The American Academy of Neurology and Industry Roundtable

Collaborating on shared opportunities to support neurology and serve patients with neurologic disease

EDUCATION  LEADERSHIP
RESEARCH  SPONSORSHIP
Industry Roundtable support enables the American Academy of Neurology to improve patient care through support of neuroscience research, education, and patient outreach.

### $40,000

<table>
<thead>
<tr>
<th>Company</th>
<th>Logo</th>
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<tbody>
<tr>
<td>Abbvie</td>
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<tr>
<td>ACADIA Pharmaceuticals</td>
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<tr>
<td>Allergan</td>
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<td>Biogen</td>
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<td>EMD Serono</td>
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<td>Genentech</td>
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<td>Lilly</td>
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<td>Lundbeck</td>
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<td>Mallinckrodt Pharmaceuticals</td>
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<td>Mylan</td>
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<td>Novartis Pharmaceuticals</td>
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<td>Sanofi Genzyme</td>
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<td>Sunovion</td>
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<td>Supernus Pharmaceuticals</td>
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<td>Teva Pharmaceuticals</td>
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<tr>
<td>CNS</td>
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### $30,000

- Amgen, Inc.
- IMPAX Pharmaceuticals

### $20,000

- ContextMedia:Health
- Eisai Inc.
- Medtronic, Inc.
- Upsher-Smith Laboratories, Inc.

*Commitments as of July 31, 2016*
When You Collaborate with the AAN You...

Make Connections.

- Explore endless shared opportunities with the world’s largest association of neurologists
- Network with knowledgeable staff who can guide and connect you with Academy leaders
- Engage in meaningful dialogue that aligns with your interests and values in the common quest for advancing research into cures and care for patients with neurologic disease
- Communicate with Industry Physician Liaison
- Attend the AAN Annual Meeting Industry Roundtable Event for high-level connections
- Learn and network at the Industry Summit for a full day with AAN leadership and executive staff

AAN.com/view/industry
When You Collaborate with the AAN You....

**Gain Knowledge and Insight.**

- Participate in exclusive educational opportunities and discover first-hand what is most important to neurology—so together we can fill those gaps
- Share your ideas for positively impacting the future of neurology and patient care
- Receive regular updates on Academy programs and events, and important industry issues and priorities, so you can identify new and innovative growth opportunities
- Dial into the webinar series; past topics included Advocacy, Conference Opportunities, Guidelines, Quality Measures, AAN Axon Registry

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**GUIDELINES**

Access the AAN’s clinical practice guidelines to help make decisions related to the diagnosis and treatment of neurologic diseases. The AAN develops these summaries as educational tools for neurologists, patients, family members, caregivers, and the public. You may download and retain a single copy for your personal use. Please contact guidelines@aan.com to learn about options for sharing this content beyond your personal use.

**BROWSE BY TOPIC**
- Brain Injury and Brain Death
- Child Neurology
- Dementia
- Epilepsy
- Headache
- Movement Disorders
- Multiple Sclerosis
- Neuromuscular
- Stroke and Vascular Neurology
- Technology Assessments

**BROWSE BY STATUS**
- All Guidelines
- Recent Guidelines
- Retired/Replaced Guidelines
- Endorsed or Affirmed Guidelines
- Guidelines Under Development

**ABOUT PRACTICE GUIDELINES**
- Guideline Development Process
- Guidelines Open for Public Comment
- Permission for Use
When You Collaborate with the AAN You....

Get Recognized.

- Get noticed by 30,000+ AAN members worldwide
- Take advantage of discounts on high-profile promotion opportunities at the AAN Annual Meeting, the world’s largest gathering of neurologists
- Host an Industry Therapeutic Update for AAN Annual Meeting Attendees
- Receive recognition in Annual Meeting promotion and signage, select AAN publications, and the AAN website throughout the year
About the AAN

Breakdown of US Members

- 55.4% Neurologist
- 3.4% Researcher
- 16.0% Junior
- 2.0% Non-neurologist Clinician
- 14.3% Student
- 1.9% Nurse Practitioner/Physician Assistant
- 6.0% Senior and Honorary
- 1.0% Business Administrator

Membership Demographics

US Members 24,000

US Neurologists 13,000

More than 89% of current market share

Based on 2015 year-end data.
Membership Growth

Based on 2015 year-end data.

International Members

6,000
## Join the Industry Roundtable

<table>
<thead>
<tr>
<th>2017 Industry Roundtable Benefits by Membership Level</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEW</strong>—Annual Meeting Hotels**: Exclusive early selection opportunity through October 7, 2016, to reserve fifteen (15) rooms at one of three hotels with convenient, walking access to the Boston Convention and Exhibition Center</td>
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<tr>
<td>Westin Boston Waterfront</td>
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<tr>
<td>Renaissance Boston Waterfront</td>
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<tr>
<td>The Seaport Hotel</td>
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<tr>
<td><em>This is an Industry Roundtable 50K member-only benefit. These hotels are not available to other Industry Roundtable levels or to exhibitors for the 2017 AAN Annual Meeting.</em></td>
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<tr>
<td>Four (4) full registrations with all-inclusive program to 2017 AAN Annual Meeting, valued at $1,195 each</td>
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<tr>
<td>Two (2) full registrations to an AAN Conference of your choice: Breakthroughs in Neurology (January); Sports Concussion (July); Fall (October), valued at $719 to $1,399 per registration</td>
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<tr>
<td>Two (2) invitations to AAN President’s Reception at Annual Meeting</td>
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<tr>
<td><strong>NEW</strong>—AAN Leadership Update from AAN Executive Director (monthly)</td>
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<tr>
<td><strong>NEW</strong>—AANe-news (monthly)</td>
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<tr>
<td><strong>NEW</strong>—Capitol Hill Report</td>
<td>√</td>
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<tr>
<td>2017 Annual Meeting Hotels**: Early opportunity to reserve twenty (20) rooms at designated hotels through October 7, 2016</td>
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<tr>
<td>Two (2) full registrations with all-inclusive program to 2017 AAN Annual Meeting, valued at $1,195 each</td>
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<tr>
<td>Opportunity to reserve premium meeting suite</td>
<td>√</td>
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<tr>
<td>Individual meeting with AAN Physician Liaison(s) to Industry</td>
<td>√</td>
<td>√</td>
<td></td>
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<tr>
<td>Recognition in publication, <em>Neurology Today®</em></td>
<td>√</td>
<td>√</td>
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</tr>
<tr>
<td>Schedule 1:1 Industry Roundtable Overview of 2017 Annual Meeting</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td></td>
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<tr>
<td>Pre- and post-Annual Meeting registrant lists with email</td>
<td>√</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Roundtable pricing (10% discount) for 2017 Annual Meeting sponsorship, marketing, and ads</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>2017 Industry Roundtable Individual Company Giving/Membership Report</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Invitation(s) to Industry Roundtable Breakfast or similar Annual Meeting Function</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
## 2017 Industry Roundtable Benefits by Membership Level

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>$50K</th>
<th>$40K</th>
<th>$25K</th>
<th>$10K*</th>
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</thead>
<tbody>
<tr>
<td><strong>Industry Roundtable Presents:</strong> Learning sessions at Annual Meeting featuring AAN leaders and topic experts</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Registration(s) to 2017 Industry Summit, an opportunity 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>Recognition on Industry Roundtable webpage</td>
<td>Logo</td>
<td>Company Name</td>
<td>Company Name</td>
<td>Company Name</td>
</tr>
<tr>
<td>Recognition in 2017 Annual Meeting: <em>Onsite Exhibitor Guide</em></td>
<td>Logo</td>
<td>Company Name</td>
<td>Company Name</td>
<td>Company Name</td>
</tr>
<tr>
<td>Recognition in signage at 2017 AAN Annual Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Industry Roundtable Presents:</strong> Series of 4 to 6 webinars featuring AAN leaders and topic experts on subject matter of interest to industry participating in the neurology specialty.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>NEW</strong>—For new member companies/organizations, the opportunity for an orientation meeting with Industry Physician Liaison and staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>AAN Conferences Overview: Early Notification</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Networking with leaders/experts of the AAN</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity for members to participate in exchanges of ideas on topics identified by industry and the AAN</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>NEW</strong>—<em>AANnews®</em> (monthly) digital version</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Industry Roundtable biweekly communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### NEW IN 2017: $10K Industry Roundtable Trial Membership

In response to requests from companies new to neurology, without an approved therapy in the field, or just wanting to learn more about the American Academy of Neurology (AAN) and its 30,000 members worldwide, a new membership level is being introduced. The $10K membership for 2017 offers a program of benefits that includes webinars on topics identified by industry, networking with professionals advancing the specialty, and interactive learning opportunities. Please contact Alberta Zais at (612) 928-6063 or azais@aan.com if you are interested or have questions.

**This is an Industry Roundtable member-only benefit which is separate from Exhibitor Housing requests.** The benefit is expected to fluctuate annually, contingent on housing/hotel blocks and availability in each AAN Annual Meeting city.
Who Can Join the Industry Roundtable?

Industry Roundtable membership is open to corporations and organizations with interests and programs in support of neurology†, particularly:

- Pharmaceutical
- Medical device
- Medical imaging
- Medical publishing
- Medical information systems
- Managed health care
- Biotechnology

Participating individuals from IRT member companies work in many professional areas including:

- Advocacy
- Commercial/marketing
- Government affairs
- Medical affairs
- Research

† AAN review and approval required for all membership applications.
Customize Your Approach

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

Industry Relations Team

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**Industry Relations Oversight**
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American Academy of Neurology Institute  
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AAN.com/view/industry
Stay Connected with the AAN

Partner with the AAN

Stay connected with neurologists and informed throughout the year. Join us at AAN conferences, Industry Roundtable events, and leadership and research programs throughout the year.

Industry Roundtable Timeline

- Diversity Leadership Program begins
- IRT membership dues must be paid in full
- AAN Annual Meeting preparation and appointment scheduling
- Minority Scholars program begins

- Palatucci Advocacy Leadership Forum

- AAN Annual Meeting opportunities open
- IRT membership renewal begins
- Transforming Leaders Program begins
- Emerging Leaders Program

- AAN Annual Meeting housing opens for all IRT members and exhibitors

- IRT membership year begins
- Breakthroughs in Neurology Conference

- AAN Annual Meeting
- Industry Therapeutic Updates
- Industry Roundtable meetings for 1:1 between AAN and corporate representatives
- AAN Leadership University
- Brain Health Fair open to the public and advocacy groups
- IRT Breakfast
- Leadership programs meet for training and networking

- Sports Concussion Conference

- Industry Roundtable Summit
- Fall Conference
- AAN Leadership University
- AAN Annual Meeting housing opens for top tier IRT members

- AAN Research Program contracts fully executed to benefit from all AAN promotions