AES 2022 ANNUAL MEETING

December 2 – 6 | Nashville

Five days.
Thousands of decision makers.
All focused on epilepsy.

EXHIBITS AND SUPPORT OPPORTUNITIES

Five Days. Thousands of Decision Makers. ALL FOCUSED ON EPILEPSY

SHOW SUPPORT. BUILD AWARENESS. MAKE CONTACTS.

The American Epilepsy Society (AES) Annual Meeting brings thousands of epilepsy professionals together, all in one place. It's your biggest opportunity this year to put your brand in front of a highly qualified and targeted audience.

- Showcase your brand, product, and services
- Interact with clinicians, researchers, and scientists
- Connect with your existing customers
- Generate valuable sales leads
- Network with leaders in epilepsy medicine and science

Reserve your Exhibit Booth, but don't stop there. Check out the additional opportunities you will find in this prospectus for introducing and promoting your brand throughout the five-day event.

FIND IT QUICK

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The AES Annual Meeting is *the* place for epilepsy education. A wide variety of credits will be available at the AES 2022 Annual Meeting than ever before, including:*

- **More than 160 hours of programming offering more than 70 *AMA PRA Category 1* Credits™**
  - **42 Special Interest Groups**
  - **14 symposia + the Annual Course**
  - **8 Special Lectures**
  - **20 Investigators Workshops**

**subject to change*

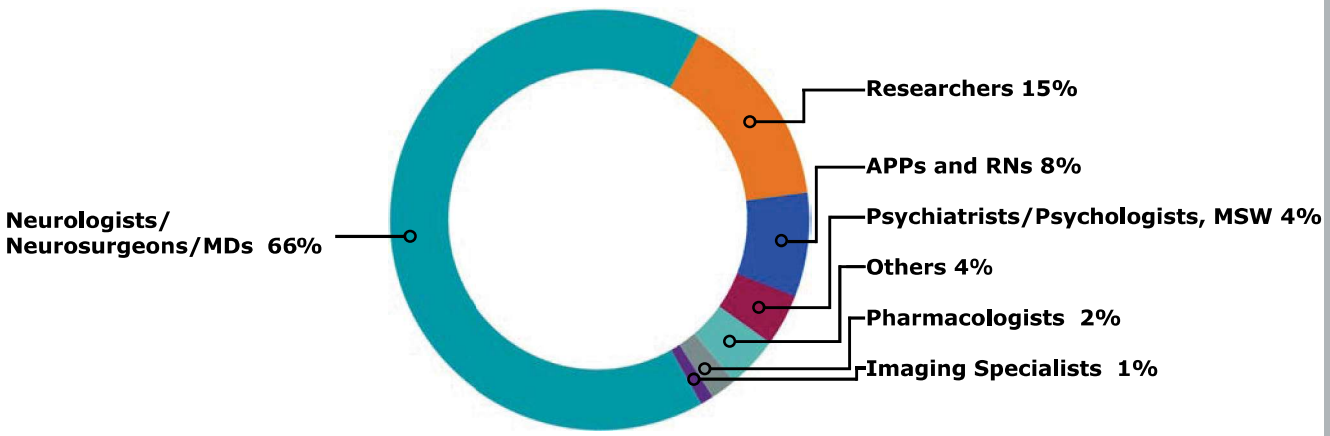
Connect with Decision Makers. TOGETHER IN ONE PLACE

HIGHLY ENGAGED AND ENERGIZED ATTENDEES

Join the epilepsy and seizure disorder community at 2022 AES Annual Meeting and engage with thousands of epilepsy specialists from all 50 states and nearly 70 countries!

- Health care professionals who provide care to millions of seizure disorder patients each year
- Basic science researchers, clinical researchers, and pharmacy specialists
- Global audience: typically 75% of registrants from the US; 25% from other countries

ALL AREAS OF THE SPECIALTY REPRESENTED



YOU BELONG HERE!

If your company markets products or services that support the science, diagnosis, treatment, and management of epilepsy, you don't want to miss this once-a-year outreach opportunity.

Exhibitors include leaders in:

Brain Imaging
Clinical Research
Diagnostics
Genetic Research/Testing
Hardware/Software Laboratories
Medical Devices and Equipment
Medical Nutrition
Office Practice Needs
Patient Education/Outreach
Patient Monitoring
Pharmaceuticals
Professional Education
Publications
Recruiting Services
Recruiting Tools
Research Tools
Seizure Detection/Tracking

Maximize Your Impact. YOUR BOOTH AND BEYOND

OPPORTUNITIES AT A GLANCE

EXHIBIT BOOTH
The platform for everything you do at the AES Annual Meeting, various exhibit booth sizes are still available, and are selling fast.

SPONSORSHIPS
Attach your brand to the frequently visited coat check, strategically-located hand sanitizers, cell phone charging stations, and coffee breaks —or one of many other sponsorship opportunities.

BOOTH TRAFFIC PROMOTIONS
Passport to Prizes: a show favorite for attracting traffic to your booth! Effective tool for generating booth visits. Limited to 20 participating companies.

OFFICE RENTALS
Office rentals in the Exhibit Hall are available for private meetings beyond the hours when the exhibits are open.

ADVERTISING AT AES 2022
Get your message in front of AES members in multiple ways while in Nashville, TN—from the airport to the 100 square foot media wall to sleeping room door drops to the Program Book that every attendee receives. And much more!

YEAR-ROUND ADVERTISING
Advertise in *Epilepsy Currents* : augment your presence at AES 2022 by reaching your target audience year-round.

SATELLITE SYMPOSIA
AES allows select satellite symposia by application. Content may not duplicate any part of the educational program at the AES 2022 Annual Meeting.

PRODUCT THEATERS
One hour promotional forum in exhibit hall. Limited slots available. Up to nearly 100 seats per session.

SCIENTIFIC EXHIBITS
Separate from commercial exhibits, scientific exhibits are staffed exclusively by scientists and investigators. Share information about the current state of your research.

EDUCATION SUPPORT
Select from three different types of support: accredited medical education (e.g., CME grants for symposia), non accredited education (e.g., lectures, investigator workshops, and special interest groups), and professional development (e.g. AES Fellows Program and Young Investigator awards).

EQUIPMENT AUCTION
Focus the attention of the epilepsy professionals squarely on your company's equipment by donating it for auction —and support AES at the same time.

EPILEPSY RESOURCE AREA
(Nonprofit Organizations Only)
AES provides a dedicated area for organizations involved in advocacy, patient outreach, patient services, and research funding.

The latest AES post-event exhibitor survey indicates that over 90% of exhibitors are "satisfied" or "very satisfied" with the exhibit experience at AES.
Over 76% of AES exhibitors routinely report that the quality of leads are "good" or "excellent." 95% of exhibtors would recommend that their organization exhibit again.

Gain Extra Recognition. REACH A NEW LEVEL AT AES

GET EXTRA RECOGNITION AT THE AES MEETING AND THROUGHOUT THE ENTIRE YEAR

Shape a package of opportunities that fits your outreach needs. Add up your company's total amount of qualifying expenditures, and get recognition for your support at the appropriate leadership level, including an award presentation with AES Leadership on Saturday in the Exhibit Hall. Thanks in part to the generosity of commercial and nonprofit supporters, AES is able to fulfill its mission: to advance research and education for professionals dedicated to the prevention, treatment, and cure of epilepsy.

	Two On-site Recognition Signs Placed by AES	Acknowledgement in Program Book and Mobile App	Pre- and Postmeeting Registrant Mailing Lists (One Time Use)	Presidential Reception Invitations (# of Invitations)	Invitation to Industry Supporter Appreciation Event	Complimentary Full Meeting Registrations (# of Registrations)	Special Advance Housing Selection in 2023	Engraved Glass Award to Display at Booth	Daily Thank You in Mobile App Posted by AES	Daily Thank You Announcement in Exhibit Hall
BENEFACTOR $500,000+	Full Sign (38.25' x 84')			10		6				
LEADER $250,000+	Full Sign (38.25' x 84')			7		4				
PARTNER $100,000+	2/3 Sign			6		3				
SUPPORTER $50,000+	1/2 Sign			5		2				
CONTRIBUTOR $25,000+	1/4 Sign			4		1				
ADVOCATE $10,000+	1/8 Sign			3						
PATRON $5,000+	Listing			2						

2021 SUPPORTERS

BENEFACTOR LEVEL
Eisai Inc.

LEADER LEVEL
UCB, Inc.
SK Life Science, Inc.
Greenwich Biosciences, part of Jazz Pharmaceuticals

PARTNER LEVEL
Zogenix, Inc.
Supernus Pharmaceuticals, Inc.
Marinus Pharmaceuticals, Inc.
Neurelis, Inc.

SUPPORTER LEVEL
LivaNova
Takeda Pharmaceuticals
BIOCODEX, Inc.
Upsher-Smith Laboratories, Inc.
Nobelpharma America, LLC
Medtronic

CONTRIBUTOR LEVEL
Xenon Pharmaceuticals Inc.
NeuroPace, Inc.
BioMarin Pharmaceutical Inc.
Zeto, Inc.

ADVOCATE LEVEL
Persyst Development Corporation
Advanced Global Clinical Solutions Inc.
Prasco Laboratories
Sunovion Pharmaceuticals Inc.
Cadwell Industries, Inc.
GW Pharmaceuticals, part of Jazz Pharmaceuticals
Natus Medical
Rhythmlink International, LLC
MEGIN Oy
Aquestive Therapeutics, Inc.
Ceribell
Compumedics/Neuroscan
Micromed
Stoke Therapeutics
Zimmer Biomet
Nihon Kohden America, Inc.

PATRON LEVEL
Neurocrine Biosciences, Inc.
Neuralynx, Inc.
Stratus
Ad-Tech Medical Instrument Corp.
Micromed
BioSerenity, Inc.
Epilepsy Foundation
FHC, Inc.
IntraNerve Neuroscience
Lifelines Neurodiagnostics Systems, Inc.
Neuro Event Labs
Neurovative Diagnostics
Next Gen Neuro
PMT Corporation
Ripple Neuromed
Blueprint Genetics

Your AES Exhibit Booth. TAKE YOUR PLACE AT THE EPILEPSY MEETING

YOUR AES EXHIBIT BOOTH OFFERS DIRECT CONTACT TO THOUSANDS OF EPILEPSY DECISION-MAKERS

$3,300 per 100 square feet of exhibit space
$150 for each exposed corner

RESERVE EXHIBIT SPACE: CLICK HERE

Attention Nonprofit Organizations! AES provides an Epilepsy Resource Area for nonprofit organizations involved in advocacy, patient outreach, patient services, and research funding. The $500 exhibit fee includes a 6' draped table, two chairs, carpet and one wastebasket. **Reserve now.**

INCLUDED IN YOUR EXHIBIT PACKAGE

- 4 Exhibit Hall badges per 10' x 10' booth
- 2 Exhibit Hall badges per nonprofit booth
- Company listing in Program Book
- Online exhibit listing
- Black and white identification sign
- Lunches, refreshments, poster sessions, and prize drawings in the Exhibit Hall to promote traffic
- Pre- and post-show electronic list of registered attendees (direct mail addresses only)
- Complimentary VIP passes to invite your best customers to the Exhibit Hall
- Priority sign-up for the 2023 Annual Meeting in Orlando, FL.

PLUS!

Earn **THREE** priority points for booking at least two rooms (two-night minimum each) per 100 square feet of exhibit space within the official AES hotel block.

All products and services proposed for exhibition relate specifically to the practice and advancement of the diagnosis, treatment and prevention of epilepsy, or the education of those treating or conducting research related to epilepsy and their patients.

RESERVE YOUR BOOTH TODAY

Act now: Exhibit space is selling quickly!

Applications for exhibit space must include a 50% deposit payment, payable in U.S. funds or drawn on a U.S. bank.

Quick and easy: reserve your booth online with a credit card.

QUESTIONS ABOUT BOOTH RESERVATIONS?

Contact Angel Law Phone: 312-883-3800 x103
Email: alaw@aesnet.org

VIEW HALL FLOOR PLAN: CLICK HERE

EXHIBITOR RULES AND REGULATIONS

EXHIBIT HALL SCHEDULE

EXHIBITOR MOVE-IN

Thursday, Dec 1 . . . . 8:00 AM – 5:00 PM
Friday, Dec 2 . . . . . 8:00 AM – 5:00 PM
Saturday, Dec 3 . . . . 8:00 AM – 10:00 AM

SHOW HOURS

Saturday, Dec 3 . . . . Noon – 6:00 PM
Sunday, Dec 4 . . . . . 10:00 AM – 4:00 PM
Monday, Dec 5 . . . . . 10:00 AM – 2:00 PM

EXHIBITOR MOVE-OUT

Monday, Dec 5 . . . . . 2:00 PM – 10:00 PM
Tuesday, Dec 6 . . . . 8:00 AM – Noon

Any items or exhibit materials on Epilepsy Resource Area tables must be cleared by the exhibitor by 5:00 PM on Monday, Dec 5.

Office Rentals. PRIVATE MEETING SPACE ON THE SHOW FLOOR

RESERVE EARLY--NUMBER OF OFFICES AVAILABLE IS LIMITED

Sometimes the trade show floor gets a little busy for the deeper, one-on-one discussions with attendees interested in your products. Office rentals, available for extended hours beyond the exhibit floor hours, are available.

HOURS

EXHIBIT HALL HOURS

Saturday, Dec 3 ..... Noon – 6:00 PM
Sunday, Dec 4..... 10:00 AM – 4:00 PM
Monday, Dec 5 ..... 10:00 AM – 2:00 PM

BEFORE AND AFTER EXHIBIT HALL HOURS

Saturday, Dec 3. ..... 6:00 PM – 7:00 PM
Sunday, Dec 4..... 7:00 AM – 10:00 AM
Sunday, Dec 4.....4:00 PM – 7:00 PM
Monday, Dec 5 ..... 8:00 AM – 10:00 AM

OFFICE RENTAL COST

10′ X 20′ (200 SQ. FT.)

Saturday or Sunday only (limited inventory)...$3000
Monday only (limited inventory)..... $2500
Any two days $5500
All three days $6500

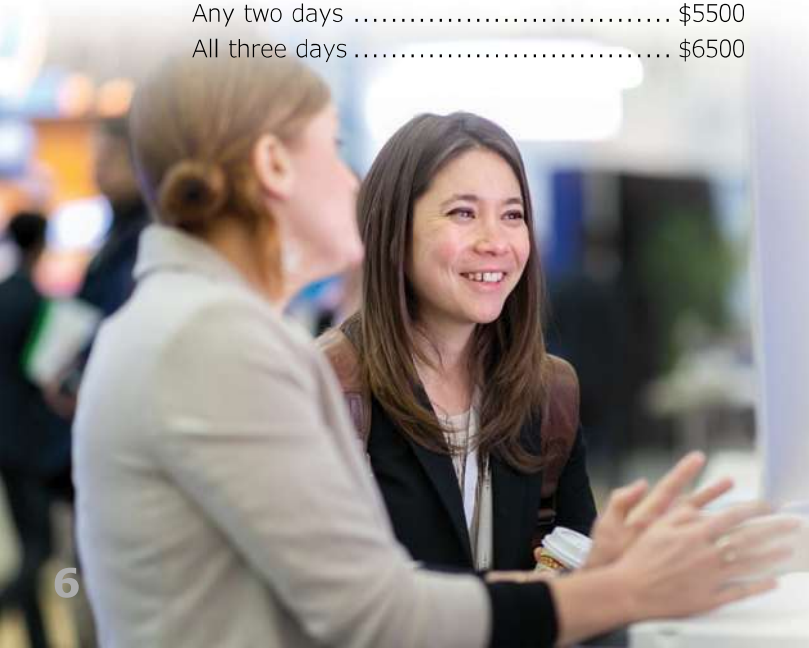
WHAT'S INCLUDED

- Hard wall office inside the Exhibit Hall
- Carpeting
- 6′ draped registration table with two chairs
- 22″x28″ sign with easel displaying office three-day schedule (company name only)

Each company is responsible for all other costs associated with its participation, including but not limited to, audiovisual, food and beverage, additional lighting, furnishings, drayage, labor, and any other fees.

Orders can be placed using the exhibitor services manual, which will be available by Mid-August.

Exhibitors will be given a pass to give to attendees to access the hall for meetings before and after exhibit hall hours.



QUESTIONS ABOUT OFFICE RENTALS?

Contact: Angel Law
Senior Manager, Industry Relations
Phone: 312-883-3800 x103
Email: alaw@aesnet.org

Reservation Deadline: November 18, 2022

OFFICE RENTAL APPLICATION: CLICK HERE

RULES AND REGULATIONS

Any activities outside of physician and company internal meetings need to be approved by show management at least 60 days in advance. Offices may be used for meetings. For product theaters, attendee training sessions or activities, and satellite education, please see the sponsorship and advertising pages of this prospectus.

All guests in the office space must be badged AES Annual Meeting attendees.

Any videotaping or photography in the office space must be pre-approved by show management and must adhere to AES Audio and Audiovisual Policies in the Exhibit Hall, which can be found in the exhibitor service manual.

Priority office selection is given to exhibitors reserving all three days.

OFFICE ACCESS

Exhibitor is responsible for office keys during rental period and will need to coordinate access for catering/outside vendor deliveries. Please notify show management 60 days in advance if additional office keys are required (fees may apply).

For meeting space outside the exhibit hall, see In Conjunction With (ICW) information on page 20 of this prospectus. Requests for ICW meetings will open in late August.

Innovation Pavilions. ADDITIONAL SPACES FOR EXHIBITOR OUTREACH

Located inside the Exhibit Hall, four Innovation Pavilions are available—to paid exhibitors only—at the 2022 Annual Meeting. Pavilions offer your company the opportunity to conduct meetings away from the hubbub of the show floor, hold small gatherings of targeted attendees with a speaker, or engage attendees with your brand in creative new ways. Plus, AES will promote Pavilions both before and during the meeting.

PROMOTION PROVIDED BY AES

Pre-meeting:

- Promotional email sent to AES members and Annual Meeting registrants to increase awareness of Innovation Pavilions

On-site:

- Listing in the on-site Program Book and Mobile App
- Signage in the exhibit area

Please note that all of the above activities will promote the Pavilions as a whole. Participating companies may choose to do independent promotions. Promotions may not imply endorsement by AES.

HOURS

The Pavilions are open during exhibit hours:

Saturday, December 3 ..... Noon - 6:00 PM
Sunday, December 4 ..... 10:00 AM - 4:00 PM
Monday, December 5 ..... 10:00 AM - 2:00 PM

QUESTIONS ABOUT INNOVATION PAVILIONS?

Contact: Angel Law
Senior Manager, Industry Relations
Phone: 312-883-3800 x103
Email: alaw@aesnet.org

COST

30' X 40' (1,200 SQ. FT.)

Three day Rental $15,000
Two day Rental $12,500
One day Rental (limited inventory available)... $9500

Add-on

Contact AES about upgrading your Pavilion with soundproof walls.

INCLUDED

- Three additional exhibit-only passes for your Pavilion
- Hard wall area inside the Exhibit Hall
- Carpeting
- Registration table with two chairs
- 22"x28" sign with company name and Pavilion title, plus ten word description

Each company is responsible for all other costs associated with their participation, including but not limited to audiovisual, food and beverage, additional lighting, furnishings, drayage, labor, and any other fees associated with participation. Once per day vacuuming is covered by AES. Orders can be placed using the exhibitor service manual.

Reservation Deadline: November 18, 2022

PAVILION APPLICATION: CLICK HERE

RULES AND REGULATIONS

All proposed Pavilion activities must be approved by Angel Law in advance of the show.

No hanging signs or structures over 8' are allowed in the pavilions.

All Pavilion staff and attendees must be badged AES Annual Meeting attendees.

Any audio recording, video recording, or photography in the Pavilion must be pre-approved by Angel Law and must adhere to the AES Audio and Audiovisual Policies in the Exhibit Hall to be found in the exhibitor service manual, which will be available in Mid-August.

To be included in AES print and promotional materials (program book, mobile app, e-blast, on-site signage), Pavilion description must be submitted by Friday, September 30, 2022. The 10 word description will be used in an eblast to all registered attendees.

PAVILION ACCESS

Pavilion renters may access the Pavilion for set-up at 8:00 AM each day. Pavilions must be cleared by the renter by one half hour after the Exhibit Hall closes on the last day of your rental.

Exhibitor is responsible for securing the space and will need to coordinate access for catering/outside vendor deliveries.

Stand Out From the Crowd. SPONSORSHIPS AND ADVERTISING

CREATE AN OUTREACH PACKAGE THAT FITS YOUR MARKETING GOALS AND BUDGET

Get your message in front of AES members in multiple ways while in Nashville—from the airport, to the 100 square foot media wall, to sleeping room door drops, to the Program Book that every attendee receives. And much more! You can also attach your brand to the frequently visited coat check, strategically located hand sanitizers, cell phone charging stations, and coffee breaks —or one of many other sponsorship opportunities.

OPPORTUNITIES AT-A-GLANCE

REACH OUT WITH TARGETED ADVERTISING

Exclusive! Hotel Key Cards and Jackets $69,000
Program Book Advertising ..... $4,800 to $16,750
Abstract Guide Print Advertising $7800
Exclusive! Program Book Belly Band $18,000
Semi-Exclusive! Footprints to Your Booth $18,000
Sleeping Room Door Drop ..... $5100 to $25,000
Daily Connect Email Ads ..... $1200 to $6000
Media Wall Advertising ..... $2500 to $8000
Exclusive! Email to AES Attendees $25,000
NEW!! Exclusive! Re-targeted Display Ads $36,000
Exhibit Hall Lunch Table Ads (ELC ONLY) ..... $200 for 25
NEW!! Exclusive! 9 Panel Video Wall Display $14,000
NEW!! Exclusive! Third level Large Window Ad .. $37-49,000
NEW!! Exclusive! Large HQ Hotel Facing Cling $88,000
Semi-Exclusive! Full Wall Display by Exhibit Hall ... $34,000
NEW!! Exclusive! Exhibit Hall Dormers $27,000
NEW!! Exclusive! Exhibit Hall Aisle Signs $16,000
NEW!! Exclusive! Escalator Clings.....$25,000 per level

GET NOTICED OUT AND ABOUT

NEW!! Baggage Claim Digital Network $9500
NEW!! Nashville Billboards $12-24,000
NEW!! Exclusive! Large Outdoor Digital Signage $22,000

ENHANCE ATTENDEE EXPERIENCE

Exclusive! Mobile App Sponsorship $85,000
Exclusive! Speed Networking Sponsorship $21,000
Exclusive! Complimentary Coat Check $25,000
Exclusive! Premium Passport to Prizes $16,000
Passport Booth Traffic Promotion Slot $2500
Exclusive! Attendee Step Challenge $31,000
Semi-Exclusive! Park Benches in Exhibit Hall .. $16,000 each
Exclusive! At-A-Glance Meeting Guide $18,000
NEW!! Exclusive! Resume Workshop $12,500
NEW!! Exclusive! Interview Skills Workshop $12,500
Cell phone chargers ..... 6 for $33,000
Hand Sanitizer Totems ..... 10 for $38,000
Pop-up Events ..... Let's Discuss

ATTACH YOUR BRAND TO INFORMAL LEARNING

Product Theater $30,000
Exclusive! Print Abstract Guide Sponsorship $23,000
Exclusive! Abstract Online Search Sponsorship ... $27,000
Exclusive! Epilepsy Quiz-A-Day Game $27,000
EEG Course for Residents Sponsorship $9000
Diversity & Equity Poster Session $16,000
Women in Epilepsy Professions Luncheon $16,000
Special Interest Group Sponsorship $5000
Investigator Workshop Sponsorship $5000
Hoyer Lecture Sponsorship $5000
Satellite Symposia $32,000
Scientific Exhibit ..... $6000 to $22,500
Invitational Presentations ..... $5000 to $10,000

SUPPORT HIGH TRAFFIC EVENTS & SERVICES

Exhibit Hall Opening Sponsorship $18,000
NEW!! Exclusive! Game Lounge $22,000
NEW! Stick-and-Stack Ribbon Sponsorship $22,000
Exhibit Hall Boxed Lunches ..... $18,000 each day
Coffee Breaks in Exhibit Hall ..... $7800 each
Poster Session Breakfast $10,000
President's Reception ..... $5-$25,000
AES Fellows Reception $16,000
Leadership Breakfast Sponsorship $12,500
Pop-up Popcorn Stand! ..... $5500 per day

CONNECT YOUR BRAND TO PATIENT INTERESTS

Hoyer Lecture Webcast $13,000
Epilepsy Leadership Council (ELC) Luncheon $12,500
Exclusive! Thought Leader Theater $50,000
Exclusive! Hotel Room Dark Channel Sponsorship . $30,000
Epilepsy Leadership Council (ELC) ..... $7500 to $50,000

GROW THE EPILEPSY TALENT PIPELINE

Equipment Auction .....$5000 to $50,000 (in kind)
Wine Event Sponsorship $11,000
Palate Power Puzzle Sponsorship $3700
Onsite Career Fair Table $3500
Online Career Fair Participation $2500

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

Deliver Your Message. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

REACH OUT WITH TARGETED ADVERTISING

EXCLUSIVE! Hotel Key Cards and Jackets $69,000

Put your company name in the hands of attendees staying at AES hotels. Current room block is over 8000 sleeping nights. Attendees use key cards several times per day.

Program Book Advertising ..... $4800 to $16,750

The guide to the Annual Meeting—92% of attendees report referring to this guide often during the meeting. Cost based on position, size, and color. Four color positions: Back cover: $16,750; Inside front cover: $14,750; Inside back cover: $14,750; Run of book: $7800. Black and white inside full-page $4800. Limited availability.

Abstract Guide Advertisement $7800

Full page, four color ad. Run of book.

EXCLUSIVE! Program Book Belly Band..... $18,000

High impact item! Your unbranded message wrapped around every program book handed out to every AES attendee!

SEMI-EXCLUSIVE! Footprints to Your Booth $18,000

Only available to two supporters: provide 1' by 1' footprints with your logo to direct attendees to your booth. Footprints can originate from the door of the Exhibit Hall or from a food service station—your choice.

Single Advertiser Sleeping Room Door Drop .... $15,000 to $25,000

AES attendees will wake up to your message and your message only in the Thurs, Fri, Sun, or Mon Exclusive Door Drop delivered to sleeping rooms.

Multiple Advertiser Sleeping Room Door Drop.....$5100/piece

Your message will be delivered on Saturday night — the perfect time to connect with attendees in their rooms at most AES hotels. Great way to promote traffic to your booth, your pavilion, or your scientific exhibit.

NEW! *AES 2022 Daily Connect* Email Ads ..... $1200 to $6000

The *AES 2022 Daily Connect* email will be sent out to all attendees every evening (Thursday, December 1 - Monday, December 5) during the Annual Meeting. Two positions available: Skyscraper and Footer. Reserved for exhibitors with booth size of 400 square feet or less, or noncommercial exhibitors with a scientific exhibit.

Media Wall Advertising ..... $2500 to 8,000

Purchase a 10, 30 or 60 second spot to rotate on a 100 square foot state-of-the-art LED video screen near registration. Visible by traffic for registration, to/from exhibit hall and to/from sessions. Produce your own video (no sound, please) or AES can put together a PowerPoint ad with content you provide.

EXCLUSIVE! Email to AES 2022 Attendees $25,000

Land your message in the inboxes of registered attendees, first thing in the morning on your assigned day of the AES 2022 Annual Meeting—and a second time either during the two weeks preceding the meeting OR during the six week period after the meeting.

NEW!! EXCLUSIVE Re-targeted Display Ads $36,000

Extend you message's reach all over the Internet. Visitors to the AES Annual Meeting website from September 1st to December 31st. Potential and actual registrants who stop by to check on the schedule, program, and other AES 2022 information will be cookied so your ad appears when those users browse other websites.

Exhibit Hall Lunch Table Ads .....$200 for 25

Reach attendees when they are relaxing for a moment during meals in the exhibit hall seating area. Your AES-approved message, will be placed in a metal stanchion or on the table. Piece may be two-sided. *This opportunity is limited to members of the Epilepsy Leadership Council (ELC).*

NEW!! EXCLUSIVE! 9 Panel Video Wall Display $14,000

Attendees staying at the Renaissance and Sheraton (over 40% of the AES 2022 sleeping room block) are expected to reach Music City Center on a pedestrian route that will enter at John Lewis Way (5th) and Demonbreun. What will they see upon entering? Your video on a nine panel video wall totaling 55 square feet (10'x 5'6").

Build Momentum. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

REACH OUT WITH TARGETED ADVERTISING (Continued)

NEW!! EXCLUSIVE! Third level Large Window Ad $37-49,000

Located on the Exhibit Hall and Registration level. This area is available for branding either a hanging banner or clings. This location is positioned for great exposure to the Grand Lobby (single sided option) or offers exterior exposure to landmarks such as Bridgeston Arena, Renaissance Hotel.

NEW!! EXCLUSIVE! Large HQ Hotel Facing Cling $88,000

The biggest advertising opportunity of AES 2022! This huge cling on the Music City Center Lobby level window facing the Omni (HQ hotel)

SEMI-EXCLUSIVE! Full Wall Display by Exhibit Hall $37,000

Plaster your message from floor to ceiling! These full wall 4C printed panels are 120" H x 834" W are located in a high traffic area near the Exhibit Hall and Registration

NEW!! EXCLUSIVE! Exhibit Hall Dormers $27,000

Exhibit Hall Dormers tower from above level 3 concourse, Exhibit Hall and registration level. Display your company's brand over the largest screens in the Music City Center. The screens can be displayed full size or divided into three sections, allowing for more customization. There are three sections available, two will be available for the sponsor. The bottom section will be reserved for AES messaging.

NEW!! EXCLUSIVE! Exhibit Hall Aisle Signs $16,000

Have your company logo prominently displayed on these vertical hanging aisle signs that will help attendees navigate the busy Exhibit Hall. Sponsorship includes (10-12) aisles with one sign per aisle

NEW!! EXCLUSIVE! Hotel Escalator Clings $25,000

Located on the Level 1 entrance from The Renaissance hotel. Have your company's logo and/or product prominently displayed. All sets of escalator clings are available.

GET NOTICED OUT AND ABOUT

NEW!! Baggage Claim Digital Network $9500

Get noticed at the Nashville International Airport. The airport has three main concourses for both international and domestic travel. The baggage claim digital network has (1) 10-second spot on all screens for a 2-week period.

NEW!! Nashville Billboards ..... $12,000 to $24,000

Stand out on Interstate 40 with a 14' x 48' billboard to target traffic approaching downtown Nashville as well as traffic departing the airport traveling to Music City Center. Included: 1 creative, production, and installation for a 2-week display.

NEW!! EXCLUSIVE! Large Outdoor Digital Signage $22,000

The Music City Center's outdoor marquees provide an excellent opportunity to make a powerful statement with 4 sided 10' x 15' LED Screens. Your slide would rotate with other MCC content.The loop will run 24/7, from Thursday 12/01 to Tuesday 12/06.

ENHANCE ATTENDEE EXPERIENCE

EXCLUSIVE! Mobile App Sponsorship $85,000

Frequently opened and used by attendees! Mobile App will be live for a designated period of time prior to, during, and after the conclusion of the meeting. Heavily promoted by AES. Sponsor appears on splash screen.

EXCLUSIVE! Speed Networking Event $21,000

Sponsor this fun and useful event that brings together the most accomplished professionals with the brightest clinical and research minds in epilepsy's future.

EXCLUSIVE! Complimentary Coat and Bag Check..... $25,000

Great opportunity for five-day visibility! Attendees can drop off coats and store bags, and you can provide claim tickets with your message.

Park Benches in Exhibit Hall ..... $16,000 each

Single bench or double-sided bench with back as advertising panel and floor decal. Placed in high traffic area of exhibit hall. Maximum of three to be sold on exhibit hall floor.

Build Momentum. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

ENHANCE ATTENDEE EXPERIENCE (Continued)

EXCLUSIVE! Premium Passport to Prizes $16,000
Your company's booth will serve as the drop off location for completed Passports to Prizes. On the last day, your company will host the Grand Prize drawing.

Passport to Prizes $2500
Bring AES attendees to your commercial booth, medical affairs booth, or pavilion with this popular booth traffic promotion. Attendees get "Passport" stamped at your booth. Daily prize drawing. Participation limited to twenty companies. Order early: passport slots typically sell out before the deadline.

EXCLUSIVE! Attendee Step Challenge..... $31,000
Your company name and logo will reach both attendees and non-attending members who will download a simple app that will count their steps during a specified number of days during the AES meeting! Great reach and lots of fun!

EXCLUSIVE! At-A-Glance Meeting Guide $18,000
Handy booklet format with key meeting information. Supporter name and logo on front, your ad on back cover. Supporter booth location highlighted.

NEW! EXCLUSIVE! Resume Workshop..... $12,500
A great attraction for early career attendees, this sponsored resume workshop will give attendees tips and tricks to make sure their resume stands out. Lecture style workshop. No individual resume evaluation.

NEW! EXCLUSIVE! Interview Skills Workshop..... $12,500
This sponsored interview skills workshop will give attendees help attendees impress in their next interview. Lecture style workshop.

EXCLUSIVE! Cell phone chargers .....6 for $33,000
Conveniently located inside and outside exhibit hall. Different styles all have options for decals, some with LED displays for approved ad.

EXCLUSIVE! Hand Sanitizer Totems .....10 for $38,000
Stations can be placed near elevators, escalators, registration area, and on exhibit floor. Each hand sanitizer station is custom branded with your message.

NEW! Pop-up Events ..... Let's Discuss
Time to get creative! Let's discuss your idea. Shhh... we will want to surprise the crowd with these.

SUPPORT HIGH-TRAFFIC EVENTS AND SERVICES

EXCLUSIVE! Exhibit Hall Opening Sponsorship $18,000
Biggest buzz of the meeting! Outside the exhibit hall, a musical group (jazz band or local high school musicians) wearing t-shirts with your logo will focus attention and lead attendees into the hall and play as attendees enter.

EXCLUSIVE! NEW! Game Lounge..... $22,000
Your company's branded game lounge will become a center for relaxing on the exhibit floor. Your lounge will be filled with comfortable furniture and table games—maybe even a couple of attention-grabbing life size games! Attendees can sit, chat, and unwind with fun activities in this space. This area will not require an attendant from your company.

EXCLUSIVE! NEW! Stick-and-Stack Ribbon Booth $22,000
Your sponsorship will make badge ribbons "a thing", with a heavily promoted, staffed, upgraded ribbon pick-up area in the popular AES MEMBER CENTER! that the majority of attendees will visit. Sponsor signage in the ribbon area and other recognition.

EXCLUSIVE! Exhibit Hall Boxed Lunches ..... $18,000 Per Day
The quickest way to an attendees heart is through their stomach! Signage and acknowledgment in Program Book. Company name and logo on napkins and cups.

Generate Excitement. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

SUPPORT HIGH-TRAFFIC EVENTS AND SERVICES (Continued)

Coffee Breaks in Exhibit Hall ..... $7800 each

Signage and acknowledgement in Program Book and use of company name on napkins and cups, provided by sponsor.

EXCLUSIVE! Poster Session Morning Coffee Sponsorship ... $7800

Science takes center stage in the high-traffic AES poster sessions and Monday's complimentary continental breakfast is an added attraction. Sponsor receives signage and can provide napkins.

President's Reception ..... $5000 to $25,000

Multiple sponsors at a minimum of $5000 are welcome to support this gathering of key opinion leaders. Non-profit, university, or medical center sponsors only, please.

EXCLUSIVE! AES Fellows Reception $16,000

The AES Fellows program attracts some of the best and brightest early career talent in epilepsy. Your sponsorship will be featured in the program book description of the event, in signage posted in the registration area, in the mobile app, and on signs at the event.

EXCLUSIVE! Leadership Breakfast Sponsorship $12,500

Exclusive opportunity for a non-profit sponsor to get recognition on all tables, on signage by the buffet line, and from the podium for this important key opinion leader event.

Pop-up Popcorn! ..... $5500 per day

Sponsorship includes your company name and logo on bags (depending on location) and attendant t-shirt. Lure attendees with the smell of popcorn! Potential locations on exhibit hall floor, outside scientific exhibits, or near escalators to/from sessions.

CONNECT YOUR BRAND TO PATIENT INTERESTS

EXCLUSIVE! Thought Leader Theater $50,000

A professional recording studio with TV anchor talent will conduct scheduled interviews over three days with AES and nonprofit thought leaders. The resulting professionally produced videos for nonprofits will include mention of your support.

Epilepsy Leadership Council (ELC) support ..... $7500 to $50,000

Lots of choices for supporting this 35+ member (all epilepsy-related organizations): general support; ELC Skill & Hill Day; luncheon at AES Meeting and more.

Epilepsy Leadership Council (ELC) Luncheon $12,500

Here's a great way to connect with the leaders of the epilepsy patient and advocacy community! Your company's sponsorship will be noted in the invitation to the event, on tent cards on the tables, and in the short remarks you are invited to make.

Build Momentum. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

CONNECT YOUR BRAND TO PATIENT INTERESTS (Continued)

EXCLUSIVE! Sleeping Room Dark Channel Sponsorship $30,000

When AES attendees head back to their rooms at the Omni, Renaissance, Westin or Sheraton for the night, the in-room dark channel on the television can be set to content produced by AES—and include your advertisement!—in a continuous loop of approximately five minutes.

EXCLUSIVE! Hoyer Lecture Webcast $13,000

Your company will be featured as the Webcast supporter and identified for one year as the supporter of the enduring content on YouTube and the AES online learning portal.

ATTACH YOUR BRAND TO INFORMAL LEARNING

Product Theater $30,000

One hour promotional forum for exhibitors to interact with AES attendees on the exhibit floor. Demonstrate products, provide up-to-date research findings, discuss patient education and therapeutic areas. Only four slots available.

EXCLUSIVE! Printed Abstract Guide Sponsorship..... $23,000

Printed guide (booklet) to hand out to all attendees; provides full coverage of the abstracts and poster area. Includes notice of your sponsorship on front cover and approved ad on back cover.

EXCLUSIVE! Abstract Online Search Sponsorship..... $27,000

Sponsor of the online search will be recognized under the search bar for three months. Mobile app and AES website will deliver users to this page.

EXCLUSIVE! Epilepsy Quiz-A-Day Game $27,000

Two quick online medical quizzes per day for two weeks leading up to and during the AES meeting—brought to all AES members and meeting attendees by your company to support awareness of the clinical content at the AES meeting. Promoted in AES member outreach. Your name and logo in all emails and promotions of activity.

EEG Course for Residents (Sponsorship) $9000

Opportunities for non-CME medical education grants and use of industry products for this pilot program. Live 1.5-day course for residents.

EXCLUSIVE! Diversity & Equity Poster Session.....$16,000

Poster session featuring work of professionals who identify with underrepresented minorities. Your company will be recognized in an ad in the program book and in signage at AES.

EXCLUSIVE! Women in Epilepsy Professions Luncheon $16,000

Up to 100 professionals across all career stages in epilepsy research, clinicial care, and education gather for networking and open communication. Your company gets podium time and signage.

Special Interest Group and Investigator Workshop Sponsorships $5000

Attach your brand to a special topic or issue in epilepsy. Attendees connect, exchange information, share resources, and conduct in-depth discussions during 90-minute meetings.

Hoyer Lecture Sponsorship $5000

Lecture targets both the professional and patient community.

Satellite Symposia $32,000

Approved industry-sponsored satellite symposia and workshops are available both for CME and non-CME. Click HERE for more info.

Scientific Exhibits..... $6000 to 22,500

Scientific Exhibits are opportunities for your company's scientists to share information about the current state of your company's research. Click HERE for more info.

Deliver Your Message. SPONSORSHIPS AND ADVERTISING

CONTACT AES FOR ITEMS MARKED "EXCLUSIVE". CLICK HERE TO ORDER NON-EXCLUSIVE ITEMS.

VISIT THE AES WEBSITE FOR AD SPECS AND RESERVATIONS

Invitational Education Presentations..... $5-10,000

Looking to provide education to a specific invitation-only audience? All meetings of any kind that involve AES Annual Meeting attendees must be approved by AES through its In Conjunction With (ICW) process, and AES does not allow education to be delivered via an ICW meeting.

GROW THE EPILEPSY TALENT PIPELINE

Equipment Auction .....$5000 to $50,000 (in kind)

Your company sells one of your products retailing at $5,000 or more and donates the proceeds to AES. Pioneered by Nihon Kohden in support of AES early career research programs, your donation from your equipment sale will benefit the Susan Spencer Fund for Clinical Education and Research and the Lennox & Lombroso Trust for Research and Training. AES will place an advertisement in the print program book (size dependent on the amount of your donation) to thank your company for your donation.

EXCLUSIVE! Wine Event Sponsorship $11,000

A must-do event for many AES current and past leaders. All proceeds after expenses are added to research grant endowments (Susan Spencer Fund and Lennox and Lombroso Trust) that support AES early career grant program that helps to grow the epilepsy talent pipeline.

EXCLUSIVE! Palate Power Puzzle Sponsorship $3700

Blind tasting game at AES Wine Event. Add to the fun at the wine event with this game that's a favorite with many AES KOLs. See who gets bragging rights for their skill in identifying the varietal, country, and vintage of five mystery wines. Your company's sponsorship of the Puzzle noted on labels (or brown paper bags!) that hide the identify of the mystery wines.

Onsite Career Fair Table in Career Center $3500

Do you have neurology-related jobs to fill at your hospital, private practice, university, or company? AES brings top talent at all career stages to its Annual Meeting. Your Career Fair table is a way to introduce your workplace to attendees. This event will be heavily promoted by AES in print and in digital communications. Limited number of tables still available.

Online Career Fair Participation $2500

Can't make it to Nashville, but have neurology-related jobs to fill at your hospital, private practice, university, or company? Participate virtually in the AES Career Fair and get your workplace in front of the top talent in epilepsy.

**Sponsorships sell out quickly.
Check availability and reserve your sponsorship or ad by contacting:**

**Angel Law
Senior Manager, Industry Relations
Phone: 312-883-3800, x103
Email: alaw@AESnet.org**

Scientific Exhibits. SPOTLIGHT ATTENTION ON YOUR COMPANY'S RESEARCH

APPLICATIONS DUE JULY 8, 2022

Scientific exhibits share information about the current state of your company's research. Separate from commercial exhibits, scientific exhibits are staffed exclusively by scientists and investigators.

GENERAL GUIDELINES

Scientific exhibits differ from traditional poster presentations in that a far broader range of material can be presented as a collection of topics (results of various clinical trials), or a thematic presentation of one aspect of drug development (e.g., all preclinical material). Presentation of a range of data will enhance viewer understanding of the evolution of drug and device development.

No references may be made to the scientific exhibit in the your commercial booth.

Exhibits must be scientific and/or educational and conservative in appearance (i.e., informational, not promotional). No promotion can be conducted in the scientific exhibit area and ***no commercial representative of the company can be present during display times.*** Language used in the exhibit should not suggest that compounds are proven safe and effective for any indications that are still investigational.

GENERATING AN AUDIENCE FOR YOUR EXHIBIT

Scientific Exhibitors are responsible for generating their own audience for their exhibit. AES will include the block of times and the location of Scientific Exhibits in its at-a-glance print and digital materials. AES will include exhibit titles, companies, and specific times/locations in the print program book and digital program.

A complimentary one-time use of the pre-meeting registrant list as of approximately Thursday, November 10 and the post-meeting registrant list with postal addresses only (no email addresses) will be provided to scientific exhibitors for AES approved outreach about their exhibit. Scientific exhibitors must comply with all AES guidelines regarding on-site signage or other promotion of their the scientific exhibit.

Additional resources for building your scientific exhibit audience can be found on pages 8-14 of this prospectus. Scientific exhibitors qualify to purchase advertising and sponsorships at the AES Annual Meeting.

WHAT'S INCLUDED

Scientific exhibits are held Sunday, December 4 and Monday, December 5. There will be concurrent exhibits open on Sunday and Monday in the time periods of 8:00 AM - 11:00 AM and 2:00 PM - 5:00 PM, with an "all day" option available.

LARGE ROOM

- $9000 for three-hour exhibit
- $22,500 for all day (8:00 AM - 5:00 PM) exhibit
- Twenty 4'X6' double-sided exhibit boards
- Four 8' skirted tables
- Exhibit listing in Program Book
- Site signage
- three complimentary one-day Exhibit Hall guest passes

MEDIUM ROOM

- $6000 for three-hour exhibit
- $15,000 for all day (8:00 AM - 5:00 PM) exhibit
- Ten 4'X6' double-sided exhibit boards
- Two 8' skirted tables
- Exhibit listing in Program Book
- Site signage
- Three complimentary one-day Exhibit Hall guest passes

FOR MORE INFORMATION
Justin Searle
Manager, Deveopment and Industry Relations
Phone: 312-883- 3800 x116
Email: jsearle@AESnet.org

SCIENTIFIC EXHIBIT INFORMATION: CLICK HERE

Application must be submitted by Friday, July 8, 2022.

You will be notified of the outcome of your application by Friday, July 29, 2022.

Invoices will be sent in early August. Payment will be due by Thursday, September 1, 2022.

Satellite Symposia. SHARE EPILEPSY-RELATED EXPERTISE THROUGH SPONSORED EDUCATION

APPLICATIONS DUE JULY 8, 2022

Satellite symposia and workshops provide an opportunity for industry supporters to share epilepsy-related expertise through sponsored education. Programs must be educational and not promotional. Programs may not duplicate any educational content offered at the AES 2022 Annual Meeting.

GENERAL GUIDELINES

Industry-sponsored education may offer CME/CE from a third-party accreditor, but CME/CE is not required. AES does not accredit or jointly provide industry satellite education.

Applications for industry-sponsored education will be reviewed by the AES Council on Education. Accepted applications must meet AES education standards for industry-sponsored education. If more applications are submitted than slots are available, the Council on Education will select the symposia and workshops it judges to have the greatest educational value to attendees.

Acceptable educational formats for industry satellite education may be a symposium or workshop that include presentations by speakers, panel discussions, films, video presentations, and hands-on activities. Past in-person satellite symposia have drawn between 100 to 200 attendees, depending on the topic and concurrent activities happening at the AES 2022 Annual Meeting. However, AES cannot predict nor guarantee the number or type of learners who will attend your symposium or workshop. AES does not schedule AES conflicting education sessions opposite satellite symposia.

GENERATING AN AUDIENCE FOR YOUR EXHIBIT

Satellite symposium sponsors are responsible for generating their own audience for their session. AES will include the block of times and the location of satellite symposia in its at-a-glance print and digital materials. AES will include session titles, companies, and specific times/locations in the print program book and digital program.

A complimentary one-time use of the pre-meeting registrant list as of approximately Friday, November 11 and the post-meeting registrant list with postal addresses only (no email addresses) will be provided to satellite symposium sponsors for AES approved outreach about their session. Sponsors must comply with all AES guidelines regarding on-site signage or other promotion of their the satellite symposium,

WHAT'S INCLUDED

Satellite symposia will be held Friday, December 2 through Monday, December 5 between 6:00 - 9:00 PM. Sessions may take place any time within the assigned period and do not need to run the full 3 hours.

AES will provide:

- A room with a standard AES session set up. If you choose to change the set-up of the room, please note: (1) you will need to work directly with the Hotel or Convention Center on logistical arrangements; and (2) you will be responsible for all costs related to setting up the room in your preferred style and re-setting it back to the original after your program.
- Complimentary black and white full-page advertisement in the printed program book.
- Outreach opportunities for purchase by sponsors of satellite symposia and workshops. See pages 8-14 of this prospectus for details on these opportunities.
- Signage in a high-traffic area of the meeting, listing industry satellite education events with dates, times, and locations.

Industry Satellite Symposium Fee Information

- Symposium or workshop of three hours or less: $32,000, in addition to $500 nonrefundable application fee
- If the application is accepted, the symposium/ workshop fee owed to AES must be paid in full

FOR MORE INFORMATION
Justin Searle
Manager, Deveopment and Industry Relations
Phone: 312-883- 3800 x116
Email: jsearle@AESnet.org

SATELLITE SYMPOSIA INFORMATION: CLICK HERE

Application must be submitted by Friday, July 8, 2022.

You will be notified of the outcome of your application by Friday, July 29, 2022.

Invoices will be sent in early August. Payment will be due by Thursday, September 1, 2022.

Education Support. ADVANCE THE LEARNING

SUPPORT OF ACCREDITED MEDICAL EDUCATION

The American Epilepsy Society encourages the professional development of physicians and other health care professionals by offering an array of activities to assist the learner in expanding their knowledge of topics in the field of epilepsy. AES is accredited with commendation by the Accreditation Council for Continuing Medical Education (ACCME).

AES will offer a minimum of approximately *70* AMA PRA Category 1 Credits™* at AES 2022 plus selected Nursing and Pharmacology credits. Several symposia are offered for CME credit, including:

- Presidential
- Epilepsy Specialist
- Annual Course
- Annual Fundamentals
- Epilepsy Therapies
- Best Practices in Clinical Epilepsy
- Pediatric State of the Art
- Interprofessional Care
- Merritt-Putnam
- Hot Topics
- Scientific
- Spanish
- The Judith Hoyer Lecture
- Advanced Practice Provider (APP) Symposium
- Dialogues to Transform Epilepsy
- North American Commission Symposium
- Translational Research

SPONSORSHIP OF NON-ACCREDITED EDUCATION

AES offers several opportunities to sponsor non-accredited education, including:

- Investigator Workshops: $5000 each
- Special Interest Group (SIG) meetings: $5000 each
- General conference support, starting at $10,000

Professional development opportunities are available to support researchers and clinicians, including:

- AES Fellows Program
- EEG Course for Residents
- Named Fellowships
- Nurse Awards
- Young Investigator Awards
- Seed Grants

FOR MORE INFORMATION ABOUT EDUCATION SUPPORT:
Contact: Justin Searle,
Manager Development & Industry Relations
Phone: 312-883-3800, x116
Email: jsearle@AESnet.org

EPILEPSY RESOURCE HALL

(Nonprofit Organizations Only)

Calling all 501(c)(3) organizations dedicated to epilepsy patient and caregiver education, support, and advocacy! AES provides a dedicated exhibit area for organizations involved in advocacy, patient outreach, patient services, and research funding. $500 per booth.

Secure your table top today!
Space is limited!

NONPROFIT BOOTH

EQUIPMENT AUCTION

Focus the attention of the epilepsy professional community squarely on your company's equipment by donating for auction—and support AES at the same time. Capital goods valued at $5,000 or more only, please.

To learn more, contact:
Susan Oliver,
Associate Executive Director, Advancement
Phone:312-883-3800, x 102
Email: soliver@AESnet.org

**subject to change*

Position for AES 2023. MAX YOUR 2022 PRIORITY POINTS

BOOTH SELECTION FOR THE 2023 AES ANNUAL MEETING IN ORLANDO STARTS AT AES 2022!

You will be invited to select your 2023 booth position in order of the 2022 priority points you have accumulated. The more points you earn, the better spot you can get on the exhibit floor in Orlando!

Here's the system for earning points:

- **Participation Points:** 1 point for each year of exhibiting since 2003. Only these points carry over to next year. Exhibitors who do not exhibit two years in a row may lose all participation points.
- **2022 Booth Size Points:** 1 point per 100 square feet.
- **2022 Housing Points:** Earn 3 priority points for booking at least two rooms (two-night minimum each) per 100 square feet of exhibit space within the official AES hotel block by October 10, 2022.
- **2022 Total Spend Points,** calculated as of the Wednesday before Thanksgiving:
  - BENEFACTOR: $500,000 and over = 13 points
  - LEADER: $250,000 to $499,999 = 10 points
  - PARTNER: $100,000 to $249,000 = 7 points
  - SUPPORTER: $50,000 to $99,999 = 5 points
  - CONTRIBUTOR: $25,000 to $49,999 = 3 points
  - ADVOCATE: $10,000 to $24,999 = 2 points
  - PATRON: $5000 to $9999 = 1 point

Reach your target audience year-round!

Advertise in *EPILEPSY CURRENTS*

For more information on Epilepsy Currents, contact Sajeevi Henry

Phone: (805) 618-4557
Email: Sajeevi.henry@sagepub.com

GET AN EARLY CHANCE AT YOUR PREFERRED 2023 HOTEL

Group hotel reservations for 2023 in Orlando will be staged according to 2022 recognition levels. Benefactors, Leaders, Partners,and Supporters—in that order—will have first pick of rooms, followed by Contributors, Advocates, and Patrons (combined as one group) prior to the general opening for group hotel reservations. 2023 booth payments must be up to date to participate.

Guidelines. SPONSORSHIPS AND ADVERTISING

Who qualifies as advertisers or sponsors? The following categories qualify to participate in the AES 2022 Annual Meeting as advertisers or sponsors, providing you meet all other requirements for participating in the AES Annual Meeting per AES Exhibitor Guidelines:

- 2022 commercial booth or nonprofit tabletop exhibitors
- 2022 scientific exhibitors
- Non-exhibiting companies with an epilepsy-related medicine or device in pre-commercial status, provided they don't already have a commercial epilepsy product
- Medical education companies providing a satellite symposium that is sponsored by a company that qualifies to purchase advertising or sponsorship opportunities
- Companies in Loss of Exclusivity status or going into LOE in 2022 that in the past two years reached Advocate Level or above in the AES recognition system through expenditures on *Epilepsy Currents* advertising, medical education grants, and charitable support—or will reach that level in 2023.

All advertising and sponsorship goes through AES. All advertising and sponsorship goes through AES. All companies and organizations participating in the AES 2022 Annual Meeting as exhibitors, sponsors, and advertisers of content targeted in any way at the professional epilepsy audience that appears during the 11/30/2022 to 12/11/2022 time period in the Nashville market must purchase these products from AES. **Note that advertising placements of a month or less that: (1) include these dates, (2) are targeted at the consumer market, and (3) are in or near venues or outlets where they can reasonably be expected to reach the AES professional audience will be considered targeted at professionals and therefore must be purchased through AES.** Advertising includes, but is not limited to, advertising on-site at the convention center and AES hotels and in-market advertising such as airport, billboards, signage in the central business district and on or near AES hotels, bus, taxi, clings, pop-ups, projection ads, mobile advertising, pedicabs, and other outdoor advertising.

Hotel advertising. AES does not allow advertising in conference hotels with the exception of advertising inventory offered by AES in the headquarters hotels.

Complimentary registrant mailing list. All exhibitors will receive (via the exhibitor newsletter) a link to the meeting registrant list on or about Friday, November 11, 2022 and again on or about Friday, January 6, 2023. Each is for a one-time only use. Only postal mailing addresses will be provided. AES does not provide email addresses.

- Each commercial booth, medical affairs booth (if separate from commercial), tabletop exhibit, scientific exhibit, Innovation Pavilion, and satellite symposium or workshop is entitled to one use of the pre-meeting registrant list and the post-meeting registrant list. Your mailing must be related to the AES item—e.g. exhibit booth, scientific booth, Pavilion, etc.—for which you are given a complimentary use of the list.
- Mailings using the pre-registration list must be mailed no later than Monday, November 28, 2022. Mailings using the final registration list must be mailed no later than Friday, February 24, 2023.
- The mailing list is sent via the exhibitor newsletter or a separate e-blast to the contact of record that your company has provided. Please contact this person on your team to get your copy of the list.

AES approvals for ads and mailings. All advertisements and mailings using the AES registrant list must be approved by the American Epilepsy Society in advance. AES can review your messaging and/or art in its early stages of execution in addition to reviewing the final for approval. Send all approval requests to alaw@aesnet.org and allow two business days for review.

Use of QR codes in advertisements. QR codes on print or digital advertisements are acceptable provided the code takes the user directly to a PDF of the document, i.e. a copy of the ad, and not to the advertiser's website.

References to AES in ads and mailings. Advertisements and direct mail outreach may include reference to the AES Annual Meeting, but it must not imply that the ad or mailer is from AES. During the review process, AES reserves the right to change language relating to the use of the American Epilepsy Society and/or to reduce the point size of the reference.

- Neither the AES logo nor the Annual Meeting logo may be used in any advertisement or mailer
- No version of "American Epilepsy Society", "AES", and "Annual Meeting" may appear in any URLs your company uses to support your program or product.
- The following reference to AES is not required, but may be used in all advertising, including airport, outdoor, taxi, hotel, and various onsite advertising: **AES 2022**.
- *Only* on materials viewed or used onsite at the convention center and hotels—including but not limited to program book ads, meeting guide, door drops, media wall ads, and room signs for scientific exhibits and satellite symposia—advertisers may use: **American Epilepsy Society 2022 Annual Meeting** or **AES 2022 Annual Meeting** in addition to **AES 2022.**

Messaging at the AES Annual Meeting. Please note these requirements for your corporate and branded product messaging based on where your advertisement will appear:

- Messaging on sponsored items and advertising inside the exhibit hall may include corporate messaging + logos and/or product messaging + logos. AES reserves the right to disallow corporate and/or product messaging and logos on items in the exhibit hall if there is a reasonable possibility that attendees may carry those items where corporate messaging might be visible in accredited education sessions.
- Messaging on sponsored items and advertising in the convention center but outside the exhibit hall may not include product messaging + logos, with the exception of ads appearing on the AES Media Wall, which may include product messaging + logos.
- Outdoor advertising and sponsorships (airport, taxi, shuttle buses, billboards, headquarters hotels, etc) may include a call to action and may include product messaging + logos as part of a larger corporate message. The product messaging + logo must appear smaller than the corporate messaging + logo.

Guidelines. SPONSORSHIPS AND ADVERTISING

Exhibitor group housing expectations. Companies exhibiting at the AES Annual Meeting are expected to house their staff and vendor teams in the AES hotel block for at least 80% of their room nights. Built into AES hotel contracts are minimum numbers of prime, competitively-priced sleeping rooms that help keep costs down for attendees, which helps attract the target audience for a successful exhibit hall. Rooms in the AES block must be sold or AES will face attrition fees and meeting room charges that will increase costs next year.

Right of First Refusal System. Companies or organizations that purchase an exclusive or premium sponsorship or advertising item will have the right of first refusal (ROFR) for that item at the subsequent Annual Meeting if it is offered in the subsequent year by AES. Prices for exclusive and premium items are subject to change each year.

In Conjunction With (ICW) Meetings. Space reservations for "In Conjunction With" (ICW) meetings will open by late August. Watch your exhibitor newsletter for the exact date. ICWs are any meetings that take place between Tuesday, November 29, 2022 and Wednesday December 7, 2022 in the Nashville area that include AES registrants. All such meetings or events, whether on-site at the AES meeting or off-site at a non-AES venue, are ICWs and must be approved by AES. Exhibitor team meetings with attendance limited to that company's staff and representatives may be held at any time.

- ICWs typically fall into one of these categories: Alumni Reunions/Receptions; Advisory Board Meetings; Committee Meetings; Board Meetings; Focus Groups; Press Conferences; Task Forces; and Social Events. ICW meetings may not provide either informal or accredited medical education.
- Attendance at an ICW event may not exceed 100 AES Annual Meeting registrants, (total over the course of the event), including your organization's representatives/ employees/staff.
- ICWs must be by invitation only to a select group of people. They may not be open to all AES Annual Meeting attendees.
- AES provides limited times over the course of the AES Annual Meeting that ICWs are allowed.
- Companies and organizations holding an ICW meeting are responsible for conforming to all rules relating to the times that ICWs are allowed and the requirements for promotional materials and signage.
- AES reserves the right to limit the number of ICW meetings and to not approve an ICW request.

Securing ads or sponsorships. Insertion orders plus specifications for Passport to Prizes, Program Book Advertising, Media Wall Advertising, Saturday Shared Sleeping Room Door Drop, Water Coolers, and several other advertising and sponsorship items will be available on the AES website. For other ads and sponsorships, contact alaw@aesnet.org or call 312-883-3800, x 103. Note that quantities are limited on many items.

Other opportunities. Commercial and non-profit supporters may propose additional advertising or sponsorship ideas that fit their 2022 outreach program. AES will review these ideas and if approved, provide prices for them.

Deadlines. Please note the following deadlines:

- Monday, September 12, 2022: Signed agreements and insertion orders due for items to be included in print Program Book.
- Monday, September 26, 2022: Deadline for submission of final, AES-approved art for the print Program Book.
- Friday, October 28, 2022: Signed agreements and insertion orders due for items to be included in on-site disclosure signage.
- After Friday, October 28, 2022: AES will make every effort to accommodate requests for sponsorships or advertisements if inventory is available. Prices for sponsorships and ads may increase after October 28 at the discretion of AES to cover cost increases incurred by late commitments.

AES Cancellation Policy

- No refunds on advertising or sponsorships if AES has already entered into contracts with fulfillment agencies or has otherwise incurred costs (e.g. design, print orders, print placements, food & beverage commitments, etc) to execute your ad or sponsorship--regardless of the timing of your cancellation.
- If AES has not entered into fulfillment contracts or incurred fulfillment costs at the time of your cancellation, AES will retain:
  - **20%** of the advertising or sponsorship fee if written notice of cancellation is received on or before **Wednesday, September 7, 2022**
  - **50%** of the advertising or sponsorship fee if written notice of cancellation is received between Thursday, September 8 2022, and **Wednesday, September 28, 2022**
  - **100%** of the advertising or sponsorship fee if written notice of cancellation is received after **Thursday, September 29, 2022.**
- **No refunds for cancellations after Thursday, September 29, 2022.**
- Cancellations must be received in writing by Angel Law at alaw@aesnet.org.
- If your advertisement or sponsorship is unpaid at the time of cancellation, you will still owe AES the amount reflected in your signed reservation form, insertion order, or memorandum of agreement, less the refundable amount per this policy.

Questions? Get quick answers.

Check out the AES 2022 video series for exhibitors on FAQ topics.

You'll get tips and guidance for making the most of the 2022 Annual Meeting.

Click HERE to visit the AES Exhibitor FAQ Page

Here to Help. AES CONTACT INFORMATION

JOIN AES TODAY! BECOME A PROFESSIONAL, ASSOCIATE, OR INTERNATIONAL MEMBER AND GET REGISTRATION DISCOUNTS!

JOIN AES: CLICK HERE

EXHIBITOR SALES, SPONSORHIPS AND ADEVERTISING

AngelLaw
Senior Manager,
Industry Relations
312-883-3800 x103
alaw@aesnet.org

SCIENTIFIC EXHIBITS, SATELLITE SYMPOSIA AND GENERAL QUESTIONS

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IMPORTANT DATES FOR EXHIBITORS

Early June	Group hotel reservations open at www.AESnet.org. Companies in top four recognition tiers have first-pick opportunity.
July 8	Scientific Exhibit Applications due (space assigned on first come basis)
July 8	Satellite Symposium Applications due
July 29	Scientific Exhibit confirmations sent out
July 29	Satellite Symposium confirmations sent out
Late August	In Conjunction With (ICW) Meeting Requests open
Mid-August	Exhibitor manual emailed
August 22	Exhibitor full payment due
Early September	Individual hotel reservations and exhibitor registration open
September 15	Exhibitor listing due
September 30	Last date for signed advertising and sponsorship agreements for items promoted in the print Program Book
October 10	Group hotel reservations deadline
November 1	Deadline for In Conjunction With meeting requests
November 1	Final Passport to Prizes deadline if slots are still available
November 1	Final Media Wall and Door Drop advertising insertion order deadline
November 1	Last date for signed advertising and sponsorship agreements for items disclosed in on-site signage
November 11	Complimentary direct mail list of registrants to date provided to all exhibitors for one-time use. All mailings must be approved by AES.
November 18	Individual hotel reservation deadline
November 18	Innovation Pavilion and Office rental deadline

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