The American Academy of Neurology and Industry Roundtable

Promoting and Advancing Neurologic Care

EDUCATION

LEADERSHIP

RESEARCH

SPONSORSHIP

August 2017
About the American Academy of Neurology

The American Academy of Neurology is the world’s largest association of neurologists and neuroscience professionals, with 32,000 members.

AAN Vision
To be indispensable to our members.

AAN Mission
To promote the highest quality patient-centered neurologic care and enhance member career satisfaction.

2017 AAN Priorities
- Axon Registry®
- Digital Infrastructure
- Diversity Engagement
- Education Innovation
- Health Care Reform Advocacy
- Neurologist Workforce Advocacy
- Research Support
- Personalized Communications
- Publications Redesign
About the Industry Roundtable

Launched in 1994, the Industry Roundtable is a group of member companies who help the American Academy of Neurology improve patient care through support of neuroscience research, education, and patient outreach.

Industry Roundtable

- Build relationships and recognition with AAN membership
- Enhance corporate visibility
- Help companies more effectively reach neurology target markets regardless of budget or company size
- Provide exclusive opportunity to hear about AAN programs first, each with a different target audience/participant profile
- Identify new sponsorships that can elevate brand and connect with key opinion leaders, clinicians, researchers, and other neuroscience professionals
Reach the Growing Neurology Market

89% of US Neurologists Are AAN Members

Membership Growth

- 14,000 members in 1995
- 17,000 members in 2000
- 19,500 members in 2005
- 24,000 members in 2010
- 32,000 members in 2016

Membership Demographics

- International Members: 6,000
- US Members: 26,000
## US Neurologists: Subspecialty

<table>
<thead>
<tr>
<th>Subspecialty</th>
<th>Count</th>
<th>Percent</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Neurology</td>
<td>4,737</td>
<td>38.5%</td>
<td>4,369</td>
<td>36.1%</td>
</tr>
<tr>
<td>Epilepsy</td>
<td>2,555</td>
<td>20.8%</td>
<td>1,013</td>
<td>8.4%</td>
</tr>
<tr>
<td>Child Neurology</td>
<td>1,291</td>
<td>10.5%</td>
<td>830</td>
<td>6.9%</td>
</tr>
<tr>
<td>Neuromuscular Medicine</td>
<td>2,364</td>
<td>19.2%</td>
<td>801</td>
<td>6.6%</td>
</tr>
<tr>
<td>Vascular Neurology and Stroke</td>
<td>2,223</td>
<td>18.1%</td>
<td>789</td>
<td>6.5%</td>
</tr>
<tr>
<td>Movement Disorders</td>
<td>2,059</td>
<td>16.7%</td>
<td>729</td>
<td>6.0%</td>
</tr>
<tr>
<td>Neuroimmunology and Multiple Sclerosis</td>
<td>1,523</td>
<td>12.4%</td>
<td>511</td>
<td>4.2%</td>
</tr>
<tr>
<td>Sleep Medicine</td>
<td>1,313</td>
<td>10.7%</td>
<td>480</td>
<td>4%</td>
</tr>
<tr>
<td>Clinical Neurophysiology</td>
<td>1,329</td>
<td>10.8%</td>
<td>412</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>1,067</td>
<td>8.7%</td>
<td>333</td>
<td>2.8%</td>
</tr>
<tr>
<td>Headache Medicine</td>
<td>1,880</td>
<td>15.3%</td>
<td>307</td>
<td>2.5%</td>
</tr>
<tr>
<td>Behavioral Neurology and Neuropsychiatry</td>
<td>959</td>
<td>7.8%</td>
<td>301</td>
<td>2.5%</td>
</tr>
<tr>
<td>Neurocritical Care</td>
<td>600</td>
<td>4.9%</td>
<td>251</td>
<td>2.1%</td>
</tr>
<tr>
<td>Neuro-oncology</td>
<td>413</td>
<td>3.4%</td>
<td>160</td>
<td>1.3%</td>
</tr>
<tr>
<td>Neurohospitalist</td>
<td>332</td>
<td>2.7%</td>
<td>137</td>
<td>1.1%</td>
</tr>
<tr>
<td>Pain Medicine</td>
<td>910</td>
<td>7.4%</td>
<td>124</td>
<td>1.0%</td>
</tr>
<tr>
<td>Geriatric Neurology</td>
<td>1,337</td>
<td>10.9%</td>
<td>117</td>
<td>1.0%</td>
</tr>
<tr>
<td>Neuro-ophthalmology</td>
<td>341</td>
<td>2.8%</td>
<td>115</td>
<td>1.0%</td>
</tr>
<tr>
<td>Neuroimaging</td>
<td>689</td>
<td>5.6%</td>
<td>51</td>
<td>0.4%</td>
</tr>
<tr>
<td>Neural Repair and Rehabilitation</td>
<td>400</td>
<td>3.3%</td>
<td>48</td>
<td>0.4%</td>
</tr>
<tr>
<td>Endovascular and Interventional Neurology</td>
<td>98</td>
<td>0.8%</td>
<td>41</td>
<td>0.3%</td>
</tr>
<tr>
<td>Traumatic Brain Injury</td>
<td>870</td>
<td>7.1%</td>
<td>37</td>
<td>0.3%</td>
</tr>
<tr>
<td>Neurogenetics</td>
<td>124</td>
<td>1.0%</td>
<td>35</td>
<td>0.3%</td>
</tr>
<tr>
<td>Neuro-otology</td>
<td>209</td>
<td>1.7%</td>
<td>24</td>
<td>0.2%</td>
</tr>
<tr>
<td>Palliative Neurology</td>
<td>154</td>
<td>1.3%</td>
<td>22</td>
<td>0.2%</td>
</tr>
<tr>
<td>Infectious Diseases and Neurovirology</td>
<td>350</td>
<td>2.8%</td>
<td>21</td>
<td>0.2%</td>
</tr>
<tr>
<td>Autonomic Disorders</td>
<td>219</td>
<td>1.8%</td>
<td>20</td>
<td>0.2%</td>
</tr>
<tr>
<td>Sports Neurology</td>
<td>458</td>
<td>3.7%</td>
<td>16</td>
<td>0.1%</td>
</tr>
<tr>
<td>Neuroepidemiology</td>
<td>51</td>
<td>0.4%</td>
<td>4</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td>Neuromuscular Pathology</td>
<td>72</td>
<td>0.6%</td>
<td>3</td>
<td>&lt;0.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>30,927</td>
<td>252%</td>
<td>12,101</td>
<td>100%</td>
</tr>
</tbody>
</table>

There were 12,307 respondents. Due to most respondents choosing more than one subspecialty, the counts add to more than 12,307 and the percent sums to more than 100 percent.

*2017 Insights Report Based on 2016 Data and Information: A Report from the Member Research Subcommittee of the American Academy of Neurology, February 16, 2017*
Join the American Academy of Neurology in Los Angeles in 2018

The World’s Largest Gathering of Neurologists

Come to the 2018 AAN Annual Meeting that brings together 12,000 to 14,000 neurology professionals from across the globe to network, discuss cutting-edge research, and take part in top-rated education programming across a wide variety of topics.

The Attendee Experience


- All-inclusive registration fee
- Networking with thousands of neurology professionals in an engaging and lively setting
- Comprehensive programing to create a customized experience
- Experiential learning areas

The Industry Experience


- Exhibition of 270+ organizations
- Sponsorship within and outside the Exhibit Hall
- Support of continuing medical education
The Industry Roundtable Experience


Visit the Industry Relations Room and other venues for daily learning and networking events.

- **Industry Roundtable Presents** featuring AAN physician/staff topic experts
- 1:1 meetings with AAN Physician Liaison to Industry
- New Industry Roundtable Member Welcome
- Industry Roundtable Breakfast with presentations by AAN leaders
- Exhibitor Advisory Meeting

**Benefits NOT to be Left on the Table**

While every company has preferred benefits, the following have proven to be an important consideration for choosing IRT membership level:

- **Annual Meeting Hotels** exclusive early option to reserve 15 rooms ($50K) at the JW Marriott (headquarter hotel) and 20 rooms ($50K/$40K) at select hotels within the AAN housing block.
- **Complimentary Annual Meeting registrations** ($50K and $40K)
- **First opportunity for top-tier 2018 IRT members to review prospectus for 2019 Annual Meeting in Philadelphia** before other IRT members, followed by non-IRT exhibitors.
- **Exclusive opportunity to host Industry Therapeutic Updates.**
  Non-CME events geared towards companies wanting additional marketing opportunities outside the Exhibit Hall at the world’s largest gathering of neurologists and neuroscience professionals
Join the Industry Roundtable

**Enjoy these 2018 member benefits***

### **2018 ANNUAL MEETING HOTELS**

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVE early opportunity to reserve fifteen (15) rooms at the 2018 AAN Annual Meeting Headquarter Hotel, JW Marriott, through October 6, 2017</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Early opportunity to reserve twenty (20) rooms at select hotels in the AAN housing block through October 6, 2017</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tbody>
</table>

*This Industry Roundtable benefit is exclusive to $50K members and is separate from Exhibitor Housing requests.*

### **CONNECTIONS**

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual meeting with AAN Physician Liaison to Industry</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network with AAN leaders/experts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018 Annual Meeting: Invitation(s) to Industry Roundtable Breakfast or event</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2018 Annual Meeting: <em>Industry Roundtable Presents:</em> Learning and networking sessions featuring AAN leaders/physicians/staff topic experts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018 Industry Summit: Registration(s) to receive AAN priority updates from and dialogue with AAN leadership</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2018 Annual Meeting: <em>(For new members only): Orientation to the AAN session hosted by Physician Liaison to Industry</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018: Open invitation to visit the AAN or have AAN staff visit you (depending upon scheduling availability)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### **DATA**

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Annual Meeting: Pre- and post-registrant lists</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>2018 Industry Roundtable Member Company Giving Report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>First opportunity to participate in Axon Registry® Development Partner Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### **RECOGNITION**

Recognized by company name unless otherwise noted

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Signage:</strong> 2018 Annual Meeting: Industry Roundtable Membership</td>
<td>Company logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Signage:</strong> 2018 Annual Meeting: Thank You at sponsored activities/events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Publication Display Ads: Neurology Today®</td>
<td>Company logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital: Industry Roundtable webpage</td>
<td>Company logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
### KNOWLEDGE AND EARLY OPPORTUNITIES

<table>
<thead>
<tr>
<th></th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AAN Communications Package</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ AAN Leadership Update (from AAN Executive Director) (monthly)</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>■ AANe-news™ (monthly)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>■ Capitol Hill Report (biweekly)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>■ AANews® (monthly)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2019 Annual Meeting (Philadelphia): Early access for top-tier 2018 IRT members to review prospectus (available October 2018)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018 Annual Meeting: Full registrations with all-inclusive program (valued at $1,195)</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018 AAN Conferences: Two full registrations for the AAN Breakthroughs in Neurology Conference (January); Sports Concussion Conference (July); Fall Conference (October) (valued at $719 to $1,399 per registration)</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018 AAN Conferences: Registration information shared when sent to AAN members</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Industry Roundtable Presents:</strong> Webinar series featuring AAN leaders and topic experts on subject matter identified as industry priorities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Invitation to submit public comments on the AAN clinical practice guidelines related to the diagnosis and treatment of neurologic diseases and quality measures under development</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### PROMOTION AND SPECIAL RATES

<table>
<thead>
<tr>
<th></th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K**</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Annual Meeting: Opportunity to reserve premium meeting suite; meeting suites not reserved by December 29, 2017, will open up to all exhibitors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018 Annual Meeting: Option to host Industry Therapeutic Update</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2018 Annual Meeting: Industry Roundtable pricing (10% discount) for sponsorship, marketing, and ads</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*To initiate your 2018 Industry Roundtable membership, visit (a2z) AAN.com/view/18IRT*

Your company access to the 2018 Industry Roundtable benefits, such as preferred housing, sponsorship discounts, or hosting an Industry Therapeutic Update, is contingent upon submitting a request for membership on the a2z AAN.com/view/18IRT.

Industry Roundtable members are asked to designate a primary contact to whom communications can be sent; additional names can be added to the distribution list.

Contact: Erin Harris at eharris@aan.com or (612) 928-6038 with questions.

**2018 Trial Industry Roundtable Membership $10K**

This one-year trial Industry Roundtable membership is open to companies which have not been previous members or do not currently have an approved therapy in neurology.

Contact: Deborah Woodard, MBA, at dwoodard@aan.com or (612) 928-6142 with questions.
Get the Information You Need When You Need It

Our goal is to help you more effectively and efficiently reach your target markets within the American Academy of Neurology membership, regardless of budget or company size. Become a member or expand your current involvement. We welcome your suggestions for future additional benefits or requests for more information.

Industry Relations Team

Industry Roundtable Membership
Alberta Zais
Senior Manager, Corporate & Strategic Partnerships
azais@aan.com • (612) 928-6063

AAN Leadership Programs, Industry Relations Management
Deborah Woodard, MBA
Senior Manager, Industry Affairs
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Grants, Continuing Medical Education
Elizabeth Busch
Project Manager, Grants and Research
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Industry Roundtable Benefits/Events
Briel Asleson
Senior Specialist, Annual Meeting
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Sales and Sponsorships
Andrew Halverson
Associate Director, Industry Sales
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Exhibits
Gretchen A. Liedl
Manager, Exhibits & Sponsorship
gliedl@aan.com • (612) 928-6015

Sales and Dues Technical Support
Erin Harris
Senior Specialist, Industry Sales
eharris@aan.com • (612) 928-6038

Industry Relations Oversight
Kris Fridgen
Senior Director, Industry Relations
kfridgen@aan.com • (612) 928-6099

Christine E. Phelps
Deputy Executive Director
American Academy of Neurology Institute
cphelps@aan.com • (612) 928-6101
Stay Connected with the AAN

Join us at AAN Conferences, Industry Roundtable events, webinars, and networking and learning sessions throughout the year.

2018 Industry Roundtable Timeline

- Diversity Leadership Program begins
- Industry Roundtable membership dues must be paid in full to claim benefits

JAN

- 2018 Annual Meeting Industry Roundtable preparation and appointment scheduling begins
- Medical Student Diversity Program begins
- Webinar: Capitol Hill Update

FEB

- 2018 Palatucci Advocacy Leadership Program

MAR

- Webinar

APR

- 2018 Sports Concussion Conference
  Indianapolis, IN
- 2018 Industry Roundtable spend reports sent

MAY

- AAN Research Program contracts fully executed to capitalize on AAN promotions leading up to selection of recipients

JUN

- Webinar: 2019 AAN Annual Meeting
  Prospectus Preview
- 2018 Industry Summit
  Features: AAN priority updates from and dialogue with AAN leadership; breakout sessions

JUL

- 2019 Annual Meeting housing opens for Industry Roundtable top-tier members
- Women Leading in Neurology begins
- 2019 Annual Meeting opportunities open

AUG

- Webinar: Capitol Hill Update

SEPT

- Webinar: 2019 AAN Annual Meeting
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OCT

- 2019 Industry Roundtable membership renewal begins
- Transforming Leaders Program begins
- Emerging Leaders Program begins
- Live Well, Lead Well begins

NOV

- 2019 Annual Meeting housing opens for all Industry Roundtable members and exhibitors
- Practice Leadership begins

DEC

- Industry Roundtable membership year begins
- Breakthroughs in Neurology Conference
  January 12–15 • Caribe Royal, Orlando, FL
- Early Career Essentials Conference
  January 13–15 • Caribe Royal, Orlando, FL
- 2018 Annual Meeting
  April 21–27 • Los Angeles, CA
- Industry Therapeutic updates
- Brain Health Fair open to the public and advocacy groups
- Industry Roundtable Breakfast
- Industry Room
- Leadership Program events for supporters, presenters, and participants
- Enhanced Resident Leadership begins
- AAN Leadership University

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- Medical Student Diversity Program begins
- Webinar: Capitol Hill Update

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DEC
Thank You

2017 Industry Roundtable Members

The American Academy of Neurology and the Industry Roundtable collaborate on opportunities to support neurology and serve patients with neurologic disease.

$50,000

abbvie  ACADIA Pharmaceuticals  Allergan  AMGEN  Biogen  EMD Serono  Genentech

Lundbeck  MT Pharma America  NOVARTIS  SANOFI Genzyme  SK biopharmaceuticals  sunovion  Supernus Pharmaceuticals  Teva CNS

$40,000

ACORDA Therapeutics  IPSEN Biopharmaceuticals, Inc.  Mallinckrodt Pharmaceuticals

$25,000

Eisai Inc.  GE Healthcare  Medtronic  Merck & Co.

$10,000

Adamas Pharmaceuticals, Inc.  Alnylam Pharmaceuticals  Arbor Pharmaceuticals  AveXis, Inc.  Axovant Sciences  LivaNova PLC  Neurocrine Biosciences