EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Virtual Annual Meeting | October 7-10, 2020

Including sessions by Dysautonomia International, the Myasthenia Gravis Foundation of America, & Peripheral Nerve Society
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Exhibit Hall

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 members. The virtual hall will include a floor plan layout and the size of the booth will reflect the logo size. Other benefits – coming soon!

<table>
<thead>
<tr>
<th>Size/Location</th>
<th>STANDARD RATE After 5/1/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Inline</td>
<td>$2,300</td>
</tr>
<tr>
<td>10’ x 10’ Corner</td>
<td>$2,500</td>
</tr>
<tr>
<td>10’ x 20’ Inline</td>
<td>$4,600</td>
</tr>
<tr>
<td>10’ x 20’ Corner</td>
<td>$5,000</td>
</tr>
<tr>
<td>10’ x 30’ Inline</td>
<td>$6,700</td>
</tr>
<tr>
<td>10’ x 30’ Corner</td>
<td>$7,500</td>
</tr>
<tr>
<td>20’ x 20’ Island</td>
<td>$10,000</td>
</tr>
<tr>
<td>20’ x 30’ Island</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

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: Please call 507.288.0100 or email corporate@aanem.org to set up an account in order to facilitate your online application.

What is Included With the Booth?

Each booth space includes, at no additional charge:

- Four exhibitor meeting registrations per 10’ x 10’ booth
- Booth and logo highlighted on exhibit floorplan
- Company name
- Logo
- Company description
- Website URL
- “Contact Us” via email or URL
- One hosted video

- Image gallery (up to 6 images)
- Content links (up to 5 links)
- Face-to-face video engagement opportunity with attendees
- Lead reports of attendees entering your booth
- Publication of your company’s information in the exhibit and in the Annual Meeting Digital Program
Assignments will be made in priority point order and will follow the requests of the exhibitor as closely as possible. Priority points are based on:

- Exhibitor history at past meetings
- Level of support to AANEM in current year
- Date application received
- Size of booth at current meeting

* These are the hours that your representatives need to be in your virtual booth
** The platform will be available for 30 days. Your booth will be available for attendees to visit and request appointments or send you email questions.
## Sponsorships

<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>
<th>Up to $24,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement of support level on signage in the Virtual Annual Meeting platform</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgment in the Annual Meeting Digital Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in AANEM Edge</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in Muscle &amp; Nerve</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Acknowledgement on AANEM website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary ad space in Annual Meeting Digital Program with link</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>X</td>
<td>X</td>
</tr>
<tr>
<td>AANEM Membership List for one-time mailing usage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Insertion in annual meeting virtual conference bag</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

### Corporate Support & Sponsorship Recognition

Be recognized for your commitment to AANEM throughout the year for support of educational initiatives, events, advertising, and promotional opportunities. Support & sponsorship levels are determined based on total monetary contributions **(paid by September 15, 2020)** provided by individual companies in the current year. There are 2 ways to achieve recognition:

1. Obtain a level cumulatively through “a la carte” selection of the following opportunities:
   - Hosting an Industry Forum
   - Supporting AANEM educational initiatives including annual meeting and UltraEMG sessions
   - Sponsoring annual meeting opportunities and events
   - Advertising in one or all of the following:
     - AANEM Edge ~ AANEM's print newsletter
     - AANEM Spark ~ AANEM's electronic news update
     - AANEM website

2. Pay an amount associated with one of the levels listed above and receive the recognition and benefits associated with that level.

**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.
Presentation Opportunities

Industry Forums.........................................................................................................................$50,000 - $60,000
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 with no attendance limitations. **AANEM will conduct a drawing for a $1,000 VISA gift card during each of the seven forums. Attendees must be present to win.**

- **Wednesday Morning Forum**.................................................................................................$50,000
  October 7 | 9:15 – 10:15 am
- **Wednesday Mid-day Forum**...............................................................................................$60,000
  October 7 | 12:00 – 1:00 pm
- **Thursday Morning Forum**.................................................................................................$50,000
  October 8 | 9:15 – 10:15 am
- **Thursday Mid-day Forum**.................................................................................................$60,000
  October 8 | 12:00 – 1:00 pm
- **Friday Morning Forum**......................................................................................................$50,000
  October 9 | 9:15 – 10:15 am
- **Friday Mid-day Forum**.......................................................................................................$60,000
  October 9 | 12:00 – 1:00 pm
- **Saturday Morning Forum**.................................................................................................$50,000
  October 10 | 9:15 – 10:15 am

**Hosts receive the following:**
- Complimentary session meeting platform (time designated by the AANEM)
- Complimentary AANEM direct sent email to attendee list of your company’s session invite
- Complimentary inclusion in AANEM direct email to attendee list for all industry forum listings and promotion
- Complimentary listing on the AANEM website with a link to the sponsor’s website
- Inclusion of session details in platform meeting agenda
- Session details included in the Digital Planning Guide and Annual Meeting Digital Program
- Session attendee metrics
- Administrative fee applied toward support recognition level
- Additional benefits as provided by support recognition level

Product and Presentation Theater............................................................................................$5,000
Sponsor an informational, 20-minute education demonstration or presentation via hosted video in the Exhibit Hall’s Presentation Stage. Available in the virtual exhibit hall platform during the meeting dates and until the virtual platform ends on November 6. The stage schedule will be posted within the exhibit hall and in the digital Annual Meeting Program.
Conference Box Promotions

Conference Box Sponsor ................................................................. $10,000
Pre-registered attendees will receive a mailed box of conference swag at their front door that includes your full-color corporate logo/artwork custom sticker on the box. Artwork will be coordinated between the sponsor and the AANEM. Printing costs are included with the sponsorship fee.
  • Corporate logo/artwork sticker on each box

Reusable Water Bottle ................................................................. $10,000
Each pre-registered attendee will receive a water bottle with your company name/logo in our conference box. 1,000 water bottles to be provided.
  • Corporate logo/artwork on each water bottle

Coffee Mug .................................................................................. $10,000
Have your corporate name “in hand” when attendees explore exhibits and the coffee breaks from their homes and offices! 1,000 coffee cups to be provided.
  • Corporate logo/artwork on reusable coffee cups

Name Badge Lanyards................................................................. $7,500
Name badge lanyards are distributed to all meeting pre-registered attendees, giving your company exposure throughout the virtual meeting. 1,000 lanyards to be provided.
  • Corporate logo, name and/or website printed on each lanyard

Ear Buds .................................................................................... $7,500
Everyone knows how useful a good pair of earbuds is. Whether they’re listening to music on the go, or just taking a conference call in a loud area, these handy little accessories are a tremendous boon. 1,000 sets to be provided.
  • Corporate logo, name and/or website printed on each case

Hand Sanitizer ........................................................................... $5,000
Fight off germs and share your marketing message with branded hand sanitizers. You’re bound to make an impression when your company logo is on the frequently utilized sanitizer. 1,000 sanitizers to be provided.
  • Corporate logo, name and/or website printed on each case

Mobile Media Stand ................................................................. $5,000
A great addition to any desk, this item keeps the phone clearly visible and at a great angle for viewing (during all of their virtual meetings. 1,000 stands to be provided.
  • Corporate logo, name and/or website printed on each stand
Additional Sponsorships

Digital Conference Bag ........................................................................................................... $10,000
Distributed to every pre-registered attendee, the conference bags offer the greatest visibility for your company in the virtual setting.

- 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 Level support benefits listed on page 6

Silent Auction ............................................................................................................................ $3,000
The American Neuromuscular Foundation will hold a silent auction later in 2020 in a virtual setting. This auction is a major fundraising event for the foundation and is widely publicized to the AANEM members before and during the meeting.

- Corporate acknowledgement on the AANEM Foundation website
- Recognition in program materials
- Signage at the onsite silent auction

Educational Session Support ................................................................................................... $1,000 - $25,000
There are many opportunities for your organization to provide support at the 2020 Virtual AANEM Annual Meeting through sponsorship of various educational sessions. Determine which session(s) is best for your organization based on whether you desire maximum or focused exposure.

**All AANEM educational session supporters receive the following recognition:**

- Recognition during the meeting
- Acknowledgement in the digital Annual Meeting Program
- Acknowledgement on the AANEM website

Please email corporate@aanem.org to request a complete listing of available sessions/topics
Publication Advertising

Annual Meeting Planning Guide Ad... View MEDIA KIT

Description
Print publication that advertises AANEM’s annual meeting offerings (e.g., sessions and workshops being held, etc.) and helps kick off the annual meeting registration process.

Content Focus
The purpose of the AANEM Annual Meeting Planning Guide is to provide information to neuromuscular specialists and allied health professionals and to help them register for the annual meeting.

Primary Audience
Mailed to AANEM members and past attendees.
Access to the content is also available via an online PDF.

Frequency
Once a year. Published before registration opens for the AANEM Annual Meeting.

Annual Meeting Program Ad... View MEDIA KIT

Description
Print publication distributed to all attendees of the AANEM Annual Meeting.

Content Focus
The purpose of the AANEM Annual Meeting Program is to provide the annual meeting’s schedule of events and other pertinent “need to know” information related to the meeting.

Primary Audience
Distributed to AANEM Annual Meeting attendees.
Non-attendees access the content via an online PDF.

Frequency
Once a year.

AANEM Edge - Member’s Printed Newsletter... View MEDIA KIT

Description
AANEM’s print magazine.

Content Focus
The purpose of AANEM Edge is to provide relevant information to AANEM members to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Each issue features research updates related to neuromuscular or electrodiagnostic medicine.

Primary Audience
Every issue is mailed to AANEM members with a valid address. AANEM membership consists of over 4,000 North American physicians, over 300 international physicians, more than 200 technologists, and more than 300 other professionals with interests in neuromuscular and electrodiagnostic medicine. For member physicians who have progressed out of training, 33.9% are certified by ABPMR, 45.5% by ABPN, and 20.6% are other or unknown. Non-members may access the content via an online PDF.

Frequency
Twice a year (winter and summer).
AANEM Spark - Member’s Digital News Update

**Description**
AANEM’s electronic newsletter.

**Content Focus**
The purpose of AANEM Spark is to provide relevant information to AANEM members (and sometimes non-members) to help them, as neuromuscular specialists, provide exceptional care to their patients. Content includes promotion of AANEM policies, products, programs, services, and activities. Nearly every issue features a research update related to neuromuscular or electrodiagnostic medicine.

**Primary Audience**
Every issue is sent to AANEM members with a valid email address. AANEM membership consists of over 3,850 North American physicians, over 350 international physicians, more than 200 technologists, and more than 400 other professionals with interests in neuromuscular and electrodiagnostic medicine. 45% of member physicians are certified by ABPMR and 55% by ABPN.

**Frequency**
AANEM Spark is scheduled for every other Wednesday throughout the year. Occasionally, delivery is adjusted to another day of the week. See the Editorial Calendar for specific regularly scheduled dates.

**Statistics**
On average, AANEM Spark experiences a 99.5% successful delivery rate; a 26.7% unique open rate; a 47.1% total open rate; a 3.9% unique click rate; and a 8.2% total click rate. A majority of these clicks occur on links to additional AANEM content. Clicks on outside ads depend largely on the nature of the ad design.

AANEM Website

**Description**
Website for AANEM.

**Content Focus**
The purpose of the AANEM website is to provide relevant information to help neuromuscular specialists provide exceptional care to their patients. Content includes AANEM policies, products, programs, services, activities, and member-specific information. Timely news updates are posted regularly to the News Express section on the website’s front page.

**Primary Audience**
Neuromuscular professionals as well as people interested in neuromuscular diseases (AANEM members, non-members, patients, and the general public).

**Note:** This is a public website.

**Frequency**
Content is posted regularly. There is no set schedule.

**Statistics**
The AANEM website’s approximate average monthly pageviews is 68,000 and monthly unique pageviews is 53,000 based on a recent 12-month period. The same monthly information for the “home page” is 5,900 pageviews and 5,100 unique pageviews. The approximate average monthly pageviews from June through October for the “meeting pages” is 15,000 with 11,700 unique pageviews. Information about other pages is available upon request.
Member Mailing Insert.................................................................$1.10/insertion/mailing
Get your message delivered to over 4,000 AANEM members when you include a promotion or educational print piece in an AANEM member mailing. Mailings include the AANEM Edge - member's printed newsletter (Feb. & Aug) and educational invited reviews or monographs for members.

Specifications
• Insert may not exceed 8.5” x 11”
• Insert pricing is for items up to 1 ounce

Mailing List Rental..................................................................................Price Varies
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.

AANEM MEMBER/ATTENDEE LIST

Muscle & Nerve Journal Advertising..........................................................Price Varies
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 over 4,000 members and 1,000 institutions provides a qualified audience for your advertising message.

MUSCLE & NERVE RATE CARD

Questions? Contact:
Shelly Jones
Corporate Relations & Foundation Director
sji@aanem.org
507.288.0100