

PINNACLE PARTNERS

Benefits of Sponsorship

Each year, corporate partners like you form alliances with the AANS through support of education, scientific research and marketing-related programs and services. The AANS appreciates your investment in the future of neurosurgery and continued 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 partnership with 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 needs to collaborate 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 our membership across all categories. Explore with us creative new ways to reach potential customers while helping the AANS provide cutting-edge science, training and technology to the neurosurgical community.

AANS Pinnacle Partner in Neurosurgery participating companies have the exclusive right to support the AANS Resident Education courses (see pages 4-5 for more information). Together, we can help secure a solid, more sophisticated future for all of us, bridging the gap between the knowledge of today and the scientific discoveries of tomorrow.

Pinnacle Partner VIP Benefits

- Corporate executive participation in the AANS Corporate/Leadership Council Meeting (summer)
- **NEW** – AANS review of industry-sponsored clinical trial design
- Recognition with company name and logo prominently displayed on AANS’ Web site: 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 Web site link displayed on biweekly AANS *E-News* e-blasts (one company is featured each month; two per Pinnacle Partner/per year at the \$25,000 level)
- 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 www.aans.org/membership/membership_b.asp for more information
- Annual leadership meeting with Development Committee Chair and other AANS leaders
- Verbal acknowledgement of Pinnacle Partners program support from podium at resident course(s)
- Participation by two (2) corporate representatives in a “Think Tank” corporate breakfast or reception, in conjunction with resident education courses

Pinnacle Partner Annual Meeting Benefits

- Recognition as Pinnacle Partner on the sponsorship signage in the convention center/exhibit hall
- **NEW** – Participation in on site 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 four (4) company executives (2 executives at the \$15,000 level) to the AANS Opening Reception, President’s Reception and Cushing Oration Luncheon at the AANS Annual Meeting
- 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 on site program guide
- **UPDATED** – 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, during the breaks, and at the conclusion of the session
- Recognition as a Pinnacle Partner on Pinnacle Partners flyer in meeting attendee's registration bag, distributed on site
- Acknowledgment on kiosk signage and/or television monitor signage in a high-traffic area of the convention center (if available)
- Acknowledgement posted in the Exhibitor Information section of AANS Web site
- Acknowledgment in the AANS Resource Center
- **NEW** – Overhead announcement of company's Pinnacle Partner status in exhibit hall (2 times per meeting)
- Special signage at company's exhibit booth indicating Pinnacle Partners program support
- Special badge ribbons to distinguish company and representatives as Pinnacle Partners

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 AANS membership (use of list to be approved by AANS) (at \$40,000, lists are available quarterly)
- Company can include Pinnacle Partners logo and link to AANS Web site in a strategic area of their corporate Web site
- Recognition at the headquarter hotel on the in-room monitor as an AANS Pinnacle Partner (if available)

Additional Investment*

(ACCOMPANIES RENEWAL OF EXISTING CORPORATE SPONSORSHIPS 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.



The AANS has been a leader in developing ethical guidelines for both organizations and individuals which permit and promote the continued important collaboration between physicians and industry for the betterment of our patients. The AANS Pinnacle Partners in Neurosurgery and NREF Corporate Associates programs are two of the best examples of how physician/industry cooperation can positively benefit neurosurgical education and research.



Troy M. Tippet, MD
2009–2010 AANS President, Pensacola, Florida

NEUROSURGERY RESEARCH & EDUCATION FOUNDATION

Founded by the AANS in 1981, the Neurosurgery Research and Education Foundation (NREF) has become the premier foundation supporting neurosurgical research studies. The NREF focuses its grant funding on well-conceived basic science, patient-oriented clinical and outcomes research projects for young neurosurgeons and neurosurgical residents in North America. The NREF-supported scientific investigations in areas such as aneurysms, biomaterials, brain tumors, epilepsy, low back pain, Parkinson's disease, spine disorders, sport-related injuries, and stem-cells, are cutting-edge, likely leading to advances in the diagnosis and treatment of these conditions. These research projects address necessary improvements in patient care and quality of life.

NREF Corporate Associates Program

As a prominent investor in research and education, your company can play a vital role in supporting the NREF and in shaping the future of neuroscience and neurosurgical patient care. The Corporate Associates Program allows corporate partners to build alliances with the leadership of the AANS and the NREF. It also serves as a vehicle for corporate contributions that further scientific advancement in neurosurgery. By becoming an NREF Corporate Associate, your company will receive many valuable benefits throughout the year, several of which are enjoyed in the spring at the AANS Annual Meeting. Some of the benefits include:

- Named two-year fellowship/award – \$75,000 and above
- One-year term on NREF Executive Council – \$75,000 and above
- Company listing and link on AANS Web site – \$50,000 and above
- Named one-year fellowship/award - \$40,000 and above
- Recognition in General Session at AANS Annual Meeting – \$20,000 and above
- **UPDATED** – Award presentation and invitation for four (4) company representatives to NREF Donor and Grant Recipient Reception scheduled for Tuesday evening at the AANS Annual Meeting – \$10,000 and above
- Invitation for two (2) to the NREF Research Symposium, scheduled for Tuesday afternoon at the AANS Annual Meeting – \$10,000 and above

CORPORATE SPONSORSHIP OPPORTUNITIES

1. GENERAL INFORMATION (Please type or print clearly)

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME TELEPHONE _____ DAYTIME FAX _____

CELL PHONE _____

E-MAIL ADDRESS _____

2. PAYMENT METHOD

Purchase order number (if needed) _____

Total Amount \$ _____

Payment enclosed (make check payable to AANS)

Charge my credit card

Visa MasterCard American Express

CARD NUMBER _____ EXP. DATE _____

NAME (AS IT APPEARS ON CARD) _____

SIGNATURE _____

I agree to pay above total amount according to card issuer agreement. Cancellations are not accepted. Please mail form with payment in full to AANS, 2370 Eagle Way, Chicago IL 60678-1023. If paying by credit card, the form may be faxed to: (847) 378-0600. **NOTE: Commitments for 2010 Annual Meeting sponsorship opportunities must be received by November 20, 2009.**

NERF Research Grant Program

- One-year Research Fellowship \$40,000
- Two-year Research Fellowship \$70,000
- One-year Young Clinician Investigator Award \$40,000
- Medical Student Summer Research Fellowship \$40,000
- Other Sponsorship \$ _____

Residents Program – sponsorship levels vary

- Endovascular Techniques Course
- Fundamentals in Spine Course
- MIS Course
- Nuances of Technique Course
- Pediatric Course
- Socioeconomic Course
- Spinal Deformity Course
- Stereotactic Radiosurgery Course

Scientific and Practice Management Education

- Master Series Courses – please send information
- Goodman Oral Board Prep Course
 - Exclusive \$20,000
 - Cosponsorship \$3,500
- MOC Course
 - Exclusive \$17,500
 - Audience Response System \$7,500
 - Faculty Participant Dinner \$5,000
 - Greenberg Distribution \$5,000
- Physician Extender Courses
 - Exclusive \$15,000
 - One Course \$8,000
- Coding and Reimbursement Seminars
 - Exclusive \$15,000
 - One Course \$6,000
 - Cosponsorship \$3,000

AANS/SNS Online Sessions

- Exclusive \$50,000
- Cosponsorship \$6,000
- From the Trenches
 - Exclusive \$10,000
 - Cosponsorship \$2,500
- Neurosurgeon as CEO
 - Exclusive \$10,000
 - Cosponsorship \$2,500

Public Education Initiatives

- Patient Education Materials – please send us more information

2010 Annual Meeting Commitments due 11/20/09

- AANS Quick Planner \$10,000
- Annual Meeting Scientific Program CD \$40,000
- Badge Lanyards \$15,000*
- Beverage Breaks (each) \$3,000
- Buses (exclusive) \$15,000*
- City Maps (exclusive sponsor) \$15,000*
- Cushing Oration \$60,000
- Developing Nations Physician Registration \$35,000
- Electronic Room Keys \$15,000*
- E-mail Stations \$25,000*
- Escalator Banner \$25,000*
- Footprints \$30,000*
- Handout CD \$12,000
- International Reception (exclusive) \$15,000
- Lunch in the Exhibit Hall \$15,000
- Newspaper Wraps at Headquarter Hotel
 - 1 day \$10,000*
 - 2 days \$20,000*
 - 3 days \$25,000*

- Nurses' Practical Clinic \$5,000
- Opening Reception (exclusive) \$60,000
- Plenary Sessions (each) \$15,000
- Practical Clinics for Residents and Fellows (each) \$7,500
 - Saturday AM PM
 - Sunday AM PM
- President's Reception (exclusive) \$50,000
- Registration Banner \$20,000*
- Registration for First 100 Nurses \$25,000
- Resident Reception \$25,000*
- Satellite Symposium (each) \$12,500
- Scientific Sessions (each) \$7,500
- Speaker Grants (domestic/each) \$3,000
- Speaker Grants (international/each) \$5,500
- Televator Messaging Visit www.televator.net
- Unrestricted Sponsorships starting at \$500
- Wrap around AANS Program Guide \$40,000
- Other _____

Pinnacle Partners in Neurosurgery Program

- \$15,000 – VIP benefits
- \$25,000 – VIP & Annual Meeting benefits
- \$40,000 – VIP, Annual Meeting & Additional benefits

TOTAL AMOUNT ENCLOSED

* plus expenses