



Common questions

What is included with sponsorship?

Each company will provide the AAN with up to 90 minutes of pre-recorded video content with title, speaker name, brief description, and company logo. Video files will be uploaded to the AAN's Online Learning Center. Content is subject to AAN staff and physician leadership review. No CME will be given by any accredited organization for the program offered.

Are sponsoring companies allowed to promote their ITU?

ITU sponsors are encouraged to promote their ITU through their own internal channels; however, the AAN will not provide list or contact information for promotion. Promotional materials must be approved by the AAN before distribution.

When is content due to the AAN?

Content is due the first business day of the month prior to the month you would like your video posted. Video content will take 30 days to post.

How long will content be available on AAN?

Content will be available in the *AAN.com* Online Learning Center for 90 days after posting.

Will there be other virtual ITUs available at the same time?

No more than two new ITU videos will be uploaded each month. All ITU content will no longer be available in the AAN Online Learning Center 90 days after posting.

How will ITUs be advertised to AAN members?

ITUs will be promoted to all 40,000 AAN members on AAN-owned channels during the 90-day run-time. Timing subject to change per channel availability.

Will a record of which members viewed an ITU be available for sponsors?

The AAN will send a report after 90 days with first name, last name, email address, and location of all attendees.

Can content be changed midway through the 90-day posted window?

No. Video content will remain the same for the duration of the 90-day window.

Can a company purchase more than one ITU or purchase back-to-back 90 day windows?

Yes. Connect with AAN staff at industrysales@aan.com to learn more.

Can I find out what other companies may have content available?

Yes. Connect with AAN staff at industrysales@aan.com to learn more.

Is it possible to have Q&A sessions related to an ITU?

Not at this time; however, organizations are encouraged to provide contact information for an individual who could answer questions for members.

Does content have to be one 90-minute video?

Content can be broken out into separate videos, but must be less than 90 minutes total.

Can ITU sponsors provide an evaluation survey for members?

Yes. Evaluations can have a maximum of five questions and are subject to AAN approval.

Can I include PI information or a link to further information?

Yes. You may include up to two attachments of PI material as well as one link to an outside website.

What information is included in the post-run attendance report?

After the ITU is removed from the platform, the AAN will send a report with the first name, last name, email address, and location of all attendees as well as additional demographic information statistics in aggregate.

Questions?

Contact the AAN Industry Sales Team.
industrysales@aan.com