

OCTOBER 4-6, 2020 • THE WESTIN BONAVENTURE HOTEL AND SUITES • LOS ANGELES, CA

# Sponsorship Application

**Contact** All materials will be sent to the person listed below.

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Company Information** Name will appear in final program as written below.

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Website \_\_\_\_\_

**Sponsorship fee must be received by August 21, 2020 to be recognized in the final program and on-site signage.**

### Sponsorships

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> President's Reception ..... \$50,000           | <input type="checkbox"/> Poster Reception (Multiple)..... \$15,000 | <input type="checkbox"/> Push Notification..... \$500        |
| <input type="checkbox"/> President's Reception (Multiple) ... \$12,500  | <input type="checkbox"/> Conference Bags..... \$11,000*            | <input type="checkbox"/> USB Memory Sticks..... \$11,000*    |
| <input type="checkbox"/> Past President's Dinner..... \$15,000          | <input type="checkbox"/> Conference Water Bottles..... \$12,000*   | <input type="checkbox"/> Charging Counters..... \$6,000*     |
| <input type="checkbox"/> Past President's Dinner (Multiple) ... \$5,000 | <input type="checkbox"/> Meeting Notebook..... \$6,000*            | <input type="checkbox"/> Inside Front Cover Ad..... \$3,500* |
| <input type="checkbox"/> Breakfast..... \$25,000                        | <input type="checkbox"/> Hotel Key Cards..... \$7,500*             | <input type="checkbox"/> Inside Back Cover Ad..... \$3,500*  |
| <input type="checkbox"/> Breakfast (Multiple)..... \$6,500              | <input type="checkbox"/> Lanyards..... <del>\$6,000</del>          | <input type="checkbox"/> Outside Back Cover Ad..... \$5,000* |
| <input type="checkbox"/> Boxed Lunch..... \$25,000                      | <input type="checkbox"/> Meeting Badge Sponsor..... \$13,000*      | <input type="checkbox"/> Inside Full Page Ad..... \$2,500*   |
| <input type="checkbox"/> Boxed Lunch (Multiple)..... \$6,500            | <input type="checkbox"/> Bag Insert..... \$2,000                   | <input type="checkbox"/> Inside Half Page Ad..... \$1,500*   |
| <input type="checkbox"/> Trainee Breakfast..... \$4,000                 | <input type="checkbox"/> Meeting Wi-Fi..... \$35,000               | <input type="checkbox"/> Satellite Symposium..... \$20,000   |
| <input type="checkbox"/> Junior Membership Reception..... \$10,000      | <input type="checkbox"/> Mobile App – Full..... \$20,000           |  |
| <input type="checkbox"/> Poster Reception..... \$40,000                 | <input type="checkbox"/> Mobile App – Banner Ad..... \$5,000       |  |

\*All artwork must be received by August 3, 2020.

**TOTAL:** \_\_\_\_\_

### Payment Information

**Check** Make check payable to the American Neurological Association. **Credit Card (Check one)**  Visa  Mastercard  AMEX

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV # \_\_\_\_\_

Name on Card \_\_\_\_\_

I have read "ANA's Policy to Maintain the Integrity of Accredited CME" on the proceeding page and agree to comply with all terms set forth in it.

Sponsor Signature \_\_\_\_\_ ANA Representative Signature \_\_\_\_\_

### ANA's Policy to Maintain the Integrity of Accredited CME

Planning and implementing activities to advance the practice and research of our neurologist-members requires diligence, skill, and adequate resources. The value commercial supporters and sponsors bring to ANA allows us to recruit top researchers and professionals in the field to educate members attending our events, and provide adequate space and resources for these educational activities to occur. Managing use of the funding supplied by commercial supporters, advertisers, exhibitors, and sponsors requires a delicate balance between maintaining purity and sterility of education, while at the same time offering value to those organizations that provide much-needed funding for our events. To guide us in this quest, we have developed this policy.

At the highest level, ANA meticulously adheres to the ACCME's Standards for Commercial Support: <http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support>. These standards dictate that at a fundamental level, accredited CME must be provided in a sterile environment. Promotion, solicitation, branding, or alike is strictly prohibited in any location (whether it be virtual or real-world) where CME is provided; this especially pertains to ACCME-defined Commercial Interests. More specifically, ANA outlines the following:

1. ANA defines the CME Activity as the educational sessions conducted during the annual membership meeting, or activities provided via the website online education center.
2. Meals that occur in the same space just prior to, during or immediately after the CME activity are considered part of the CME activity and may not include any commercial interest branding.
3. ANA does not consider social/networking events or meals held outside of the CME Activity to be a part of the CME activity.
4. ANA makes all decisions regarding disbursement of funds to pay all expenses for the meeting.
5. ANA does not apply funding received from ACCME-defined Commercial Interests to subsidize fees for meeting attendees, travel, lodging or other attendance at the event. Scholarships for member attendees are paid out of the registration fees or through allocation of member dues, as part of a scholarship program that is core to the mission of the organization.
6. ANA may use commercial support to pay for speaker expenses and honoraria, but the commercial interest has no opportunity to affect who or how much is received, and there is no mechanism to track specifically what income is used to pay for which speaker's expenses, barring the supporter from specifying a dollar allocation to a specific individual.
7. ANA does use funding from all sources (commercial and non-commercial) to pay for meals offered during the CME event, but these are buffet-style offerings and not offered as a mechanism for any commercial interest to market or otherwise promote their products.
8. If ANA supplies an attendee list to the commercial interest, it is accompanied by an appropriate use agreement.
9. ANA does not host social events or meals that compete with education.
10. Employees of commercial supporters and sponsors, while entitled to attend CME events as learners, are prohibited from soliciting members or handing out materials, giveaways in any area where CME is being held.
11. Employees of commercial supporters and/or sponsors are prohibited from participating in CME planning or implementation.
12. Individuals wishing to participate as planners, faculty, and/or reviewers for CME receiving non-salary remuneration from commercial supporters or sponsors are required to disclose this to ANA, at which point ANA will work with the individual to determine the degree to which they may participate in CME planning and implementation, and if and how these relationships are disclosed to learners. (See <http://myana.org/ana-financial-disclosure-policy> for ANA's policy and mechanism for collecting information from all individuals in a position to control the content of CME)
13. ANA designates spaces to be used for promotion, exhibiting, and/or advertising; these are maintained as separate and distinct areas, either on the website or during live events, and there is no contamination between these spaces and those where CME is offered or provided.
14. Commercial supporters and sponsors, while they may advertise, promote, and/or solicit in the exhibit hall or public spaces, are prohibited from any of these activities in the areas where CME is provided. ANA leadership designees monitor the educational spaces to ensure compliance.
15. The source of support for CME activities is disclosed to the learners prior to the start of CME activities. This disclosure will not contain any logos, trade messages, or branding of any sort. Disclosure of funding is accomplished by listing, in plain text font, the organizations providing funding or in-kind support on an ANA provided slide for live presentations or on a page preceding the online education. ANA leadership designees monitor the educational spaces to ensure compliance.
16. All materials used as a part of the education will adhere to ANA's templates and standards, and further, no logos, branding, trade messages, or alike are permitted on any materials used in conjunction with a CME activity or distributed as a part of an activity. ANA leadership designees monitor the educational spaces to ensure compliance.