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>Pricing Range</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300–$1,000</td>
<td>- Exhibit Guide: Logo to enhance company description — $300–$500.50</td>
</tr>
<tr>
<td></td>
<td>- Attendee List — Starting at $500–$3,300</td>
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<tr>
<td>$1,500–$5,000</td>
<td>- Exhibit Hall Passport — $3,003–$8,008</td>
</tr>
<tr>
<td></td>
<td>- 5K Run/1K Walk for Brain Research (multiple sponsors) — $3,509.50</td>
</tr>
<tr>
<td></td>
<td>- AANextra Half-page Ad (single issue) — $4,004</td>
</tr>
<tr>
<td></td>
<td>- Resident and Fellows Scholarship Fund (multiple) — $5,000 (minimum)</td>
</tr>
<tr>
<td>$6,000–$10,000</td>
<td>- Cell Phone Charging Station (single station) — $6,006</td>
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<tr>
<td></td>
<td>- Exhibit Guide Half-page Ad — $6,506.50</td>
</tr>
<tr>
<td></td>
<td>- AANextra Full-page Ad (single issue) — $8,008</td>
</tr>
<tr>
<td></td>
<td>- AANextra Half-page Ad (three issues) — $8,008</td>
</tr>
<tr>
<td></td>
<td>- Abstract Listing Half-page Ad (Horizontal or Vertical) — $8,008</td>
</tr>
<tr>
<td></td>
<td>- Door Drop Insert (April 18 or April 19) — $8,208.20</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Full-page Ad — $8,508.50</td>
</tr>
<tr>
<td></td>
<td>- Digital Billboard (multiple) — $10,010</td>
</tr>
<tr>
<td>$12,000–$15,000</td>
<td>- AANextra Inside Front Cover Ad (single issue) — $10,010</td>
</tr>
<tr>
<td></td>
<td>- AANextra Inside Back Cover Ad (single issue) — $10,010</td>
</tr>
<tr>
<td></td>
<td>- Abstract Listing Full-page Ad — $10,010</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Inside Front Cover Ad — $10,010</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Presentation Stage — $10,010</td>
</tr>
<tr>
<td></td>
<td>- Premier Passport Sponsorship (exclusive) — $10,010</td>
</tr>
<tr>
<td>$16,000–$20,000</td>
<td>- AANextra Full-page Ad (three issues) — $16,016</td>
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<tr>
<td></td>
<td>- Exhibit Guide 2-sided Full-page Ad with Tabbed Corporate/Product Logo (4 available) — $17,517.50</td>
</tr>
<tr>
<td></td>
<td>- AANextra Inside Front Cover Ad (three issues) — $20,020</td>
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<tr>
<td></td>
<td>- AANextra Inside Back Cover Ad (three issues) — $20,020</td>
</tr>
<tr>
<td></td>
<td>- Industry Roundtable Membership — $20,020</td>
</tr>
<tr>
<td></td>
<td>- Door Drop Bag Sponsorship (April 18 and April 19: 1 available per day) — $20,020</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Full-page Spread — $12,512.50</td>
</tr>
<tr>
<td></td>
<td>- AANextra Cover Tip Ad with Half-page Ad (single issue) — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Abstract Listing Ad Spread — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Between Mars and Venus: How Great Leadership Adopts Traits from the Best of Both Genders — $15,000</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide Back Cover Ad — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide 2-sided Full-page Ad with Bookmark Tearout — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Guide (corporate/product) logo added to 48+ Notes pages — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Meeting Suites 10’x20’ — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Ocean View Meeting Suites (Pan Pacific Hotel) — $15,015</td>
</tr>
<tr>
<td></td>
<td>- Exhibition Hall Coffee Breaks (2 available) (Tuesday April 21 or Wednesday, April 22) — $15,015 (per day)</td>
</tr>
<tr>
<td>$21,000–$30,000</td>
<td>- AANextra Full-page Ad (three issues) — $24,024</td>
</tr>
<tr>
<td></td>
<td>- Exhibit Hall Meeting Suites 20’x20’ — $25,025</td>
</tr>
<tr>
<td></td>
<td>- General Support of Annual Meeting (multiple) — $25,000 (minimum)</td>
</tr>
<tr>
<td></td>
<td>- Women in Leadership — $25,000</td>
</tr>
<tr>
<td></td>
<td>- AANextra Cover Tip with Half-page Ad (three issues) — $30,030</td>
</tr>
</tbody>
</table>

“Industry Roundtable Membership” — $20,020
### $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

### 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 AAN 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 Opportunities

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**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 youngleaders—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 Annual Meeting

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

Sponsorship Fee: $15,000

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

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:**
- 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)

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

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.

**Specific 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
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
- Acknowledgment 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
- Acknowledgement during the program at the AAN Annual Meeting

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

You Can Only Purchase Sponsorship Online »
# 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>Event Description</th>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>5K Run/1K Walk for Brain Research</td>
<td>Sponsor</td>
<td>$3,503.50</td>
<td>$3,850</td>
<td></td>
</tr>
<tr>
<td>Abstracts on USB and AAN Website</td>
<td>Exclusive Sponsor</td>
<td>$75,075</td>
<td>$82,500</td>
<td></td>
</tr>
<tr>
<td>Annual Meeting Book Bags</td>
<td>Exclusive Sponsor</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
</tr>
<tr>
<td>Annual Meeting Water Bottles</td>
<td>Exclusive Sponsor</td>
<td>$40,040</td>
<td>$44,000</td>
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</tr>
<tr>
<td>Between Mars and Venus: ...Best of Both Genders</td>
<td>Sponsor</td>
<td>$25,000</td>
<td>$27,500</td>
<td></td>
</tr>
<tr>
<td>Cell Phone Charging Stations</td>
<td>Station</td>
<td>$6,006</td>
<td>$6,600</td>
<td></td>
</tr>
<tr>
<td>Cell Phone Charging Lockers</td>
<td>Locker</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Coffee Breaks (C/P)</td>
<td>Exclusive Sponsor</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
</tr>
<tr>
<td>Lighting the Torch for Research (C)</td>
<td>Opening Party—April 17</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
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<tr>
<td></td>
<td>Closing Party—April 21</td>
<td>$20,020</td>
<td>$22,000</td>
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</tr>
<tr>
<td>Posters Online (C)</td>
<td>Sponsor</td>
<td>$40,040</td>
<td>$44,000</td>
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</tr>
<tr>
<td>Residents and Fellows Scholarship Fund (C)</td>
<td>Sponsor</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
</tr>
<tr>
<td>Women in Leadership (C)</td>
<td>Sponsor</td>
<td>$25,000</td>
<td>$27,500</td>
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</tr>
</tbody>
</table>

Subtotal Column 1 $ 

Subtotal Column 2 $ 

Subtotal From Column 1 $ 

Total $ 

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

(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)
Sponsorship Opportunities

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

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)

Merganser Pharmaceuticals
- AANextra

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

Novartis Pharmaceuticals Corporation
- 5K Run/1K Walk
- AANextra
- Brain Health Fair Sponsor
- Door Drop Insert (4/20)
- EMC Outdoor
- Exhibit Hall Park Benches
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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

Grifols
- C11 Neuromuscular Junction Disorders
- C36 Peripheral Neuropathy

Houston Methodist Hospital
- AANextra

IMPAX Pharmaceuticals
- AANextra

Door Drop Insert (4/21)

Exhibit Guide
Sponsorship Opportunities

**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

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- 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

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- Exhibit Guide Rate Card ........................... 43
- Door Drop Rate Card ............................... 46
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- Scientific Abstract Listing
- Pre-meeting Publication Rate Card ............... 50
- Annual Meeting Attendee List Rate Card ........ 51
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.
- 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.

Requirements
- Exhibitors must submit pillar graphic design rendering electronically to the AAN/Andrew Halverson for review and approval by February 19, 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.

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’ appliqué “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.

Note: This photo is an example of a billboard.

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>Page Trim Size</th>
<th>5.5&quot;x8.5&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed Margin</td>
<td>+0.125&quot;</td>
</tr>
<tr>
<td>Binding</td>
<td>Perfect Bind (bind margin 0.5&quot;)</td>
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#### Ad Type | Size | Live |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Half page</td>
<td>5.5&quot;x4.25&quot;</td>
<td>4.5&quot;x3.75&quot;</td>
</tr>
<tr>
<td>Full page</td>
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<td>4.5&quot;x8&quot;</td>
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<tr>
<td>Inside Front Cover</td>
<td>5.375&quot;x8.5&quot;</td>
<td>4.375&quot;x8&quot;</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5.5&quot;x8.5&quot;</td>
<td>4.5&quot;x8&quot;</td>
</tr>
<tr>
<td>Exhibit Map Spread Logo with Inside Back Cover Ad</td>
<td>5&quot;x8.5&quot;</td>
<td>4.5&quot;x8&quot;</td>
</tr>
<tr>
<td>Tip Cover</td>
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<td>4.25&quot;x3.75&quot;</td>
</tr>
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#### 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 Map Spread Logo with Inside Back Cover Ad**

Provide .125" Standard bleed

**Tip Cover**

Provide .125" Standard bleed

**Back Cover**

2.75 x 8" Live Area

**Exhibit Guide Mechanical Requirements**

**Page Dimensions**

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### 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

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

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.
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 deadline. The advertiser is asked to provide shipping labels and place it on the outside of each box that is shipped. In addition to the shipping location, please include company name, product or promotional identification, and quantity on the label as well. Do not ship to the AAN office, or additional shipping charges will apply.

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

Pricing

<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

<table>
<thead>
<tr>
<th>Delivery dates at hotel</th>
<th>April 18, 2016, and April 19, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>Starting at $8,200 per insert, per day</td>
</tr>
<tr>
<td>Quantity</td>
<td>3,500</td>
</tr>
<tr>
<td>Insert sizes</td>
<td>Maximum size is 8-1/2”x11”</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>8 oz.</td>
</tr>
</tbody>
</table>

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
8 FEB Bag sponsorship files sent to Andrew Halverson for approval
15 FEB Final (approved) door drop bag Graphics due
18 FEB Online contract and payment due
5 MAR Insert files sent to Andrew Halverson for approval
18 MAR Approved files to fulfillment house if AAN is printing
25 MAR Materials to fulfillment house if company is printing

You Can Only Purchase Advertising Online »
2016 American Academy of Neurology Annual Meeting—Exhibits and Industry Opportunities
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>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>8.25” x 4.4375”</td>
<td>7.25” x 3.4375”</td>
</tr>
<tr>
<td>Horizontal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half page</td>
<td>4.025” x 10.875”</td>
<td>3.15” x 9.625”</td>
</tr>
<tr>
<td>Vertical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>8.25” x 10.875”</td>
<td>7.25” x 9.625”</td>
</tr>
<tr>
<td>Cover</td>
<td>8.25” x 10.875”</td>
<td>7.25” x 9.625”</td>
</tr>
<tr>
<td>Cover Tip</td>
<td>8” x 6”</td>
<td>7” x 5”</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</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](mailto:ahalverson@aan.com)  
(612) 928-6117 | Fax (612) 454-2753

**Reproduction Materials**

Jim Hopwood  
Senior Designer  
[jhopwood@aan.com](mailto: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

- **February 18**  
  Online contract and payment due
- **March 25**  
  Graphic files to Andrew Halverson for approval
- **April 1**  
  Approved graphic files to Jim Hopwood

You Can Only Purchase Advertising Online »
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.

Placement

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) 928-8059

**Scientific Abstract Listing Deadline**

- **13 JAN** Online contract and payment due; AAN review of ad for approval
- **22 JAN** AAN ad approval final submission

<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.

**Mechanical Requirements**

**Page Dimensions**

<table>
<thead>
<tr>
<th>Page Trim Size</th>
<th>8.25” x 10.875”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed Margin</td>
<td>+0.125”</td>
</tr>
<tr>
<td>Binding</td>
<td>Perfect Bind (Bind Margin 0.5”)</td>
</tr>
</tbody>
</table>

**Ad Type** | **Size** | **Live**
--- | --- | ---
Half page Horizontal | 8.25” x 4.4375” | 7.25” x 3.4375”
Half page Horizontal | 4.025” x 10.875” | 3.15” x 9.625”
Full page Horizontal | 8.25” x 10.875” | 7.25” x 9.625”
Spread | 16.5” x 10.875” | 15.25” x 9.625”

**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.

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.
- For any unauthorized use of the list, list renter must pay the fee plus a fine of $500 per each unauthorized use.

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
### 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>List to be used in marketing in relation to the AAN Annual Meeting</th>
<th>Qty</th>
<th>List Type</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Email</td>
<td>IRT member or ITU participant-or (1) Complimentary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mailing</td>
<td>or (1) Complimentary</td>
</tr>
<tr>
<td>Before meeting</td>
<td></td>
<td>Both Lists</td>
<td>$750 $1,650</td>
</tr>
<tr>
<td>(Select only 1 option)</td>
<td></td>
<td>Email</td>
<td>(1) Complimentary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mailing</td>
<td>(1) Complimentary</td>
</tr>
<tr>
<td>After meeting</td>
<td></td>
<td>Both Lists</td>
<td>$500 $2,200</td>
</tr>
<tr>
<td>(Select only 1 option)</td>
<td></td>
<td>Email</td>
<td>(1) Complimentary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mailing</td>
<td>(1) Complimentary</td>
</tr>
<tr>
<td>Before and After</td>
<td></td>
<td>Both Lists</td>
<td>$1,000 $3,300</td>
</tr>
<tr>
<td>(Select only 1 option)</td>
<td></td>
<td>Email</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mailing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Both Lists</td>
<td></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>$1,200</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mailing</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both Lists</td>
<td>$2,300</td>
<td></td>
</tr>
</tbody>
</table>

**Total**

---

**Contact Information:**

[industrysales@aan.com](mailto:industrysales@aan.com)

---

**New! Online Contract**

[You Can Only Purchase Online](mailto:industrysales@aan.com)
## Marketing Worksheet

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

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

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>Enhanced exhibitor product listing (w/ Color logo)</td>
<td>$500.50</td>
<td>$550</td>
<td></td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>$6,506.50</td>
<td>$7,150</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$8,508.50</td>
<td>$9,350</td>
<td></td>
</tr>
<tr>
<td>Full-page spread</td>
<td>$12,512.50</td>
<td>$13,750</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>
</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>
</tr>
<tr>
<td>Inside front cover</td>
<td>$10,010</td>
<td>$11,000</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Back cover</td>
<td>$15,015</td>
<td>$16,500</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>
</tr>
<tr>
<td>Exhibit Hall map spread with inside back cover</td>
<td>$20,020</td>
<td>$22,000</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>SOLD OUT</td>
</tr>
<tr>
<td>Exhibit Guide Tip Cover with Full-page Spread</td>
<td>$40,040</td>
<td>$44,000</td>
<td>SOLD OUT</td>
</tr>
</tbody>
</table>

### Floor and Digital Board Marketing

<table>
<thead>
<tr>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footprints (limited availability) 1'x1'</td>
<td>$30,030</td>
<td>$33,000</td>
<td></td>
</tr>
<tr>
<td>2'x2'</td>
<td>$40,040</td>
<td>$44,000</td>
<td></td>
</tr>
<tr>
<td>3'x3'</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
</tr>
<tr>
<td>Carpet Marketing</td>
<td>$30,030/ per carpet</td>
<td>$33,000/ per carpet</td>
<td></td>
</tr>
<tr>
<td>Carpet Graphics Outside the Exhibit Hall Entrance</td>
<td>$50,050</td>
<td>$55,000</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Digital Billboard (Exclusive)</td>
<td>$100,100</td>
<td>$110,000</td>
<td></td>
</tr>
<tr>
<td>Digital Billboard</td>
<td>$10,100</td>
<td>$11,000</td>
<td></td>
</tr>
<tr>
<td>NEW! Escalator Handrail Clings (Exclusive)</td>
<td>$220,220</td>
<td>$242,000</td>
<td></td>
</tr>
<tr>
<td>NEW! Escalator handrail Clings</td>
<td>$100,100</td>
<td>$110,000</td>
<td></td>
</tr>
<tr>
<td>Pillar Wraps</td>
<td>$30,030/ per pillar</td>
<td>$33,000/ per pillar</td>
<td></td>
</tr>
<tr>
<td>Park Benches (Exclusive)</td>
<td>$90,090</td>
<td>$99,000</td>
<td></td>
</tr>
<tr>
<td>Park Benches (only 2 available)</td>
<td>$50,050</td>
<td>$55,000</td>
<td></td>
</tr>
</tbody>
</table>

### Door Drop (AAN Official Door Drop)

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>April 19 Insert</td>
<td>$8,208.20</td>
<td>$9,020</td>
<td></td>
</tr>
<tr>
<td>April 18 Bag Sponsorship</td>
<td>$20,020</td>
<td>$22,000</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>April 19 Bag Sponsorship</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
</tr>
</tbody>
</table>

### Scientific Abstract Listing

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>Half-page vertical</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$10,010</td>
<td>$11,000</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>$15,015</td>
<td>$16,500</td>
<td></td>
</tr>
</tbody>
</table>

### AANextra

<table>
<thead>
<tr>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Placement in 3 Issues (April 18, 19, 20)</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$16,016</td>
<td>$17,600</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$20,020</td>
<td>$22,000</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>NEW! Inside Back Cover</td>
<td>$20,020</td>
<td>$22,000</td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$24,024</td>
<td>$26,400</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>SOLD OUT</td>
</tr>
</tbody>
</table>

### Ad Placement in 1 Issue

<table>
<thead>
<tr>
<th>IRT*</th>
<th>Non-IRT</th>
<th>Qty</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page Pick one: April 18</td>
<td>$4,004</td>
<td>$4,400</td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page Pick one: April 18</td>
<td>$8,008</td>
<td>$8,800</td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover Pick one: April 18</td>
<td>$10,010</td>
<td>$11,000</td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW! Inside Back Cover Pick one: April 18</td>
<td>$10,010</td>
<td>$11,000</td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover Pick one: April 18</td>
<td>$12,012</td>
<td>$13,200</td>
<td></td>
</tr>
<tr>
<td>April 19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**Total $**

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 68 for IRT details.

**Deadline to Submit:**

**Purchase Now**

**You Can Only Purchase Online**