wednesday, April 20*
- The Interface Between Infection and Cerebrovascular Disease

*Thursday, April 21*
- Stroke in Young Adults and Women
- How to Run a Stroke Code Simulation Course

**Child Neurology and Developmental Neurology**

*Friday, April 15*
- Neurophysiologic Intraoperative Monitoring Skills Pavilion

*Saturday, April 16*
- Clinical EEG I
- Clinical EEG II
- Clinical EEG III
- Case Studies: How to Analyze Spells by Video-EEG

*Wednesday, April 20*
- Epilepsy Skills Pavilion

*Monday, April 18*
- Neuro Flash: Epilepsy
- Status Epilepticus

*Tuesday, April 19*
- Emerging Therapies in Epilepsy
- EEG in Children: Developmental Maturation, Variants, Epilepsy Syndromes, and Identification of Surgical Candidates

**Epilepsy/Clinical Neurophysiology (EEG)**

*Sunday, April 17*
- Child Neurology I
- Child Neurology II
- Child Neurology III

*Monday, April 18*
- Pediatric MS: Diagnosis and Treatment

*Tuesday, April 19*
- Neuro Flash: Child Neurology
- EEG in Children: Developmental Maturation, Variants, Epilepsy Syndromes, and Identification of Surgical Candidates

*Wednesday, April 20*
- Autism Spectrum Disorders—What We Know and Where We Are Going

*Thursday, April 21*
- Stroke in Young Adults and Women
Wednesday, April 20
- Clinical Epilepsy I
- Clinical Epilepsy II
- Clinical Epilepsy III

Thursday, April 21
- Critical Care EEG Monitoring

Friday, April 15
- Maintenance of Certification Exam Preparation Course
- Advanced Neurologic Coding

Saturday, April 16
- Multiple Sclerosis Overview: Basic and Translational Science
- Borderlands of Neurology and Internal Medicine: Chalk Talk
- Neuroimaging for the General Neurologist: Spine and Peripheral Nerve I
- Autoimmune Neurology I
- Neuroimaging for the General Neurologist: Spine and Peripheral Nerve II
- Autoimmune Neurology II
- Test Your Knowledge: A Case-based Approach to Neuroimaging

Sunday, April 17
- Genetics in Neurology Overview
- Neurology Update I
- Emergency Neurology I
- Functional Neurologic Disorders I
- Neurology Update II
- Emergency Neurology II
- Functional Neurologic Disorders II

Monday, April 18
- Neurotoxicology
- Therapy in Neurology I
- Therapy in Neurology II

Tuesday, April 19
- Continuum® Test Your Knowledge: A Multiple-choice Question Review I
- Improving Accuracy of Dementia Diagnosis: Case Studies with Both Imaging and Neuropathology
- Neuroimaging for the General Neurologist: Brain I
- Continuum® Test Your Knowledge: A Multiple-choice Question Review II
- Neuroimaging for the General Neurologist: Brain II
- Precision Neurology: The Promise and Perils of Whole Exome Sequencing for Neurological Disorders
- Precision Neurology: Precision Directed Genetic Therapeutics

Wednesday, April 20
- Clinical E-Pearls
- Principles of Genomic Medicine: Clinical Exome Sequencing in Neurologic Disease
- Therapy in Neurology III
- Genomic Neurology Workshop: Developing Practical Knowledge of Tools and Concepts Through Case Studies I
- Neurologic Case Studies in Pregnancy I
- Therapy in Neurology IV
- Genomic Neurology Workshop: Developing Practical Knowledge of Tools and Concepts Through Case Studies II
- Neurologic Case Studies in Pregnancy II

Thursday, April 21
- Important Drug Interactions for Neurologists and Psychiatrists
- Neuro Flash: MRI and Multiple Sclerosis
- Neurology Update III
- Neurologic Complications of Medical Disease: An Overview
- Neurology Update IV
- Neurologic Complications of Medical and Surgical Therapies

Global Health

Saturday, April 16
- Differential Diagnosis of Neurologic Infections
- Infections of the Nervous System I
- Infections of the Nervous System II
- Infections of the Nervous System III

Wednesday, April 20
- The Interface Between Infection and Cerebrovascular Disease
- Neurocysticercosis and Globalization

Headache

Saturday, April 16
- Chronic Migraine Education Program I
- Chronic Migraine Education Program II
- Case Studies: Challenging Headache Cases

Sunday, April 17
- Interventional Treatment of Migraine and Other Headache Disorders

Tuesday, April 19
- Management of Psychiatric Comorbidities
- Introduction to Primary Headache Disorders I
- Introduction to Primary Headache Disorders II

Thursday, April 21
- Hot Topics in Headaches and Related Disorders I
- Hot Topics in Headaches and Related Disorders II

Infectious Disease

Saturday, April 16
- Neuro Flash: Approach to Acute CNS Infections
- Differential Diagnosis of Neurologic Infections

Sunday, April 17
- Infections of the Nervous System I
- Infections of the Nervous System II
- Infections of the Nervous System III
Movement Disorders

Saturday, April 16
• Redefining Parkinson's Disease: Challenging the Past and Preparing For the Future
• Paroxysmal Movement Disorders
• Hyperkinetic Movement Disorders
• Case Studies: Unusual Movement Disorders: Videodiagnosis and Treatment

Sunday, April 17
• Movement Disorders for the General Neurologist I
• Movement Disorders for the General Neurologist II
• Movement Disorders for the General Neurologist III

Monday, April 18
• Nonmotor Manifestations of Parkinson's Disease I
• Clinical Uses of Botulinum Toxin for Dystonia Skills Pavilion
• Nonmotor Manifestations of Parkinson's Disease II

Tuesday, April 19
• Balance and Gait Disorders
• Neuro Flash: Child Neurology
• Clinical Usefulness of Botulinum Toxin for Spasticity Skills Pavilion
• The Dystonias: Diagnosis, Treatment, and Update on Causes

Wednesday, April 20
• Therapy of Movement Disorders: A Case-based Approach
• Clinical Uses of Botulinum Toxin for Headache Skills Pavilion
• Approach to the Shaky Patient

Thursday, April 21
• Cerebellar and Afferent Ataxias: Diagnosis and Management
• Overview of Parkinson’s Disease
• Deep Brain Stimulation Management I
• Deep Brain Stimulation Management II

MS and CNS Inflammatory Disease

Saturday, April 16
• Multiple Sclerosis Overview: Basic and Translational Science
• Multiple Sclerosis Overview: Clinical Advances I
• Multiple Sclerosis Overview: Clinical Advances II
• Case Studies: Multiple Sclerosis

Sunday, April 17
• Morning Report: Multiple Sclerosis
• Multiple Sclerosis Essentials

Monday, April 18
• Controversies in Multiple Sclerosis Therapy
• Pediatric MS: Diagnosis and Treatment

Tuesday, April 19
• Multiple Sclerosis Therapy: Symptom Management

Wednesday, April 20
• Multiple Sclerosis Therapy: Disease-modifying Treatment I
• C196 Multiple Sclerosis Therapy: Disease-modifying Treatment II

Thursday, April 21
• Neuro Flash: MRI and Multiple Sclerosis
• Neuromyelitis Optica Spectrum Disorders

Neuro Trauma, Critical Care, and Sports Neurology

Saturday, April 16
• Sports Concussion Skills Pavilion I
• Sports Concussion Skills Pavilion II
• Case Studies in the ICU

Sunday, April 17
• Emergency Neurology Topics: Status Epilepticus and Pediatric Neurology Emergencies
• Emergency Neurology Topics: Acute/Subacute Weakness and Subarachnoid Hemorrhage

Monday, April 18
• Severe TBI: From ICU to Rehabilitation

Tuesday, April 19
• Neurologic Intensive Care I
• Neurologic Intensive Care II
• Neurologic Intensive Care III
• Sports Neurology: Non-concussion Overview I
• Sports Neurology: Non-concussion Overview II

Wednesday, April 20
• Acute Neurological Emergencies
• Sports Concussion and Other Mild Concussive Injuries I
• Sports Concussion and Other Mild Concussive Injuries II

Thursday, April 21
• Emergency Room Neuro-ophthalmology
• Critical Care EEG Monitoring

Neuromuscular and Clinical Neurophysiology (EMG)

Saturday, April 16
• Peripheral Neuropathy I
• Peripheral Neuropathy II
• Peripheral Neuropathy III
• Case Studies: Unusual Diagnostic and Management of Cases in Neuromuscular Disease

Sunday, April 17
• Therapy of Neuromuscular Disease
• Evaluation and Management of Autonomic Disorders I
• Evaluation and Management of Autonomic Disorders II

Monday, April 18
• Clinical Approach to Muscle Disease I
• Clinical Approach to Muscle Disease II

Tuesday, April 19
• Small Fiber Neuropathies: Sensory, Autonomic, and Both I
• EMG Skills Pavilion: Basic
• Small Fiber Neuropathies: Sensory, Autonomic, and Both II
Contents

Important Information

Exhibits

Sponsorship

Marketing / Advertising

Industry Therapeutic Updates

Continuing Medical Education and Leadership Programs

- Overview
- 2016 Annual Meeting Topic Listing
- Leadership Program Support Opportunities

Industry Roundtable Membership

Future Annual Meetings

Wednesday, April 20
- Clinical EMG I
- Clinical EMG II
- Neuromuscular Bedside Rounds Skills Pavilion
- Clinical EMG III

Thursday, April 21
- Neuromuscular Junction Disorders I
- Neuromuscular Ultrasound Skills Pavilion
- Neuromuscular Junction Disorders II

Neuro-oncology

Saturday, April 16
- The Palliative Care Guide in Neurology: What You Must Know About Neuro-oncology
- Case Studies: Neurologic Consultations in Cancer Patients I
- Case Studies: Neurologic Consultations in Cancer Patients II

Monday, April 18
- Neuro-oncologic Emergencies

Wednesday, April 20
- Navigating Primary Brain Tumors for the Neurologist I
- Navigating Primary Brain Tumors for the Neurologist II

Neuro-ophtalmology/Neuro-otology

Saturday, April 16
- Higher Cortical Visual Disorders: Case-based Review
- Neuro-ophtalmology and Neurovestibular Exam Lab Skills Pavilion

Sunday, April 17
- Eye Movement Disorders: A Systematic Approach to the Evaluation of Diplopia
- Now You See It, Now You Know It—Pathognomonic Neuro-ophtalmology Findings

Monday, April 18
- Idiopathic Intracranial Hypertension

Tuesday, April 19
- Neuro-ophtalmology I
- Neuro-ophtalmology II
- Neuro-ophtalmology III

Wednesday, April 20
- Neuro Flash: Neuro-ophtalmology
- Neuro-otology I
- Neuro-otology II

Thursday, April 21
- The Eyes and The Ears of Traumatic Brain Injury
- Emergency Room Neuro-ophtalmology

Neuro-rehabilitation

Saturday, April 16
- Lumbar Radiculopathy, Lumbar Spinal Stenosis, Low Back Pain, and Post-laminectomy Syndrome

Sunday, April 17
- Myelopathies I
- Myelopathies II

Monday, April 18
- Severe TBI: From ICU to Rehabilitation
- Common Spine Disorders I: Evaluation
- Common Spine Disorders II: Treatment

Wednesday, April 20
- Rehabilitation in Neurology

Pain and Palliative Care

Saturday, April 16
- The Palliative Care Guide in Neurology: What You Must Know About Neuro-oncology
- Lumbar Radiculopathy, Lumbar Spinal Stenosis, Low Back Pain, and Post-laminectomy Syndrome

Monday, April 18
- Core Concepts in Pain Management I
- Common Spine Disorders I: Evaluation
- Core Concepts in Pain Management II
- Common Spine Disorders II: Treatment

Thursday, April 21
- Non-Neuro-oncology Palliative Care

Practice, Policy, and Ethics

Friday, April 15
- Women in Leadership
- The Practice of Neurology: Issues in Coding and Reimbursement
- Applications of Teleneurology: General
- Lost in Transition
- Advanced Neurologic Coding
- Applications of Teleneurology: Telestroke

Saturday, April 16
- Leadership in Neurology: Be a Champion for Your Patients and Protector of Your Specialty with Payers, Policymakers, and the Public

Sunday, April 17
- Improving Patients’ and Families’ Satisfaction and Experiences with Neurologic Care
- Quality Improvement in Practice
- Men and Women Working Together

Monday, April 18
- Bedside Evidence-based Medicine: How to Find and Deconstruct Articles in Order to Take Care of Patients I
- Bedside Evidence-based Medicine: How to Find and Deconstruct Articles in Order to Take Care of Patients II

Tuesday, April 19
- Practical Legal Issues for Neurologists
- Clinical Neurology for Advanced Practice Providers I
- Clinical Neurology for Advanced Practice Providers II
- Non-Neuro-oncology Palliative Care
Research Methodology, Education, and History

**Friday, April 15**
- Resident Basic Science I: Neuropathology
- Clerkship and Program Directors Conference
- Research Career Development Symposium: How to Be Successful in Academic Neuroscience
- Women in Leadership
- Clinical Research: Introduction and Methods
- Resident Basic Science II: Neuroanatomy
- Clinical Research: Drug Development and Clinical Trials

**Saturday, April 16**
- Career Development for Clinician Educators
- Resident Basic Science III: Neuropharmacology
- Improving Your Leadership Skills: A Practical Approach

**Sunday, April 17**
- Strategic Grant Writing

**Monday, April 18**
- Improving Your Leadership Skills: A Practical Approach

**Tuesday, April 19**
- Recent History: Shapers of Modern Neurology I
- Recent History: Shapers of Modern Neurology II

**Sleep**

**Saturday, April 16**
- How to Interpret Sleep Studies

**Sunday, April 17**
- REM Sleep Behavior Disorder

**Monday, April 18**
- Sleep for the Practicing Neurologist I: Can’t Fall Asleep—Insomnia, RLS, and Related Disorders
- Sleep for the Practicing Neurologist II: Sleep Duration, CNS Hypersomnias, and Treating Physician Fatigue

**Tuesday, April 19**
- Sleep Across the Lifecycle: What Neurologists Need to Know
- Circadian Rhythm Disorders

**Thursday, April 21**
- Approach to Sleep Symptoms: Sleepy or Sleepless
- Hot Topics in Sleep Neurology I
- Hot Topics in Sleep Neurology II
Leadership Program Support Opportunities

A strong, diverse, and well-prepared leadership is critical to the success of the American Academy of Neurology. Please join the Academy in supporting its expanding leadership programs to sustain a healthy future for the organization, its physicians, and the patients served.

**Advocacy**

*Palatucci Advocacy Leadership Forum* »
An intense program that transforms AAN members into advocacy leaders in their clinics, institutions, and communities. Program begins spring 2016.

**Seeking Support:** $150,000

**Diversity**

*AAN Diversity in Leadership Program* »
Launched in 2015, this 9-month program identifies, orients, and cultivates underrepresented minority AAN members into future Academy leaders, ensuring that the composition of future leadership reflects the diversity of the membership. Programs begins first quarter 2016.

**Seeking Support:** $40,000

*Minority Scholars Program* »
Established in 1993 and enhanced in 2015, promotes diversity in the field of neurology by providing medical students the opportunity to learn more about careers in neurology and neuroscience, with the ultimate goal to have these students choose neurology as their field of practice. Includes Annual Meeting, Sub-Internship, and Visiting Professor programs. Program begins fall 2015.

**Seeking Support:** $23,300

**Early Career**

*Emerging Leaders Forum* »
Designed to identify, orient, and cultivate future leaders of the world’s largest professional association of neurologists. Program begins fall 2015.

*Resident Leadership Program* »
Enhanced in 2015 to identify, train, and nurture a highly selected group of 10 resident members who have the motivation, drive, and potential to be future Academy leaders. Program begins spring 2016.

**Seeking Support:** $30,000

**Spanning the Professional Career**

**Leadership for Women Program**
Full-day course for women in mid- or advanced career who are in leadership roles and want to grow their leadership capacity to prepare for greater leadership roles in both the Academy and their chosen professions. Offered at Breakthroughs Conference, January 2016, Orlando, Florida.

**Seeking Support:** $25,000

**AAN Women in Leadership Program**
A full-day course for early career women to develop training and skill to become influential leaders for their patients and profession. Offered at 2016 AAN Annual Meeting, April 2016, Vancouver, BC, Canada.

**Seeking Support:** $25,000

**Between Mars and Venus: How Great Leadership Adopts Traits from the Best of Both Genders**
A new half-day program for men and women to further their leadership path by understanding gender issues and opportunities. Offered at 2016 AAN Annual Meeting, April 2016, Vancouver, BC, Canada.

**Seeking Support:** $15,000

**Executive Oversight**
Christine E. Phelps
Deputy Executive Director
American Academy of Neurology Institute
cphelps@aan.com
(612) 928.6101

**Benefits**
For more information on each program and its corresponding benefits, contact:

Deborah Woodard, MBA
Senior Manager, Industry Affairs
dwoodard@aan.com
(612) 928-6142

**Thank You, 2015 Program Supporters**
- Allergan Foundation
- Allergan, Inc.
- Biogen
- Eli Lilly and Company
- Genzyme, A Sanofi Company
- Novartis Pharmaceuticals
- Teva CNS
INDUSTRY ROUNDTABLE MEMBERSHIP

The Value of Membership

Industry Roundtable (IRT) Membership offers multiple opportunities to highlight your organization’s involvement in neurology and optimize interactions with the American Academy of Neurology and its members. Make the most of IRT membership benefits at the Annual Meeting and throughout the year.

The Value of IRT Membership: AAN Annual Meeting

✓ Host an Industry Therapeutic Update, open only to IRT members
✓ Exclusive first opportunity to review and reserve sponsorships
✓ Member pricing on exhibit and sponsorship opportunities
✓ Special housing block (for highest level of IRT membership)
✓ Complimentary attendee lists
✓ Customized meetings with AAN leadership and executive staff
✓ Invitation to Industry Roundtable recognition event
✓ Recognition in Annual Meeting publications and signage

The Value of IRT Membership: Yearlong

✓ Extends your reach across all neurologic subspecialties in the largest organization of US neurologists
✓ Offers corporate visibility on the AAN website and in AAN publications
✓ Provides AAN learning opportunities via the IRT Webinar series on topics of mutual interest. The 2015 program:
  • The AAN/Industry Relationship
  • Guideline Development
  • What’s New in Vancouver
  • Quality Measures
  • The Neurology Workforce
✓ Invites you to the Industry Summit for a full day of learning and networking with AAN leadership and executive staff
✓ Offers communication with the Industry Physician Liaison
✓ Keeps you up-to-date through bimonthly communications on new AAN initiatives and first notification of marketing opportunities
✓ Offers participation in IRT work groups

Contact Industry Relations

Our goal is to help you more effectively reach your American Academy of Neurology (AAN) target markets regardless of budget or company size. Become a member or expand your current involvement. Your suggestions or requests for more information are welcome. Thank you for choosing to partner with the American Academy of Neurology.

Alberta Zais
Senior Manager, Corporate and Strategic Partnerships
azais@aan.com
(612) 928-6063

Deborah Woodard, MBA
Senior Manager, Industry Relations
dwoodard@aan.com
(612) 928-6142

Bonnie Sova
Specialist, Research and Industry bsova@aan.com
(612) 928-6164

Join the Industry Roundtable
## Industry Roundtable Membership

### 2015 Industry Roundtable Members

### $40,000

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergan</td>
</tr>
<tr>
<td>Biogen</td>
</tr>
<tr>
<td>EMD Serono</td>
</tr>
<tr>
<td>Genentech</td>
</tr>
<tr>
<td>Genzyme</td>
</tr>
<tr>
<td>Mallinckrodt Pharmaceuticals</td>
</tr>
<tr>
<td>Mylan</td>
</tr>
<tr>
<td>Novartis Pharmaceuticals</td>
</tr>
<tr>
<td>Supernus Pharmaceuticals</td>
</tr>
</tbody>
</table>

### $30,000

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADIA Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>BioMarin Pharmaceutical Inc.</td>
</tr>
<tr>
<td>FORUM Pharmaceuticals Inc.</td>
</tr>
</tbody>
</table>

### $20,000

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>AbbVie, Inc.</td>
</tr>
<tr>
<td>Acorda Therapeutics, Inc.</td>
</tr>
<tr>
<td>Actavis</td>
</tr>
<tr>
<td>Amgen, Inc.</td>
</tr>
<tr>
<td>Eisai Inc.</td>
</tr>
<tr>
<td>Eli Lilly and Company</td>
</tr>
<tr>
<td>Medtronic, Inc.</td>
</tr>
<tr>
<td>Piramal Imaging S.A.</td>
</tr>
<tr>
<td>Sunovion Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>UCB, Inc.</td>
</tr>
<tr>
<td>Upsher-Smith Laboratories Inc.</td>
</tr>
</tbody>
</table>
## Industry Roundtable Membership

### Membership Levels and Benefits

<table>
<thead>
<tr>
<th><strong>AT THE 2016 AAN ANNUAL MEETING</strong></th>
<th><strong>$40K</strong></th>
<th><strong>$30K</strong></th>
<th><strong>$20K</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Selection</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Option to reserve block of 30 rooms at select hotels</td>
<td><strong>YES</strong></td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>• <strong>NEW!</strong> Exclusive early selection opportunity to reserve rooms prior to exhibitor requests / other annual meeting participants*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Subject to availability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary, full AAN Annual Meeting registrations</td>
<td>4</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Overhead announcement in the Exhibit Hall promoting your booth</td>
<td><strong>YES</strong></td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Complimentary color logo in Onsite Exhibitor Guide</td>
<td><strong>YES</strong></td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Invitation to AAN President’s Reception</td>
<td>2</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Option to host an Industry Therapeutic Update</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Company recognition on signage at the Annual Meeting (overall meeting, Thank You and at sponsored activities / events)</td>
<td><strong>Premier Logo Recognition</strong></td>
<td><strong>Featured Name Recognition</strong></td>
<td><strong>Featured Name Recognition</strong></td>
</tr>
<tr>
<td>Option to reserve premium meeting suite at Convention Center</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>IRT member pricing for 2016 Annual Meeting Support, Sponsorship, Marketing, and Advertising</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Invitation(s) to IRT Annual Meeting Function(s)</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Invitation to IRT Work Group meetings</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary pre- and post-registrant lists</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Customized meetings</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>DURING THE YEAR...</strong></th>
<th><strong>$40K</strong></th>
<th><strong>$30K</strong></th>
<th><strong>$20K</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition ad in Neurology Today*</td>
<td><strong>YES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in AAN Publications (as determined by AAN)</td>
<td><strong>Premier Logo Recognition</strong></td>
<td><strong>Company Name Listing</strong></td>
<td><strong>Company Name</strong></td>
</tr>
<tr>
<td>Listing Recognition on IRT webpage</td>
<td><strong>Premier Logo Recognition</strong></td>
<td><strong>Company Name Listing</strong></td>
<td><strong>Company Name Listing</strong></td>
</tr>
<tr>
<td>Invitations to Industry Summit where major presentations are made on topics of interest to both physicians and industry</td>
<td>6</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>2016 Individual Company Giving Report</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Exclusive opportunity to preview 2016 Annual Meeting in webinar review of what’s new, challenges, and opportunities</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Schedule 1:1 IRT Overview of 2016 Annual Meeting</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Webinars on topics of interest identified by IRT and AAN</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Opportunity for multiple staff to participate in work groups on topics identified by industry and AAN</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>Customized meetings with AAN</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
</tbody>
</table>

### 2016 Complimentary Registrations to AAN Conferences:

- Breakthroughs in Neurology Conference (January) | 2 | — | — |
- Sports Concussion Conference (July) | 2 | — | — |
- Fall Conference (October) | 2 | — | — |

*Subject to availability
FUTURE ANNUAL MEETINGS

Dates and Locations

69th AAN Annual Meeting
Boston, MA  •  April 22–29, 2017

70th AAN Annual Meeting
Los Angeles, CA  •  April 21–28, 2018

71st AAN Annual Meeting
Philadelphia, PA  •  May 4-11, 2019