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

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.

2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities 55
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 and/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 (Limited Event Space—Only 2 ITU Sessions Offered to Maximize Attendance)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, April 16, 2016 Only 2 ITUs Available</td>
<td>Westin Bayshore—Bayshore Grand Ballroom</td>
<td>350</td>
<td>Access the day before is not available</td>
<td>$105,000</td>
</tr>
<tr>
<td></td>
<td>Fairmont Waterfront—Waterfront Ballroom ABC</td>
<td>350</td>
<td>$30,000</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Wednesday, April 20, 2016 Only 2 ITUs Available</td>
<td>Westin Bayshore—Bayshore Grand Ballroom</td>
<td>800</td>
<td>Access the day before is not available</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td></td>
<td>Fairmont Waterfront—Waterfront Ballroom ABC</td>
<td>350</td>
<td>$30,000</td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

<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</strong></td>
<td><strong>Mon, April 18, at 8:00 a.m.</strong></td>
<td></td>
<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>
<td>$30,000</td>
<td>$75,000</td>
<td></td>
</tr>
<tr>
<td>Bayshore Grand Ballroom DEF</td>
<td>250</td>
<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