PINNACLE PARTNERS

BENEFITS OF SPONSORSHIP

Each year, corporate supporters take advantage of the opportunity to work with the AANS through support of education, scientific research and marketing related programs and services. The AANS appreciates the investments companies make in the neurosciences and in continuing to foster excellence in all aspects of the specialty. Like you, the AANS strives to be "the best of the best"—a true leader in the field of neurosurgery. Your company's existing support of the AANS is an integral part of our ability to offer the highest quality educational programs, professional scientific meetings, most promising research fellowships and newest advancements in technology and patient care. To continue to do so, the AANS works with companies in ways that transcend traditional sponsorships and offer mutually beneficial outcomes to everyone.

This premise forms the foundation of the AANS Pinnacle Partners in Neurosurgery program. Pinnacle Partner companies receive added recognition, more involvement and greater exposure to the neurosurgical community. Explore with us creative new ways to reach potential customers while helping the AANS provide cutting- edge science, training and technology to current and future neurosurgeons.

AANS Pinnacle Partners in Neurosurgery are supporters of the AANS Resident Education courses (see pages 8-9 for more information). Together, we can help secure a solid future for the specialty, bridging the gap between the knowledge of today and the scientific discoveries of tomorrow.

To learn more about the Pinnacle Partners in Neurosurgery program, please visit http://www.aans.org/Corporate.aspx, and click on the "Pinnacle Partners Program" link.

PINNACLE PARTNER VIP BENEFITS

- Corporate executive participation in the AANS Corporate/ Leadership Council Meeting (summer)
- AANS review of industry-sponsored clinical trial design
- Recognition with company name and logo on AANS' website: www.AANS.org
- Company name and Pinnacle Partners program logo prominently displayed in the AANS Online Membership Directory
- Company name and Pinnacle Partners program logo prominently displayed in each issue of the AANS catalog
- Company name and Pinnacle Partners program logo prominently displayed in the AANS Annual Report
- Company name and company website link displayed in monthly AANS E-News e-blasts (one per year at $15,000; two per year at $25,000; three per year at $40,000)
- Acknowledgement in a full page advertisement in at least one issue of the AANS Neurosurgeon, AANS' socioeconomic membership publication
- Access to the AANSCodingToday.com: This online resource brings together all the claims coding resources and educational material into one convenient, searchable database. See http://aans.codingtoday.com/ for more information.
- One (1) corporate meeting with Development Committee Chair and other AANS volunteer leaders
- Verbal acknowledgement of Pinnacle Partners program support from podium at resident course(s)
- Participation by two (2) corporate representatives in "Think Tank" corporate breakfast or reception, in conjunction with resident education courses

Advances in the past decade in the management of patients with neurological disorder has resulted from the collaborative interaction of surgeons, scientists and the medical device industry in developing both better techniques and more effectively educating medical professional on best practice. The AANS Pinnacle Partners program helps facilitate this important interaction using the highest ethical standards.

Christopher Shaffrey, MD
Past AANS/CNS Joint Section on Disorders of the Spine and Peripheral Nerves Chair, University of Virginia

PINNACLE PARTNER ANNUAL MEETING BENEFITS

- Recognition as Pinnacle Partner on the sponsorship signage in the convention center/exhibit hall or electronically on monitors or handheld devices
- Participation in onsite focus group, with AANS leaders, to discuss current events/trends in the field of neurosurgery
- Companies receive 10 to 30 Priority Points based on investment
- Invitations for up to four (4) company executives (two (2) executives at the $15,000 level) to the AANS Opening Reception and President's Reception
- Invitations for four (4) company executives (2 executives at the $15,000 level) to the NREF Donor & Grant Recipient Reception, scheduled for Tuesday evening at the Annual Meeting
- Advertisement, including company name and Pinnacle Partners logo, in preliminary program and iPod touch®
- AANS Annual Meeting themed banner, with company logo and tagline (as space allows), to be hung above booth in exhibit hall
- Recognition as Pinnacle Partner on the plenary session screen prior to the start of the daily session
- Recognition as Pinnacle Partner on Patrons & Supporters electronic acknowledgement
- Acknowledgment on kiosk signage and/or television monitor signage in a high-traffic area of the convention center (if available)
- Acknowledgement posted in the annual meeting section of AANS website
- Acknowledgment in the AANS Resource Center
- Special badge ribbons to distinguish company and representatives as Pinnacle Partners
- Recognition as Pinnacle Partner in AANS Annual Meeting App on iPod touch, in eblast to meeting participants
- Recognition as Pinnacle Parnter in online advertisement in Annual Meeting section of www.AANS.org

AANS PINNACLE PARTNERS IN NEUROSURGERY

ADDITIONAL BENEFITS DEPENDING ON LEVEL OF SPONSORSHIP

- Inclusion in press release posted on www.AANS.org, recognizing AANS corporate support of Pinnacle Partners program
- One list/labels of entire AANS membership (use of list to be approved by AANS) (at $40,000, two (2) lists are available)
- Company can include Pinnacle Partners logo and link to AANS website in a strategic area of their corporate website, with prior AANS review

ADDITIONAL INVESTMENT*

(Accompanies renewal of other, existing corporate support commitments or new support):

- **$15,000** – secures all Pinnacle Partner VIP benefits
- **$25,000** – secures all Pinnacle Partner VIP and Annual Meeting benefits
- **$40,000** – secures all Pinnacle Partner VIP, Annual Meeting and Additional Benefits

* AANS Pinnacle Partners in Neurosurgery program sponsorship begins at time of commitment and lasts for one (1) year. Due to ongoing interactions with corporate partners, the list of program benefits as outlined above is continually evolving. If your company is interested in a benefit or recognition activity not listed here, contact the AANS Director of Development at (847) 378-0500.