

Prospectus:

Exhibits • Sponsorship • Advertising • Support

Conference dates: April 18–22, 2026, Chicago and online
Exhibit hall dates: April 19–22, 2026

[AAN.com/AM](https://aan.com/AM) • [#AANAM](https://twitter.com/AANAM)

Why participate in the 2026 Annual Meeting?

The AAN is committed to being the driving force behind the future of brain health by making the latest expertise, education, and insight accessible for all. Through the 2026 AAN Annual Meeting, our community of inspired minds will provide the support, connection, and collaboration needed to unlock new possibilities in brain health and disease treatment.

At the Annual Meeting, you will:

- Connect with leaders in the field of neurology and build relationships
- Showcase your product and therapy solutions to your target audience
- Learn the latest in scientific research, including the latest breaking abstracts and scientific data for health care providers.
- Support the field of neurology and future neurological advances
- Drive brand and product awareness to increase company revenue

Don't miss your opportunity to reach this highly engaged audience. Exhibit at the Annual Meeting and showcase your innovative research and products, demonstrate your advancements, and contribute to the future of brain health.

The exhibit hall will be open through the end of the meeting, maximizing your ability to have meaningful conversations with attendees.

Join us in advancing brain health for all!



“The industry partnership is vital for innovation and the last steps prior to approval.... I find the exhibit hall helpful, the variety from diagnostics, to therapeutics, to advocacy, to research, is always appreciated.”

—Past AAN Annual Meeting Participant

Contents

Exhibit hall opportunities	2.1	Exhibitor booth staff registration and housing	2.15
Exhibit hall schedule	2.2	Policies	2.17
Exhibit hall hours	2.2	Hotel hospitality suites	2.18
Exhibitor move-in schedule	2.3		
Exhibitor move-out schedule	2.3	Recruiter opportunities	3.1
Exhibit booth information	2.4	Java, Juice & Jobs: a Neurology Career Center event	3.2
Exhibit booth options	2.5	Java, Juice & Jobs breakfast	3.2
Exhibit hall neighborhoods	2.6	Neurology Career Center t-shirts	3.2
Career Fair Neighborhood	2.7	Java, Juice & Jobs entrance table	3.3
Java, Juice & Jobs sponsorships	2.7	Java, Juice & Jobs corner table	3.3
First-time exhibitor neighborhood	2.8		
Digital health neighborhood	2.8	Advertising opportunities	4.1
Exhibit hall presentation stages	2.9	Annual Meeting emails	4.2
In-booth presentation stages	2.9	Email opportunities	4.2
Exhibitor presentation stage	2.10	Email opportunities available	4.3
Exhibit hall passport	2.11	Annual Meeting Daily rate card	4.5
Exhibit hall map	2.12	Pre-meeting direct mail	4.6
Logo on exhibit hall map	2.12	Mobile app and online platform advertising opportunities	4.7
Wayfinding map sponsorship	2.12	Interstitial ad on the mobile app only	4.8
Premium meeting suites	2.13	Push notifications on both the mobile app and online platform	4.8
Premium meeting suite schedule	2.13	Carousel ads on both the mobile app and the online platform	4.8
Exhibit hall meeting suites	2.14	Attendee list opportunity	4.10
Pre-built meeting suite options	2.14	Out-of-home advertising	4.11
Customized meeting suites	2.14		
Exhibit hall meeting suite schedule	2.14		

Sponsorship opportunities	5.1
Area sponsorships	5.2
Buzz cafes	5.2
Carpet graphics at hall entrance	5.2
Footprints	5.2
Charging options	5.3
Portable charger kiosk	5.3
Charging seating	5.3
Exhibit hall charging lounge	5.4
Exhibit hall charging table	5.4
Exhibit hall sponsorship opportunities	5.5
Exhibit hall opening luncheon	5.5
Exhibit hall networking crawl	5.5
Park benches	5.6
Street lamp posts and flower beds	5.6
Pillar marketing	5.7
Overhead exit banner/cling	5.7
Tabletop graphics	5.8
Digital billboard	5.8
Hanging aisle banner	5.9
Puppy park	5.9
Outside of exhibit hall opportunities	5.10
Convention center escalator clings	5.10
Social media post	5.11
Hydration station	5.11
Poster presentation viewing area	5.12
Lunch line dividers	5.12
Meeting pods	5.13
New! Entrance unit panels	5.13
WiFi access	5.14

Hotel opportunities	5.15
Hotel key cards and card holders	5.15
Hotel do not disturb signs	5.15
Hotel door drops	5.16
New! Hotel office pods	5.17
New! Shuttle bus offerings	5.17
Support opportunities	5.18
General sponsorship of the Annual Meeting	5.18
International fund	5.18
Resident and Fellow Scholarship fund	5.18
5k Run/Walk for Brain Health	5.19
Wellness hub	5.19
Business administrator day	5.20

Industry Therapeutic Update opportunities	6.1
Online participation	6.2
Industry Therapeutic Update rooms and pricing	6.3
Industry Therapeutic Updates policies and guidelines	6.4

Focus group sponsorships	7.1
Focus groups	7.2

Continuing medical education opportunities	8.1
Continuing medical education (CME) program support	8.2
Implementing the AAN conflict of interest policy for CME programming	8.3

Appendices

Dates and deadlines

Exhibitor booths and housing

Advertising

Sponsorship

Specifications**

Exhibit hall opportunities

Advertising opportunities

Sponsorship opportunities

Exhibit hall sponsorship opportunities

Hotel opportunities

9.1

9.2

9.2

9.3

9.4

9.5

9.5

9.5

9.6

9.7

9.7

AAN-approved vendors

Rules for industry and other organizations at the AAN Annual Meeting

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs

Priority points

AAN name and logo restrictions

9.8

9.9

9.19

9.24

9.25



Exhibit hall opportunities

Exhibit hall schedule	2.2	Exhibit hall map	2.12
Exhibit hall hours	2.2	Logo on exhibit hall map	2.12
Exhibitor move-in schedule	2.3	Wayfinding map sponsorship	2.12
Exhibitor move-out schedule	2.3	Premium meeting suites	2.13
Exhibit booth information	2.4	Premium meeting suite schedule	2.13
Exhibit booth options	2.5	Exhibit hall meeting suites	2.14
Exhibit hall neighborhoods	2.6	Pre-built meeting suite options	2.14
Career Fair Neighborhood	2.7	Customized meeting suites	2.14
Java, Juice & Jobs sponsorships	2.7	Exhibit hall meeting suite schedule	2.14
First-time exhibitor neighborhood	2.8	Exhibitor booth staff registration and housing	2.15
Digital health neighborhood	2.8	Policies	2.17
Exhibit hall presentation stages	2.9	Hotel hospitality suites	2.18
In-booth presentation stages	2.9		
Exhibitor presentation stage	2.10		
Exhibit hall passport	2.11		

Exhibit hall schedule

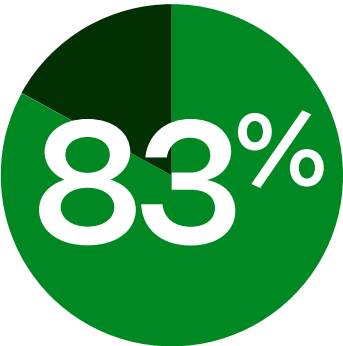
The 2026 Annual Meeting exhibit hall will be located in Hall F, in the west building of McCormick Place.

Exhibit hall hours

- **Sunday, April 19**
11:30 a.m.–4:00 p.m.
Opening luncheon
11:30 a.m.–1:30 p.m.
- **Monday, April 20**
11:30 a.m.–6:00 p.m.
Networking reception
4:00 p.m.–6:00 p.m.
- **Tuesday, April 21**
11:30 a.m.–4:00 p.m.
- **Wednesday, April 22**
11:30 a.m.–4:00 p.m.

Important reminders

- Exhibit crates must be removed from the exhibit floor by 4:30 p.m. on Saturday, April 18. No exceptions will be allowed.
- Exhibit booths not set up by 8:00 a.m. on Sunday, April 19, will be reclaimed by the AAN under the *No-show Policy*. Please see *Rules for Industry and Other Organizations at the AAN Annual Meeting*.
- Exhibitors are expected to make travel arrangements in accordance with the official exhibit hall schedule. Early departure will be cause for sanction.



83% of exhibiting companies were very or somewhat satisfied with their exhibit experience.

Important dates and deadlines

Date	Deadline
NOV 14	Exhibit contract deadline for priority booth assignments
NOV 15	50% booth cancellation fee begins, including downsizing of booth size
DEC/ JAN	Exhibitor service kit available online
JAN 16	Exhibit booth renderings due for exhibits 400 sq. ft. or larger Notification of intent to use an exhibitor appointed contractor/ non-official contractor form due Certificate of liability insurance form due Booth giveaways and activity form due Meeting suite renderings due
JAN 30	Final booth payments due
JAN 31	100% booth cancellation fees begin, including downsizing of booth
FEB 6	Company descriptions due for AAN mobile app
MAR 6	Group housing deadline Exhibit booth staff registration due
MAR 12	Warehouse receiving begins
APR 10	Warehouse receiving ends

Exhibitor move-in schedule

Designated early move-in booths*

- Wednesday, April 15, and Thursday, April 16
8:00 a.m.–4:30 p.m.

**Refer to target floorplan for specific dates and times*

All exhibitors

- Friday, April 17, and Saturday, April 18
8:00 a.m.–4:30 p.m.

All booths must be set up by 4:30 p.m. on Saturday, April 18

Exhibitor move-out schedule

- Wednesday, April 22
4:00 p.m.–8:00 p.m.
- Thursday, April 23
8:00 a.m.–4:30 p.m.

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

Sanctions

Sanctions will be applied to exhibitors tearing down and/or moving out prior to 4:00 p.m. on Wednesday, April 22. This rule applies to all exhibitors, including those in the Association Neighborhood. Sanctions will be applied for not abiding to the overall AAN rules and regulations.



Exhibit booth information

Included with your standard booth rate:

- 8' back drape, 3' high side drape.
- Two-line identification sign (17" x 11" with company name and booth number)
- Booth drape and aisle carpeting (**booth carpet is NOT included, but mandatory**)
- Booth and company listing in the AAN Conferences mobile app and program search on [AAN.com](https://aan.com)
- Exhibitor badge registration for up to four employees for each 10' x 10' unit/100 sq ft. Refer to page 2.14 for an overview of which courses/presentations you will gain access to with an exhibitor badge
- Ability to rent pre- and post-meeting attendee list (see advertising prospectus for details)
- Around-the-clock peripheral security services beginning with setup and concluding after freight removal

Not included:

- Carpet and furniture
- Carpeting is mandatory for all booths
- Pillar wrapping*

**If a pillar is within the footprint of your booth, any hanging branding or wrapped branding above 12 feet from the exhibit hall floor must be purchased through the AAN and GES*

Exhibit space assignment

To ensure appropriate booth assignment, all exhibitors must provide three (3) preferred booth choices. The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary. Booth assignment is determined based on the following criteria:

1. *Priority points*
2. Contract/payment submission date
3. Best fit

The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.

Priority deadline November 14, 2025

The AAN requires 100% deposit/payment for credit cards, check, or wire transfers. Deposits are due within 10 business days of online contract submission. **Final payments are due January 30, 2026.** If payment is not received by the deadline, the AAN/AANI reserves the right to reassign or sell the space and the original applicant will be responsible for 100% of the contracted space costs.

Exhibitor lunch

Lunch will not be provided to exhibiting personnel. Exhibitors are encouraged to eat prior to arrival or work with the convention center catering for exhibit space lunch offerings.

Contact:

OVG Hospitality
McCormick Place
K'Jia Bozeman

KBozeman@mccormickplace.com

All booths should adhere to the International Association of Exhibitions & Events (IAEE) Guidelines for Display Rules & Regulations. Guidelines for each booth type can be found in the online Exhibitor Service Center.

Exhibit booth options

Order online by November 14, 2025, for priority assignment

This page is for planning only, all orders will need to be placed through the online portal.

Rates/booth selections

The AAN will make all efforts to assign space according to the exhibitor's request. Preferences for booth location are not guaranteed. Space will be assigned by priority points, best fit, and date application is received. Final space will be determined by conference management.

Booth space rates

	Until Nov 14, 2025	After Nov 14, 2025
Linear booth rates		
Linear	\$3,500	\$3,700
Corner	\$3,700	\$3,900
10' x 20'	\$9,500	\$9,800
Island booth rates		
20' x 20'	\$19,000	\$19,600
20' x 30'	\$28,500	\$29,400
20' x 40'	\$38,000	\$39,200
20' x 50'	\$47,500	\$49,000
30' x 30'	\$42,750	\$44,100
30' x 40'	\$57,000	\$58,800
30' x 50'	\$71,250	\$73,500
40' x 40'	\$76,000	\$78,400
40' x 50'	\$95,000	\$98,000
50' x 50'	\$118,750	\$122,500
50' x 70'	\$166,250	\$171,500
60' x 60'	\$171,000	\$176,400
60' x 80'	\$228,000	\$235,200
70' x 70'	\$232,750	\$240,100
Association Neighborhood		For details, see page 2.6
<i>Complimentary space available for the first 12 registered</i>		
10' x 10'		\$1,500
Career Fair Neighborhood		For details, see page 2.7
10' x 10' booth with access to the Java, Juice & Jobs event		\$6,000

Additional booth sizes are available. Please contact the AAN for pricing on any size not listed.



Exhibit hall neighborhoods

Exhibit hall neighborhoods help attendees quickly find exhibitors of interest. Being located in a thematic neighborhood is not required, but if you wish to be placed in a neighborhood, indicate which one on the online contract. Space in each of the available neighborhoods is limited and will be distributed on a first come, first-served basis.

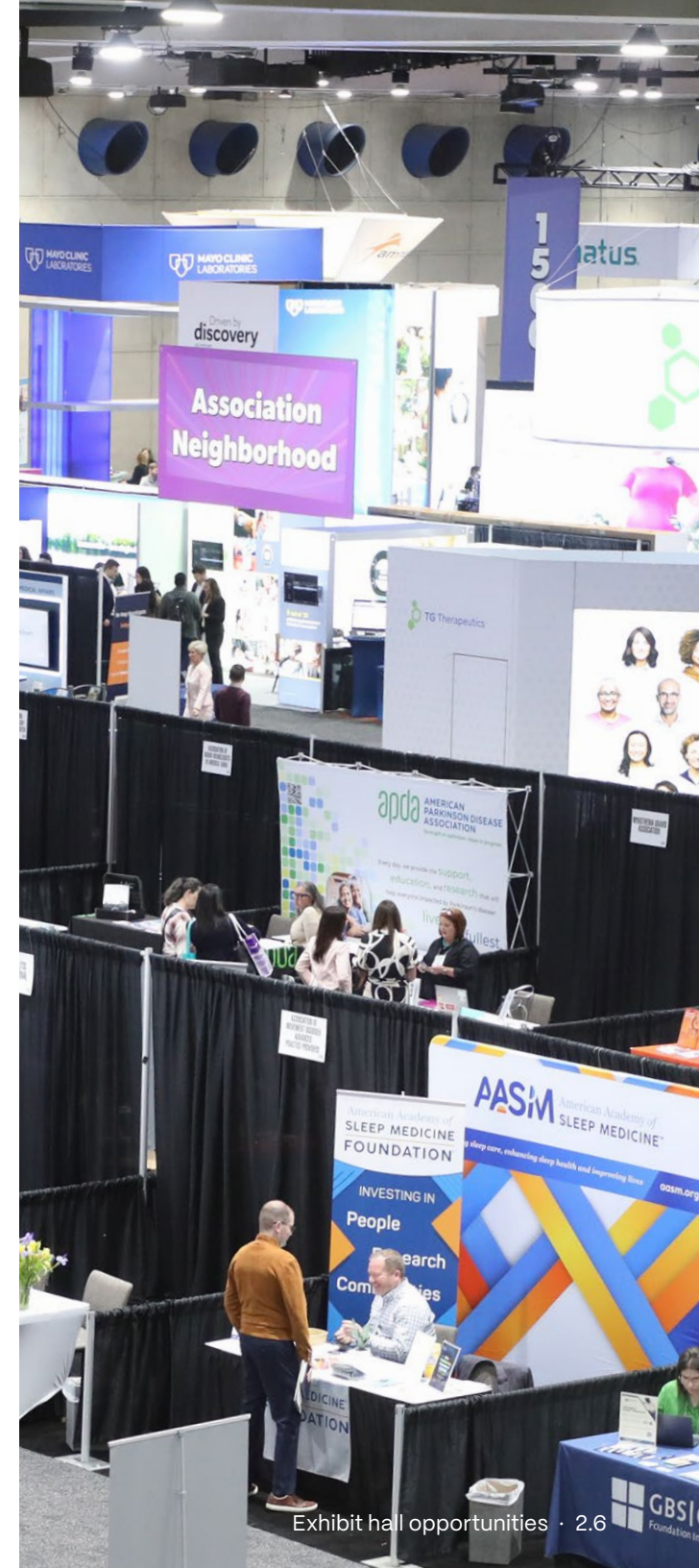
Association neighborhood

The first 12 medically related nonprofit association (as determined by the AAN) contracts received will receive a free space in the Association neighborhood.

Once the free space is sold out, nonprofits will be able to purchase a standard 10'×10' booth at a reduced rate of \$1,500. *Priority points* will not be taken into account for exhibitors paying the reduced nonprofit rate. Exhibit hall association space is assigned at the discretion of the AAN/AANI.

- Association neighborhood booth rates include carpet, draped table, two chairs, and a wastebasket. Additional furniture, electrical, or upgrades are at the cost and responsibility of the exhibitor to order.
- **Association neighborhood booths are available at a reduced rate of \$1,500 for a 10'×10' space.**
- Requests for association space must be accompanied by proof of nonprofit status for first-time exhibitors.

*Please note that **hospital networks, hospitals, or health care systems are not eligible for complimentary or reduced rate association neighborhood booths.** Please see the Career Fair Neighborhood packages.*



Career Fair Neighborhood

Special package for recruiters

The Career Fair package is for those looking to recruit neurologists or other neuroscience professionals. It will feature a unique look that will differentiate it from the rest of the exhibit hall.

Package includes:

- 10'x10' booth in the Career Fair Neighborhood. This designated neighborhood is marketed to attendees as the place for them to go to get information about career opportunities.
- Access to participate in the Career Center's Java, Juice & Jobs event. This event is geared exclusively toward career seekers and will be the best way to meet your next job candidate on-site!

Date: Tuesday, April 21

Time: 7:00 a.m.–9:00 a.m.

Package price: \$6,000

Java, Juice & Jobs sponsorships

- Java, Juice & Jobs Breakfast
- Neurology Career Center T-shirts
- Java, Juice & Jobs entrance table
- Java, Juice & Jobs corner table

For more details regarding these sponsorships please see [page 3.2](#)



First-time exhibitor neighborhood

The AAN has designated a block of booths in a high-traffic area of the hall for first-time exhibitors.

Digital health neighborhood

Back by popular demand! The digital health neighborhood is open to any company that has a product or service that provides new and innovative ways to advance the treatment, technology, and connection between the provider and their patients.



Exhibit hall presentation stages

In-booth presentation stages

Sunday, April 19–Wednesday, April 22

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

In-booth presentation stages—rules and regulations

Refer to *Rules for industry and other organizations at the Annual Meeting* for additional information

- **Minimum of 20' x 20' booth space required**
- Participating company must be a supporter of a 2026 Annual Meeting marketing item
- Presentation stage must fit within footprint of booth space
- Seating allowed for maximum of 25 people
- Presentations must not exceed 20 minutes in length
- Maximum of four presentations per day Sunday–Wednesday (maximum of 16 presentations)
- **Presentations may not occur between 11:45 a.m.–12:45 p.m. daily**

- Exhibitors create their own schedule during official exhibit hall hours
- **Presenter must not be AAN Annual Meeting director, faculty, co-chair, presenter, or abstract first author, member of AAN leadership, or AAN staff**
- Presenter names must be sent to the AAN team for approval by January 30. Please note that the AAN team has a 5–7 business day review period.
- Presenter must clearly state that they are not representing the AAN's views and/or opinions
- Announcements, music, or other AAN content are a regular occurrence in the exhibit hall and should be considered before choosing to purchase a presentation stage

Specific sponsorship benefit:

- AAN promotional signage
- Acknowledgment in AAN marketing materials

Sponsorship fee: \$20,000

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

This is the only type of in-booth presentation allowed at the AAN Annual Meeting. No other in-booth presentations of any kind will be allowed. Sanctions for guideline violations will apply.



Exhibitor presentation stage

Sunday, April 19–Wednesday, April 22

This opportunity allows exhibitors who have **400 square feet or less total exhibit space** in the exhibit hall the ability to give a brief presentation to AAN attendees. Similar to in-booth presentations, this allows companies the space to discuss current products and how your organization is advancing neurologic patient care. The stage will be located in a high-traffic area inside the hall and will be promoted in AAN marketing materials.

Exhibitor presentation stage guidelines

- **Presenter must not be AAN Annual Meeting director, faculty, co-chair, presenter, or abstract first author, member of AAN leadership, or AAN staff**
- Presenter names must be sent to the AAN team for approval by January 30, 2026.
- Presentation stage and schedule set by AAN. Time slots will be determined by preference based on when order is received
- Each presentation will be limited to 20 minutes in length
- Presenter must clearly state that they are not representing the AAN's views and/or opinions

- If minimum participation is not fulfilled, presentation stage may be cancelled. All participating companies would be notified by January 30, 2026, if the stage were to be cancelled
- Presenting companies are allowed to have one lead retrieval device, but must follow the AAN's lead retrieval presentation stage guidelines
- Announcements, music, or other AAN content are a regular occurrence in the exhibit hall and should be considered before choosing to purchase a presentation stage timeslot
- **Limit 2 presentation slots per company**

Specific sponsorship benefit:

- Promotional signage, A/V, stage, and seating provided by the AAN
- Acknowledgement in mobile app and in the daily schedule
- Quarter-page ad in the *Annual Meeting Daily* on the day of presentation

Sponsorship fee: \$10,000 per presentation slot



Exhibit hall passport

Put your company/product logo on the passport and increase traffic to your booth.

Bring attendees directly to your booth by obtaining a spot on the daily exhibit hall passport! The Exhibit Hall Passport lists booths that attendees must visit that day in order to complete and earn the chance to win incredible prizes. Prizes vary year to year, but are always popular!

Sponsorship fee*: Starting at \$750–\$3,000, depending on booth size.
(Multiple sponsorships plus exclusive premier sponsorship per passport).

Passport rates

	April 19	April 20	April 21	April 22
Level I				
Exhibits 200 sq. ft. and smaller	\$2,000	\$1,500	\$1,000	\$750
Level II				
Exhibits 201–799 sq. ft.	\$2,250	\$1,750	\$1,250	\$1,000
Level III				
Exhibits 800–1,599 sq. ft.	\$2,500	\$2,000	\$1,750	\$1,500
Level IV				
Exhibits 1,600 sq. ft. and larger	\$3,000	\$2,500	\$2,250	\$2,000
Premier passport sponsor	\$7,000	\$7,000	\$7,000	\$7,000

The AAN reserves the right to cancel the passport if a minimum of 7 (seven) logos are not sold by February 6, 2026.

Premier passport sponsorship

- Enlarged logo on passport
- Exhibit hall announcement stating company name and booth number as the sponsor that day
- Drop-off location for completed passports in your booth

**Funding will not be utilized by AANI in any manner that will constitute a reportable transfer of value to a covered recipient under the Physician Payment Sunshine Act, including for entertainment, food or beverage, gifts, or promotions for individual attendees.*

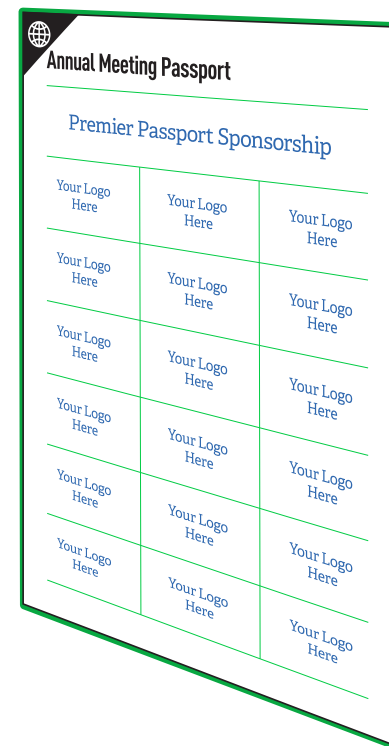


Exhibit hall map

Logo on exhibit hall map

Showcase the location of your booth on the interactive AAN exhibit hall map! The logo will be placed on your booth location within the interactive map. These maps are located throughout the exhibit hall and at high-traffic entrance locations. They also offer attendees the ability to search companies by name, specialty, and booth number.

Available to booth spaces 20' x 20' or larger.

Specific sponsorship benefit:

- Company or product logo over exhibit space
- Greater visibility for attendees before conference and on-site
- Exhibit hall map linked on [AAN.com](https://aan.com)

Sponsorship fee: \$2,100

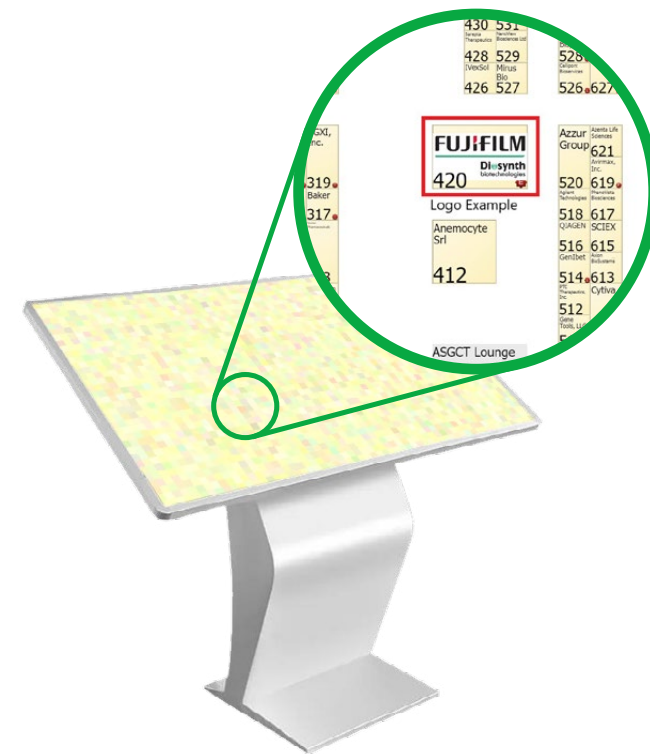
Wayfinding map sponsorship

Highlight your company or brand by sponsoring the AAN exhibit hall wayfinder maps! Your image will be placed at the bottom of all five Wayfinding Map units, which are placed throughout the exhibit hall and at other high-traffic locations. These maps offer attendees the ability to search companies by name, specialty, and booth number.

Specific sponsorship benefit:

- Company or product branding on a decal placed at the bottom of five wayfinding map units

Sponsorship fee: IRT member price: \$30,000
Non-IRT member price: \$35,000
(Exclusive sponsorship)



Premium meeting suites

Exclusive benefit to Industry Roundtable members!*

Ten premium meeting suites are available for rental in the Hyatt Regency McCormick Place Conference Center conveniently located adjacent to the West Building on Level 1.

Sponsorship fee: \$55,000

**Note: Must be a \$75,000 2026 Industry Roundtable member to purchase a Premium Meeting Suite. Exclusive opportunity available to top-tier \$75,000 level members through December 1, 2025. Available to \$50,000 and \$25,000 members December 2, 2025, through January 5, 2026. Any available suites are open for purchase to all companies after January 5, 2026.*

What makes these suites premium?

Location

Located adjacent to the West Building on Level 1—no need to walk back to your hotel for your meeting

Access

Available more days and longer hours than regular meeting suites

Privacy

Large, quiet, fully enclosed rooms, separate from the distractions of the exhibit hall, where conversations can flow comfortably.

Amenities

Electrical access, secured room, and nearby restrooms

Premium meeting suite schedule

Hours of operation

Saturday, April 18–Wednesday April 22
6:00 a.m.–6:00 p.m.

Set-up:

Thursday, April 16—8:00 a.m.–4:30 p.m.
Friday, April 17—8:00 a.m.–4:30 p.m.

Tear-down:

Thursday, April 23—8:00 a.m.–12:00 p.m.

Note: Meeting suite move out must not disrupt the attendee experience.

Companies must send all materials to advanced shipping warehouse and work closely with GES in regards to transportation and logistics of materials.

Rooms available:

Grant Park	Hyde Park	Jackson Park
A, B, C and D	A and B	A, B, C and D

Exhibit hall meeting suites

Conveniently located on the exhibit hall floor, exhibit hall meeting suites are the best opportunity for your team to connect with your key opinion leaders in a private, one-on-one or small-group setting. 10'x20' and 20'x20' meeting suites come with the exterior shell built and have opportunities to customize the interior. Larger than 20' x 20' spaces are sold on a per square foot basis and are built by the purchasing company. All suites must be reviewed by the AAN, McCormick Place, and any other applicable source for approval. **Exhibit space is required in order to purchase a meeting suite.**

Pre-built meeting suite options

20' x 20' suite starting at \$30,000
10' x 20' suite starting at \$18,000

Includes:

- Eight-foot high hard wall
- Carpet
- ID sign
- One locking door
- Ability to customize exterior
- Ability to have a registration table outside pre-built Meeting Suites

**Meeting suites do not come furnished. Please work with GES or your EAC for furnishing. Registration table and seating not included.*

Customized meeting suites

All suites built by an external company and larger than 20' x 20' will be charged \$8,000 per 100 square feet. Please contact the AAN team to learn more.

Benefits include:

- Ability to customize to the size and shape that fits your meeting needs
- Carpet
- Allow for a reception area with meeting spaces for private conversation
- Great way to optimize your organization's reach to key opinion leaders while at the meeting

Note: We highly recommend materials be sent to the advance receiving warehouse between March 12 and April 10.

Exhibit hall meeting suite schedule

Hours of operation

Sunday, April 19–Tuesday, April 21
8:00 a.m.–6:00 p.m.
Wednesday, April 22—8:00 a.m.–4:00 p.m.

Set-up

Friday, April 17—8:00 a.m.–4:30 p.m.
Saturday, April 18—8:00 a.m.–4:30 p.m.

Tear-down

Wednesday April 22—4:00 p.m.–8:00 p.m.
Thursday, April 23—8:00 a.m.–12:00 p.m.

Enhance your meeting suite with the following, available for order in your exhibitor service kit:

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

Recommended use:

- Staff meetings
- One-on-one meetings
- Social events

Not permitted:

- Speaker/presenter trainings

Exhibitor booth staff registration and housing

Booth staff registration

Exhibitor registration deadline:

- **Friday, March 6**

Exhibitors receive four (4) complimentary booth staff registrations per 10' x 10' booth purchased. Additional badges for exhibit personnel may be purchased for \$225 per badge. Online registration for exhibitors will open in December.

Exhibitor badges will be distributed on-site at the designated registration area. Admission to the exhibit hall during set-up and tear-down will be restricted to registered exhibit personnel wearing official conference badges. Badges must be worn in the exhibit hall at all times. Exhibitors cannot share badges. Attaching cards, ribbons, or other items to badges is not permitted.

Activities included with exhibitor badge

- Includes access to ONLY programming starting with S, N, PL, SP, P, LS, or H, DOES NOT include access to programming beginning with C, \$, or any other designation not listed above without a full registration badge. Full registration must be purchased to claim CME.
- Attendance at any other programs, including education programs, requires the purchase of a full registration. An attendee badge is required for admittance to these courses

- Access to the exhibit hall two (2) hours prior to the hall opening and one (1) hour after hall closing. .
- Exhibitors may escort someone with an attendee badge into their booth in the two (2) hours prior to the hall opening. Limited to two (2) attendee escorts; individuals must have an attendee badge to be escorted in.
- Meeting suites are located inside the exhibit hall. Both attendees and exhibitors will be able to access suites during posted meeting suite hours.

Exclusive benefit for Industry Roundtable members

Top-level Industry Roundtable members receive a limited number of free full badges. Contact Molly Hemes, Industry Relations Manager, at mhemes@aan.com for details and to register.

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



Exhibitor housing

Special hotel rates for the Annual Meeting are available by booking through the AAN official housing vendor, Convention Management Resources (CMR). A select number of rooms at overflow hotels are reserved for use by exhibitors. Exhibitor housing requests open on Tuesday, November 18, 2025, for exhibitor groups of any size. The exhibitor priority request deadline is November 26, 2025. All housing requests in by that day will receive their housing assignments by December 15, 2025. Room blocks will be assigned based on a combination of best fit and order submitted.

Exhibitors booking through AAN housing receive two (2) additional priority points, and help the AAN maintain consistent and competitive exhibit rental costs and registration fees, resulting in greater physician attendance.

Group housing

Room blocks of 10 or more rooms on peak night must be reserved through group housing, and the company will be required to sign a block agreement before being able to secure the rooms. This agreement outlines all policies regarding room blocks, including attrition, deadlines, and payment. All names and dates must be sent to CMR for the room block by March 6, 2026.

Exhibitor housing rules

- Only confirmed 2026 AAN exhibitors may hold rooms within the AAN exhibitor block
- Exhibitor housing must only be used for exhibitor personnel
- Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the 2026 Annual Meeting and/or future Annual Meetings

Group housing policies

- If available, AAN housing will use the group's housing history when assigning 2026 housing blocks
- With exception to the IRT benefit, exhibitor housing is available only at overflow hotels
- A credit card is required to request exhibitor housing; this card will be used as the guarantee for rooms booked
- Hotels may charge a deposit approximately three weeks prior to arrival in the amount of one night's room and tax for each reservation
- Attrition: Groups of 10 rooms or more are required to pick up 80% of the total room block as of the rooming list deadline of March 6, 2026. Groups with pickup less than 80% are subject to penalties such as forfeiture of exhibitor points, reduction of future room blocks, and/or a service fee

AAN official housing vendor

Convention Management Resources (CMR):
(415) 979-2283 or (800) 676-4226,
email aanamsupport@cmrus.com

Key housing deadlines

Date	Deadline
NOV 18	Exhibitor housing requests open
NOV 26	Exhibitor housing requests priority deadline
DEC 15	Assignments sent to requests submitted by November 18
MAR 6	Group rooming list deadline

Policies

Cancellation policies

Annual Meeting cancellation

In the event the AAN is forced to cancel the in-person Annual Meeting, the AAN will make reasonable efforts to deliver certain purchased items in a similar fashion via the online meeting. Companies will receive a refund for items that cannot be delivered online, as described throughout the prospectus and in the terms and conditions, and with the exception of a \$250 administrative fee.

Rules, guidelines, and cancellation policies

Upon exhibit contract submission, the exhibitor agrees that the information and guidelines contained in this publication are a binding part of the contract. Review the *Rules for Industry and Other Organizations at the Annual Meeting* as well as the Exhibit Booth Online Contract for additional information, including cancellation policies.

Social media

The American Academy of Neurology (AAN) encourages all AAN conference attendees to share their experience on social media using the official conference hashtag. When doing so, please adhere to the following AAN Meetings Social Media Policies:

- Photography and screenshots of presentations are permitted for personal use only. Photography or screenshots for commercial use are strictly prohibited.*
- Do not disrupt fellow attendees.
- Do not post any information or other material protected by copyright without the permission of the copyright owner.
- Do not post confidential or identifiable patient information.
- Do not post any material that is defamatory, abusive, profane, threatening, offensive illegal, or violates any third party's rights.

- Videography, including live streaming, is strictly prohibited regardless of intended use.
- Usage of the AAN logo or an AAN conference logo on social media is prohibited.

The AAN has the right to ask any conference attendee to remove a social post or to stop taking photos or recording video at any time.

*Members of the press must follow the AAN Press Policies ([AAN.com/PressRoom](https://aan.com/PressRoom))

Companies are prohibited from including links to [AAN.com](https://aan.com) in their ads or other communications. Review *Principles Governing Academy Relationships with External Sources of Support*.

Annual Meeting policies

To see the latest policies and procedures for the overall conference, visit [AAN.com/EventGuidelines](https://aan.com/EventGuidelines). FAQs for the Annual Meeting can be found at [AAN.com/AMFAQ](https://aan.com/AMFAQ).

Hotel hospitality suites

Hospitality suites are located in hotel sleeping rooms (not in contracted meeting space) and are rented by entities to meet and entertain clients and potential customers. Hospitality Suites are available through CMR, the AAN's official housing and registration vendor. Suites are available (excluding headquarter hotels) within the AAN housing block on a first-come, first-served basis.

To book a hospitality suite, contact:

aanamsupport@cmrus.com or
(800) 676-4226.



Recruiter opportunities

- Java, Juice & Jobs: a Neurology Career Center event 3.2
 - Java, Juice & Jobs breakfast 3.2
 - Neurology Career Center t-shirts 3.2
 - Java, Juice & Jobs entrance table 3.3
 - Java, Juice & Jobs corner table 3.3

Java, Juice & Jobs: a Neurology Career Center event

Now in its fourth year, Java, Juice & Jobs is the on-site career networking event for the AAN's Neurology Career Center. Employers and job seekers interact regarding current opportunities and future career plans. Attending AAN members receive a complimentary breakfast and free gifts. By promoting in-person employment connections, the Neurology Career Center works to ensure hiring needs are met and neurological patient care is available. In 2025, 100% of participating employers received at least one candidate lead with 55% receiving 5 or more candidate leads in two hours during Java, Juice & Jobs.

Java, Juice & Jobs breakfast

- Company logo on signage near the breakfast area and on the digital job board at the Neurology Career Center booth
- AAN-provided signage with sponsors' company logos on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications

Sponsorship fee: \$3,500 (exclusive)

Neurology Career Center t-shirts

Fun, whimsical Neurology Career Center t-shirts distributed at Java, Juice & Jobs. Very popular among AAN members.

- Company logo on 500 t-shirts
- Receive 50 t-shirts for your own distribution
- Company logo on event signage and on the digital job board at the Neurology Career Center booth
- AAN-provided signage with sponsors' company logos on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications

Sponsorship fee: \$2,500 (five available)



View Career Fair—recruiter neighborhood on [page 2.7](#)

Java, Juice & Jobs entrance table

- Table at the entrance for Java, Juice & Jobs—you will be the first company job seekers see upon entering the space
- Company logo on event signage and on the digital job board at the Neurology Career Center booth
- AAN-provided signage with company logo on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications
- 200 credits to the Neurology Career Center candidate CV database

Sponsorship fee: \$7,500 (two available)

Must also purchase Recruiter Neighborhood package in the exhibit hall



Java, Juice & Jobs corner table

- Premium table placement located in a corner of the ballroom for Java, Juice & Jobs—you will be noticed by job seekers. Space accommodates multiple recruiters, faculty
- Company logo on event signage and on the digital job board at the Neurology Career Center booth
- AAN-provided signage with sponsors' company logos on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications
- 100 credits to the Neurology Career Center candidate CV database

Sponsorship fee: \$3,500 (two available)

Must also purchase recruiter neighborhood package in the exhibit hall



Interested in connecting with more attendees?

Provide funding for the residents and fellows to attend the Annual Meeting.
Learn more on [page 5.18](#)

View Career Fair—recruiter neighborhood on [page 2.7](#)

Advertising opportunities

- Annual Meeting emails 4.2
 - Email opportunities 4.2
 - Email opportunities available 4.3
- Annual Meeting Daily rate card 4.5
- Pre-meeting direct mail 4.6
- Mobile app and online platform advertising opportunities 4.7
 - Interstitial ad on the mobile app only 4.8
 - Push notifications on both the mobile app and online platform . . . 4.8
 - Carousel ads on both the mobile app and the online platform . . . 4.8
- Attendee list opportunity 4.10
- Out-of-home advertising 4.11

Annual Meeting emails

Email opportunities

Registration marketing emails

Get your message in front of more than **38,000 AAN members**. Emails sent to AAN members include general information about the meeting and encourage participation and attendance at the meeting.

Pre-Annual Meeting emails

Get your message in front of registered Annual Meeting attendees just prior to the event. Each email includes logistical information to help attendees get started at the conference.

On-site daily emails to conference attendees

This email is delivered each day to registered attendees of the Annual Meeting in Chicago and online-only attendees (April 18–22). The email is focused on promoting upcoming activities each day and includes images and a rich, digital experience for attendees.

Annual Meeting thank you email

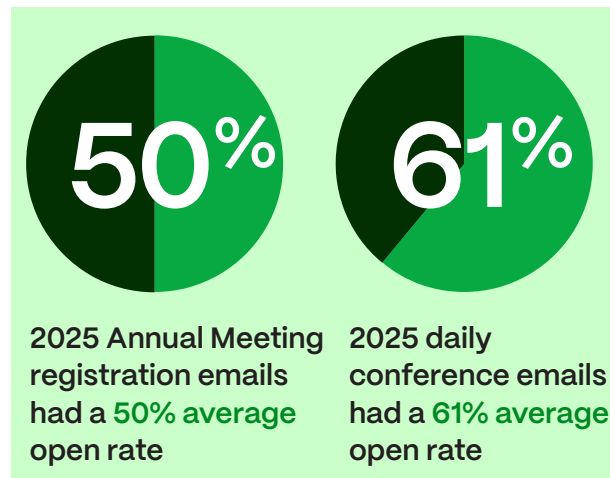
Sent soon after the end of the meeting, the Annual Meeting thank you email provides helpful reminders to meeting attendees about how to receive CME, where to find program materials, and thanks them for their participation.

Annual Meeting recordings access reminder email

Annual Meeting attendees have access to recordings through May 20, 2026. This email is sent several weeks after the close of the meeting to remind attendees that their access is for a limited time. This is the last opportunity to get in front of Annual Meeting attendees!

Industry-focused email

Be an ad spotlight for pre-registered attendees! The AAN will send a dedicated email to all pre-registered attendees, showcasing the ways to engage with industry partners at the meeting and your ad included. Take advantage of this prime opportunity to captivate your target audience and generate buzz before opening doors.



ANNUAL MEETING DAILY

Landmark clinical trials showcased in this morning's plenary

Clinical Trials Plenary
9:15 a.m.–11:30 a.m. PT

Vijay K. Ramanan, MD, PhD
H. E. Hinson, MD, MCR, FAHA

Join experts as they discuss landmark results from clinical trials that are impacting the landscape of patient care in every subspecialty. The session is moderated by Vijay K. Ramanan, MD, PhD, and H. E. Hinson, MD, MCR, FAHA, and offers 2.25 CME credits.

JOIN MEETING

Log in to the online platform using your 6-digit AAN ID and password.

Reminder: Submit evaluations for CME
Complete your evaluations by May 7, 2025 (or March 1, 2026, with Annual Meeting On Demand), to get your CME credits by using the AAN Conferences mobile app or desktop web browser. Transcripts will be available upon evaluation submission. AAN members can also access their transcript via [NeuroTracker™](#).

Advertisement

Your Ad Here
650 x 200

Save up to 55% on Annual Meeting On Demand + access, on through March 1, 2026.
Accessing Annual Meeting content is super flexible with 2025 Annual Meeting On Demand, and it's not too late to bundle it with your meeting registration to save up to 55% on regular pricing. With Annual Meeting On Demand, you'll be able to travel back in time to most session recordings and even claim 375+ CME through March 1, 2026! Contact [aandemand@aan.org](#) by May 7, 2025, or visit registration while at the meeting to get the best rate.

Share your experience at the meeting using #AANAM

Check out today's super science highlights!

- Practical, practice-based learning at the Neuroscience in the Clinic: Time for Tax, Developmental, and Biomarkers and Therapeutic Trials 1:00 p.m.–3:00 p.m. PT
- The hottest topics in neurology during the Society's Satellite, American Academy of Pain Medicine 3:30 p.m.–5:30 p.m. PT

Advertisement

Your Ad Here
650 x 200

It's a bird...it's a plane...it's AANTV!
From engaging interviews with neurology's superheroes to Annual Meeting highlights and more, AANTV is where you'll catch all the [See today's broadcast](#).

Sponsored by the AAN family of publications: *Neurology*, *Neurology: Clinical Practice*, *Neurology: Education*, *Neurology: Genetics*, *Neurology: Immunology*, *Neurology: Neuroinflammation*, *Neurology: Open Access*, *Continuum*, *Neurology Today*, and *Brain & Life* with Wolters Kluwer Health, AAN publishing partner.

JOIN MEETING

Log in to the online platform using your 6-digit AAN ID and password.

AAN.com | Contact Us

This email was sent by American Academy of Neurology
201 Chicago Avenue, Silver Spring, MD 20910
(800) 879-1660

Please visit [AAN.org](#) to read the AAN's revised Privacy Policy.

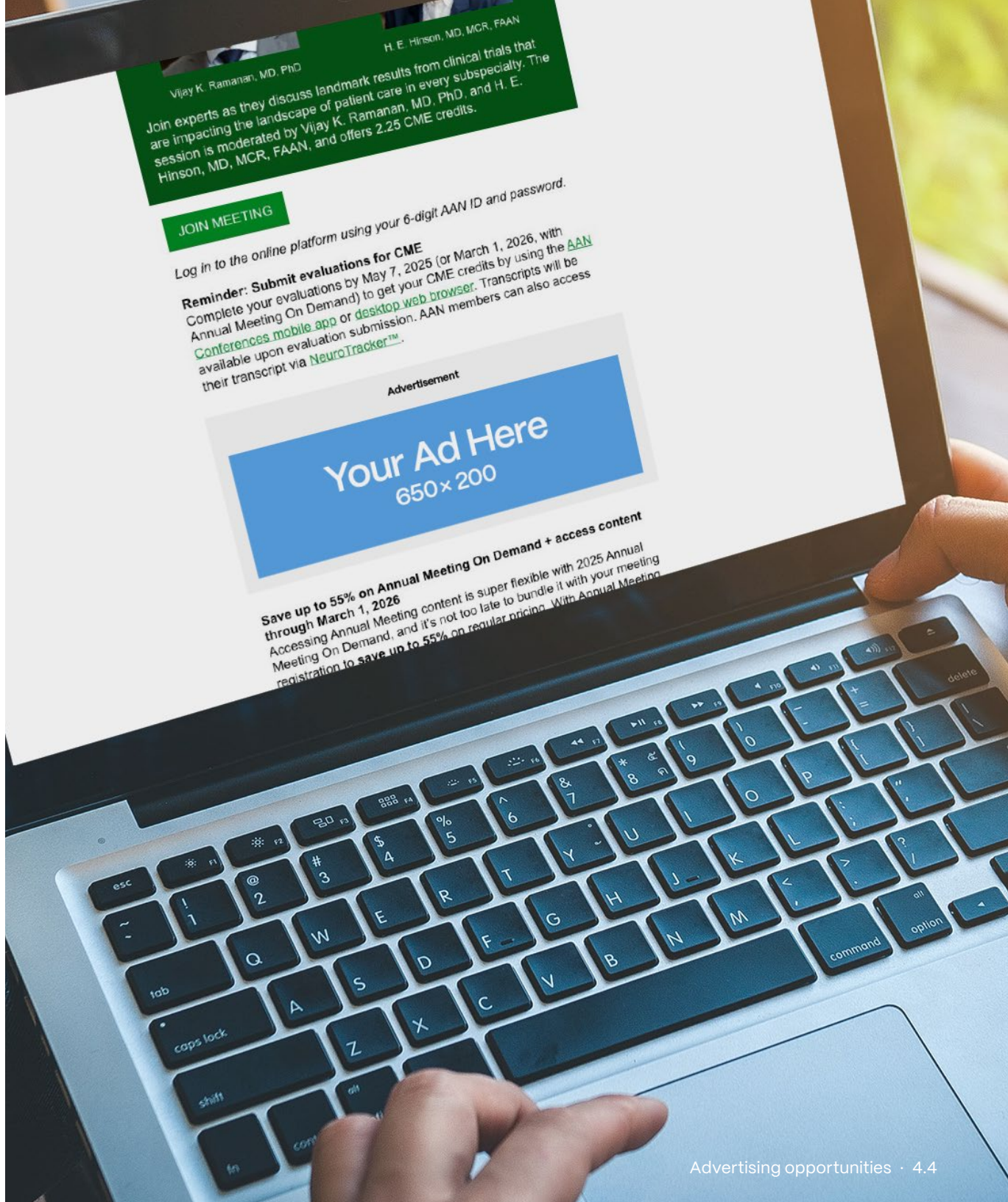
AAN

Email opportunities available

Annual Meeting emails	Location	Price	Date assets due	Date or date range email sent	Email audience	Approximate distribution
February registration marketing email	Bottom placement	\$40,000	Jan 30, 2026	Mid-February	All members	38,000+
March registration marketing email	Bottom placement	\$40,000	Feb 20, 2026	Mid-March	All members	38,000+
Industry-focused email	Top/middle placement Bottom placement	\$25,000 \$15,000	Feb 27, 2026	Mid-March	Registered attendees	8,000+
Pre-Annual Meeting email 1	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	Early April	Registered attendees	10,000+
Pre-Annual Meeting email 2	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	Mid-April	Registered attendees	10,000+
Daily email Saturday, April 18	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 18, 2026	Registered attendees	12,000+
Daily email Sunday, April 19	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 19, 2026	Registered attendees	12,000+
Daily email Monday, April 20	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 20, 2026	Registered attendees	12,000+
Daily email Tuesday, April 21	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 21, 2026	Registered attendees	12,000+
Daily email Wednesday, April 22	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 22, 2026	Registered attendees	12,000+
Thank you email	Top/middle placement Bottom placement	\$30,000 \$20,000	Feb 27, 2026	April 23, 2026	Registered attendees	12,000+
Annual Meeting recordings access reminder email	Bottom Placement	\$30,000	Feb 27, 2026	Early May	Registered attendees	12,000+

Key deadlines

Date	Deadline
February registration marketing email	
JAN 23	Order form and payment due
JAN 30	Graphic file due for approval
FEB 6	Final (approved) graphic files are due
March registration marketing email and industry focused email	
FEB 13	Order form and payment due
FEB 20	Graphic file due for approval
FEB 27	Final (approved) graphic files are due
Annual Meeting daily email, Annual Meeting thank you email, and Annual Meeting recordings access reminder email	
FEB 20	Order form and payment due
FEB 27	Graphic file due for approval
MAR 6	Final (approved) graphic files due



Annual Meeting Daily rate card

Annual Meeting Daily will be distributed to approximately 3,500 Annual Meeting attendees each day in Chicago, Saturday through Wednesday mornings (April 18–22, 2026). The full-color magazine promotes popular events during these days, such as:

- Exhibit hall highlights
- Educational courses
- Scientific poster sessions
- Hubs for unconventional learning
- Networking and social events
- Eye-catching pictures from throughout the conference
- Real-time attendee testimonials about their meeting experience

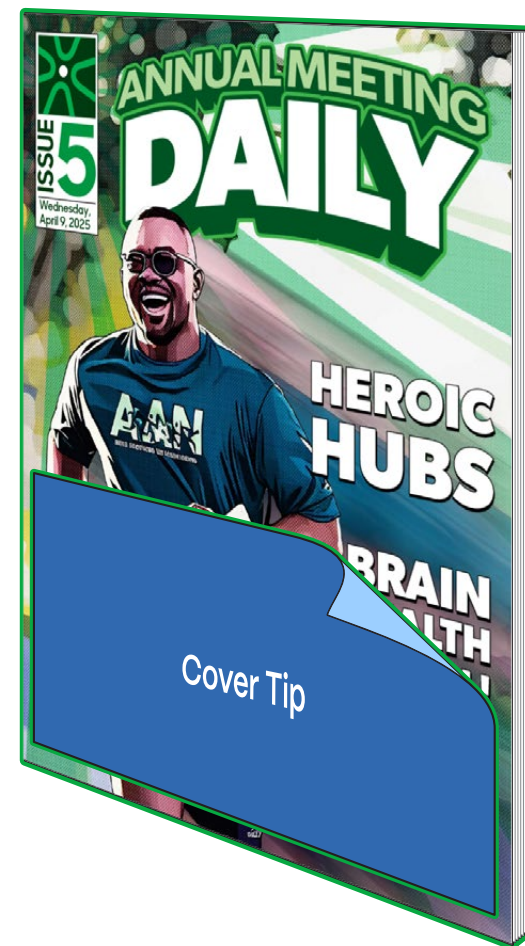
Your advertisement in this publication will enable you to further promote your corporate brand and products to this audience of committed, informed, and curious neurology professionals.

Annual Meeting Daily rates

Ad option	Non-IRT member rate	IRT member rate
Half page (single issue)	\$3,675	\$3,500
Half page (all issues)	\$12,600	\$12,000
Full page (single issue)	\$6,300	\$6,000
Full page (all issues)	\$25,200	\$24,000
Full page PI (single issue)	\$3,150	\$3,000
Full page PI (all issues)	\$12,600	\$12,000
Spread ad (single issue)	\$9,975	\$9,500
Spread ad (all issues)	\$39,900	\$38,000
Inside front cover (single issue)	\$9,240	\$8,800
Inside front cover (all issues)	\$33,600	\$32,000
Inside back cover (single issue)	\$9,240	\$8,800
Inside back cover (all issues)	\$33,600	\$32,000
Outside back cover (single issue)	\$11,550	\$11,000
Outside back cover (all issues)	\$39,900	\$38,000
Cover tip ad with half page (single issue)	\$17,325	\$16,500
Cover tip ad with half page (all issues)	\$50,400	\$48,000

Key deadlines

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Graphic file due for approval
FEB 27	Final (approved) graphic files due



Pre-meeting direct mail

Expand your reach with high-impact print

To maximize your exposure to 2026 Annual Meeting attendees, the AAN offers advertising in one pamphlet mailed to 25,000+ registered and potential attendees. This short-form printed pamphlet includes information about abstracts or other programming with a high-impact advertising location for your product. Get prime real estate with maximum eyeballs ahead of the Annual Meeting.

Sponsorship fee: \$25,000 (exclusive Ad)

Key deadlines

Date	Deadline
JAN 9	Order form and payment due
JAN 16	Graphic file due for approval
JAN 23	Final (approved) graphic files due



Mobile app and online platform advertising opportunities

The 2026 AAN Annual Meeting in Chicago will be available in the AAN Conferences mobile app and online platform in March 2026. The app is the primary digital on-site programmatic navigational tool for attendees. Build awareness while establishing your company as a unique product provider in today's digital environment.

2025 Annual Meeting mobile app and online platform metrics

March 25–May 7, 2025

71%

of attendees
downloaded the app

50,000+

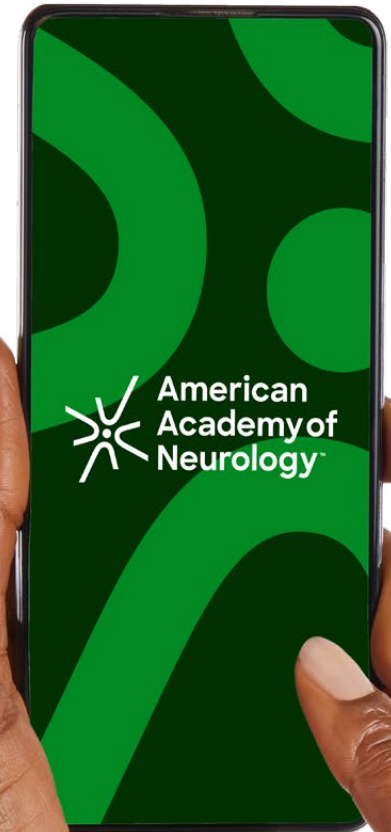
total logins

46,000+

clicks from the interstitial ad into
the app during the access period

7,300+

daily clicks (peak) for
announcement engagements



Interstitial ad on the mobile app only

Get in front of all app users right when they open the mobile app with a full-screen display of your ad. Attendees can click through to your website before entering the rest of the app.

Specific sponsorship benefits:

- Product or corporate logo included in pre- and on-site advertising, including web promotion, signs, and promotional emails.
- Advertising will appear each time the app is reopened until the user clicks "continue" to access the rest of the app.

Push notifications on both the mobile app and online platform

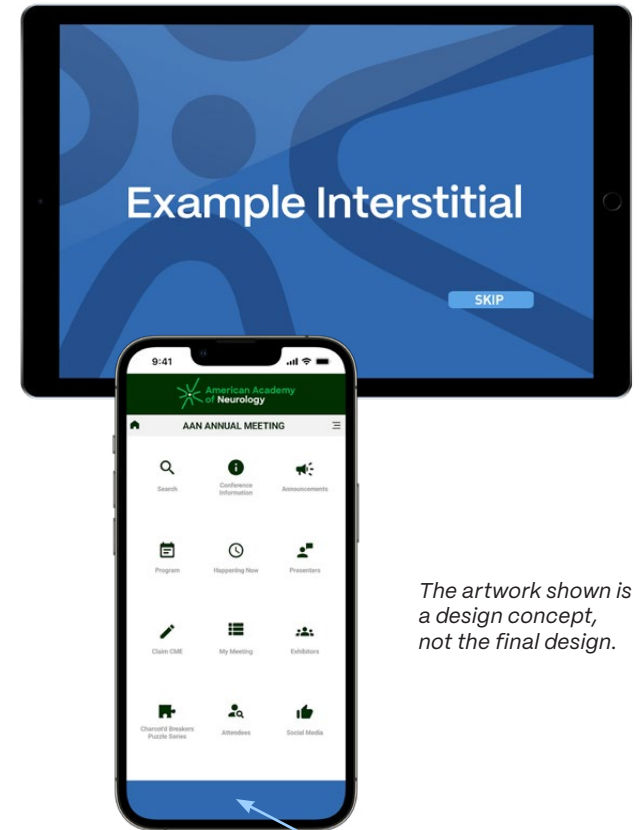
Engage users by sending push notifications to generate interest in your content. You can choose to include an image and send users to your website. One push notification offered before the start of the conference on Friday, April 17. Two push notifications offered per day April 18–20 and one push notification offered per day April 21–22.

Carousel ads on both the mobile app and the online platform

Take advantage of this great opportunity that allows you to hit a captive audience at the exact time they are deciding their upcoming schedule. This is a great way to ensure learning more about your company is built into their schedule! Attendees can also click through to your website for more information. Limit 7 advertisements.

Maximize your reach!

Push notifications and carousel ads are the only way to reach ALL our attendees no matter if they are participating online only, in person, or a mix of both.



The artwork shown is a design concept, not the final design.

Carousel ad here

Mobile app/online platform advertising

Opportunity	IRT member rate	Non-IRT member rate
EXCLUSIVE! Interstitial ad (April 18–22)	\$125,000	\$140,000
One-time daily push notification, April 17	\$35,000 each	\$38,500 each
One-time daily push notification, April 18 (two available)	\$35,000 each	\$38,500 each
One-time daily push notification, April 19 (two available)	\$35,000 each	\$38,500 each
One-time daily push notification, April 20 (two available)	\$35,000 each	\$38,500 each
One-time daily push notification, April 21	\$35,000 each	\$38,500 each
One-time daily push notification, April 22	\$35,000 each	\$38,500 each
Carousel ad	\$25,000 each	\$28,500 each

Key deadlines

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Graphic file due to AAN for approval
FEB 27	Final (approved) graphic files due



Attendee list opportunity

This is an opt-in attendee list. Only those who opt-in to receive industry communications will be listed.

Let attendees know about products, services, job opportunities, and your presence at the 2026 AAN Annual Meeting before and after the meeting by renting use of the Annual Meeting Attendee List. Exclusively available to registered exhibitors for one-time use.

Past list sizes

The attendee list is comprised of only US attendees who have opted in to receive non-AAN mailings. This impacts the size of the list.

Attendee list	2024	2025
Pre-meeting	1,199	2,742
Post-meeting	1,352	3,260

Attendee list pricing table

Attendee list	Type	Cost
Pre-meeting	Email	\$3,000
	Mailing	\$3,000
	Both email and mailing	\$6,000
Post-meeting	Email	\$3,500
	Mailing	\$3,500
	Both email and mailing	\$7,000
Pre- and post-meeting	Email	\$5,500
	Mailing	\$5,500
	Both email and mailing	\$11,000

Guidelines

- The AAN does not distribute lists without an AAN-approved sample email/ mailing or marketing piece, i.e., an organization must send an approved email/ mailing piece to receive a list.
- Please note the date the list(s) become available. Samples of the materials proposed for the mailing or email marketing must be submitted for review and approved by the AAN for compliance with Guidelines and Sanctions 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.
- The attendee list may not be used to market any AAN education, science, or poster programming.
- The attendee list may not be used for the purpose of conducting a survey.
- Forward a sample of the mailing or email marketing piece for AAN review to industrysales@aan.com. AAN review can take up to seven business days.
- Once the sample has been approved, lists are distributed via email attachment (Excel file).
- The use of the AAN brand logo or Annual Meeting logos on marketing materials is strictly prohibited.
- For any unauthorized use of the list, list renter must pay the fee plus a fine of \$500 per each unauthorized use.
- All actual selections and order placing will be handled online.
- List to be used in marketing in relation to AAN Annual Meeting.

Key deadlines

Date	Deadline
MAR 27	Order form and payment due
APR 3	Deadline to provide marketing sample to the AAN for approval
APR 6	Pre-meeting attendee list becomes available (to those who have AAN-approved marketing piece)
APR 15	Deadline to send to pre-meeting attendee list
APR 22	Post meeting attendee list becomes available (to those who have an AAN-approved marketing piece)
MAY 6	Final deadline to send post-meeting attendee list marketing piece

Out-of-home advertising

Enhance your organization's overall presence with outdoor advertising. Reach your target audience and customize your message throughout Chicago as attendees socialize and network with colleagues outside of the McCormick Place. These highly visible opportunities allow your organization to increase brand awareness among attendees in a more expanded footprint.

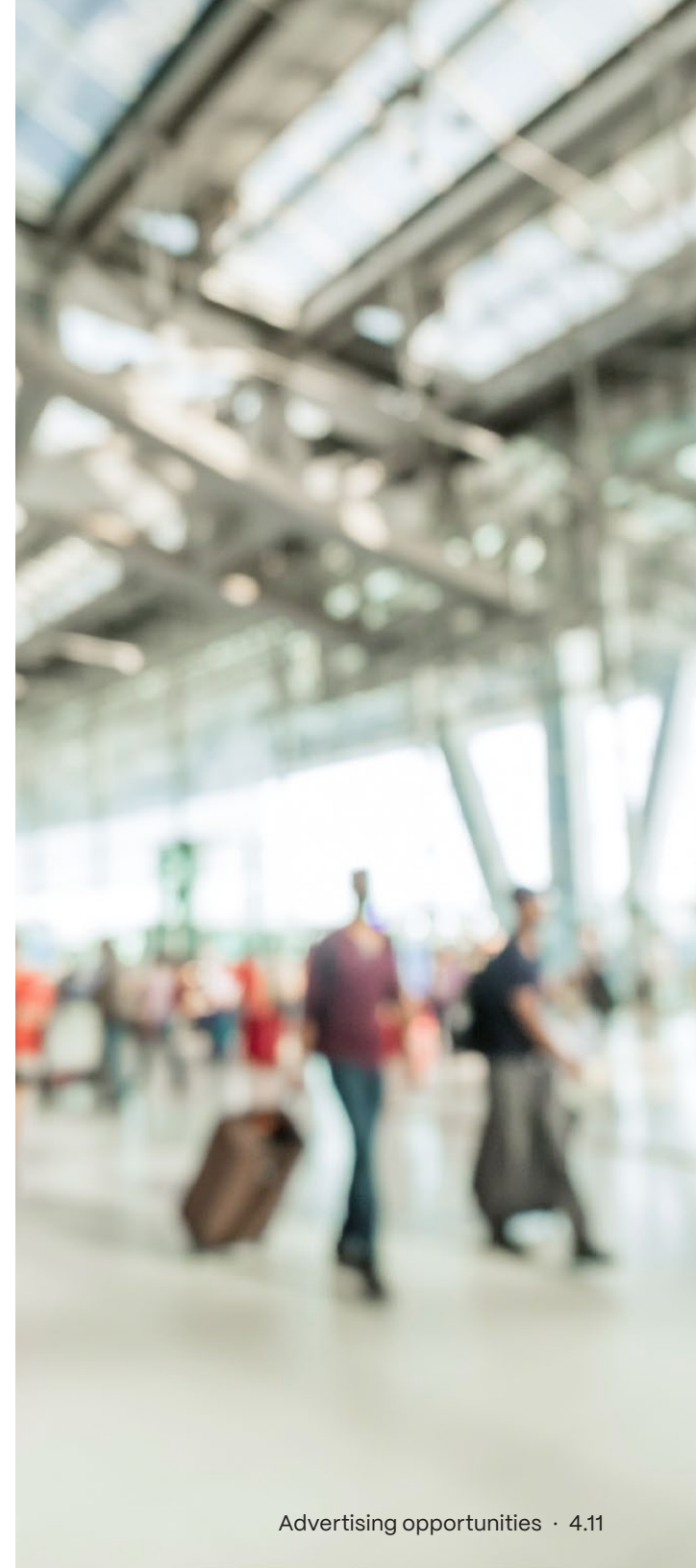
Available opportunities include:

- Airport banners and digital ads
- Area billboards
- Transportation advertising opportunities
- Many more

Out-of-home advertising will be available in early November.

Contact:

Andrew Halverson
Director, Sales and Industry Relations
ahalverson@aan.com
(612) 928-6117



Sponsorship opportunities

Area sponsorships	5.2	Outside of exhibit hall opportunities	5.10
Buzz cafes	5.2	Convention center escalator clings	5.10
Carpet graphics at hall entrance	5.2	Social media post	5.11
Footprints	5.2	Hydration station	5.11
Charging options	5.3	Poster presentation viewing area	5.12
Portable charger kiosk	5.3	Lunch line dividers	5.12
Charging seating	5.3	Meeting pods	5.13
Exhibit hall charging lounge	5.4	New! Entrance unit panels	5.13
Exhibit hall charging table	5.4	WiFi access	5.14
Exhibit hall sponsorship opportunities	5.5	Hotel opportunities	5.15
Exhibit hall opening luncheon	5.5	Hotel key cards and card holders	5.15
Exhibit hall networking crawl	5.5	Hotel do not disturb signs	5.15
Park benches	5.6	Hotel door drops	5.16
Street lamp posts and flower beds	5.6	New! Hotel office pods	5.17
Pillar marketing	5.7	New! Shuttle bus offerings	5.17
Overhead exit banner/cling	5.7	Support opportunities	5.18
Tabletop graphics	5.8	General sponsorship of the Annual Meeting	5.18
Digital billboard	5.8	International fund	5.18
Hanging aisle banner	5.9	Resident and Fellow Scholarship fund	5.18
Puppy park	5.9	5k Run/Walk for Brain Health	5.19
		Wellness hub	5.19
		Business administrator day	5.20

Area sponsorships

Buzz cafes

Located in high traffic areas of the exhibit hall, this opportunity allows attendees the chance to stop and grab a coffee as they explore the hall. These are a huge hit with attendees! Exposure points include attendees walking by coffee space, attendees using seating spaces, and attendees walking around with coffee cups with your company branding!

- Company or product branding located on tabletops and graphic walls in area
- Branded cups and napkins (sponsor-provided)
- Recognition in AAN publications and exhibit hall announcement

Sponsorship fee: IRT member price: \$35,550
Non-IRT member price: \$39,500

Carpet graphics at hall entrance

This is a unique way to get your message out to meeting attendees as they enter the exhibit hall. The 8' x 8' carpet decal will be placed at one of the entrances of the exhibit hall.

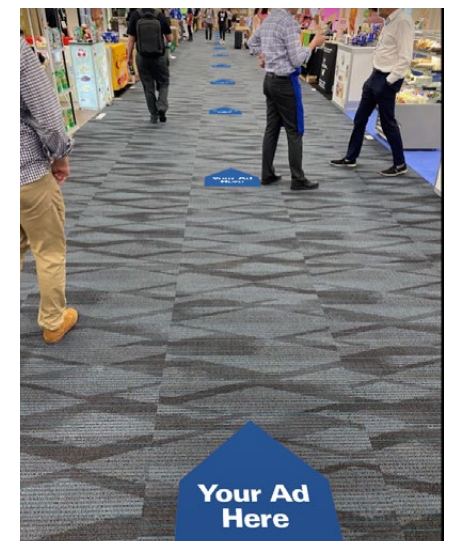
Sponsorship fee (up to 4 available): IRT member price: \$50,000
Non-IRT member price: \$55,500

Footprints

Don't miss this distinctive opportunity to purchase decal "footprints" imprinted with your product or logo to create a clear path that will lead attendees to your booth from either one of the hall entrances or from the food service area. Due to limited availability, footprints are first come, first served. Actual footprint pathway determined at the AAN's discretion. Footprint shape is customizable.

Sponsorship fee: 2' x 2' IRT member price: \$32,500
2' x 2' Non-IRT member price: \$36,000

View dates, deadlines, and specifications on [page 9.2](#)



Charging options

These exclusive areas allow Annual Meeting attendees the ability to relax and recharge their devices—and themselves—while connecting with colleagues. Locations of the stations to be approved by the AAN and the McCormick Place.

Portable charger kiosk

Kiosks are located throughout the convention center, and holds 36 portable chargers, compatible with all phones and tablets!

- Company or product branded design on kiosk and digital screen

Sponsorship fee: IRT member price: \$16,000
Non-IRT member price: \$18,000



Charging seating

Charging seating is located throughout the exhibit hall, poster hall, or general meeting areas, giving attendees a place to sit and recharge.

- Company or product branding on middle wall (double sided) and two charging cubes

Sponsorship fee: IRT member price: \$16,000
Non-IRT member price: \$18,000



View dates, deadlines, and specifications on [page 9.2](#)

Exhibit hall charging lounge

The exhibit hall charging lounge gives attendees a comfortable spot to charge their devices, catch up on work, or to relax and chat. Accessible to attendees while the exhibit hall is open.

- Company or product logo located on signs and graphics throughout lounge
- Recognition in AAN publications and exhibit hall announcements

Sponsorship fee: IRT member price: \$27,500
Non-IRT member price: \$30,000



Exhibit hall charging table

The exhibit hall charging tables provides attendees a welcome opportunity to relax and recharge their devices during exhibit hall hours. Accessible to attendees while the exhibit hall is open.

- Company or product branding on the charging table top

Sponsorship fee: IRT member price: \$9,500
Non-IRT member price: \$10,500



View dates, deadlines, and specifications on [page 9.2](#)

Exhibit hall sponsorship opportunities

Exhibit hall opening luncheon

Sunday, April 19—11:30 a.m.–1:30 p.m.

Specific sponsorship benefit:

- Branded cups and napkins (sponsor-provided)
- Three floor decals promoting the sponsorship in lunch location (location determined at the AAN's discretion)
- Thank you announcement in exhibit hall
- Welcome address by AAN Board member including thank you to sponsor
- Logo in AAN publications, [AAN.com](https://aan.com), and on-site signage

Sponsorship fee*: \$50,000

Exhibit hall networking crawl

Monday, April 20—4:00 p.m.–6:00 p.m.

Delight attendees and bring them to your booth by sponsoring a networking crawl food table! The sponsored table can be placed in your booth or outside in a nearby walkway. Other appetizer and drink tables will be scattered throughout the hall.

Specific sponsorship benefit:

- Branded napkins at table (sponsor-provided)
- Company or product logo on signage throughout the hall
- Listing the company name and booth number in the *Annual Meeting Daily*
- One meter panel or pop up sign next to sponsored table (sponsor-provided)
- Sponsors recognized verbally on-site in the exhibit hall

Sponsorship fee*: \$10,000 each

**Funding will not be utilized by AANI in any manner that will constitute a reportable transfer of value to a covered recipient under the Physician Payment Sunshine Act, including for entertainment, food or beverage, gifts, or promotions for individual attendees.*



View dates, deadlines, and specifications on [page 9.2](#)

Park benches

Allow your company logo, product logo, or messaging highlighted on park benches placed throughout the exhibit hall on main aisles.

Specific sponsorship benefit

- Company or product branding on middle wall (double sided) between two back-to-back park benches.
- 18" x 36" floor decal

Exclusive sponsorship fee (10 bench sets):

IRT member price: \$110,000

Non-IRT member price: \$118,500

Multiple sponsorship fee (5 bench sets) (2 sponsorships available):

IRT member price: \$56,250

Non-IRT member price: \$59,250



Street lamp posts and flower beds

Stand out with your company branding on lamp post flags and flower boxes placed down heavily trafficked aisles.

Specific sponsorship benefit

- Company or product branding on lamp post flags and flower boxes
- Floral accents provided by the AAN

Sponsorship fee: IRT member price: \$76,500

Non-IRT member price: \$85,000
(exclusive)



View dates, deadlines, and specifications on [page 9.2](#)

Pillar marketing

Sponsor to provide artwork for four banners creating a square. Great visibility!

Requirements:

- Locations will be determined by AAN

Sponsorship fee: IRT member price: \$42,500 (multiple available)
Non-IRT member price: \$47,500 (multiple available)

Overhead exit banner/cling

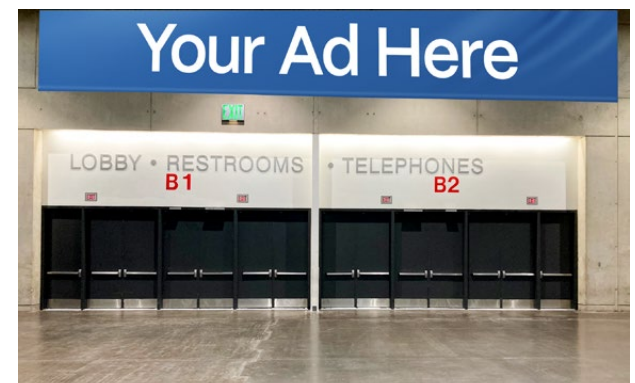
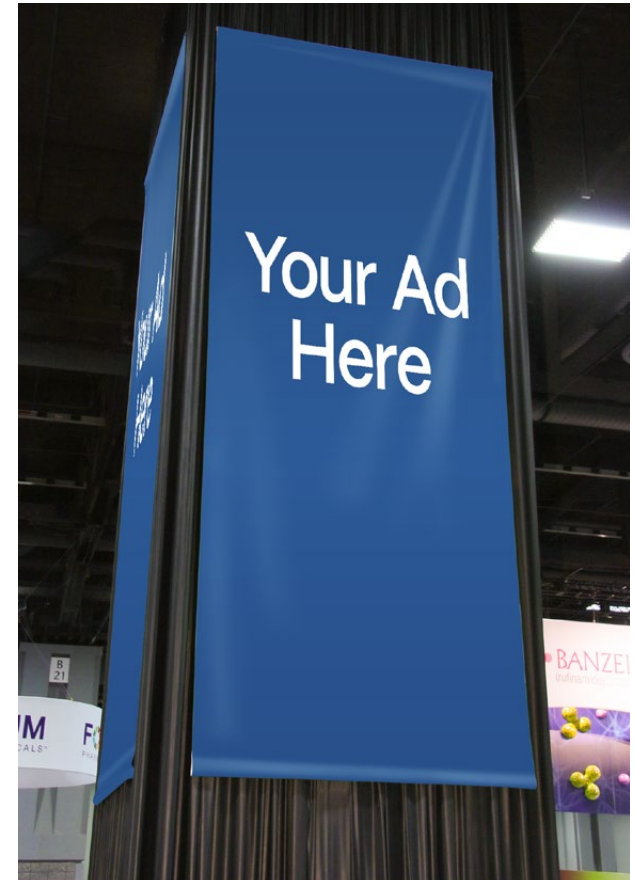
Gain recognition with overhead banners seen by all attendees as they visit the hall.

Specific sponsorship benefit:

- Product or company branding overhanging exit of hall on two decals

Sponsorship fee: IRT member price: \$49,500 (exclusive)
Non-IRT member price: \$55,500 (exclusive)
IRT member price: \$ 25,000 (non-exclusive, 2 available)
Non-IRT member price: 30,000 (non-exclusive, 2 available)

View dates, deadlines, and specifications on [page 9.2](#)



Tabletop graphics

Enhance your presence at the Annual Meeting with tabletop graphics spread throughout the exhibit hall, poster session area, or general meeting areas. Gain recognition outside of your exhibit booth to catch the eye of attendees while they eat, socialize, and regroup.

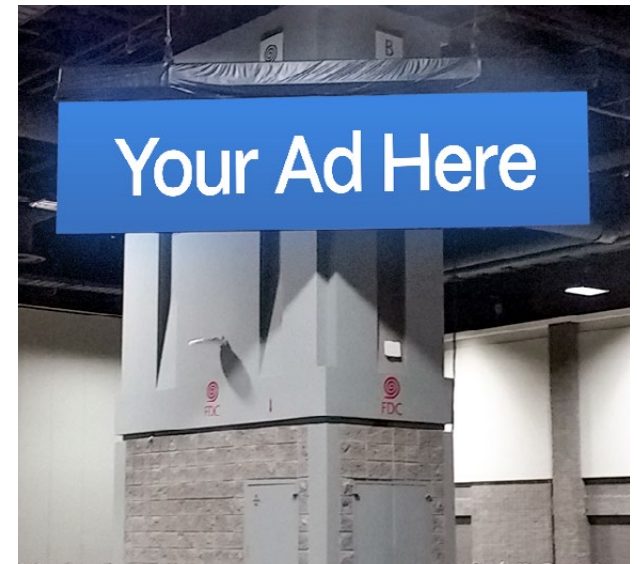
Sponsorship fee: IRT member price (3 tables): \$6,000
Non-IRT member price (3 tables): \$6,800
IRT member price (5 tables): \$10,000
Non-IRT member price (5 tables): \$11,250



Digital billboard

The large and prominent digital billboard in the exhibit hall 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. The AAN reserves the right to cancel the digital billboard if a minimum of 9 logos are not sold by February 6, 2026.

Sponsorship fee: \$140,000 (exclusive)
\$18,000 (multiple available)



View dates, deadlines, and specifications on [page 9.2](#)

Hanging aisle banner

Make a splash in the exhibit hall with your company or product branding, logo, or booth number on the aisle numbers!

Specific sponsorship benefit:

- Company or product branding, logo, or booth number displayed on banner hanging underneath the aisle numbers. Ten (10) banners included.

Sponsorship fee: \$25,000 (exclusive)



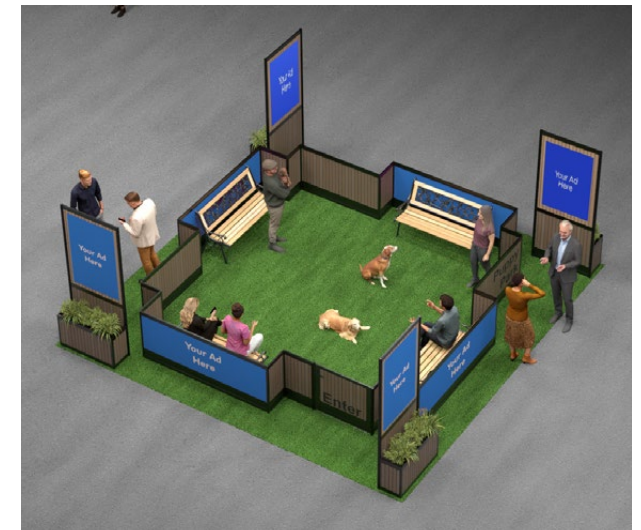
Puppy park

An area full of playful four-legged friends to relieve stress, take a break between sessions, and guaranteed to put a smile on an attendee's face!

Specific sponsorship benefit:

- Company or product logo on meter panel at event
- Mention in exhibit hall announcement
- Mention in AAN marketing materials and the *Annual Meeting Daily*
- Company or product branding on one double-sided flowerbox panel

Sponsorship fee: \$25,000 (four available)



Outside of exhibit hall opportunities

Convention center escalator clings

Stand out at the Annual Meeting as attendees enter and attend various sessions. Advertise your company or product on the inner and outer panels of the escalators.

Specific sponsorship benefit:

- Company or product branding displayed prominently on escalators

Sponsorship fee: IRT member price: \$65,000 per set of escalators
(up to 4 available)

Non-IRT member price: \$70,000 per set of escalators
(up to 4 available)



View dates, deadlines, and specifications on [page 9.2](#)

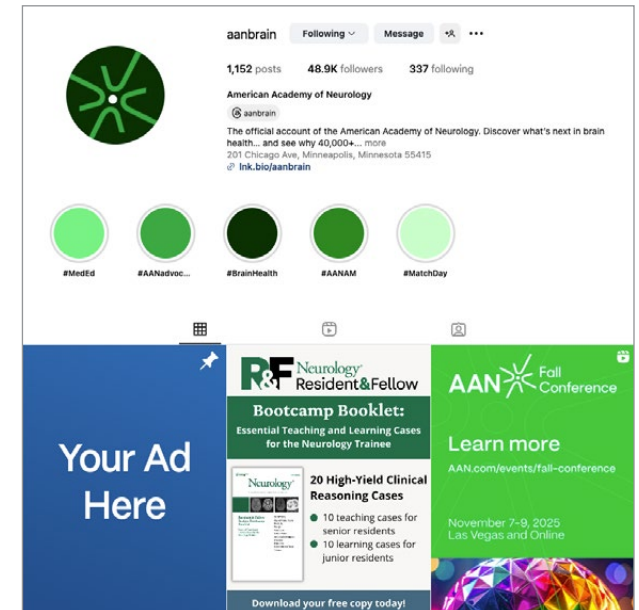
Social media post

Social media is more than just likes and shares—it's a dynamic space where brands come alive. By sponsoring a post with us, you invest in strategic engagement and measurable growth. Don't miss the chance to put your brand in front of the eyes that matter most. AAN will allow the sponsor of the day to supply one post that will be posted by the AAN Facebook, Instagram and X accounts. Sponsor's post will be archived the day after posting.

Sponsorship benefit per day:

- One post that will be pinned to the top page on the AAN Facebook, Instagram and X accounts

Sponsorship fee: \$49,500 (exclusive—five days)
\$10,000 per day (non-exclusive, five available)
Sponsorship available Saturday, April 18—Wednesday, April 22



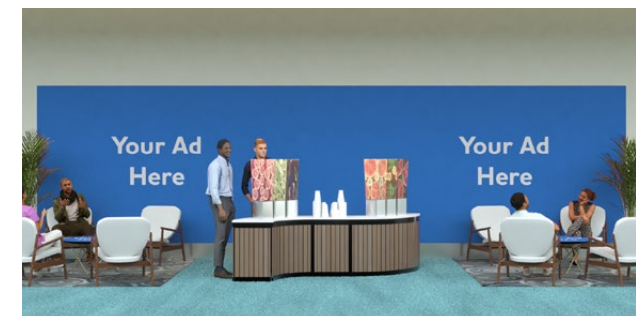
Hydration station

Back by popular demand! Give attendees a place to rest and refresh in a peaceful environment throughout the convention center. Locations will be determined by AAN.

Specific sponsorship benefit:

- Company or product branding on station back walls
- Branded cups and napkins (sponsor-provided)
- Mention in the *Annual Meeting Daily*

Sponsorship fee: IRT member price: \$75,000 (four available)
Non-IRT member price: \$80,000 (four available)



View dates, deadlines, and specifications on [page 9.2](#)

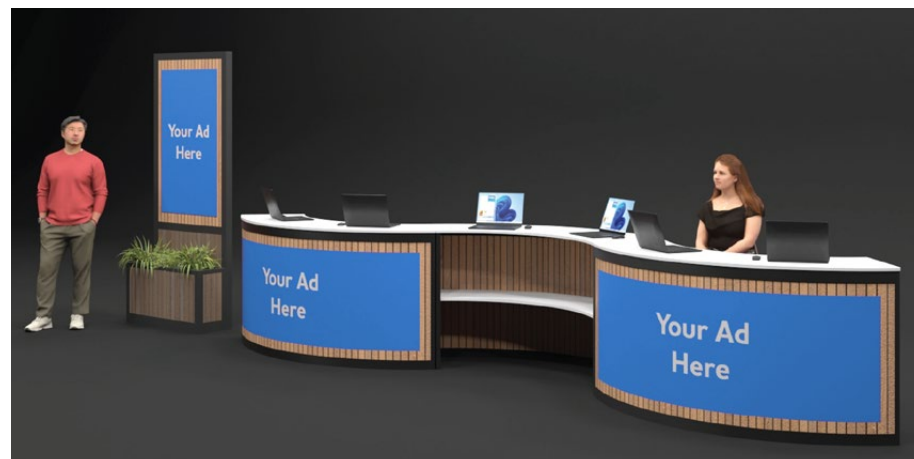
Poster presentation viewing area

View posters from previous sessions, and advertise your company's branding to attendees before they get the latest and greatest in scientific content.

Specific sponsorship benefit:

- Company or product branding on counters and one flower box panel

Sponsorship fee: IRT member price: \$50,000 (exclusive)
Non-IRT member price: \$55,000 (exclusive)



Lunch line dividers

This offering is a snack! Attendees gotta eat, and you can ensure your company or product branding helps guide them to the beauty of the lunch line. Dividers are displayed only on Sunday—Wednesday when lunch is located in the exhibit hall.

Specific sponsorship benefit:

- Company or product branding on double-sided lunch line divider

Sponsorship fee: IRT member price: \$7,500 (multiple available)
Non-IRT member price: \$12,500 (multiple available)



View dates, deadlines, and specifications on [page 9.2](#)

Meeting pods

Boost your presence at the Annual Meeting! Meeting pods provide a private space for attendees to network, take phone calls, and unwind.

Specific sponsorship benefits

- Company or product branding on pod doors and windows
- Company or product branding on digital screens
- Company or product branding on pod reservation website
- Placement in a high visibility location in the convention center

Sponsorship fee: IRT member price: \$65,000 (5 pods—exclusive)
Non-IRT member price: \$70,000 (5 pods—exclusive)
IRT member price: \$14,000 (multiple available)
Non-IRT member price: \$17,000 (multiple available)



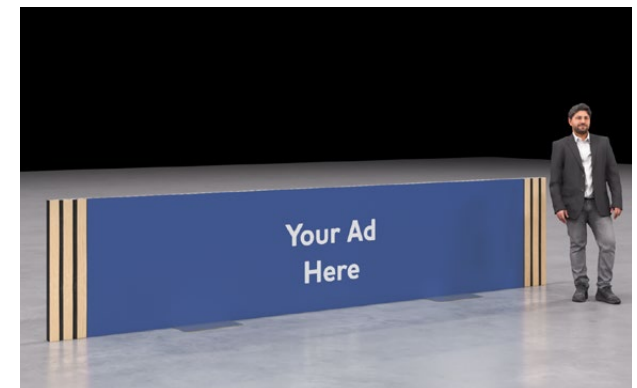
New! Entrance unit panels

Be the first thing attendees see when they walk into the exhibit hall by sponsoring the entrance unit panels. With the ability to be both company or product branded, this opportunity will surely make your company stand out! 6 panels available.

Specific sponsorship benefits:

- Company or product branding on one panel

Sponsorship fee: IRT member price: \$30,000 per panel
Non-IRT member price: \$35,000 per panel



View dates, deadlines, and specifications on [page 9.2](#)

WiFi access

Gain recognition when attendees connect to the convention center WiFi.

Specific sponsorship benefit:

- Acknowledgement on AAN provided signage
- Acknowledgement of support in AAN publications leading up to the meeting and on-site through AAN change to marketing materials

Sponsorship fee: \$48,750 (exclusive)



Hotel opportunities

Hotel key cards and card holders

The hotel key cards and key card holders are available to industry supporters. Get your messaging in front of Annual Meeting attendees when they check in at select hotels and every time they enter their hotel room.

Cards and holders will be distributed at select hotels in the AAN room block to attendees who have booked through the AAN room block.

Specific sponsorship benefit:

- Company or product logo recognition

Sponsorship fee: IRT member price: \$145,000 hotel key cards and card holders (exclusive)

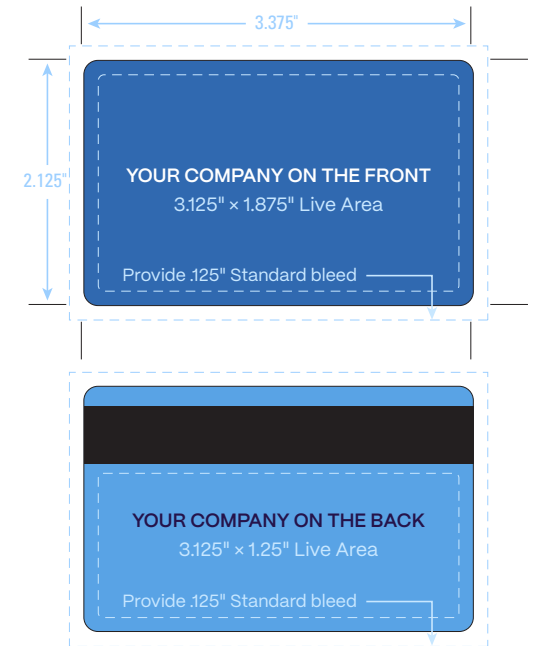
Non-IRT member price: \$160,000 hotel key cards and card holders (exclusive)

IRT member price: \$85,000 hotel key cards only

Non-IRT member price: \$95,000 hotel key card only

IRT member price: \$85,000 hotel key card holders only

Non-IRT member price: \$95,000 hotel key card holders only



Hotel do not disturb signs

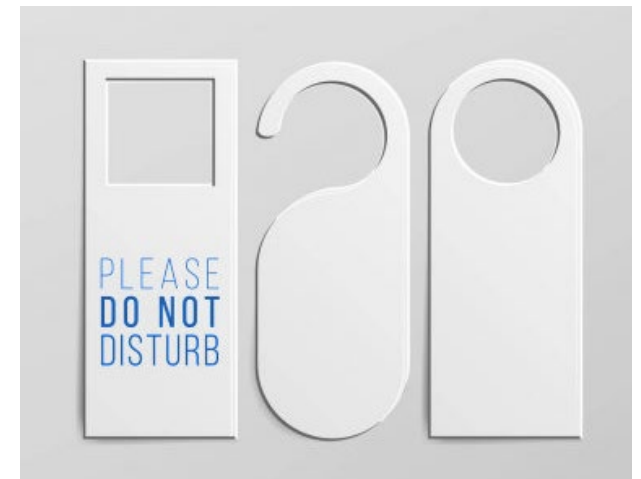
Help attendees rest, relax, and regroup at their hotel rooms by providing a sponsored and branded Do Not Disturb sign to select hotels in the AAN hotel block.

Specific sponsorship benefit:

- Company or product branding on door hangers at select hotels in AAN block

Sponsorship fee: IRT member price: \$70,000

Non-IRT member price: \$75,000



Hotel door drops

Reach attendees with your message by participating in the official AAN door drop distributed to select rooms, approximately 50% of in the AAN hotel block, including Hyatt Regency McCormick Place, Marriott Marquis Chicago, Chicago Marriott Downtown Magnificent Mile, Hyatt Regency Chicago, Hilton Chicago* on the mornings of Sunday, April 19–Tuesday, April 21.

- Sponsorship fee:** IRT member price: \$20,250/day
Bag sponsorship with complimentary bag insert
- Non-IRT member price: \$22,500/day
Bag sponsorship with complimentary bag insert
- IRT member price: \$8,650/day bag insert
Non-IRT member price: \$9,550/day bag insert

Key deadlines

Date	Deadline
DEC 29	Order form and payment due
JAN 2	Door drop bag graphic file due from company to AAN for approval
JAN 16	Final approved door drop bag due
JAN 30	Insert graphic files sent to AAN for approval
FEB 13	Materials to fulfillment house, if company is printing
FEB 20	Artwork to Taylor, if Taylor is printing

The advertiser must provide shipping labels and place on the outside of each box that is shipped. Include company name, product or promotional identification, and quantity on the label. Do not ship to the AAN office, or additional shipping charges will apply. The AAN will not be responsible for shortages due to an incorrect number of inserts received. Submit an additional three- to five overage to allow for potential growth of room blocks. Additional costs will be incurred if advertiser fails to comply with shipping instructions or to fully complete shipping label provided for door drop inserts.

*Hotels are subject to change



We're green! We use biodegradable bags in support of our overall meeting sustainability initiatives. Join the movement and let attendees know you are on board by noting on your door drop inserts when you are using recycled or environmentally friendly materials.



Bag sponsorship includes logo printed on one side of the bag with the AAN logo on the other and a complimentary insert.

Questions?

Contact: industriysales@aan.com
For information regarding insert shipments and printing contact: Sena Fogt
sena.fogt@taylor.com

New! Hotel office pods

This unique opportunity allows sponsors to not only brand two large office pods in the lobby of the Hyatt Regency, but have the exclusive decision on the utilization of the hotel office pods whether it be for their organizations use, attendee usage or a custom mix.

Sponsorship fee: IRT member price: \$25,000 two hotel office pods with exclusive use and branding

Non-IRT member price: \$30,000 two hotel office pods with exclusive use and branding



New! Shuttle bus offerings

Sponsoring a shuttle bus transforms each vehicle into a moving billboard, circulating your message throughout Chicago, maximizing brand exposure, and providing direct access to attendees as they travel to and from the event.

Sponsorship fee: 5 Interior and 3 exterior windows on all *daily* routes (exclusive)

IRT member price: \$60,000

Non-IRT member price: \$70,000

5 interior windows on all *daily* shuttle bus routes (non exclusive)

IRT member price: \$35,000

Non-IRT member price: \$40,000

3 exterior windows on all *daily* shuttle bus routes (non exclusive)

IRT member price: \$35,000

Non-IRT member price: \$40,000

3 exterior windows on *opening party* routes (exclusive)

IRT member price: \$12,500

Non-IRT member price: \$17,500



Support opportunities

General sponsorship of the Annual Meeting

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

Specific sponsorship benefit:

- Acknowledgement in AAN marketing materials, AAN provided signage, and on [AAN.com](https://aan.com).

Sponsorship fee: \$10,000 (multiple sponsorships)

International fund

Provide funding for early-career neurologists from countries outside the US to attend the Annual Meeting by underwriting registration fees and travel expenses (airfare and hotel) for each recipient. Selected scholars represent countries from all regions of the world and are leaders in their communities.

Recipients will augment their education and training through exposure to cutting-edge research, and benefit the field of neurology in their home countries by networking and attending educational and scientific programming at the AAN Annual Meeting.

Specific sponsorship benefit:

- Acknowledgement on AAN signs located inside and outside of the international scholars reception
- One invitation to the International Scholars reception for every \$5,000 of support
- Acknowledgment on [AAN.com](https://aan.com)
- Verbal acknowledgement at the International Scholars reception

Sponsorship fee: Starting at \$5,000
(multiple sponsorships)

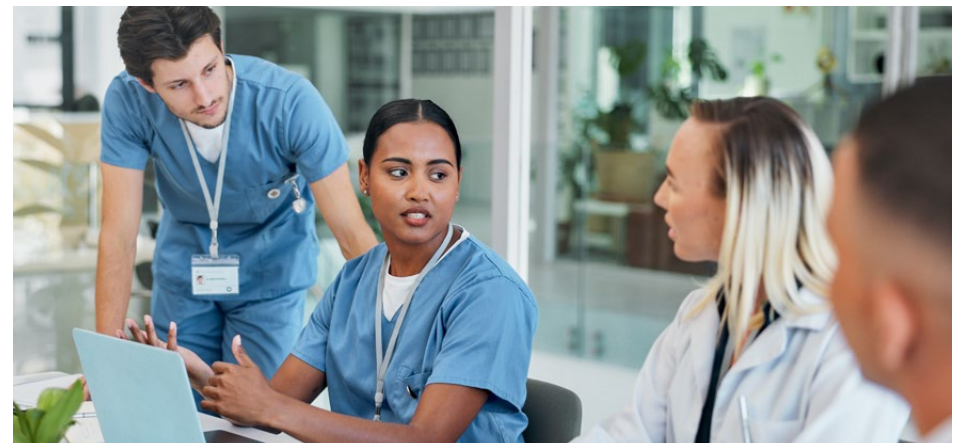
Resident and Fellow Scholarship fund

Provide funding for residents and fellows to attend the Annual Meeting education programs by underwriting registration fees for each resident or fellow. Residents and fellows are exposed to cutting-edge research and have the opportunity to augment their education, training, and network by attending educational and scientific programming at the AAN Annual Meeting.

Specific sponsorship benefit:

- Acknowledgement on signage and slides at the Trainee Hub at the Annual Meeting
- Acknowledgement in AAN scholarship marketing materials sent to neurology residents, fellows, and program/fellowship directors
- Acknowledgement on AAN provided signage
- One invitation to the Trainee and Faculty Reception for every \$5,000 of support
- Acknowledgment on [AAN.com](https://aan.com)

Sponsorship fee: Starting at \$5,000
(multiple sponsorships)



5k Run/Walk for Brain Health

Tuesday, April 21—6:30 a.m.

The popular Run/Walk for Brain Research is open to multiple sponsors. The Run/Walk take place in Chicago, with the goal of raising money to support clinical research training fellowships in neurology.

Industry team participation is welcome and encouraged.

Specific sponsorship benefit:

- AAN-provided signage with sponsors' company logos on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications
- Option to place company logos on start and finish banners (sponsor to provide corporate logo) at the run site

Sponsorship fee: \$3,500 (multiple sponsorships)



Wellness hub

The Wellness hub is a dedicated space for AAN Annual Meeting attendees to rejuvenate, connect, and learn about the importance of wellness in their career. By promoting wellness and addressing the many factors that contribute to burnout, the AAN works to ensure that neurology professionals can continue providing high-quality patient care. The Wellness Hub is in a high-traffic location to promote attendance from attendees interested in wellness as well as attendees dropping in on programming.

Specific sponsorship benefit:

- Company logo on signage and digital screens on main stage in the Wellness Hub
- Sponsor attendance and verbal recognition at Wellness Social Hour
- AAN-provided signage with sponsors' company logos on [AAN.com](https://aan.com), at the convention center, and throughout AAN publications

Sponsorship fee: \$5,000 (multiple sponsorships)



Business administrator day

Business administrator day will be held Monday, April 20, 2026.

Will feature an entire day of content created specifically to support administrators and other business decision leaders in neurology organizations. The day will feature a keynote and networking sessions. We are anticipating 70 attendees from all practice settings and sizes.

Company or product logo in walk-in slides

- Static advertisement embedded into walk-in slides.

Sponsorship fee: \$5,000 per ad (two available)

Carpet graphic at entrance of room

- Company or product branding on 4' x 4' graphic at entrance of room.

Sponsorship fee: \$5,000 (exclusive)



Industry Therapeutic Update opportunities

- Online participation 6.2
- Industry Therapeutic Update rooms and pricing 6.3
- Industry Therapeutic Updates policies and guidelines 6.4

Industry Therapeutic Updates

Overview

Industry Therapeutic Updates (ITUs) are available exclusively to Industry Roundtable members*. These evening and lunch-time programs provide an opportunity for pharmaceutical companies, device companies, or other appropriately related organizations to share information about current and pipeline activity, promote emerging therapies and projects with Annual Meeting attendees, in accordance with the standards set for the industry by the Food and Drug Administration. Meeting space is limited. ITUs and related meeting space will be approved on a first-come, first-served basis based on completed forms. End times vary based on event content; the maximum time allowed per event is two hours for evening programs and one hour for lunch-time programs. See below for schedule associated with lunch-time and evening ITUs. Please contact AAN staff with any additional questions.

Online participation

Interested in connecting with online-only attendees? Add on a live streaming option into the online platform!

Online participation fee: \$5,000
(Fee does not include the live-streaming audio visual costs. ITUs will only be available during their live timeslot.)

Day of schedules

Lunch ITUs	
Morning of ITU	Gain access to room. Access to rooms may vary by location and set-up schedule.**
9:30 a.m.	You may place allotted signage in convention center and one person may be in the lobby directing traffic.
11:15 a.m.	Doors can open for attendees to arrive and be seated.
11:45 a.m.	Program may begin. Program length may vary, but all programs MUST be completed by the designated end time.
12:45 p.m.	Program must be completed.
1:00 p.m.	All signage must be removed from facility.
Evening ITUs	
Morning of ITU	Gain access to room. Access to rooms may vary by location and set-up schedule.**
4:30 p.m.	You may place allotted signage in hotel and one person may be in the lobby directing traffic.
5:30 p.m.	Doors can open for attendees to arrive and be seated.
6:00 p.m.	Program may begin. Program length may vary, but all programs MUST be completed by the designated end time.
8:00 p.m.	Program must be completed.
9:00 p.m.	All signage must be removed from facility.

****Day before access may be requested for an additional charge of \$10,000 depending on availability**

Key deadlines

Date	Deadline
DEC 10	Return agency of record form for ITU related activities
JAN 7	Submit program topic area (i.e., multiple sclerosis, epilepsy) to the AAN
JAN 21	Submit official ITU program title to the AAN
JAN 30	Submit official description and presenter names to AAN
FEB 20	Submit promotional materials* (on-site signage, in-booth promotional invitations) to the AAN for approval

***Other secured promotional opportunities (e.g. Door Drop, Annual Meeting Daily) follow respective timelines**

Industry Therapeutic Update rooms and pricing

Date	Location	Room	Square feet	Seating capacity (banquet)*	Pricing
Saturday, April 18, 2026					
Lunch ITU	McCormick Place, West Building	470	6,250	320	\$130,000
Lunch ITU	McCormick Place, West Building	471	4,724	216	\$130,000
Lunch ITU	McCormick Place, West Building	474	4,724	240	\$130,000
Lunch ITU	McCormick Place, West Building	475	4,712	240	\$130,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes ABC	9,286	600	\$90,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes EF	6,739	360	\$75,000
Dinner ITU	Marriott Marquis Chicago	Grand Horizon ABC	9,230	600	\$85,000
Dinner ITU	Hyatt Regency	Regency Ballroom AB	8,424	480	\$75,000
Dinner ITU	Hyatt Regency	Regency Ballroom D	4,176	240	\$65,000
Sunday, April 19, 2026					
Lunch ITU	McCormick Place, West Building	470	6,250	320	\$130,000
Lunch ITU	McCormick Place, West Building	471	4,724	216	\$130,000
Lunch ITU	McCormick Place, West Building	474	4,724	240	\$130,000
Lunch ITU	McCormick Place, West Building	475	4,712	240	\$130,000
Monday, April 20, 2026					
Lunch ITU	McCormick Place, West Building	470	6,250	320	\$130,000
Lunch ITU	McCormick Place, West Building	471	4,724	216	\$130,000
Lunch ITU	McCormick Place, West Building	474	4,724	240	\$130,000
Lunch ITU	McCormick Place, West Building	475	4,712	240	\$130,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes ABC	9,286	600	\$90,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes EF	6,739	360	\$75,000
Dinner ITU	Marriott Marquis Chicago	Grand Horizon ABC	9,230	600	\$85,000
Dinner ITU	Marriott Marquis Chicago	Grand Horizon EFG	10,371	540	\$80,000
Dinner ITU	Hyatt Regency	Regency Ballroom AB	8,424	480	\$75,000
Dinner ITU	Hyatt Regency	Regency Ballroom D	4,176	240	\$65,000
Tuesday, April 21, 2026					
Lunch ITU	McCormick Place, West Building	470	6,250	320	\$130,000
Lunch ITU	McCormick Place, West Building	471	4,724	216	\$130,000
Lunch ITU	McCormick Place, West Building	474	4,724	240	\$130,000
Lunch ITU	McCormick Place, West Building	475	4,712	240	\$130,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes ABC	9,286	600	\$90,000
Dinner ITU	Marriott Marquis Chicago	Great Lakes EF	6,739	360	\$75,000
Dinner ITU	Marriott Marquis Chicago	Grand Horizon ABC	9,230	600	\$85,000
Dinner ITU	Marriott Marquis Chicago	Grand Horizon EFG	10,371	540	\$80,000
Dinner ITU	Hyatt Regency	Regency Ballroom AB	8,424	480	\$75,000
Dinner ITU	Hyatt Regency	Regency Ballroom D	4,176	240	\$65,000
Wednesday, April 22, 2026					
Lunch ITU	McCormick Place, West Building	470	6,250	320	\$130,000
Lunch ITU	McCormick Place, West Building	471	4,724	216	\$130,000
Lunch ITU	McCormick Place, West Building	474	4,724	240	\$130,000
Lunch ITU	McCormick Place, West Building	475	4,712	240	\$130,000

*Capacity listed is the max banquet capacity, without AV or any F&B included.

Industry Therapeutic Updates policies and guidelines

Participation criteria

1. Participating company must be a 2026 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. Participating company must be a contracted/paid exhibitor for the 2026 AAN Annual Meeting.
3. Participating company must be a supporter of a 2026 Annual Meeting sponsorship or marketing item.
4. No CME will be given by any accredited organization for the programs offered.
5. Participating company must not be an independent continuing medical education company.

Attendance

1. Participating company cannot charge any type of fee to attend. All Annual Meeting attendees must be treated with equal accordance.
2. Participating company cannot contact meeting registrants by phone in an effort to invite Annual Meeting attendees to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with meeting participants must receive prior approval from the AAN.

Industry Therapeutic Update contract

1. All participating companies must complete the online Industry Therapeutic Update Contract before space will be held by the AAN.

CANCELLATIONS

1. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100% of the ITU fee.

Evaluation/Reports

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

Participation Fees

1. Participating company must pay to participate in the ITU. The participation fee must be paid in full 30 days prior to event date. If the fee is not paid by this deadline, participating company will forfeit participation, and the opportunity will be given to the next applicant (in priority order).
2. Participating company is responsible for all expenses associated with its program (with the exception of the meeting room rental and registration list) including

audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN's official vendors. See [page 9.8](#) for the AAN Approved Vendors.

Promotional Guidelines

1. All ITU marketing materials, including but not limited to, promotional and on-site materials, must receive AAN approval prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc.
2. The participating company's program must be entitled "Industry Therapeutic Update from [Insert participating Company's Name]" and must be conspicuously marketed in that manner. This language must be in a TEXT SIZE that clearly distinguishes it as the title of the program. Companies may include a subtitle that specifies the therapeutic area to be discussed at the program.
3. All promotional pieces (brochures, website, communications) and on-site materials (handouts, signs, etc.) MUST include the fine print below:

This program is NOT accredited for continuing education by any organization. Additionally, Industry Therapeutic Updates program content and the views expressed herein are those of the presenting corporate entity and not of the AAN. These programs are not an official part of the 2026 AAN Annual Meeting

education or scientific programs, nor are they endorsed by the AAN. The AAN cannot affirm claims pertaining to FDA off-label medication, research use of pre-FDA drugs, or other research information that might be discussed. Industry Therapeutic Updates are industry events.

4. The AAN will publicize the Industry Therapeutic Updates through official AAN channels, including but not limited to Annual Meeting Publications, AAN Conferences Mobile App, AAN Conference emails, and on [AAN.com](https://aan.com) and will indicate the programs are NOT accredited for continuing education.
5. The AAN will provide one directional Meter Panel in the hotel lobby for the ITUs occurring that night. Each participating company is responsible for its own signage outside of the meeting room. Signage in hotel lobbies and in unapproved convention center spaces is prohibited; Each participating company may provide one directional person in the lobby holding a sign no larger than 12" x 14" to help direct traffic between 4:30 p.m. to 9:00 p.m. Directional personnel are only applicable to evening ITU programs. Each participating company may provide one directional easel sign in the corridor leading to their ITU between 4:30 p.m. to 9:00 p.m. for evening ITUs and between 9:30 a.m. to 1:00 p.m. for lunch-time ITU programs. Hallway directional sign must be no larger than 22" x 28". Each participating company may provide

one meter panel directly outside their ITU room. Participating company may place its singular meter panel outside an hour and a half before the event and all signage must be removed by one half hour after the event. Signage must include language specified in point 3. Sign locations are up to the review and approval of AAN staff. AAN staff has full discretion to move or change the location of your signs or staff personnel.

6. The AAN will provide one complimentary pre-registration Attendee List to the participating company for a one-time use in marketing the ITU program to AAN Annual Meeting attendees. Multiple uses or storage of registration list are strictly prohibited. Attendee List must be deleted after by participating company within 72 hours of one-time mailing.
7. Participating company may request day before access for an additional charge of \$10,000 depending on availability.
8. Follow-up materials (including electronic copies of pre-meeting materials, on-site materials, evaluation summaries, industry evaluation feedback, etc.) are due to the AAN within 30 days following the Annual Meeting.

Videography

1. Participating companies may film their ITU program, including livestreaming, however the participating company is responsible for all expenses and logistics related to the filming of the program.

2. The AAN name and logo may not be used in the film, or livestream through the official AAN Online Platform and Encore channels, however you can state that the event was filmed during the 2026 AAN Annual Meeting. In addition, there can be no implication in the film or livestream that indicates the participating company's ITU program is part of the AAN Annual Meeting Education or Scientific programs or endorsed by the AAN or any of its affiliates.

AAN-approved Vendors

1. Please do not contact any vendors until after you have received approval from the AAN on your form and after you have paid your participation and premium fees in full to the American Academy of Neurology Institute. If you need services/vendors not listed in this appendix, contact the AAN for other services/vendors not listed here.

Audiovisual and Decorator Information

Encore, Audio and Visuals

PK Handley

pee-larr.handley@encoreglobal.com

GES, Official Services Contractor

GES National Servicer

ges.com/contact-us

Contact:

The AAN Industry Team

industrysales@aan.com

Focus group sponsorships

Focus groups 7.2

Focus groups

Add focus to your business with access to AAN focus groups

Become a pivotal part of the Annual Meeting by sponsoring AAN focus groups. These focus groups offer deep dives into the most pressing topics for our industry and your organization. Guided by expert facilitators and attended by AAN members, these focus groups offer an exclusive opportunity to hear the genuine thoughts and opinions of neurology professionals.

Sponsoring AAN focus groups at the Annual Meeting showcase your company's commitment to fostering dialogue and advancing the field of neurology. The work would entail collaborating with AAN Insights Team starting in 2026.

- January and February: Identify a topic of interest and work with AAN's Insights Team to develop and refine a short list of open-ended questions on the topic of interest.
- March: Identify participant eligibility criteria based on a range of professional and demographic variables.
- April: Observe the focus groups on site during the Annual Meeting with 8-15 participants matching the above criteria followed by a debrief with AAN staff.
- June-July: Receive a detailed report on the outcomes and themes.

As a sponsor, you will not participate directly in the focus groups but will have the opportunity to have up to two sponsor representatives observe the sessions. This unique vantage point allows you to absorb

the conversations without influencing the thoughts and ideas shared, ensuring the authenticity of the discussions. Following the conference, you will receive a comprehensive report summarizing the key insights and ideas generated during the focus groups. This valuable information can inform your business strategies and help you stay ahead of industry trends.

Sponsorship fee: \$50,000
(5 available)

Contact:

Andrew Halverson
Director, Sales and Industry Relations
(612) 928-6117
ahalverson@aan.com



Continuing medical education opportunities

Continuing medical education (CME) program support 8.2

Implementing the AAN conflict of interest policy for CME programming . . 8.3

Continuing medical education (CME) program support

The AAN offers CME programs covering an extensive array of therapeutic and topical areas, such as leadership and ethics, as well as skills workshops for organizations to support. CME programs range from introductory to advanced, with a mixture of delivery styles, including didactic, case-based, and interactive.

Each supporter receives recognition with their organization's name on:

- Signage
- Title slides
- Program descriptions

CME programs at the Annual Meeting are available for sole- and multi-support, with a maximum of three supporters per program.

The AAN discloses all commercial support of CME activities to learners in advance of the activity starting; however, the disclosure will not include logos, product names, or promotion.

To learn more about AAN's educational efforts and specific courses available for support:

Contact:

Kory Petersen, Grants Program Manager
kpetersen@aan.com

AAN Annual Meeting topic listing

We offer a robust education program with courses within the following topics:

- Aging, dementia, and behavioral neurology
- Autoimmune neurology
- Cerebrovascular disease and Interventional neurology
- Child neurology and developmental neurology
- Education, research, and methodology
- Epilepsy/clinical neurophysiology (EEG)
- General neurology
- Global health
- Headache
- Health care disparities
- History of neurology
- Infectious disease
- Leadership
- Movement disorders
- Multiple sclerosis
- Neuro trauma and critical care
- Neuromuscular and clinical neurophysiology (EMG)
- Neuro-oncology
- Neuro-ophthalmology/neuro-otology
- Neuro-rehabilitation
- Pain
- Palliative care
- Practice, policy, and ethics
- Sleep
- Sports neurology



Implementing the AAN conflict of interest policy for CME programming

The American Academy of Neurology Institute (AAN Institute), the subsidiary of the American Academy of Neurology (AAN), is approved by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The purpose of the CME programming is to support the AAN/AAN Institute's commitment "to promote brain health for all." This goal is accomplished by producing high-quality education, science, and practice programming that increases, knowledge, competence, and/or performance of physicians and the interdisciplinary neurologic care team.

In providing CME programming, the AAN Institute complies with the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Compliance is facilitated through the AAN Institute's Relationships and Conflicts of Interest Policy. In addition, the AAN Institute has adopted the following policies in relation to CME programming and "Ineligible Companies" (defined in the Relationships and Conflicts of Interest Policy as "including any entity developing, producing, marketing, re-selling, or distributing health care goods or services, including drugs, devices, services or therapies, consumed by, or used on, patients to diagnose, treat, monitor, manage, and alleviate health conditions").

Policies for AAN CME directors, faculty, co-chairs, and abstract authors:

1. The AAN must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company. This policy applies to AAN CME directors, faculty, moderators, and planners.

Policies for industry employees and/or their third-party representatives:

1. Ineligible company employees cannot be AAN/AAN Institute award recipients.
2. Ineligible company employees cannot serve as course directors.
3. Ineligible company employees cannot serve on CME planning groups, including but not limited to Meeting Management Committee, Science Committee, Education Committee, Conference Subcommittee, Abstract Reviewers.
4. Ineligible company employees cannot serve as plenary session speakers.
5. Ineligible company owners or employees are permitted to submit and present as part of the science/abstract portion via the AAN peer-review process and as long as the content of the accredited activity is limited to basic science research, such as preclinical research and drug discovery, or the methodologies of research, and they do not make care recommendations.

Appendices

- Dates and deadlines 9.2
 - Exhibitor booths and housing 9.2
 - Advertising 9.3
 - Sponsorship 9.4
- Specifications** 9.5
 - Exhibit hall opportunities 9.5
 - Advertising opportunities 9.5
 - Sponsorship opportunities 9.6
 - Exhibit hall sponsorship opportunities 9.7
 - Hotel opportunities 9.7
- AAN-approved vendors 9.8
- Rules for industry and other organizations at the AAN Annual Meeting . . . 9.9
- Rules, terms, and conditions for industry and other organizations' participation in online education and science programs 9.19
- Priority points 9.24
- AAN name and logo restrictions 9.25

Dates and deadlines

Exhibitor booths and housing

Exhibit hall deadlines

Date	Deadline
NOV 14	Exhibit contract deadline for priority booth assignments
NOV 15	50% booth cancellation fee begins, including downsizing of booth size
DEC/JAN	Exhibitor service kit available online
JAN 16	Exhibit booth renderings due for exhibits 400 sq. ft. or larger Notification of intent to use an exhibitor appointed contractor/non-official contractor form due Certificate of liability insurance form due Booth giveaways and activity form due Meeting suite renderings due
JAN 30	Final booth payments due 100% booth cancellation fees begin, including downsizing of booth
FEB 6	Company descriptions due for AAN mobile app
MAR 16	Warehouse receiving (without early fees) begins
APR 13	Warehouse receiving (without late fees) ends
APR 15/16	Designated early move-in booths 8:00 a.m.–4:30 p.m. (refer to target floorplan for dates and times)
APR 17	All exhibitors move in from 8:00 a.m.–4:30 p.m.
APR 22	Exhibitor booth dismantling after 4:00 p.m.

Booth staff registration and housing

Date	Deadline
NOV 18	Exhibitor housing requests open
NOV 26	Exhibitor housing requests priority deadline
DEC 15	Assignments sent to requests submitted by November 18
MAR 6	Group rooming list deadline Exhibit booth staff registration due

Advertising

Pre-meeting direct mail

Date	Deadline
JAN 9	Order form and payment due
JAN 16	Graphic file due for approval
JAN 23	Final (approved) graphic files due

Email advertising

Date	Deadline
JAN 23	February marketing email order form and payment due
JAN 30	February marketing email graphic file due for approval
FEB 6	February marketing email final approved graphics due
FEB 13	March marketing email and industry-focused email order form and payment due
FEB 20	March marketing email and industry-focused email graphic file due for approval AM daily, thank you, and recording access reminder emails order form and payment due
FEB 27	March marketing email and industry-focused email final approved graphics due AM daily, thank you, and recording access reminder emails graphic file due for approval
MAR 6	AM daily, thank you, and recording access reminder emails final approved graphics due

Annual Meeting Daily

Mobile app offerings

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Graphic files due for approval
FEB 27	Final (approved) graphic files due

Attendee list

Date	Deadline
MAR 27	Order form and payment due
APR 3	Deadline to provide marketing sample to the AAN for approval
APR 6	Pre-meeting attendee list becomes available (to those who have AAN approved marketing piece)
APR 15	Deadline to send to pre-meeting attendee list
APR 22	Post meeting attendee list become available (to those who have an AAN-approved marketing piece)
MAY 6	Final deadline to send post-meeting attendee list marketing piece

Out-of-home advertising

Date	Deadline
NOV/ DEC	Offerings become available

Late graphics may be subject to penalty charges

Sponsorship

Hotel door drops

Date	Deadline
DEC 29	Order form and payment due
JAN 2	Door drop bag graphic file due from company to AAN for approval
JAN 16	Final approved door drop bag due
JAN 30	Insert graphic files sent to AAN for approval
FEB 13	Materials to fulfillment house, if company is printing
FEB 20	Artwork to Taylor, if Taylor is printing

Business administrator day

Carpet graphics

Exhibit hall opening luncheon

Footprints

Hanging aisle banner

Lunch line dividers

Park benches

Tabletop graphics

Meeting Pods

Hotel Office Pods

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Graphic file due to the AAN for AAN approval
FEB 27	Final (approved) graphic due

Buzz cafes

Charging options

Escalator clings

Entrance unit panels

Exhibit hall exit decal/banner

Hydration stations

Puppy park

Street lamps and flower beds

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Graphic file due to the AAN for AAN approval
FEB 27	Final (approved) graphic due

Hotel key cards and card holders

Date	Deadline
JAN 1	Order form and payment due
FEB 13	Graphic file due to the AAN for approval
FEB 20	Final (approved) graphic files due

Hotel do not disturb signs

Date	Deadline
JAN 30	Order form and payment due
FEB 6	Graphic file due to the AAN for approval
FEB 13	Final (approved) graphic files due

Exhibit hall passport

Exhibit hall networking crawl

Date	Deadline
FEB 13	Order form and payment due
FEB 20	Logo due to the AAN for approval
FEB 27	Final (approved) graphic files due

Industry Therapeutic Updates

Date	Deadline
DEC 10	Return agency of record form for ITU related activities
JAN 7	Submit program topic area
JAN 21	Submit official ITU program title to the AAN
JAN 30	Submit official ITU description and presenter names to the AAN
FEB 20	Submit promotional materials to the AAN for approval
APR 15	Deadline to send pre-meeting emails/mailers

Late graphics may be subject to penalty charges

Specifications**

Specifications can be changed at any time. Not all specifications are listed, please reach out to the AAN for more details.

Exhibit hall opportunities

Offering	Details	Color	Acceptable file formats
Exhibit hall passport	Company/product logo	CMYK	High-resolution transparent PNG, vector EPS, or AI format

Advertising opportunities

Offering	Details	Size	Live space	Color	Acceptable file formats
Annual Meeting emails	Top/middle or bottom ad	650×200 px	N/A	RBG	PNG or JPG (PNG preferred)
Annual Meeting Daily	Quarter-page vertical ad	3.5"×3.75" plus 0.125" bleed	3.25"×3.5"	CMYK	High-resolution, press quality PDFs with bleeds and crop marks. 2-page spreads should be provided as reader spreads
	Half-page horizontal ad	8.25"×4.4375" plus 0.125" bleed	7.25"×3.4375"		
	Half-page vertical ad	4.025"×10.875" plus 0.125" bleed	3.025"×9.875"		
	Full-page ad	8.25"×10.875" plus 0.125" bleed	7.25"×9.875"		
	Spread ad	16.5"×10.875" plus 0.125" bleed	7.25"×9.875" each page		
	Cover tip	7.875"×4.5" plus 0.125" bleed	7.125"×3.875"		
Mobile app/online platform	Interstitial ad*	1536×3840 3840×1536	N/A	RBG	PNG files only, 2MB maximum
	Push notification ad	N/A	N/A	N/A	Copy for each section of message: • Message subject: • Max 60 characters including spaces • Message body: • Max 375 characters including spaces • Only include link, max 512 characters • Display text for link, only external links are applicable, 512 characters Image limited to 2 MB and size less than 1500px×1500px
	Carousel ads	640×80 960×80 2048×107 2732×107 1242×120	N/A	RBG	PNG files only, 2MB maximum

*Note: Interstitial ads should have all necessary content within the middle of the screen, with the top 15% and bottom 15% as un-essential design, to ensure content is cut off from the variety of screen configurations. Ad design does not need to include a 'continue' or 'skip' button.

Sponsorship opportunities

Offering	Details	Color	Acceptable file formats
Buzz cafes	(2) 87"×77" graphic panels on the sides of main unit (2) 27"×44" graphic panels on the ends of main unit (2) 26"×46" graphic panels on corner unit (2) 40" diameter circular table decals (3) 30" diameter circular table decals	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Carpet graphics at hall entrance	8'×8' decal carpet decal	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Footprints	2'×2' decals placed on exhibit hall aisle carpet to create a clear path to your booth.	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Portable charging kiosk	Sizing template to be sent once opportunity is purchased		
Exhibit hall charging lounges	(4) 27"×36" graphic panels on ends of tables (4) 95"×12" graphic panels on table dividers	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Charging seating options	(2) 82"×51" graphic panel on back wall (2) 17"×14" graphic panel on charging cube	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Exhibit hall charging table	71.875"×27.75" decal	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Hydration station	(1) 360"×96" wall cling or fabric wall, live space: (2) 36" diameter tabletop clings	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Meeting pods	(2) 18"×45" window clings (1) 28"×45" door cling	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Meeting pods digital display	604×1073 px (9:16)	RGB	JPG, GIF, MP4 (video files)
Lunch line divider	66"W×36"H	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Entrance unit panels	39.0625"×190.4" per panel	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Social media post	Instagram: 1080x1350 image with a 2,000 character count Facebook: 1200x630 image with a 4500 character count X: 1024x512 image with a 280 character count	RGB	PNG or JPG

Exhibit hall sponsorship opportunities

Offering	Details	Color	Acceptable file formats
Park benches	(2) 82"×51" graphic on back wall (2) 36"×36" floor decals	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Street lamp posts and flower beds	(10) lamp posts with 16" x 36" double-sided banners on each side (20) flower boxes with a 14" x 14.5" graphic on the outer ends	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Wayfinding map sponsorship	15"×30" decal	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Logo on exhibit hall map	The logo will be automatically centered on the booth space, so consider the shape of the booth that you are adding the image on top of as well as the size of the booth		High-resolution PNG, JPG, or GIF. 10MB max.
Convention center escalator clings	Sizing template to be sent once opportunity is purchased	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Pillar marketing	(4) 4'×12' banners	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Tabletop graphics	30" round table decal	CMYK	AI, EPS, INDD, high-res PDF, PSD, TIFF, 225 dpi or higher
Digital billboard	12-second static, digital spots to loop every 60 seconds	RGB	PNG or JPG

Hotel opportunities

Offering	Details	Color	Acceptable file formats
Hotel key cards and card holders	Envelope live area for non-bleed area: 2.99"×2.13" and 2.10"×1.88" Key card RFID live area: 3.125"×1.875" Front and back, bleed area 3.625"×2.375" Key card mag card live area front: 3.125"×1.875" Back: 3.125"×1.25" Bleed area 3.625"×2.375"	CMYK	Vector is preferred, high quality PDFs are accepted
Hotel do not disturb signs	Trim: 4.25×11 Bleed area: 4.375"×11.125"	CMYK	AI, EPS or high quality PDF
Hotel door drop bag sponsorship	12×15 digital full-color oxo-biodegradable die cut bag Bag size: 12"×15" Imprint area: 11.5"×14"	CMYK	AI, EPS or high quality PDF
Hotel door drop insert	The inserts maximum size is 8.5"×11" Maximum weight: 5oz	CMYK	

AAN-approved vendors

Do not contact any vendors until after you have received approval from the AAN and your participation and premium fees are paid in full. Contact the AAN at industriesales@aan.com for services or vendors not listed here.

Audiovisual

Encore
Brad French
Sr. Program Producer
brad.french@encoreglobal.com
(214) 210-8058

PK Handley
pee-larr.handley@encoreglobal.com

Catering services

OVG Hospitality
McCormick Place
infoovg@mccormickplace.com

Convention center exhibitor services

McCormick Place
mccormickplace.com/exhibitors

Exhibitor registration and housing

Convention Management Resources
aanamsupport@cmrus.com

Floral

Convention Plant Management
Linda Wineski
linda@conventionplant.com
(773) 473-8135

Official services contractor

GES Exhibitor Services
ges.com/contact-us

Sponsorships

Drew Hayes
ahayes@ges.com
(612) 670-0566

Meeting suites

Drew Hayes
ahayes@ges.com
(612) 670-0566

Lead retrieval

Convention Management Resources
aanamsupport@cmrus.com
(800) 676-4226

Convention center WiFi

McCormick Place
Technology Services Department
technology@mccormickplace.com
(312) 791-6113

Rules for industry and other organizations at the AAN Annual Meeting

I. General Rules

The American Academy of Neurology (“AAN”) recognizes outside organizations’ important role in the success of its Annual Meeting and the need to work together to ensure a well-coordinated and productive meeting for all attendees. In this spirit, the below General Rules establish the parameters that outside organizations involved in the Annual Meeting must comply with. These Annual Meeting Rules apply to:

- 1) “Ineligible companies/commercial Interests,” which are entities producing, marketing, selling, re-selling, or distributing health care goods or services consumed by, or used on, patients;
- 2) non-profit organizations;
- 3) and any other companies or organizations participating in the AAN Annual Meeting in any capacity (collectively referred to as “Companies”).

In addition to complying with these Annual Meeting rules, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions at the AAN Annual Meeting. If companies are unclear about these Rules or the specific terms and conditions, it is their responsibility to seek clarification from the AAN prior to any interaction related to the Annual Meeting. The AAN reserves the right to decline any Company’s participation in the AAN Annual Meeting for any reason without explanation. As a condition of participation, every industry representative agrees to observe all AAN policies and guidelines.

Violation of AAN policies and guidelines will be reviewed and sanctions may be applied.

AAN Cancellation

In the event the AAN is forced to cancel the in-person Annual Meeting, the AAN will make reasonable efforts to deliver certain purchased items in a similar fashion via the online meeting. Companies will receive a refund for items that cannot be delivered online, as described below, and with the exception

of a \$250 administrative fee. Company accepts that the following table, which describes items that will be delivered online and items that will receive a refund (minus the administrative fee). The AAN may revise this list in its sole discretion, with notice to the Company.

Delivered online:	Refund eligible
Advertising in AAN publications, Industry Therapeutic Updates, email advertising, sponsorships within the online platform, Run/Walk sponsorship	Exhibit space, on-site sponsorship items, meeting suites

Excluded items are contingent on AAN’s ability to transition items to online meeting

These terms and conditions only apply to the AAN canceling the Annual Meeting after items have been purchased. Separate terms apply to companies canceling items purchased for the Annual Meeting and can be found throughout the terms and conditions document.

- A. CONDUCT: Representatives of Companies must conduct themselves professionally and treat all AAN Annual Meeting attendees equally and with respect, including, but not limited to, compliance with the *AAN’s Meetings Anti-Harassment Policy*.
- B. COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION: The AAN is committed to intentional actions of enhancing diversity and advancing equity, and inclusion for our members, staff, organization, profession, patients and the communities we serve. We actively promote diversity, equity, and inclusion in neurology and the neurosciences. As part of this commitment, the AAN is working to ensure we provide a conference environment and educational programming that is aligned with this commitment. If you have questions about these efforts, identify areas for improvement, or have concerns

regarding attendee or staff behavior, please contact Member Services at (800) 879-1960, memberservices@aan.com, or conference staff.

- C. PROHIBITED INFLUENCE: Ineligible Companies/commercial Interests may not attempt to direct or influence the planners and/or faculty or content of AAN Institute Annual Meeting programs or products.
- D. USE OF AAN PROPERTY: All Companies must comply with the *AAN Name and Logo Restrictions*.
- E. OUTDOOR ADVERTISING: EMC Outdoor is the exclusive provider of AAN-approved, city-wide outdoor advertising during the AAN Annual Meeting. Outdoor advertising during the Annual Meeting is only AAN-approved if Companies contract with EMC Outdoor. Companies may be subject to sanctions if found to have purchased outdoor advertising during the Annual Meeting from a vendor other than EMC Outdoor. The AAN Institute does not allow Commercial Interest promotion/advertising at the designated headquarter hotel(s) or hotels within the official AAN Annual Meeting hotel block.
- F. COMPLIANCE: Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. Companies must abide by all applicable terms and conditions for their interactions at the Annual Meeting including, but not limited to, compliance with the *AAN’s Meetings Anti-Harassment Policy* and implementing the *AAN Conflict of Interest Policy for CME Programming*. Companies must be aware of the guidelines and codes the AAN and affiliated organizations conform to: Council of Medical Specialties Societies’ Code for Interactions with Companies (cmss.org) and the *Principles Governing Academy Relationships with External Sources of Support* (AAN.com). AAN has the right to request that Companies immediately discontinue an activity or cease distribution of

Rules for industry and other organizations at the AAN Annual Meeting—continued

materials deemed inappropriate or non-compliant by the AAN.

1. The AAN/AANI does not require ineligible Companies/commercial Interests to provide financial or in-kind support for CME programs in order to market or exhibit in association with AAN/AANI's conferences.
 2. Ineligible Companies/commercial Interests cannot provide access to, or distribute, CME activities to learners.
 3. The AAN/AANI must distinguish between CME and other activities. Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- G. PRESS POLICIES: Companies must comply with all AAN Press Policies located at [AAN.com/pressroom](https://aan.com/pressroom).
- H. "IN CONJUNCTION WITH" ("ICW") MEETINGS/ EVENTS: Companies that wish to hold a meeting or an event affecting Annual Meeting attendees that is outside the official AAN Annual Meeting Program, whether held at AAN-contracted facilities or in the same metropolitan area as the Annual Meeting, must comply with the *ICW Rules* and submit an ICW Event Form to the AAN for review before promotion and implementation of the ICW meeting or event can occur.

II. CME Supporter Rules

- A. APPLICATION: The Annual Meeting has an extensive array of educational courses in various therapeutic areas for Companies to support. Each Company providing CME support receives recognition with their organization's name on: signage, title slides, and a verbal announcement from the podium. To address the desire to have multiple supporters for programs, the AAN is encouraging a maximum of three supporters for each of the listed therapy programs: Stroke, Multiple Sclerosis, Neuromuscular Disease, Movement Disorders, Headache, and Epilepsy.
- B. RULES: Any Company supporting CME at the AAN Annual Meeting must not:
1. Create or influence content for education and scientific presentations
 2. Supplement faculty and/or learner registration, honoraria, or travel expenses
 3. Approach AAN education and scientific program faculty concerning conference reports or other program summaries; and
 4. Create or distribute any promotional materials (print, digital, social media, or otherwise) in relation to AAN education and/or science programs, including courses, posters and platform sessions, hub areas, and AAN-associated events
 5. Ineligible Companies/commercial Interests must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in an AAN/AAN Institute meeting exposition facility (outside of the designated exhibit hall) or in any hotel contracted by the AAN/AAN Institute. This includes all programming areas (such as courses, poster and platform sessions, experiential learning areas, and AAN-associated events). The AAN Institute does not allow Commercial Interest promotion/ advertising within 150 yards of the AAN/ AAN Institute meeting exposition facility or the designated headquarters hotel(s).

III. Exhibit Rules

- A. APPLICATION: These Exhibit Rules apply to all Companies who exhibit at the AAN Annual Meeting.
- B. GENERAL: Exhibitors participating in the AAN Annual Meeting exhibition must understand the following:
1. The AAN reserves the right to decline applications for any reason without explanation.
 2. Exhibitor representatives must conduct themselves professionally.
 3. Exhibitors must abide by the Rules for Industry and Other Organizations at the AAN Annual Meeting and these Exhibit Rules outlined in this publication and distribute the Rules to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.
 4. All booths must be staffed at all times. This also applies to complimentary and association showcase booths.
 5. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 4:00 p.m., April 22, 2026, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions, including loss of priority points, will be applied.
 6. Exhibit personnel must not leave their booths to solicit attendees in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.
 7. Persons, exhibitors, companies, or organizations must not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the exhibit hall) or in any hotel contracted by the AAN. Advertising literature

Rules for industry and other organizations at the AAN Annual Meeting—continued

- in the exhibit hall must remain in the footprint of each exhibitor's respective booth footprint.
8. Exhibitors not utilizing the official services contractor, GES, must notify the AAN by submitting the EAC form available online through the online portal.
- C. EXHIBIT CONTRACT: All exhibitors are required to complete the online Exhibit Contract before exhibit space will be held by the AAN. The contract deadline for priority booths assignment is November 7, 2025. After that date, booths will be assigned first-come, first-served and based on availability.
- D. EXHIBITOR SERVICE KIT AND EXHIBITOR PORTAL:
1. The Exhibitor Service Kit contains all of the specifics on exhibiting at the AAN Annual Meeting including regulations, forms, guidelines, and shipping information. The Service Kit will be available in December 2025 or January 2026.
 2. Exhibitors must submit a structural drawing including hanging signs and lighting for all booths 20' x 20' or larger to the AAN for approval by February 5, 2026. Information on booth activities and handouts, emergency contact information, and product descriptions must be submitted through the online portal, available December 2025 or January 2026.
- E. ACCESS TO EXHIBIT HALL: During show days, exhibit booth staff (with appropriate badge) will have access to the exhibit hall two hours prior to hall opening as well as one hour after hall closing. Exhibit Hall Meeting Suite staff will have access to the exhibit hall during times listed in the prospectus.
- F. BOOTH ACTIVITIES / IN-BOOTH PROMOTION: Promotion of AAN Posters title, topic, date, time, and location of the poster within the exhibitor's booth space in the McCormick Place is permitted. Late-breaking Science presentations are excluded from promotion in exhibitor's booth space. All booth activities and materials, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Forms will be available on the online portal or contact industriesales@aan.com for information on how to gain access. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN.
1. Booth activities must be submitted through the online form.
 2. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs. Exhibitors who do not immediately cease activities are subject to sanction, priority points loss, and may be dismissed from the meeting and without refund. Sanctions may also include loss of exhibiting at future meetings.
 3. 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. Any hanging branding or wrapped branding above 12 feet from the exhibit hall floor must be purchased through the AAN and GES.
 4. The following promotional practices are prohibited (this list is not exhaustive):
 - a. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING PLATFORM SESSIONS, HUBS, AND AAN-ASSOCIATED EVENTS
 - b. Press conferences or filming (including use of camera-enabled phones) in exhibit area
 - c. Operating x-ray equipment
 - d. Use of microphones, unless on AAN-approved Presentation Stage
- e. Unauthorized giveaway items in compliance with the CMSS Code for Interactions with Companies
 - f. Distribution of Lanyards
 - g. Illegal Raffles and Drawings. Laws and regulations vary depending on Annual Meeting location. The AAN does not provide exhibitors with legal advice
 - h. Use of balloons (helium or otherwise)
 - i. Entering the non-public area of another exhibitor's booth without permission
 - j. Photography of any kind including use of camera-enabled phones (unless contracted with AAN Official Photographer or pre-approved by AAN staff as part of a booth activity)
 - k. Unofficial door drops or any promotional marketing, such as napkins, cups, etc., at AAN hotels
 - l. Live music and live entertainment
 - m. Excessive noise levels for pre-recorded music or presentations
- G. CANCELLATIONS AND REDUCTIONS: All notices of cancellation must be forwarded in writing to the AAN (any form of space reduction be it large or small after an application is processed and space is assigned is considered a cancellation not a reduction). All appropriate cancellation penalties will apply. The date the notice is received at the AAN office is the official notification date. Once space has been assigned booth space cannot be decreased without cancellation penalties. Please send cancellations to industriesales@aan.com.
- H. DEADLINES AND PENALTIES FOR SPACE CANCELLATION AND REDUCTIONS:
1. November 15, 2025 = \$100.00 administrative fee.
 2. November 15, 2025–January 30, 2026 = 50% of total exhibit fee.
 3. On or after January 30, 2026 = 100% of total exhibit fee.

Rules for industry and other organizations at the AAN Annual Meeting—continued

4. Refunds for cancelled space will be forwarded to exhibitors approximately four weeks after the Annual Meeting. No priority points will be issued for cancelled or reduced booth space.
- I. DISPLAY RULES AND REGULATIONS:
1. General Display Rules for all booths:
- No two-story booths, endcaps, or peninsulas are permitted
 - Displays must not limit the view or otherwise interfere with other exhibitors. No rotating signs without the expressed written consent of the AAN and the convention center
 - All exhibitors are required to order carpet for their booths at the exhibitor's expense unless otherwise specified
 - No solid walls without prior approval from AAN
 - No enclosed ceilings are permitted
2. Linear and corner booths:
- All ceiling heights are contingent on convention center clearance
 - Must not exceed 8' in height
 - Hanging signs are prohibited for any linear booths
 - 8' draped background and 3' sides drapes provided by AAN
 - Within perimeter of inline booths, all display material is restricted to a maximum height of 4' in the front 5' (half) of the booth and 8' in the back 5' (half) of the booth
 - All linear booths (including 10' x 20') must have finished backside or be draped at the exhibitors' expense
3. Island booths/Pavilions:
- Require a minimum of four 10' x 10' booths and must not exceed 20' in height.
- Counters must be a minimum of 1' from the edge of the exhibit space if on the outer perimeter of the space (no exceptions).
 - All ceiling heights are contingent on convention center clearance.
 - Tops of signs suspended from the exhibit hall ceiling must not exceed 20 feet from the exhibit hall floor. Certain areas in the exhibit hall will require bridling for any hanging above exhibit space. The extra time and charges are incurred at the expense of the exhibitor.
 - No solid walls enclosing more than one quarter of the outer perimeter of the booth space are permitted.
 - Island booths must have open sight lines around and through the design, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed.
4. Lighting/Miscellaneous:
- All materials must meet with all local rules for exhibits.
 - All booth identification must be part of the physical structure of the booth with the exception of hanging signs.
 - Exposed hardware or electrical components must be hidden from view.
 - Hanging signs and lighting must have prior authorization from the AAN.
 - Spotlights and clip lights must not reflect beyond the footprint of occupied exhibit space.
 - Flashing lights such as strobes and other distracting elements are not permitted.
- J. INSPECTION: All exhibit booths will be inspected by AAN staff during setup and throughout the exhibition to ensure exhibits are in compliance with all AAN booth requirements. If adjustments need to be made, any cost incurred to conform to AAN booth regulations will be incurred by the exhibitor. AAN management will monitor the exhibit hall concerning compliance with guidelines and management may direct violators to immediately suspend non-complying or unprofessional activities.
- K. FIRE REGULATIONS: All exhibits and meeting suites must abide by the McCormick Place policies, which will be strictly enforced by the convention center. Any exhibit found not to be in accordance with the federal, state, provincial, and municipal fire regulations would be dismantled. More information will be available in the Online Exhibitor Service Kit or by contacting industriysales@aan.com for information on access through the online Portal.
- L. CHILDREN: Children are not permitted in the exhibit hall during setup and teardown. Children under the age of 12 must be accompanied by an adult during exhibit hall hours.
- M. FOOD and BEVERAGE/HOSPITALITY DISTRIBUTION: Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must have written authorization from the AAN and the convention center catering departments. A food and beverage distribution authorization request form will be provided in the Online Exhibitor Service Kit.
- Companies are responsible for their own interpretation and compliance with US laws and regulation.
 - All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
 - Exhibitors may not use imprinted containers and supplies (unless pre-approved by AAN).
 - Alcoholic beverages will be permitted only with prior AAN approval.
 - All exhibitors are required to secure food and beverage through the official catering partner of the McCormick Place.

Rules for industry and other organizations at the AAN Annual Meeting—continued

6. Exhibitors are required to inform AAN of food and beverage distribution occurring within the footprint of their respective exhibit space.
- N. FOOD AND DRUG ADMINISTRATION REGULATIONS:** Products that require promotion approval by the FDA must receive this approval prior to promotion at the AAN exhibition. Information regarding FDA regulations may be obtained directly from the FDA.
- O. SALES/SOLICITATION:** Sales are permitted on the exhibit floor within assigned booths, provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and may not be conducted in the aisles or any other area of the exhibit hall. Exhibitors are responsible for filing the appropriate state sales tax documents. For additional information, contact your tax advisor.
- P. COMPANY MERGERS/PURCHASES:** Any company name changes will be combined into one name, for example: ABCDEFG Company (formerly ABCD, Inc. and EFG, Co.) for the initial year the merger, purchase, or company name change has taken place. After the first year, all AAN printed material will contain only the new name.
- Q. MARKET RESEARCH DISCLOSURE:** All market research companies are required to have clients participating as exhibitors in the AAN exhibition. Market research companies must identify their clients on the contract. Market research companies must abide by AAN policies and guidelines assigned to all exhibiting companies.
- R. SURVEYS:** Completion of surveys and questionnaires must not exceed 10 minutes in length.
- S. SUBLETTING:** The subletting, reassignment, or apportionment of any part of any exhibitor's space is prohibited.
- T. COMPLIANCE:**
1. For attendees who allow an exhibitor to scan their badge, it's the exhibitor's responsibility to explain the exhibitor's use of the attendee's personal information and obtain any necessary rights, permissions or consents required by applicable laws and regulations from the attendee at the time the exhibitor scans the badge.
 2. If the exhibitor distributes any items to physicians at the 2026 Annual Meeting, exhibitor must comply with all state laws governing gifts to physicians, including but not limited to the laws of Minnesota, Vermont, and Massachusetts.
 3. Exhibitors must comply with all applicable federal, provincial, and local laws including, but not limited to, laws concerning giveaways, drawings, and/or raffles.
- U. SANCTIONS:** The AAN reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with these Rules. Exhibitors who violate these Rules may be dismissed from the meeting without refund. The Rules will be enforced without exception.
- V. SPACE ASSIGNMENT:** In order to ensure appropriate booth assignment, the AAN requires that all organizations provide three preferred booth choices (see exhibit hall floor plan). The AAN reserves the right to assign the best possible booth space and relocate booth assignments as necessary. Booth assignment is determined based on the following criteria:
1. Priority Points:
 - a. Companies who submit their contract and deposit by the contract deadline will receive two (2) points for exhibiting at the current Annual Meeting
 - b. Five (5) additional points are awarded for exhibiting in a consecutive year
 - c. Two (2) points for booking staff rooms through the official AAN housing process
 2. Exhibitors who support non-CME activities, Industry Roundtable membership, Annual Meeting publication advertising, Industry Therapeutic Update events, or other non-Annual Meeting programs will receive additional priority points based on support committed.
 3. **Priority points** can be lost through the following:
 - a. No points are awarded if booth space is cancelled
 - b. No booth points are awarded if booth size is reduced after the contract deadline
 - c. Exhibitors will lose all of their accumulated "Consecutive Annual Meeting" points if an Annual Meeting is skipped.
 - d. Violation of AAN guidelines and policies may also result in loss or reduction of priority points
 4. Contract/payment submission date: The date the contract is received at the AAN will be used to determine assignments only when there is a need to: (a) break a tie in points during initial assignments, or (b) determine priority for applications received after the initial assignments are made.
 5. In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. **Priority points** acquired by each organization are not combined.
- a. One (1) point for exhibiting at any other AAN conference (e.g. Fall Conference, Summer Conference, etc.)
 - e. One (1) point for submitting product description by deadline
 - f. One (1) point for registering booth staff by deadline
 - g. One (1) point per 100 sq. ft. of exhibit space

Rules for industry and other organizations at the AAN Annual Meeting—continued

W. MEETING SUITES: Exhibitors have the opportunity to rent a meeting suite in the exhibit hall, Convention Center, or at designated hotels. Rules for meeting logistics and event promotion are as follows:

1. Promotional materials (e.g., announcements, invitations, publicity, on-site materials, signage) must not imply the event is part of official AAN Annual Meeting activities or endorsed by the AAN
2. Use of the AAN name or logo is prohibited on any promotional materials
3. Sponsor provided signage is permitted directly outside the meeting suite and must be limited to either 22" x 28" sign or meter panel
4. Signage is permitted at hotel meeting suites and can be placed directly outside the meeting room and must be limited to a 22" x 28" sign
5. Signage is not permitted in public areas or respective hotel lobby
6. Directional signage is not permitted
7. No food and beverage tables are permitted outside of the footprint of your convention center meeting suite.
8. Each company may have 1 table and 2 chairs outside their meeting suite used only for registration/welcome purposes.
9. Registration/welcome tables are not permitted outside the footprint of meeting suites located at hotels.
10. Any direct costs associated with meeting suites (e.g. food and beverage, audiovisual equipment and labor) are responsibility of meeting room organization

X. NO-SHOW POLICY: Any booth unoccupied by 8:00 a.m. on Sunday, April 19, 2026, will be determined to be a no-show and the AAN will reclaim the space. The exhibitor must forfeit 100% of the exhibit fee and may be subject to sanctions.

The AAN considers a booth unoccupied when exhibitor freight or booth materials are not in the contracted space without a written extension to set up from the AAN.

Y. CERTIFICATE OF INSURANCE: The AAN does not provide liability or property damage insurance for exhibitor's property. Exhibitors will be responsible for adequately insuring their indemnification liability and property damage risks but will not be required to submit a certificate of insurance to the AAN. Externally appointed contractors will be required to submit a certificate of insurance to the AAN.

Z. INDEMNIFICATION: The exhibitor agrees to indemnify, hold harmless, and defend the AAN, McCormick Place, and GES, along with their respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractors, or invitees when installing, removing, maintaining, occupying, or using the exhibition premises within the McCormick Place.

AA. HOUSING: The AAN offers special hotel rates for its Annual Meeting at official contracted hotels and reserves a select number of rooms specifically for exhibitors at the official AAN hotels in our block. Hotel information is sent to exhibitors upon receipt of their exhibit contract. Rooms are assigned on a first-come, first-served basis.

1. Exhibitor housing must be used only for exhibitor personnel.
2. Exhibitors or their agents must not negotiate blocks of independent hotel rooms for the Annual Meeting and/or future Annual Meetings.
3. In the event of exhibit space cancellation, group hotel reservations on behalf of

the exhibiting company will be cancelled immediately. No exceptions will be granted.

4. An attrition policy of 80% applies to the contracted room block as of the turnover date. Refer to the materials sent to exhibitors from CMR for more details.

IV. Industry Therapeutic Updates Rules

A. PARTICIPATION: The Industry Therapeutic Updates (ITUs) are available to industry participants as a venue to present current pipeline activity, promote current therapies, and as an enhanced way to reach Annual Meeting attendees regarding their current therapies and projects in accordance with the standards set for industry by the Food and Drug Administration. Industry interested in participation must meet the following criteria:

1. 2026 Industry Roundtable Member
2. 2026 Annual Meeting Exhibitor
3. Must be a supporter of a 2026 Annual Meeting sponsorship, marketing item
4. No CME will be given by any accredited organizations for the programs offered
5. Participating Company must not be an independent continuing medical education company.

B. GENERAL INFORMATION:

1. Industry representatives may apply to AAN to offer a "Industry Therapeutic Update from respective company" as part of the Industry Therapeutic Updates.
2. Meeting space is limited. Approval to participate in the Industry Therapeutic Updates and the meeting space will be assigned on a first-come, first-served basis based on completed online contract.
3. All participants in the Industry Therapeutic Update must abide by the Rules for Industry and Other Organizations at the AAN Annual Meeting and these ITU Rules.

Rules for industry and other organizations at the AAN Annual Meeting—continued

- C. **PARTICIPATION FEES:** Participating Company must pay to participate in the ITU. The participation fee must be paid in full 30 days prior to event date. If the fee is not paid by this deadline, industry will forfeit participation, and the opportunity will be given to the next applicant (in priority order).
- D. **INDUSTRY THERAPEUTIC UPDATES CONTRACT**
1. All participating companies must complete the online Industry Therapeutic Update Contract before space will be held by the AAN.
- E. **CANCELLATIONS**
1. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100% of the ITU fee.
- F. **AAN RESPONSIBILITIES:**
1. **Logistical Responsibilities**
 - a. The AAN will provide each approved/paid Industry participant with one meeting room in the designated location. Each room holds between 100 to 500+ people in a banquet set (room size information based on information supplied by Encore—the AAN's contracted audio-visual company). Rooms vary in size, layout, and location and will be assigned on a first-come, first-served, first-paid basis.
 - b. Industry is responsible for all set-up and tear-down fees (e.g., hotel, decorator, AV) and must be done based on the timeline set by the AAN.
 - c. **THE AAN WILL ALLOW INDUSTRY REPRESENTATIVES TO HAVE ACCESS TO MEETING ROOMS STARTING AT 12:00 p.m.** Industry ITU events or its related activities (e.g., reception) can begin no earlier than 6:00 p.m. and conclude no later than 8:00 p.m. for evening programs. Lunch-time ITUs may begin no earlier than 11:45 a.m. and conclude no later than 12:45 p.m.
 2. **Marketing**
 - a. The AAN will provide publicity/marketing for the ITU in the AAN Annual Meeting Program.
 - b. The AAN will provide one complimentary pre-registration list to the Industry participant for the Industry's one-time use in marketing their program to AAN Annual Meeting attendees.
 - i. Multiple uses or storage of registration list are strictly prohibited. Registration lists must be returned to AAN or destroyed by Industry within 72 hours of one-time mailing.
 - ii. All promotional and on-site materials must receive AAN approval prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, Web content, etc. The AAN Institute requires seven business days turnaround on the review/approval process.
3. **INDUSTRY RESPONSIBILITIES:**
- a. **Logistical**
 - i. Industry is responsible for all expenses associated with their program including audio-visual, food and beverage, setup fees, decorator fees, electrical, labor, etc. Industry is required to use the AAN's official vendors. Please contact the AAN for a complete listing of approved vendors.
 - ii. Industry has access to meeting rooms depending on location. Industry's ITU evening event must begin no earlier than 6:00 p.m. and conclude no later than 8:00 p.m. Lunch-time ITUs must begin no earlier than 11:45 a.m. and conclude no later than 12:45 p.m.
 - b. **Program, Marketing, and Registration**
 - i. The Industry program must be entitled "Industry Therapeutic Update from [Insert respective company]" and must be clearly marketed in that manner. The event must be advertised as an industry program.
 - ii. All promotional pieces/advertising (brochures, website, communications)

Rules for industry and other organizations at the AAN Annual Meeting—continued

and onsite materials (handouts, signs, etc.) MUST include the fine print below:

This program is NOT accredited for continuing education by any organization. Additionally, Industry Therapeutic Updates program content and the views expressed herein are those of the presenting corporate entity and not of the AAN. These programs are not an official part of the 2026 AAN Annual Meeting education or scientific programs, nor are they endorsed by the AAN. The AAN cannot affirm claims pertaining to FDA off-label medication, research use of pre-FDA drugs, or other research information that might be discussed. Industry Therapeutic Updates are industry events.

iii. Industry can focus on current therapies and projects in development. It is Industry's responsibility to be aware and compliant with the FDA Regulations in relation to the information discussed at the Industry's program. Information regarding FDA regulations may be obtained directly from the FDA.

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

c. Attendance

i. Industry's program must be open to all AAN Annual Meeting registrants and appropriate AAN staff.

ii. Industry cannot charge any type of fee for Annual Meeting registrants to attend.

d. Evaluation and Reports

i. The AAN requires Industry to evaluate their individual ITU program by having attendees complete evaluation forms. Industry is required to provide the AAN with a summary of the evaluation results within 30 days following the AAN Annual Meeting.

ii. The AAN also reserves the right to evaluate the ITU by requesting attendees to complete additional evaluation materials, either on-site at the event and/or following the event, if needed.

iii. AAN leadership and staff will attend the ITU events for AAN evaluation purposes.

V. Marketing and Sponsorship Opportunities Rules

A. GENERAL:

1. These Marketing and Sponsorship Opportunities Rules apply to the sponsorship and advertising by the Company named in the Online Contract.
2. To secure AAN Annual Meeting marketing or sponsorships, Companies must provide AAN Institute the amount described on the Online Contract with submission of the Contract. If a Company cancels after submission of the Contract, AAN Institute will retain the entire amount.
3. Cancellations must be received in writing by February 9, 2026, but no refunds will be given. All rates are net. No agency or cash discounts are permitted. Note: All verbal cancellations must be followed by a written confirmation. Please contact industriesales@aan.com to confirm receipt of cancellation.

4. Company will designate a representative to serve as the official contact with AAN Institute during sponsorship.
5. All announcements related to the any sponsorship or marketing opportunity must clearly indicate that the AAN is the program/product administrator and that funding support has been provided through a sponsorship arrangement. Any public and professional materials that claim an association with the program/product or include reference to AAN that are developed by the Company must be submitted to AAN for review and approval.
6. Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. AAN Institute has the right to request the Company immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN Institute.
7. CME areas are not available for advertisement and sponsorship activities as defined by the ACCME guidelines. Company must not attempt to direct or influence the faculty or content of AAN education programs at the Annual Meeting.
8. Sponsor and designated agents may not approach AAN education and scientific program faculty concerning conference reports.

B. MARKETING PUBLICATIONS GUIDELINES:

1. All marketing and sponsorship graphics are subject to approval of the AAN, which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements (including but not limited to page ads and logos) will be reviewed for content and technical requirements and approved by an appropriate AAN representative.

Rules for industry and other organizations at the AAN Annual Meeting—continued

- a. All advertisements are subject to approval by the AAN, which reserves the right to reject or cancel any advertisement or sponsorship at any time; this includes, in particular, any content that is deemed to conflict with the organization's mission or in any way reflects negatively on the organization, or competes with the organization's products and services, whether perceived or implied.
 - b. All types of advertising not described above will be reviewed on a case-by-case basis. such advertisements include, but are not limited to: Tobacco, firearms, and alcohol.
 - c. AAN has sole discretion whether to accept or not accept an advertisement for any reason.
 - d. ACCEPTABLE AD FORMATS: High-resolution, press quality PDFs with bleeds and crop marks. Two [2]-page spreads should be provided as reader spreads.
 - e. Approvals may take up to seven [7] days.
3. Ads (including page ads) must include the manufacturer's Company's name.
 4. Representations and Warranties.
You represent and warrant that each advertisement and any material submitted herein (i) comply with all applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.
 5. You agree to indemnify, defend, and hold the Academy and AAN Institute, its agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g., relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Your advertisements, and/or Your breach of any term of these Terms and Conditions.
 6. No Guarantee. PUBLISHER MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ADVERTISEMENTS, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
 7. PUBLISHER MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ADVERTISING, REFERRALS, AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT ADS ARE BASED ON OR DISPLAYED IN CONNECTION WITH NON-PUBLISHER CONTENT, PUBLISHER SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE DISPLAY OF SUCH ADS.
 8. Advertorials are not accepted.
 9. You shall not use the AAN name or marks without the AAN's prior written approval.
 10. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
 11. Publisher may change the terms set forth herein at any time. You are responsible for checking terms and conditions from time to time for changes. Publisher is not required to give notice.
 12. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
 13. Advertising is separate from content. Advertisers and sponsors shall have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product.
 14. Advertisers shall not influence any editorial decisions or advertising policies.
 15. Advertiser/Agency may not, directly or indirectly, refer to the Annual Meeting in any product-specific promotional materials.
- C. ANNUAL MEETING ATTENDEE MAILING LIST AGREEMENT:
1. The mailing list will be used one time only and is being supplied for the specific mailing ordered and approved by the AAN, and for no other purpose. This list, in part or whole, will not be stored, reproduced, sold or distributed to anyone else. Violations of this provision will be prosecuted to the fullest extent permitted by law. All lists are seeded to protect against unauthorized use.
 2. SUCH MISUSE WILL RENDER THE COMPANY LIABLE FOR ALL DAMAGES TO THE AAN WHICH ARISE OUT OF LITIGATION, ATTORNEY'S FEES, COURT COSTS, AND EXPENSE INCURRED BECAUSE OF MISUSE.
 3. The review of the mail order and subsequent use of the AAN list does not in any way constitute or imply AAN approval,

Rules for industry and other organizations at the AAN Annual Meeting—continued

endorsement, support or participation as a sponsor of the material in the proposed mailing. Misrepresentation of that fact or references to the AAN in any promotional material without express written approval from the AAN is prohibited.

4. It is understood that a list is for mailing purposes only; once used for its approved purpose, must be destroyed immediately after use. We acknowledge that violations of this provision will possibly result in our inability to rent future mailing lists. Mailing and marketing pieces should be sent to the AAN at industriysales@aan.com.

a. Approval may take up to seven (7) days.

D. AISLE CARPET AND BANNER MARKETING:

1. Approved aisle carpet/banner graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
2. Locations will be reviewed and determined based on the initial request (payment received) and availability.
3. All graphic design requirements will be forwarded once orders are approved.
4. The AAN will determine all placements of sponsorships. If a sponsors requests an alternate location, the AAN will determine if the location is approved. EXAMPLE: An exhibitor will not be allowed to place its aisle carpet/banner section directly next to a competitor who has specifically requested placement in the exhibit hall away from specific competitors. AAN will work with exhibitor to determine a suitable location should this conflict occur.
5. The AAN's general decorating contractor (GES) will be responsible for all printing, installation, and removal of approved aisle carpet/banner sections.

6. Exhibitors are required to submit carpet graphics and banners to the AAN and GES for approval by the specified dates listed on the date and deadlines page of the prospectus.

E. EXHIBIT HALL FOOTPRINTS GUIDELINES:

1. Footprints will be placed on aisle carpet every three to five feet leading from the exhibit hall entrance to the exhibitor's booth.
2. 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 alongside a booth 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 suitable path should any conflicts occur.
3. Approved footprint graphics are: company name and/or logo, brand and/or product name logo, brand and/or company slogan, booth number.
4. All graphic design requirements will be forwarded once orders are approved.
5. The AAN's general decorating contractor (GES) will be responsible for all printing, installation, and removal of approved footprints
6. Exhibitors are required to submit electronically aisle carpet, banner, and footprint graphic design rendering to the AAN by March 8, 2026, with all approved graphic files then forwarded to layout by GES by March 15, 2026.

VI. Sanctions

- A. SANCTIONS: As a condition of participation in the AAN Annual Meeting, Companies must observe the Rules for Industry and Other Organizations at the AAN Annual Meeting. Violations of the Rules will be reviewed and sanctions may be applied. Sanctions include, but are not limited to, the following:
 1. Company will receive a "cease and desist" letter from the AAN.
 2. Company will not have access to AAN membership mailing list.
 3. Company will not have access to hospitality suites at the AAN Annual Meeting.
 4. Company's exhibitor priority points will be reduced.
 5. Company will not be allowed to sponsor an AAN Annual Meeting activity for one or more years.
 6. Company will not be allowed to support an AAN Annual Meeting Education Program for one or more years.
 7. Company will not be allowed to exhibit at an AAN Annual Meeting for one or more years.
 8. Company will not be allowed any access to the AAN Annual Meeting for one or more years.
- B. APPEALS: Sanctions imposed by the Meeting Management Committee may be appealed within 30 days after delivery of the notice of sanctions to the AAN Executive Committee. The Executive Committee's decision on the appeal will be final.

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs

I. General Rules and Terms

The American Academy of Neurology ("AAN") has established the parameters that outside organizations involved in Online Education and Science Programs, including 2026 AAN Annual Meeting ("Program") must comply with. These Rules apply to: 1) "ineligible Companies/commercial Interests" (aka, "industry"), which include any entity developing, producing, marketing, re-selling, or distributing health care goods or services, including drugs, devices, services or therapies, consumed by, or used on, patients to diagnose, treat, monitor, manage, and alleviate health conditions; 2) non-profit organizations; 3) and any other companies or organizations participating in the Programs in any capacity (collectively referred to as "Companies").

In addition to complying with these General Rules and Terms, Companies must comply with the applicable terms and conditions (listed below) for their specific interactions with the Programs. If Companies are unclear about these Rules or the specific terms and conditions, it is their responsibility to seek clarification from the AAN prior to any interaction related to the Programs. The AAN reserves the right to decline any Company's participation in the Programs for any reason without explanation. As a condition of participation, every industry representative agrees to observe all AAN policies and guidelines. Violation of AAN policies and guidelines, will be reviewed and sanctions may be applied.

- A. CONDUCT:** Representatives of Companies must conduct themselves professionally and treat all online attendees equally and with respect, including, but not limited to, compliance with the [AAN's Meetings Anti-Harassment Policy](#).

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION: The AAN is committed to intentional actions of enhancing diversity and advancing equity, and inclusion for our members, staff,

organization, profession, patients and the communities we serve. We actively promote diversity, equity, and inclusion in neurology and the neurosciences. As part of this commitment, the AAN is working to ensure we provide a conference environment and educational programming that is aligned with this commitment. If you have questions about these efforts, identify areas for improvement, or have concerns regarding attendee or staff behavior, please contact Member Services at (800) 879-1960, memberservices@aan.com, or conference staff.

- B. PROHIBITED INFLUENCE:** ineligible Companies/commercial Interests may not attempt to direct or influence the planners and/or faculty or content of the Programs.
- C. USE OF AAN PROPERTY:** The AAN/AANI names, insignia, logos, or acronyms, the Program's name or logo, may not be used by Company in any manner without the expressed written consent of AAN/AANI. This applies before, after, and during the Programs.
- D. COMPLIANCE:** Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. Companies must abide by all applicable terms and conditions for their interactions related to the Programs including, but not limited to, compliance with the [AAN's Meetings Anti-Harassment Policy](#) and Implementing the [AAN Conflict of Interest Policy for CME Programming](#). Companies must be aware of the guidelines and codes the AAN and affiliated organizations conform to: Council of Medical Specialty Societies' Code for Interactions with Companies

([cmss.org](#)) and the [Principles Governing Academy Relationships with External Sources of Support](#) ([AAN.com](#)). The AAN has the right to request that

Companies immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.

- E. WARRANTY OF AUTHORITY:** Company represents and warrants that the person signing the AAN Programs Contract is a duly authorized appointed agent of the Company, is fully empowered to bind the Company to all provisions contained herein and the AAN Programs Contract, and that no further action is required on the Company's part to enter into the AAN Programs Contract.
- F. AMENDMENTS:** All interpretations, as well as answers to questions and matters not specifically covered by these Rules and Terms, will be decided by AAN in its sole discretion. The AAN reserves the right to make any reasonable changes to these Rules and Terms as necessary to ensure the orderly and appropriate operation of the Program. Company is responsible for checking Rules and Terms from time to time for changes. The specific benefits offered to Company in any of the below offerings are subject to change but will be replaced by benefits of equal or greater value at AAN's discretion.
- G. ASSIGNMENT:** The online AAN Programs Contract and these Rules, Terms, and Conditions may not be assigned by any party without the prior written consent of the other parties.
- H. BINDING EFFECT:** The online AAN Programs Contract and these Rules, Terms, and Conditions are binding upon and inure to the benefit of the parties, their successors and assigns.
- I. WAIVER:** The failure of any party to complain of any default by another party or to enforce any of such party's rights, no matter how long such failure may continue, will not constitute a waiver of the party's rights under the online AAN Programs Contract and these Rules, Terms, and Conditions.

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs—continued

- J. **GOVERNING LAW:** The online AAN Programs Contract and these Rules, Terms, and Conditions and the rights and obligations of the parties hereunder are governed by the laws of the State of Minnesota, except that no Minnesota conflicts of law or choice of law provision apply to this Contract. The exclusive forums for actions between the parties in connection with this Agreement are the State District Courts in Minnesota or the United States Court for the District of Minnesota. Each party agrees unconditionally that it is personally subject to the jurisdiction of such courts.
- K. **ENTIRE AGREEMENT:** The online AAN Programs Contract and these Rules, Terms, and Conditions constitute the entire agreement between the parties with respect to its subject matter and supersedes all past and contemporaneous agreements, promises, and understandings, whether oral or written, between the parties.
- ## II. Online Exhibitor Rules
- A. **APPLICATION:** These Exhibit Rules apply to all Companies who exhibit online during the Programs ("Exhibitor").
- B. **GENERAL:** Exhibitors must understand the following:
1. The AAN reserves the right to decline applications for any reason without explanation.
 2. Exhibitor representatives must conduct themselves professionally.
 3. Exhibitors must abide by the Rules for Industry and Other Organizations and these Exhibit Rules outlined in this publication and distribute the Rules to exhibit personnel and any other contractors working for the exhibiting organization.
 4. Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless otherwise approved in writing by the AAN.
- C. **AAN PROGRAMS CONTRACT:** All Exhibitors are required to complete the online AAN Programs Contract before exhibit space will be held by the AAN. Contracts will not be processed without payment. American Academy of Neurology Institute Tax ID #41-0726167.
- D. **EXHIBIT ACTIVITIES/PROMOTION:** All exhibit activities and promotional content, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Forms will be available on the online portal or contact industrysales@aan.com for information on access to the online portal. The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN and the AAN is not responsible for associated costs. Exhibitors who do not immediately cease activities are subject to sanction and may be dismissed from the Program and without refund. Sanctions may also include loss of exhibiting at future Programs. Promotion of AAN Posters title, topic, date, time, and location of the poster within the exhibitor's booth space in the McCormick Place is permitted. Late-breaking Science presentations are excluded from promotion in exhibitor's booth space. PROMOTION OF AAN EDUCATION AND/OR SCIENCE PROGRAMS, INCLUDING PLATFORM SESSIONS, HUBS, AND AAN-ASSOCIATED EVENTS IS PROHIBITED.
- E. **CANCELLATIONS:** All notices of cancellation must be forwarded in writing to the AANI. If a Company cancels after submission of the AAN Programs Contract, the AANI will retain the entire amount. Please send cancellations to industrysales@aan.com.
- F. **FOOD AND DRUG ADMINISTRATION REGULATIONS:** Products that require promotion approval by the FDA must receive this approval prior to promotion via the Programs. Information regarding FDA regulations may be obtained directly from the FDA.
- G. **INDEMNIFICATION:** Exhibitor must indemnify, hold harmless, and defend the AAN and AANI, along with their respective owners, members, officers, directors, managers, agents, employees, and relevant subcontractors from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorney's fees), including infringement of third-party intellectual property rights, personal injury, accident or death to any person or persons, and damage to or loss of property or profits arising out of, or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the Exhibitor or its employees, agents, or subcontractors.
- H. **No Guarantee. THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ONLINE EXHIBIT BOOTH, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.**
- I. **THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ONLINE EXHIBIT BOOTHS, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE ONLINE EXHIBIT BOOTHS.**

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs—continued

III. Marketing and Sponsorship Opportunities Rules

A. GENERAL:

1. These Marketing and Sponsorship Opportunities Rules apply to the sponsorship and advertising by the Company named in the AAN Programs Contract.
2. To secure Programs marketing or sponsorships, Companies must provide the AANI the amount described on the AAN Programs Contract with submission of the Contract. If a Company cancels after submission of the Contract, the AANI will retain the entire amount.
3. All notices of cancellation must be forwarded in writing to the AANI. If a Company cancels after submission of the AAN Programs Contract, the AANI will retain the entire amount. Please send cancellations in writing to industrysales@aan.com.
4. Company will designate a representative to serve as the official contact with AAN during sponsorship.
5. All announcements related to any sponsorship or marketing opportunity must clearly indicate that the AAN is the program/product administrator and that funding support has been provided through a sponsorship arrangement. Any public and professional materials that claim an association with the program/product or include reference to AAN that are developed by the Company must be submitted to AAN for review and approval.
6. Companies must comply with all applicable federal and local laws and regulations, including Food and Drug Administration regulations. AAN has the right to request the Company immediately discontinue an activity or cease distribution of materials deemed inappropriate or non-compliant by the AAN.

7. CME areas are not available for advertisement and sponsorship activities as defined by the ACCME guidelines. Ineligible Companies/commercial Interests must not attempt to direct or influence the faculty or content of AAN education Programs.
8. Sponsor, designated agents, and ineligible Companies/commercial Interests may not approach AAN education and scientific Program faculty.

B. MARKETING/SPONSORSHIP TERMS:

1. All marketing and sponsorship graphics are subject to approval of the AAN, which reserves the right to reject or cancel any advertisement at any time.
2. All advertisements (including but not limited to page ads and logos) will be reviewed for content and technical requirements and approved by an appropriate AAN representative.
 - a. All advertisements are subject to approval by the AAN, which reserves the right to reject or cancel any advertisement or sponsorship at any time; this includes, in particular, any content that is deemed to conflict with the organization's mission or in any way reflects negatively on the organization, or competes with the organization's products and services, whether perceived or implied.
 - b. The AAN has sole discretion whether to accept or not accept an advertisement for any reason.
 - c. Acceptable ad formats: High-resolution, press quality PDFs with bleeds and crop marks. Two-page spreads should be provided as single pages.
 - d. Approvals may take up to seven (7) days.
3. Ads must include the manufacturer's Company's name.

4. Representations and Warranties. Company represents and warrants that each advertisement and any material submitted herein (i) comply with all applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.
5. Company agrees to indemnify, defend, and hold the AAN and AANI and their agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g. relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third-party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Company's advertisements, and/or Company's breach of any term of these Rules, Terms, and Conditions.
6. No Guarantee. THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OF ADVERTISEMENTS, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
7. THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO ADVERTISING, REFERRALS, AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs—continued

NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT ADS ARE BASED ON OR DISPLAYED IN CONNECTION WITH NON-PUBLISHER CONTENT, THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE DISPLAY OF SUCH ADS.

8. Advertorials are not accepted.
9. The AAN/AANI names, insignia, logos, or acronyms, the Programs name or logo, may not be used by Company in any manner without the expressed written consent of AAN/AANI. This applies before, after, and during the Programs.
10. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, the AAN cannot guarantee fixed positioning.
11. In the event of nonpayment, the AAN reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the AAN.
12. Advertising is separate from content. Advertisers and sponsors shall have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising. The AAN will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product.
13. Advertisers shall not influence any editorial decisions or advertising policies.

IV. Online Industry Therapeutic Updates Policies

In addition to complying with the above General Rules and Terms, Companies must comply with the following policies for participation in Industry Therapeutic Updates ("ITU").

A. PARTICIPATION CRITERIA

1. Participating Company must be a 2026 dues-paid member of the American Academy of Neurology Industry Roundtable.
2. No CME will be given by any accredited organization for the programs offered.
3. Participating Company must not be an independent continuing medical education company.

B. ATTENDANCE

1. Participating Company cannot charge any type of fee to attend. All participants must be treated equally. All ITU attendees must be registered for the online 2026 AAN Annual Meeting.
2. Participating Company cannot contact participants by phone to invite participants to its ITU event. Promotion will be limited to those opportunities outlined in these guidelines. All communication with participants must receive prior approval from the AAN.

C. INDUSTRY THERAPEUTIC UPDATE CONTRACT

1. All participating Companies must complete the online AAN Programs Contract.

D. CANCELLATIONS

1. Cancellations by company after signing the ITU contract will result in a cancellation fee of 100% of the ITU Fee.

E. EVALUATION/REPORTS

1. The AAN reserves the right to evaluate the ITU by requesting participants to complete additional evaluation materials, if needed.
2. AAN staff will attend the Online ITU events for AAN evaluation purposes.
3. The AAN reserves the right to request additional information/materials as needed.

F. PARTICIPATION FEES

1. Participating Company must pay to participate in the ITU. The participation fee must be paid in full before video is uploaded. If the fee is not paid by this deadline, participating Company will forfeit participation, and the opportunity will be given to the next applicant (in priority order).
2. Participating Company is responsible for all expenses associated with its program including audio-visual, labor, etc.

G. PROMOTIONAL GUIDELINES

1. All ITU marketing materials, including but not limited to, promotional materials must receive AAN approval prior to distribution including any and all announcements, invitations or solicitations, envelopes, advertising, web content, etc.
2. The participating Company's program must be entitled "Industry Therapeutic Update from [Insert participating Company's Name]" and must be conspicuously marketed in that manner. This language must be in a TEXT SIZE that clearly distinguishes it as the title of the program. Companies may include a subtitle that specifies the therapeutic area to be discussed at the program.
3. All promotional pieces/advertising (brochures, website, communications) and materials (handouts, signs, etc.) MUST include the fine print below:

This program is NOT accredited for continuing education by any organization. Additionally,

Rules, terms, and conditions for industry and other organizations' participation in online education and science programs—continued

Industry Therapeutic Updates program content and the views expressed herein are those of the presenting corporate entity and not of the AAN. These programs are not an official part of the 2026 AAN Annual Meeting education or scientific programs, nor are they endorsed by the AAN. The AAN cannot affirm claims pertaining to FDA off-label medication, research use of pre-FDA drugs, or other research information that might be discussed. Industry Therapeutic Updates are industry events.

4. There can be no implication in any promotional materials indicating that Company's ITU program is part of the online 2026 AAN Annual Meeting and/or endorsed by the AAN and promotional materials must include language indicating this.
5. Participating Companies are responsible for their own promotion but must send any promotional material to the AAN for pre-approval.

H. VIDEOGRAPHY

1. The AAN name and logo may not be used in the video. In addition, there can be no implication in the video that indicates the participating company's ITU program is part of the online 2026 AAN Annual Meeting or endorsed by the AAN or any of its affiliates.
2. ITU videos need to be provided by participating Companies to the AAN in mp4 format.

I. ADDITIONAL TERMS:

1. Representations and Warranties. Company represents and warrants that any material submitted herein (i) comply with all applicable laws, statutes, ordinances, regulations, and codes of conduct, including but not limited to PhRMA's Code on Interactions with Health care Professionals (effective January 2009) and State laws concerning gifts to physicians;

(ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; (iii) are not pornographic, hate-related, or otherwise violent in content.

2. Indemnification. Company agrees to indemnify, defend, and hold the AAN and AANI and their agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g., relevant advertisers, syndication partners, licensors, licensees, consultants and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third-party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Company's ITU, or Company's breach of any term of these Rules, Terms, and Conditions.
3. No Guarantee. THE AAN MAKES NO GUARANTEE REGARDING THE LEVEL OF IMPRESSIONS OR VIEWS OF THE VIDEO, OR THE TIMING OF DELIVERY OF SUCH IMPRESSIONS.
4. No Warranty. THE AAN MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO THE ITU AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. THE AAN SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE ITU.

V. Sanctions

- A. SANCTIONS: As a condition of participation in the Programs, Companies must observe the Rules for Industry and Other Organizations' Participation in AAN Online Education and Science Programs. Violations of the Rules will be reviewed, and sanctions may be applied. Sanctions include, but are not limited to, the following:
 1. Company will receive a "cease and desist" letter from the AAN.
 2. Company will not be allowed to sponsor an AAN Program for one or more years.
 3. Company will not be allowed to exhibit during an AAN Program for one or more years.

Priority points

How do I accumulate points?

There are multiple ways for exhibitors to accumulate priority points:

Companies that submit their contract and deposit by the contract deadline on November 14, 2025, will receive two (2) points for exhibiting at the 2026 Annual Meeting

- Five (5) additional points are awarded for exhibiting in a consecutive year
- Two (2) points for booking staff rooms through the official AAN housing process (CMR)
- One (1) point for exhibiting at any other
- AAN conference (e.g., Fall Conference, Summer Conference, etc.)
- One (1) point for submitting product description by deadline
- One (1) point for registering booth staff by deadline
- One (1) point per 100 square feet of exhibit space

In the event that an organization merges or purchases another organization, the newly merged organization will assume the highest number of priority points. Priority points acquired by each organization are not combined.

Refer to the Rules for Industry and Other Organizations at the Annual Meeting for more information on the priority point system.

Added benefit

Exhibitors that support non-CME activities, Industry Roundtable membership, Annual Meeting publication advertising, Industry Therapeutic Update events, or AAN non-Annual Meeting programs will receive additional priority points based on support committed.

Points per support outside the exhibit hall:

Support Value	Points
Up to \$6,000	1
\$6,001-\$15,000	2
\$15,001-\$30,000	3
\$30,001-\$60,000	5
\$60,001-\$90,000	6
\$90,001-\$150,000	10
\$150,001-\$250,000	12
\$250,001-\$350,000	15
\$350,001-\$450,000	20
\$450,001-\$550,000	25
\$550,001-\$650,000	30
\$650,001-\$750,000	35
\$750,001-\$850,000	40
\$850,001-\$950,000	45
\$950,001-\$1,000,000	50

Example 1:

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

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

Example 2:

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

AAN name and logo restrictions

Exhibitions, marketing materials, sponsorship promotions, and any other non-AAN communications must not state or imply an endorsement by the American Academy of Neurology or the 2026 AAN Annual Meeting event, or misuse the AAN or the AAN Annual Meeting logo.

Language limitations

Promotional references to the “2026 AAN Annual Meeting” are allowed to develop on-site traffic and awareness such as:

- “Come see us at the 2026 AAN Annual Meeting”
- “Visit Booth 123 at the 2026 AAN Annual Meeting”
- “See you at the 2026 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.

Refrain from referring to the 2026 AAN Annual Meeting as “the AAN.” “AAN” is the general acronym for the professional association/scientific and education institute entities, under the name “American Academy of Neurology.” The event itself should be stated as:

- The 2026 American Academy of Neurology Annual Meeting
- The 2026 AAN Annual Meeting
- The AAN Annual Meeting

