PHOENIX, ARIZONA

EXHIBIT & CORPORATE OPPORTUNITIES

2017 Annual Meeting | Sept. 13 - 16, 2017

American Association of Neuromuscular & Electrodiagnostic Medicine

Including sessions by the Myasthenia Gravis Foundation of America & Peripheral Nerve Society

For more information, visit: www.aanem.org/meeting
The American Association of Neuromuscular & Electrodiagnostic Medicine (AANEM) is the leading organization dedicated to advancing neuromuscular, musculoskeletal, and electrodiagnostic medicine. With nearly 4,500 physician members who specialize primarily in the fields of neuromuscular medicine, neurology, or physical medicine and rehabilitation, the AANEM offers a unique opportunity for industry partners to reach physicians specializing in muscle and nerve disorders. The AANEM also offers you the opportunity to reach technologists, researchers, and other nonphysician collaborators.

Meeting attendees who indicate the information they gain in the exhibit hall will assist them with purchasing or prescribing decisions in the future.

AANEM members who are actively involved in direct patient care.

Meeting attendees who visit vendors in the exhibit hall at the AANEM Annual Meeting.

Most Common Areas of Patient Care Provided in Member Practices

- Neuropathy/Nerve Lesions
- Electrodiagnostic Evaluations
- Musculoskeletal Problems
- Neuromuscular Medicine
- General Neurology
- Spine Medicine
- Neuromuscular Junction Disorders
- Muscle Diseases
- Headaches
- Pain Management
- Stroke
- General Rehabilitation
- Multiple Sclerosis
- Movement Disorders
- Muscular Dystrophies

Types of Pain Treated by AANEM Members

- Neuropathic Pain 83.3%
- Back/Neck Pain 62.8%
- Chronic Pain 60.9%
- Acute Pain 50.5%
- Other 4.7%

Drugs Most Frequently Prescribed by Physician Members

- Nonsteroidal
- Antidepressants, tricyclics
- Anticonvulsive
- Analgesics, oral
- Corticosteroids
- Muscle relaxants
- Botulinum toxins
- Antidepressants, other
- Immune globulins, IV
- Analgesic patches
- Antispasmodics
- Opioids
- Immune modulators
- Triptans
- Antiparkinson agents
ANNUAL MEETING ATTENDEE PROFILE

2016 AANEM ANNUAL MEETING ATTENDANCE

Total Professional Attendance: 969

Physicians: 756
Residents: 95
Technologists: 71
Collaborators: 37
Researchers: 10

Physician Members by Practice Type

PRIVATE PRACTICE 53%
ACADEMIC 28%
HOSPITAL 13%
GOVERNMENT 4%
MULTISPECIALTY 2%

Membership by Medical Specialty

NEUROLOGY 57%
PMR 43%
Corporate Support & Sponsorship Recognition

Corporate support provided to the AANEM throughout the year and at the annual meeting helps the association advance initiatives and education of importance to our members and the field of neuromuscular, musculoskeletal, and electrodiagnostic medicine. The AANEM will recognize the companies that show their commitment throughout the year with support of educational initiatives, events, advertising, and promotional opportunities.

Support/sponsorship levels are determined based on total monetary contributions* provided by individual companies in the current year for:

- Hosting an Industry Forum
- Advertising in AANEM News, eNews, or on the AANEM website
- Supporting AANEM educational initiatives including annual meeting sessions
- Sponsoring annual meeting opportunities and events

Sponsorship/Support Recognition Levels

Major supporters will receive acknowledgement and recognition and the benefits listed below for their level of combined support throughout the year*. Companies providing in-kind contributions will be recognized for their contributions.

2 ways to achieve a support level recognition:

- Obtain a level cumulatively through “ala carte” selection of advertising, marketing, and opportunities from those listed in the prospectus. Supporters earn recognition at the support level totals plus the visibility and benefits associated with each item, and/or

- Pay an amount associated with one of the levels listed and receive recognition and the benefits associated with the support level

*Only support secured and paid by July 1, 2017, will be calculated for recognition level.

<table>
<thead>
<tr>
<th>Sponsorship/Support Level Opportunities &amp; Benefits</th>
<th>Platinum PLUS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement of support level on signage at the Annual Meeting</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Acknowledgement in Annual Meeting Guide</td>
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<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Acknowledgement in AANEM News</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in Muscle &amp; Nerve</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary ad space in annual meeting onsite meeting guide</td>
<td>full pg/premium placement ($3,000 value)</td>
<td>full pg ($2,000 value)</td>
<td>1/2-pg ($1,400 value)</td>
<td>1/3-pg ($1,200 value)</td>
<td>¼-pg ($1,000 value)</td>
<td></td>
</tr>
<tr>
<td>AANEM Membership List for one-time mailing usage</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitations to attend President’s Luncheon at Annual Meeting</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insertion in annual meeting conference bag</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: Exhibit space, in-kind contributions, membership mailing list rental, paid registration for delegates and/or staff, and Foundation contributions are not included in calculating the support levels.
Why should you exhibit at the 2017 AANEM Annual Meeting?

Because your customers and prospects are here...

**Booth Details**

<table>
<thead>
<tr>
<th>Booth Details</th>
<th>Price</th>
<th>Price after April 1st</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10' Inline</td>
<td>$1,700</td>
<td>$1,900</td>
</tr>
<tr>
<td>10' x 10' Corner</td>
<td>$1,900</td>
<td>$2,100</td>
</tr>
<tr>
<td>10' x 20' Inline</td>
<td>$3,400</td>
<td>$3,800</td>
</tr>
<tr>
<td>10' x 20' Corner</td>
<td>$3,800</td>
<td>$4,200</td>
</tr>
<tr>
<td>10' x 30' Inline</td>
<td>$5,100</td>
<td>$5,700</td>
</tr>
<tr>
<td>10' x 30' Corner</td>
<td>$5,700</td>
<td>$6,300</td>
</tr>
<tr>
<td>20' x 20' Island</td>
<td>$6,800</td>
<td>$7,600</td>
</tr>
<tr>
<td>20' x 30' Island</td>
<td>$10,200</td>
<td>$11,400</td>
</tr>
</tbody>
</table>

**Booth Assignments**

Assignments will follow the requests of the exhibitor as closely as possible. Assignments will be made in priority point order with companies having the highest number of points assigned first followed by other assignments in descending order. Priority points are based on:

1. Exhibitor history at past meetings
2. Level of support to AANEM in current year
3. Date application received
4. Square feet of booth at current meeting

**Exhibit Application Process**

**Past exhibitors**: The company’s primary exhibitor contact on record will receive an email with his/her login information. If your exhibit contact has changed or you did not receive an email, please call 507.288.0100 or email corporate@aanem.org.

**New exhibitors**: Call 507.288.0100 and we will personally assist you in setting up an account to facilitate your online application.

**Eligibility to Exhibit**

Products and services must be related to the practice of neuromuscular and electrodiagnostic medicine. The AANEM reserves the right to refuse space to any company whose products or services do not meet the educational, scientific, or practice needs of the members, in the judgment of the AANEM.

**Booth Space**

See floor plan on page 7 to select your preferred space.

**Booth fees cover the following:**

- 4 complimentary exhibitor meeting registrations per 10' x 10' booth
- Additional individual exhibitor registrations may be purchased for $495/badge
- 8' high back drape, 36" high side rails
- 7" by 44" identification sign
- General perimeter security
- Publication of your company’s information in the Meeting Guide and on the AANEM website
- One complimentary list of preregistered attendees (not suitable for mailing)
Exhibitor Services
Shepard Exposition Services is the exclusive drayage contractor and will provide an online exhibitor service kit in June. The kit will include complete information, shipping instructions, and order forms for services provided by Shepard Exposition Services.

Lead Retrieval
Meeting attendees are issued bar-coded name badges that will include their name, address, email, and telephone number. Information on how to reserve lead retrieval equipment for your exhibit or Industry Forum will be provided in the exhibitor service kit.

Exhibit Colors
Exhibit hall is carpeted in tan/orange/brown pattern. Booth drape color is blue.

Cancellation of Space
All notices of cancellation or reduction in space must be received in writing by May 1, 2017, to receive a refund of fees paid minus a $200 administrative fee. No refunds will be made after May 2, 2017.

Onsite Exhibitor Registration
Exhibitors must register prior to entering the exhibit hall. Registration for exhibitors is in the AANEM general registration area, located at the JW Marriott Desert Ridge. Exhibitor registration opens Wednesday, September 13 at 7:00 am.

Responsibility of Each Exhibitor:
- Carpet
- Labor
- Material handling
- Electrical
- Furniture rental
- Rental displays
- Florist
- Cleaning

Exhibit Space Terms & Conditions
All exhibitors are responsible for reading and agreeing to the Exhibit Rules and Regulations that are posted online.

Important Dates & Deadlines
- April 1: Early bird exhibit application deadline
- May 1: Exhibit cancellation deadline
- May 6: Notification of assigned booth space
- July 1: Advertising and company description deadline for onsite meeting guide
- August 1: Exhibitor representative registration deadline

JW Marriott Desert Ridge
Per Night
- Single: $249
- Double: $249

Go to aws.passkey.com/event/16228119/owner/8348/landing?gtid=deb32f5b81b57dcacc69c229bbca37191b57dcacc69c229bbca3719

Hotel Information
Room blocks are set aside at the official meeting hotel. Online reservations will open beginning June 1.
Exhibit Schedule at a Glance

Exhibit Setup
Wednesday, September 13
8:00 am – 3:00 pm

Exhibit Hall Hours
Wednesday, September 13
5:30 pm – 7:00 pm
(President’s Reception in Exhibit Hall)

Thursday, September 14
9:00 am – 4:00 pm*

Friday, September 15
9:00 am – 4:00 pm*
*Coffee breaks take place in the exhibit hall Thursday and Friday, 9:30 am – 10:00 am, and 3:00 pm – 4:00 pm)

Exhibit Dismantling
Friday, September 15
4:00 pm – 9:00 pm

Important Dates & Deadlines
April 1
Early bird exhibit application deadline

May 1
Exhibit cancellation deadline

May 6
Notification of assigned booth space

July 1
Advertising and company description deadline for onsite meeting guide

August 1
Exhibitor representative registration deadline

AANEM Educational Sessions

EXHIBIT MEETING VENUE

AANEM Educational Sessions
Industry Forums offer an opportunity to provide education on a topic related to a disease state, research findings, product, service, or build your corporate brand. All sessions are open to registered meeting attendees free of charge.

The AANEM defines an Industry Forum as an educational program that:

- is commercially supported
- is planned and implemented by an organization other than the AANEM
- is not part of the official AANEM scientific program, but is held in conjunction with the AANEM Annual Meeting
- is either for a CME or non-CME session
- provides the AANEM meeting attendees with novel and innovative approaches to the issues impacting physicians in the areas of neuromuscular, musculoskeletal, or electrodiagnostic medicine

Attendance levels at Industry Forums are not guaranteed by the AANEM.

Available Forum Time Slots:
See Industry Forum Application for specific forum times and additional information

Wednesday, September 13
60 min. Lunch Forum

Thursday, September 14
60 min. Breakfast Forum
60 min. Lunch Forum

Friday, September 15
60 min. Breakfast Forum
60 min. Lunch Forum

Saturday, September 16
60 min. Breakfast Forum

INDUSTRY FORUM BENEFITS

Companies hosting an Industry Forum are recognized as corporate supporters of the AANEM Annual Meeting. The administrative fee paid reserves the space and session time, and determines the company’s level of support recognition.

Breakfast or lunch is provided by the AANEM for all Industry Forum attendees.

ALL Industry Forum hosts receive the following:

- Complimentary session meeting space (room designated by the AANEM)
- Complimentary standard AV (one projection screen, one laptop computer for presentation, one LCD projector, one lavalier microphone, one table microphone, one wireless slide advancer with laser pointer)
- Complimentary listing on the AANEM website with a link to the sponsor’s website
- Complimentary preregistered attendee list for your company’s targeted mailing
- Inclusion of session information on signage at annual meeting
- Waiver of AANEM door drop access fee (hotel fees still apply)
- Session details included in the meeting guide, registration brochure, and mobile meeting guide
- Administrative fee applied toward support recognition level
- Additional benefits as provided by support recognition level
More than 100 CME sessions are held at the AANEM Annual Meeting. Leave the planning to us and support education.

How to Support an AANEM Educational Session:
- Email corporate@aanem.org to request a complete listing of available sessions/topics
- Complete and return the Annual Meeting Support Opportunities Form with your payment.

All AANEM session supporters receive the following recognition:
- Recognition signage at the meeting
- Acknowledgement in the Meeting Guide and on the AANEM website

Educational Sessions:
- Plenary Sessions: $25,000 each
- Neuromuscular Update Courses: $25,000
- Courses: $20,000
- Symposia: $10,000/session
- Workshops with Didactic/Large Group Demonstrations: $5,000/session
- Special Interest Groups (SIGs): $4,000/session
- Ask The Expert Roundtables: $3,000/session
- Workshops: $1,000/workshop
There are unique marketing and sponsorship opportunities at the AANEM Annual Meeting!

Complete and return the Marketing Opportunities Reservation Form with your payment to reserve the opportunities that meet your marketing objectives. All sponsors receive the recognition noted for each opportunity in addition to the recognition determined by support level (see page 4).

**Annual Meeting App: $10,000**
This technological tool enabled attendees to navigate the meeting on their mobile device (Compatible with Android, iPhone, and iPad devices). It features a searchable meeting agenda, itinerary builder, searchable attendee list, speaker list, exhibitor listings, attendee messaging functionality, scientific abstracts, meeting venue maps, and more.

**Sponsor receives:**
- Company name and logo with promo message at top of Activity Feed app entry page for a set amount of time
- Company name placed at top of the app Sponsor page
- Company name and logo w/link to a landing page on the app Activity Feed menu
- Corporate logo with active hyperlink displayed on all digital pre-meeting and onsite Mobile Meeting App promotions
- Recognition on the onsite Mobile Meeting App promotional meter board at the meeting
- All friend recognition items listed on page 4

**Charging Station: $10,000**
Attendees rely on mobile technology to stay connected while at meetings. The charging station area is an excellent opportunity to get your valuable information directly to attendees. Your specific product and/or company logo will be strategically placed at charging stations during the Exhibit Hall Hours and in the registration area.

**Sponsor receives:**
- Signage placed in the brand charging station area
- All friend recognition items listed on page 4

**President’s Reception: $10,000**
The President’s Reception is the premiere social event at the AANEM Annual Meeting. This well-attended event (over 900 attendees) will take place on Wednesday evening and features cocktails and light hors d’oeuvres provided by the AANEM. Event will take place in the exhibit hall at the JW Marriott on Wednesday from 5:30 pm-7:00 pm.

**Sponsor receives:**
- Cocktail napkins at the reception with your logo
- Signage and recognition at the event
- All friend recognition items listed on page 4

**Column Wrap: $6,000/column**
Wrap your message around columns that are located in high visibility areas near the registration desk and escalator. Four-sided column panel wraps provide sizable area for graphics and messaging. Cost includes production and installation. Call for location options.

**Sponsor receives:**
- 4 sided column panel wraps (Each panel: 1 meter wide x 8’ tall)
- All friend recognition items listed on page 4
Coffee Break: $8,000
The AANEM Annual Meeting attendees have a busy schedule during the week and look forward to the breaks between educational sessions. The AANEM provides coffee, refreshments, and snacks for the meeting attendees—and your sponsorship will give you all the credit. Sponsor may provide branded napkins and cups.

**Sponsor receives:**
- Signage placed at the each beverage station table
- All friend recognition items listed on page 4

Abstract Award Winners’ Reception: $8,000
Meeting attendees have an opportunity to network with colleagues and listen to award winning poster presentations on Thursday from 5:30 pm – 7:00 pm. Wine, cheese, and soft drinks will be served in the Poster Hall Grand Sonoran.

**Sponsor receives:**
- Cocktail napkins at the reception with your logo
- Signage and recognition at the event
- All friend recognition items listed on page 4

Resident & Fellow Boot Camp: $10,000
This 4-hour workshop is available only to residents and fellows and includes a didactic session followed by 3-55 minute hands-on demonstration sessions. The boot camp will take place on Wednesday morning of the meeting.

**Sponsor receives:**
- Corporate recognition in program materials/signage
- Corporate recognition on easel sign outside the workshop room
- All friend recognition items listed on page 4

WiFi Access: $10,000
Help attendees stay connected with their office and home while away at the AANEM Annual Meeting. Sponsor the wireless internet access in the meeting space for annual meeting attendees. Attendees will see your logo and will type in your customized WiFi access code whenever they want to log into the internet while at the JW Marriott Desert Ridge.

**Sponsor receives:**
- Corporate logo on the WiFi entry page
- Promotion of sponsorship and the customized access code to all AANEM Annual Meeting Attendees
- All friend recognition items listed on page 4
Meeting Guide Note Pages: $4,000
Take note! You’re bound to make an impression when your company logo is seen on 4 notebook pages included in the Annual Meeting Guide. This is a surefire way to receive high visibility during the meeting and beyond, when attendees reference their notes after the meeting.

**Sponsor receives:**
- Corporate logo or banner ad on each notebook page
- All friend recognition items listed on page 4

Conference Pen Distribution: $2,000
Your company can be at the fingertips of all attendees when we distribute your pens to all meeting attendees. You supply the pen and we will include it in each attendee’s conference bag.

**Sponsor receives:**
- Pen distribution to all meeting attendees
- All friend recognition items listed on page 4

Exhibit Hall Passport: $500
Participate in this passport program that directs attendees to your booth in the exhibit hall. Attendees are given a passport card and get their passport stamped by participating exhibitors to be eligible for special prize drawings in the exhibit hall.

**Sponsor receives:**
- Corporate logo included on exhibit hall passport
- All friend recognition items listed on page 4
Conference Bags: $10,000
Distributed to every attendee, the conference bags offer the greatest visibility for your company at the meeting.

Sponsor receives:
- Your company logo displayed alongside the AANEM logo, or an insert inside the bag if company policy does not allow for logo placement.
- All friend recognition items listed on page 4

Name Badge Neck Wallets: $4,000
Name badge neck wallets are distributed to all meeting attendees, guests, and exhibitors giving your company exposure throughout the meeting.

Sponsor receives:
- Corporate logo, name and/or website printed on each neck wallet
- All friend recognition items listed on page 4

Coffee Cups: $5,000
Have your corporate name “in hand” when attendees view the scientific posters during coffee breaks in the exhibit hall.

Sponsor receives:
- Corporate logo, name and/or website on disposable coffee cups
- All friend recognition items listed on page 4
Resident & Fellow Lounge: $10,000
Located near the poster area, the designated lounge provides a soft seating area where residents and fellows can network, relax, enjoy refreshments, view fellowship and job opportunities, and participate in short engagement opportunities with authors and subject matter experts. The lounge will be available Wednesday-Friday of the meeting.

Sponsor receives:
• Corporate recognition in program materials/signage
• Corporate recognition on easel sign outside the lounge entrance
• Sponsoring company is welcome to provide information inside the room
• All friend recognition items listed on page 4

Cyber Cafe: $5,000
Make the connection! This highly visible and widely used service can be accessed by all attendees throughout the meeting so they can easily check email and complete the AANEM’s meeting evaluations and claim their CME.

Sponsor receives:
• Company logo set as the screen saver and the desktop background on the computers in the kiosks
• Signage placed at the Cyber Café
• All friend recognition items listed on page 4

Meter Board Promotion: $3,000
Promote your product, service, or exhibit presence on a single-sided meter board that is located in a high traffic area. Several locations are available and can be secured on a first-come, first-served basis.

Sponsor receives:
• One full-color, 1-sided meter board placed in high traffic area
• All friend recognition items listed on page 4

Hotel Door Drop: $1,000
Delivered directly to the attendee hotel rooms, door drops provide an excellent opportunity to introduce a new product or service, or invite attendees to your booth or event. Additional charges by the hotel are applicable and are the responsibility of corporate participants.

Sponsor receives:
• Access to deliver your company information to the hotel room of meeting attendees
• All friend recognition items listed on page 4

Hotel Key Card: $10,000
The key to success! Provide meeting attendees at the official annual meeting hotel with a customized room key that includes your full-color corporate name/logo on the front of the key. Artwork will be coordinated between the sponsor and the AANEM. Key and printing costs are included with the sponsorship fee.

Sponsor receives:
• Corporate logo on each key card
• All friend recognition items listed on page 4
# Annual Meeting Sponsorship & Marketing Opportunities Form

## Company Information

- **Company Name**
- **Contact Name/Title**
- **Address**
- **City, State, Zip**
- **Phone**
- **Fax**
- **Email**

## Advertising Agency (if applicable)

- **Agency Name**
- **Contact Name/Title**
- **Address**
- **City, State, Zip**
- **Phone**
- **Fax**
- **Email**

## Payment Method

- Send Invoice to: □ Company
- Enclosed is check # □ Advertising Agency
- Advertising Agency (Payable to AANEM in US Dollars)
- Credit card: □ Mastercard □ Visa □ Am Express □ Discover

## Annual Meeting Sponsorship & Marketing Opportunities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags</td>
<td>$10,000</td>
</tr>
<tr>
<td>Mobile Meeting Site</td>
<td>$10,000</td>
</tr>
<tr>
<td>WiFi Access</td>
<td>$10,000</td>
</tr>
<tr>
<td>Charging Station</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hotel Card Key</td>
<td>$10,000</td>
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<tr>
<td>Resident &amp; Fellow Boot Camp</td>
<td>$10,000</td>
</tr>
<tr>
<td>Resident &amp; Fellow Lounge</td>
<td>$10,000</td>
</tr>
<tr>
<td>Column Wrap</td>
<td>$6,000</td>
</tr>
<tr>
<td>Coffee Cups</td>
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<td>Cyber Café</td>
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<tr>
<td>Name Badge Neck Wallets</td>
<td>$4,000</td>
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<tr>
<td>Meeting Guide Notebook Pgs</td>
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<tr>
<td>Meter Board Promotion</td>
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<tr>
<td>Conference Pen Distribution</td>
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<tr>
<td>Hotel Door Drop</td>
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<tr>
<td>Exhibit Hall Passport</td>
<td>$500</td>
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## Educational Sessions

- **Plenary Session** ........................................ $25,000
- **NM Update Course** .................................... $20,000
- **Courses** ................................................ $20,000
- **Symposia** ............................................... $10,000
- **Workshops with Didactic/Lg Group** ............. $5,000
- **Special Interest Groups (SIGs)** .................. $4,000
- **Ask The Expert Sessions** ......................... $3,000
- **Workshops** ............................................... $1,000

## Social Events & Activities

- **President’s Reception** .............................. $10,000
- **Abstract Award Winner Reception** .............. $8,000
- **Coffee Break** ........................................... $8,000

## Total Amount Due: $____________________

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**Contact:** Shelly Jones | Corporate Relations and Foundation Director
Phone: 507.288.0100 | Email: sjones@aanem.org

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*Return completed form and payment to:*
AANEM
2621 Superior Drive NW
Rochester, MN 55901

Or fax: 507.288.1225
Email to: corporate@aanem.org
The AANEM offers you a variety of opportunities to market your company throughout the year. Reach your target audience through print and digital advertising or send a direct mailing using the AANEM membership list.

Member Mailing Inserts
Get your message delivered to AANEM members when you include a promotion or educational print piece in an AANEM Member Mailing. Mailings include AANEM News (Feb. & Aug) and educational invited reviews or monographs for members. Mailings are sent four times per year. Mailing insert not to exceed 8.5 x 11 inches and 1 ounce. Tentative delivery months include February, June, August, and November. Distribution: 4,400

Insertion Pricing:
• $1.10/insertion/mailing. (United States members: est. qty.=3,800; Non-U.S. members: est. qty.= 600)

AANEM Annual Meeting Registration Brochure
Have a presence in the registration book that provides all the details for the upcoming AANEM Annual Meeting. This is the publication that is the comprehensive preview of the educational content, registration details, and schedule for the meeting. The book is mailed directly to all AANEM members, a targeted list of nonmembers, and is posted on the AANEM website as the main resource of information for individuals seeking information related to the meeting. The Registration Book is heavily promoted to healthcare providers who are involved in diagnosing and treating nerve and muscle disorders. All pricing includes full color ads. Distribution: 9,000 mailed; 5,000+ emailed; online views.
• ¼ page (3.75” W x 5” H): $1,200
• ⅛ page (3.75” W x 2.5” H): $600
• Full page, (7.5” W x 10” H), inside placement: $2,500
• Full page (7.5” W x 10”H), inside font or back cover: $3,500

AANEM News
Distributed to nearly 4,500 members of the association, this comprehensive newsletter includes feature stories, advocacy and policy updates, science-related articles, plus news and more. Published two times per year. All pricing includes full color ads.
• ¼ page (3 7/8” W x 2.75” H): $600
• ⅛ page (3 7/8” W x 5.5” H): $800
• ½ page (8” W x 5.5” H OR 3 7/8” W x 11” H): $1,200

AANEM Annual Meeting Guide
The Annual Meeting Guide is included in the conference bag and distributed to all registered meeting attendees. The 8 1/2” x 11” guide provides educational session and schedule details, along with venue maps and exhibitor information. All pricing includes full color ads. Distribution: 1,000+
• ¼ page (3.75” W x 5” H): $1,000
• ⅛ page (7.5” W x 3.33” H OR 2.5” W x 10” H): $1,200
• ½ page (7.5” W x 5” H OR 3.75” W x 10” H): $1,400
• Full page, (7.5” W x 10” H) inside placement: $2,000
• Full page, (7.5” W x 10” H) inside font or back cover: $3,000

Journal Advertising
Muscle & Nerve is the official medical journal of the AANEM and is an international and interdisciplinary publication of original contributions in both health and disease. This 100% paid subscription readership of nearly 4,500 members and 1,000 institutions provides a qualified audience for your advertising message. Advertising inquiries should be directed to:

MJ Mrvica and Associates, Inc
2 West Taunton Avenue
Berlin, NJ 08009
(856) 768-9360
Print Advertising Insertion Order

Company Information

Company Name

Contact Name/Title

Address

City, State, Zip

Phone   Fax   Email

Advertising Agency (if applicable)

Agency Name

Contact Name/Title

Address

City, State, Zip

Phone   Fax   Email

Authorized Signature    Date

Payment Method

☐ Send Invoice to:   ☐ Company   ☐ Advertising Agency
☐ Enclosed is check #________ (Payable to AANEM in US Dollars)
☐ Credit card: □ Mastercard □ Visa □ Am Express □ Discover

____________________________________________________

Credit Card #   Exp. Date   Security Code

Name & Address of Card Holder:

-----------------------------------------------------------------------------------------------------------------

Authorized Signature    Date

Return completed form and payment to:
AANEM
2621 Superior Drive NW
Rochester, MN 55901

Email to: corporate@aanem.org
Or fax: 507.288.1225

Advertising Contact Info:
Phone: 507.288.0100 | Email: corporate@aanem.org

Advertising Order
All ad rates quoted include 4-color ads.
Deadline dates provided are for materials.
Space reservation deadline is 2 weeks prior to dates given.

AANEM News
Ad deadlines:
January 4, 2017 (Feb. issue: bonus distribution at AAN meeting)
July 1, 2017 (Aug. issue)

☐ 1/8 pg: $600 (3 7/8" w x 2.75" h)
☐ 1/4 pg: $800 (3 7/8" w x 5 1/2" h)
☐ 1/2 pg: $1,200 (8" w x 5 1/2" h or 3 7/8" w x 11" h)

Issues requested:  ☐ Feb  ☐ Aug

AANEM Registration Brochure
Ad deadline: April 1, 2017
Link to ad specs

☐ 1/4 pg: $1,200
☐ 1/3 pg: $1,400
☐ 1/2 pg: $1,600
☐ Full pg, inside placement: $2,500
☐ Full pg, inside front or back cover: $3,500

AANEM Annual Meeting Guide
Ad deadline: July 1, 2017
Link to ad specs

☐ 1/4 pg: $1,000
☐ 1/3 pg: $1,200
☐ 1/2 pg: $1,400
☐ Full pg, inside placement: $2,000
☐ Full pg, inside front or back cover: $3,000

Member Mailing Inserts
Insert delivery deadlines to AANEM:

☐ Jan 4, 2017 (Feb mailing)
☐ May 1, 2017 (June mailing; annual meeting Registration brochure included)
☐ July 1, 2017 (Aug mailing)
☐ Oct 1, 2017 (Nov mailing)

Total Amount Due: $__________

10% Discount if Paid by
January 15, 2017:  $__________

Net Amount Due:  $_______
DIGITAL ADVERTISING OPPORTUNITIES

AANEM Website
www.aanem.org
AANEM website is mobile responsive, assuring your ad can be viewed on any electronic device and will include a hyperlink to one URL. In 2016 the AANEM website received 251,936 site visits and 714,844 page views. Advertising space is limited.

Rates
- $500/mo: Single ad on interior page of www.aanem.org
- $1,000/mo: Single ad on AANEM Meeting Page
- $1,000/mo: Single ad on AANEM Home Page (bottom page placement)
- $2,000/mo: Single ad on AANEM Home Page - $2,000/mo (premium page placement; space limited)
- $3,000/mo: Single ad on all pages of a designated “section” of www.aanem.org
- $5,000/mo: Single ad on all pages of entire site of www.aanem.org

Specifications
- Ads are 325w x 225h pixels; .jpeg or .png format
- Premium home page ad is 450 w x 310 h pixels; .jpeg or .png format
- Provide a URL for the hyperlink from your ad
- Refrain from using small type for optimal viewing in mobile devices

AANEM eNew
Delivered biweekly to over 4,000 AANEM members, eNews contains the latest news related to neuromuscular and electrodiagnostic medicine, advocacy, coding, and AANEM offerings. Average open rate is 36% with a click rate of 7.42%. Only one advertiser per issue.

Rates
- $500/issue

Specifications
- Ads are 280w x 194h pixels
- Provide a URL for the hyperlink from your ad

From print to web, the AANEM offers you a variety of opportunities to market your company at the annual meeting and throughout the year

eNews Meeting Digital Newsletter
This new advertising opportunity gives you visibility in the AANEM’s electronic meeting newsletter that is delivered exclusively to attendees before and during the annual meeting. These special issues contain meeting highlights, announcements, and easy access for attendees to claim their CME. Only one advertiser per issue. Great way to promote your exhibit hall presence, Industry Forum session, products, or services. Call for specific delivery dates.

Rates
- $1,000/issue

Specifications
- Ads are 280w x 194h pixels
- Provide a URL for the hyperlink from your ad

Member list rental

Mailing List Rental:
Mail your message directly to members of the AANEM or AANEM Annual Meeting attendees. Mailing list rental options and rates are available from InFocus Marketing at www.infocusmarketing.com/lists/aanem.
**Digital Advertising Insertion Order**

### Company Information

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<tr>
<th>Company Name</th>
<th>Contact Name/Title</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
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### Advertising Agency (if applicable)

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<th>Agency Name</th>
<th>Contact Name/Title</th>
<th>Address</th>
<th>City, State, Zip</th>
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### Payment Method

- [ ] Send Invoice to: [ ] Company [ ] Advertising Agency
- [ ] Enclosed is check #__________ (Payable to AANEM in US Dollars)
- [ ] Credit card: [ ] Mastercard [ ] Visa [ ] Am Express [ ] Discover

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<th>Credit Card #</th>
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Name & Address of Card Holder:

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Authorized Signature __________________________ Date __________________________

### Website

- [ ] $500/month: Single ad on interior page of www.aanem.org
- [ ] $1,000/month: Single ad on AANEM Meeting page
- [ ] $1,000/month: Single ad on AANEM home page (bottom page placement)
- [ ] $2,000/month: Single ad on AANEM home page (premium placement – limited availability)
- [ ] $3,000/month: Single ad on all pages of designated website “section”
- [ ] $5,000/month: Single ad on all pages of www.aanem.org

Website URL for ad link: ________________________
Website ad run dates: ___________to ___________

### eNews Digital Newsletter

- [ ] $500/issue x _____ issues = $____________

Website URL for ad link: ________________________

Indicate requested eNews ad run dates. Check month and circle scheduled issue.
- [ ] January (Jan 13/Jan 27)
- [ ] February (Feb 10/Feb 24)
- [ ] March (Mar 9/Mar 23)
- [ ] April (Apr 6/Apr 20)
- [ ] May (May 4/May 18)
- [ ] June (June 1/June 15/June 29)
- [ ] July (July 13/July 27)
- [ ] August (Aug 10/Aug 24)
- [ ] September (Sept 7/Sept 21)
- [ ] October (Oct 5/Oct 19)
- [ ] November (Nov 2/Nov 16/Nov 30)
- [ ] December (Dec 14/Dec 28)

### eNews Digital Daily Meeting Newsletter

- [ ] $1,000/issue x _____ issues = $____________

Website URL for ad link: ________________________

Indicate requested ad run dates.
- [ ] Pre-Meeting Issue(s) - call for dates
- [ ] Fri., Sept. 15th [ ] Sat., Sept. 16th

Total Amount Due: $___________________
Net Amount Due: $___________________

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**Advertising Contact:** Shelly Jones | Corporate Relations and Foundation Director
Phone: 507.288.0100 | Email: sjonessaanem.org
Join the list of exhibitors for the 2017 AANEM Annual Meeting. The following companies exhibited in 2016:

Alexion Pharmaceuticals
Allergan, Inc
Ambu Inc.
American Board of Psychiatry and Neurology
AxelaCare Healthcare Solutions, LLC
BioCure RX
Biofusion
Biogen Idec
Cadwell Laboratories, Inc.
Catalyst Pharmaceuticals
Coram CVS/specialty infusion services
Corinthian Reference Laboratory
Demos Medical Publishing
Diplomat
Elsevier
Emory Genetics Laboratory
FUJIFILM VisualSonics, Inc
GE Healthcare
Gene DX
Global Medical Imaging
Grifols USA, LLC
Hawaiian Moon
International Biophysics Corporation
Ipsen Biopharmaceuticals
Jari Electrode Supply
Kabafusion, LLC
KEGO FMI (Faith Medical Inc)
LGMD Consortium
Mayo Medical Laboratories
MediMax Tech
MEPs, LLC / Digitimer Ltd
Merz Pharmaceuticals, LLC
MT Pharma America
MVAP Medical Supplies
Natus Neurology Incorporated
Nihon Kohden America
Nova Labs
Option Care
PromptCare
Protokinetcs
RDL Reference Laboratory
Rochester Electro-Medical, Inc.
Sanofi Genzyme
Sarepta Therapeutics
Shire
The Electrode Store
Therapath Neuropathology
Ultragenyx Pharmaceutical Inc.
University of Missouri
University of Utah - Cutaneous Nerve Lab
US WorldMeds
WR Medical Electronics Company