

ANNOUNCING THE 2012 ANNUAL MEETING CORPORATE SUPPORT PROGRAM!

2012 Corporate Support Program

Gain increased exposure both inside and outside the exhibit hall by becoming a 2012 Annual Meeting corporate supporter. The AANS/CNS Section on Disorders of the Spine and Peripheral Nerves offers outstanding corporate support opportunities to suit any budget and customized packages to help you target any market.

Your corporate support contribution helps support valuable education programs and networking events throughout the Annual Meeting. Show your support for the specialty by becoming an Annual Meeting corporate supporter today!

Available Corporate Opportunities:

Choose from these great corporate support opportunities and create your own customized corporate support package to meet your company's sales goals.

Special Courses

\$2,500 for Nurse/PA Courses

\$5,000 for Neurosurgeon/Resident Courses

Gain increased exposure with a select group of attendees. Contact the Annual Meeting office for a list of Special Course topics offered throughout the Annual Meeting.

Speaker Grant

\$5,000

Help the Section attract quality speakers from outside the neurosurgical specialty. The Section reserves the right to select speakers based upon need.

Hotel Key Cards

\$10,000*

Put your name and logo in the hand of every attendee at the resort. Corporate supporter designs the keycard artwork with Section approval.

**Corporate supporter is responsible for production of sponsored item as well as all associated production costs.*

Cyber Café

\$15,000

Make it easy for attendees to get in touch with the office and give them another reason to stay close to the exhibit hall.

Beverage Breaks

\$15,000

Provide attendees with a pleasant break in the day. Corporate supporter may provide logo cups and napkins at their own expense.

Continental Breakfast

Co-Support Opportunity with the Section

\$20,000

Make an impression first thing in the morning by supporting this great attendee service. Corporate supporter may provide logo napkins at their own expense.

Lunch In The Exhibit Hall – Thursday and Friday

\$25,000 each day

Keep attendees close by during the lunch hour and associate your company with this great attendee service. Corporate supporter may provide logo napkins at their own expense.

Corporate Support Benefits

Corporate support level and benefits are determined by total contribution to the 2012 Annual Meeting.

Ambassador

\$65,000 and Up

Benefits Include:

- ◆ All Supporter, Benefactor and Partner Benefits.
- ◆ Special acknowledgement in attendee registration packets.
- ◆ Additional signage acknowledgement.
- ◆ Special Ambassador ribbon.
- ◆ Two additional invites to any one (1) social event (Chairman's Dinner, Young Neurosurgeons' Dinner or Past Chair's Reception).

Partner

\$50,000 – \$64,999

Benefits Include:

- ◆ All Supporter and Benefactor Benefits.
- ◆ Acknowledgement banner at resort, as space permits.
- ◆ Acknowledgment in Scientific Program Book (half-page).
- ◆ Two complimentary invites to the Chairman's Dinner, Young Neurosurgeons' Dinner, or Past Chair's Reception.

Benefactor

\$25,000 – \$49,999

Benefits Include:

- ◆ All Supporter Benefits.
- ◆ Complimentary pre- and post-meeting mailing list (mailer content approval required).
- ◆ Ability to distribute company literature at supported event (if applicable).
- ◆ Additional tickets/invites to corporate supported event (if applicable).

Supporter

Up to \$24,999

Benefits Include:

- ◆ Acknowledgement in Scientific Program Book general corporate support advertisement.
- ◆ Recognition on Section web site.
- ◆ Recognition on general corporate support signage at resort.
- ◆ Inclusion in general corporate support slide during Scientific Session slideshow.
- ◆ Acknowledgment in registration packet general corporate support insert.
- ◆ Logo inclusion on corporate supported item, if applicable.
- ◆ Acknowledgement placard at supported event/service, if applicable (Special Course, Lunch, etc.).

EXCLUSIVE AMBASSADOR AND CORPORATE SUPPORT PROGRAM!

Exclusive Corporate Support Packages

Associate your company with some of the meeting's most valued educational programs and networking opportunities. These specially-designed corporate support packages allow your company to partner with the Section to deliver outstanding programs and services, while helping you reach your desired audience.

Individual opportunities are also available (see page 12).

Neurosurgical Education Ambassador

\$70,000

Set your company apart as the education leader at the 2012 Annual Meeting. This package provides exposure with all attendees and ties your name to the meeting's top educational resources and events.

Package includes the following opportunities:

- ◆ Program Book.
- ◆ Digital Poster Center.
- ◆ Scientific Sessions Thursday – Saturday.

Benefits:

- ◆ Individual acknowledgement banner at resort, as space permits.
- ◆ Acknowledgement Placard outside General Scientific Session.
- ◆ Acknowledgement Banner in Digital Poster Center.
- ◆ Logo inclusion on Scientific Program Book wrap.
- ◆ Half-page acknowledgement in Scientific Program Book.
- ◆ Individual acknowledgment slide in Scientific Session slideshow.
- ◆ Two (2) complimentary invites to Young Neurosurgeons' Dinner, Chairman's Dinner and Past Chair's Reception.
- ◆ Complimentary pre- and post-meeting attendee mailing lists (Section approval required).
- ◆ Acknowledgement on Section web site and in all general corporate support recognition materials.

Power of Networking Ambassador

\$65,000

Place your company front and center as attendees develop relationships that will last a lifetime. This package associates your company with the meeting's top networking events.

Package includes the following opportunities:

- ◆ Opening Reception – Co-supported in conjunction with the AANS/CNS Section on Disorders of the Spine and Peripheral Nerves.
- ◆ Reception with the Exhibitors.

Benefits:

- ◆ Individual acknowledgement banner at resort, as space permits.
- ◆ Acknowledgement Placard at Opening Reception.
- ◆ Acknowledgement Banner in Exhibit Hall during Reception.
- ◆ Logo napkins at Reception (provided by corporate supporter).
- ◆ Half-page acknowledgement in Scientific Program Book.
- ◆ Individual acknowledgment slide in Scientific Session slideshow.
- ◆ Two (2) complimentary invites to Young Neurosurgeons' Dinner, Chairman's Dinner and Past Chair's Reception.
- ◆ Complimentary pre- and post-meeting attendee mailing lists (Section approval required).
- ◆ Acknowledgement on Section web site and in all general corporate support recognition materials.

Neurosurgical Leadership Partner

\$60,000

Make an impression with today's leaders in Spine and Peripheral Nerve surgery. This package associates your company with the meeting's most highly regarded presenter and helps you gain recognition with Section leadership.

Package includes the following opportunities:

- ◆ Chairman's Dinner.
- ◆ Speaker Grant in Support of Meritorious Award Recipient.

Benefits:

- ◆ Individual acknowledgement banner at resort, as space permits.
- ◆ Acknowledgement Placard at Chairman's Dinner and outside session with Meritorious Award Recipient Presentation.
- ◆ Half-page acknowledgement in Scientific Program Book.
- ◆ Individual acknowledgment slide in Scientific Session slideshow.
- ◆ Six (6) complimentary invites to Chairman's Dinner.
- ◆ Two (2) complimentary invites to Young Neurosurgeons' Dinner and Past Chair Advisory Reception.
- ◆ Complimentary pre- and post-meeting attendee mailing lists (Section approval required).
- ◆ Acknowledgement on Section web site and in all general corporate support recognition materials.

Resident Education Partner

\$50,000

Make an impression with the neurosurgical leaders of tomorrow. This package places your company front and center with resident and fellow members.

Package includes the following opportunities:

- ◆ Young Neurosurgeons' Dinner.
- ◆ First 25 Resident Registrations.
- ◆ Complimentary Special Course Registration to Resident/Fellow Members.
(Applies to one (1) Special Course - Selected by Scientific Program Committee.)

Benefits:

- ◆ Individual acknowledgement banner at resort, as space permits.
- ◆ Acknowledgement Placard at Young Neurosurgeons' Dinner and outside Special Course.
- ◆ Acknowledgement on Young Neurosurgeons' Dinner Invitation.
- ◆ Half-page acknowledgement in Scientific Program book.
- ◆ Individual acknowledgment slide in Scientific Session slideshow.
- ◆ Special insert in resident registration packets.
- ◆ Six (6) complimentary invites to Young Neurosurgeons' Dinner.
- ◆ Two (2) complimentary invites to Chairman's Dinner and Past Chair's Reception.
- ◆ Complimentary pre- and post-meeting attendee mailing lists (Section approval required).
- ◆ Acknowledgement on Section web site and in all general corporate support recognition materials.

Future of Neurosurgery Partner

\$50,000

Help the Section lead the way in developing new approaches for educating neurosurgeons and treating patients, by supporting these unique events.

Package Includes the following opportunities:

- ◆ Past Chair's Reception.
- ◆ Cahill Memorial Controversies Session.

Benefits:

- ◆ Individual acknowledgement banner at resort, as space permits.
- ◆ Acknowledgement Placard at Chairman's Advisory Reception and outside Cahill Session with interactive handheld auto-response.
- ◆ Logo Inclusion on handheld device opening screen.
- ◆ Half-page acknowledgement in Scientific Program Book.
- ◆ Individual acknowledgment slide in Scientific Session slideshow.
- ◆ Six (6) complimentary invites to Past Chair Advisory Reception.
- ◆ Two (2) complimentary invites to Young Neurosurgeons' Dinner and Chairman's Dinner.
- ◆ Complimentary pre- and post-meeting attendee mailing lists (Section approval required).
- ◆ Acknowledgement on Section web site and in all general corporate support recognition materials.

Available Advertising Opportunities

Choose from these great opportunities and create your own customized marketing package to meet your company's sales goals.

Attendee Mailing List Rental

Send each attendee a special invitation to visit your booth or a post-meeting thank you. Attendee mailing lists are available for purchase exclusively to the 2012 Annual Meeting exhibitors. Pricing and details will be available in the exhibitor service kit.

Pre-meeting Attendee List Rental

List will be available for rent in February 2012.

Post-meeting Attendee List Rental

List will be available approximately 2-3 weeks after the Annual Meeting.

Demonstration Theater – *What's New Sessions*

\$5,000 for Two 10-minute Sessions

These special 10-minute sessions offered during the daily breaks on Thursday and Friday offer attendees a glimpse at the latest research, procedures, products and services. Corporate supporter is responsible for inviting a physician to present during their session (topic must be approved by the Section).

