AES 2020

Five Days.

Thousands of decision makers.

All focused on epilepsy.

EXHIBITS AND SUPPORT OPPORTUNITIES
AES2020 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 all these additional opportunities for introducing and promoting your brand throughout the five-day event.

**FIND IT QUICK**
- Connect with decision makers
- Summary of opportunities
- Recognition levels
- AES2020 event layout
- Exhibit space
- Zoom Office Rentals
- Advertising and sponsorship
- Advertising in Epilepsy Currents
- Scientific exhibits
- Education support
- Equipment auction
- Contact information

AES2020 is the new virtual event of the American Epilepsy Society that brings together the professional epilepsy community for five days of education and networking. AES2020 will include:

- More than 150 hours of programming offering up to 43.75 AMA PRA Category 1 Credits™
  - 40 Special Interest Groups
  - 11 symposia + the Annual Course
  - 19 Investigators Workshops
  - 9 Skills Workshops

- On-demand access to session recordings for 90 days after the event
- Access to an engaging virtual poster hall (more than 1,000 posters!) boasting cutting-edge research and advancements in epilepsy
Connect with Decision Makers. TOGETHER IN ONE PLACE

HIGHLY ENGAGED AND ENERGIZED ATTENDEES

Join the epilepsy and seizure disorder community virtually at AES2020 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

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Maximize Your Impact. YOUR BOOTH AND BEYOND

OPPORTUNITIES AT A GLANCE

EXHIBIT BOOTH
The platform for everything you do at the AES2020, your standard virtual exhibit booth presents offers chat on demand, scheduled chat, and uploaded documents attendees can email to themselves. Premium booths include video and instant zoom meetings.

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
Gamification comes to AES2020! Watch for details on the ways attendees can enter prize drawings by spending time in the Exhibit Hall. Effective tool for generating booth visits.

ADVERTISING AT AES2020
Get your message in front of AES members in multiple ways on the AES2020 virtual event platform and in print materials that will be mailed to those registered as of mid-November.

YEAR-ROUND ADVERTISING
Advertise in Epilepsy Currents: augment your presence at AES2020 by reaching your target audience year-round.

SATELLITE SYMPOSIA & WORKSHOPS
AES allows select satellite symposia by application. Content may not duplicate any part of the educational program at AES2020.

PRODUCT THEATERS
One hour promotional forum in exhibit hall. Limited slots available. Event will be recorded and available for on-demand viewing by registrants for 90 days after AES2020.

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

The AES post-event survey of 2019 exhibitors indicates that over 96% of exhibitors are “satisfied” or “very satisfied” with the AES as a way to reach their target audience. Over 86% of AES exhibitors routinely report that the quality of leads are “good” or “excellent.” Exhibitors gave the 2019 AES meeting a value rating of 8.1 (out of 10).
GET EXTRA RECOGNITION AT AES2020 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 to be scheduled in January. 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.

**2019 SUPPORTERS**

**BENEFACTOR LEVEL**
- Eisai Inc.

**LEADER LEVEL**
- UCB Inc.
- Greenwich Biosciences, Inc.
- Sunovion Pharmaceuticals Inc.

**PARTNER LEVEL**
- SK Life Science, Inc.
- LivaNova
- Upsher-Smith Laboratories, Inc.
- Supernus Pharmaceuticals, Inc.

**SUPPORTER LEVEL**
- Zogenix, Inc.
- NeuroPace, Inc.
- Medtronic
- Biogen
- Nihon Kohden America, Inc.
- Neurelis, Inc.
- Aquestive Therapeutics, Inc.

**CONTRIBUTOR LEVEL**
- BioCODEX
- Brain Sentinel, Inc.
- Mallinckrodt Pharmaceuticals

**ADVOCATE LEVEL**
- Stratus
- Aprecia Pharmaceuticals
- Persyst Development Corporation
- Ricoh USA, Inc.
- Natus Neuro
- Zimmer Biomet
- Rhythmlink International, LLC
- Epilepsy Foundation
- Lundbeck
- Ceribell
- empatica inc.
- Cadwell Industries, Inc.
- Neuralynx, Inc.
- Compumedics/Neuroscan
- Micromed

**ADVOCATE LEVEL, cont.**
- Zeto, Inc.
- GW International
- University of Maryland Medical Center
- Stoke Therapeutics

**PATRON LEVEL**
- Lifelines Neurodiagnostics Systems, Inc.
- Texas Children’s Hospital
- Charleston Area Medical Center
- Monteris Medical, Inc.

**PATRON LEVEL, cont.**
- PMT Corporation
- Renishaw Inc.
- Philips Neuro
- Core Physicians
- Tuberous Sclerosis Alliance
- Memorial Healthcare System Invitae
- Biogen Inc.
- Cleveland Clinical Epilepsy Center
- Norton Neuroscience Institute, a part of Norton Healthcare

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<th>Recognition</th>
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<th>Presidential Reception Invitations (# of Invitations)</th>
<th>Invitation to Industry Supporter Appreciation Event</th>
<th>Complimentary Full Meeting Registrations (# of Registrations)</th>
<th>Special Advance Housing Selection in 2021</th>
<th>Engraved Glass Award to Display at Booth</th>
<th>Daily Thank You in Mobile App Posted by AES</th>
<th>Daily Thank You Announcement in Exhibit Hall</th>
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Sneak Preview! Here's how attendees will find you at AES2020.
Your AES2020 Exhibit Booth. Take your place at THE epilepsy gathering of 2020.

The AES2020 Exhibit Halls will open on Saturday, December 5 at 1:30 PM Eastern Time.

Booths will be open for AES2020 attendee visits continuously from the opening time through Tuesday, December 8.

Exhibitors may choose the hours they staff their virtual booths, provided exhibitor-present times (approximately three hours per day—to be announced) are staffed.

ALL EXHIBIT BOOTHs INCLUDE
- Complimentary Exhibit Hall badges (# vary by level)
- Company listing on AES website
- Company listing in Exhibitor Directory on virtual platform
- Functionality to communicate with attendees who visit booth
- Dashboard to capture metrics and names of visitors
- Pre- and post-show 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 2021 Annual Meeting in Chicago, Illinois

BONUS! AES registrants can visit your virtual booth for 90 days after the event!

Several Packages to Choose From!
- Premier Leadership
- Supporting Standard
- Med Affairs
- Non-profit

RESERVE YOUR BOOTH TODAY

Act Now: Exhibit space will sell out quickly!

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

After Friday, October 2, 2020, 100% payment must be include with your application.

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

Questions about booth reservations?
Contact Noreen Burke
AES Exhibit Manager
Corcoran Expositions, Inc.
312-265-9648 or 312-617-2589
noreen@corcexpo.com
## AES2020 VIRTUAL EXHIBIT PACKAGES

<table>
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<tr>
<th>PREMIER EXHIBITOR</th>
<th>LEADERSHIP EXHIBITOR</th>
<th>SUPPORTING EXHIBITOR</th>
<th>STANDARD EXHIBITOR</th>
<th>MED AFFAIRS EXHIBITOR</th>
<th>NONPROFIT EXHIBITOR</th>
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Provides highest exhibitor recognition and differentiation, starting with clickable logo on virtual event landing page, plus comped add-ons

- **Dedicated hall for Premier Exhibitors**
- **Dedicated hall for Leadership Exhibitors**
- **Dedicated hall for Supporting Exhibitors**
- **Accessible through exhibitor directory**
- **Dedicated Med Affairs Exhibit Hall**
- **Accessible through exhibitor directory**

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
- **Name mention in Hall’s welcome video**
- **60 comp registrations (Exhibit Halls only)**
- **Logo on AES2020 landing page**
- **Logo on AES2020 At-A-Glance webpage**
- **Live Studio broadcast executive interview**
- **Logo at top of exhibitor directory**
- **Option to link to off-platform booth**

Great option for exhibitors looking to get access to AES2020 attendees in welcoming standard booth with chat

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
- **Accessible through exhibitor directory**
- **Dedicated Med Affairs Exhibit Hall**
- **Accessible through exhibitor directory**

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
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- **Accessible through exhibitor directory**

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
- **Accessible through exhibitor directory**
- **Dedicated Med Affairs Exhibit Hall**
- **Accessible through exhibitor directory**

Your med affairs activities will be easy to find and compliant thanks to a separate booth in a separate hall

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
- **Accessible through exhibitor directory**
- **Dedicated Med Affairs Exhibit Hall**
- **Accessible through exhibitor directory**

- **Comp Med Affairs booth**
- **Comp 30 second video on AES2020 landing page**
- **Accessible through exhibitor directory**
- **Dedicated Med Affairs Exhibit Hall**
- **Accessible through exhibitor directory**

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Effective and affordable way for qualifying nonprofit organizations to have presence at AES2020
## VIRTUAL BOOTH FEATURES

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NOTE: This template represents the layout and functionality of Premier, Leadership, and Supporting exhibitor booth levels. The Standard exhibitor booth does not include the video option or the "Join Live Meeting Room" (instant zoom) option.
### New Reports

#### Attendees visited
292

#### Attendees favored
2

#### Company Name
Live meeting room visits
3

#### Meetings across all booth staff
1

#### Resource/video downloads

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<td>Fabric Confetti Price List and Order Form</td>
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<tr>
<td>Fabric Confetti Zoom Classes</td>
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#### Social Media Clicked

#### Video views
266

#### Video average time watched
272.7

### Attendee Leads

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### Chat Transcript

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<tr>
<th>Room Name</th>
<th>Total # Posts</th>
<th>Unique Users</th>
<th>Message Text</th>
<th>User Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabric Confetti</td>
<td>66</td>
<td>27</td>
<td>Hi Everyone. Please let me know how I can help!</td>
<td>Vanessa Fromm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>is the pattern Spring in Prague available?</td>
<td>Beth S Beet</td>
</tr>
</tbody>
</table>
UPLOADING VIDEO:
(Supporting Exhibitors and Above)

Best practices for uploading videos:
To ensure success when uploading videos to Hubb, please consider the following specifications:

Accepted File Formats:
- MP4, MOV, WMV, AVI and FLV

Accepted Video Sizes:
- 640 x 480
- 640 x 360 standard definition with 2mbs - 5mbs bitrate
- 1280 x 720 with 5mbs – 10mbs bitrate
- 1920 x 1080 HD with 10mbs-20mbs bitrate

Maximum Video File Size:
- 8Gb (for Hubb hosted videos)

UPLOADING SPONSOR LOGO/GRAPHICS:
- Minimum of 125 pixels wide
- Accepted file formats: .JPG, .PNG or .GIF

Additional Features Include:
- Add to favorites icon
- Booth team pictures and link to profiles
- Email link to send more information to attendee
- Ability to schedule appointments with booth personnel
- Attendee to exhibitor chat
- Join a live meeting room

TEST YOUR INTERNET CONNECTIVITY: CLICK HERE

SYSTEM REQUIREMENTS

Windows-based PC (Windows 7 or newer) or Mac (OS x 10.7 or newer)

8GB of System Ram (Memory) or more (at least 4GB recommended)

iPad, iPhones, and Android mobile devices are supported. Please make sure your device’s operating system is up to date.

Soundcard with speakers or headphones

A Browser version of Internet Explorer 9.0 or higher or Firefox 34.0 or higher, Chrome 42.0 or higher, Safari or Edge.

IMS recommends viewing webcasts In the Chrome browser for best results. Best Practices for Viewing

Please connect your computer to the internet with a hard-wired network cable if possible. Wi-Fi connections are acceptable, but wired is preferred.

A minimum internet connectivity of at least 4MBPS is recommended.
RESERVE EARLY. NUMBER OF OFFICES AVAILABLE IS LIMITED

Your AES2020 office is a dedicated zoom room available to your company at all times during the event—every day, 24 hours a day. Conveniently located on the AES2020 virtual meeting platform, you can include up to 50 attendees at a time. Or make it a small private session for focused conversation with key customers.

HOURS
EXHIBITOR OFFICES ARE AVAILABLE STARTING FRIDAY, DECEMBER 4TH AT 8 AM EASTERN TIME. EXHIBITOR OFFICES WILL CLOSE ON TUESDAY, DECEMBER 8 at 3 PM EASTERN TIME.

OFFICE RENTAL COST: $2,500 PER OFFICE

Premier Exhibitors receive three complimentary zoom room offices as part of the virtual booth package. Leadership exhibitors receive one complimentary zoom room office as part of the virtual booth package.

WHAT’S INCLUDED

- Dedicated zoom room
- 24 hour access
- Up to 50 participants at a time
- Screen sharing for showing decks and videos

Each company is responsible for all other costs associated with its participation, including audiovisual services, if any, and specialized speaker lighting or recording.

IMS is the official provider of audiovisual services for AES2020. Orders can be placed using the exhibitor services manual, available late September.

QUESTIONS ABOUT OFFICES?
Contact Noreen Burke, AES Exhibit Manager
Phone: 312-265-9648
Email: noreen@corcexpo.com

Reservation Deadline: NOVEMBER 15, 2020

OFFICE RENTAL APPLICATION: CLICK HERE

RULES AND REGULATIONS

Any activities other than company internal meetings and meetings with AES attendees need to be approved by show management at least 20 days in advance.

Offices may not be used for education, training or product promotion. Product theaters and satellite symposia are available for these purposes.

Only registered AES2020 attendees may join meetings in offices on the virtual meeting platform.

OFFICE ACCESS

Office renters may access the office space for set-up at 8 AM Eastern Time on Friday, December 4. Offices must be clear by renter by 3 PM Eastern Time on Tuesday, December 8.
## Create an Outreach Package That Fits Your Marketing Goals and Budget

Put your brand in front of attendees before AES2020 opens, at the event itself, and beyond! Check out print opportunities designed to have a shelf life and sponsorship of content that will be available on-demand for registered AES2020 participants for 90 days after the end of AES2020! Sponsor special interest groups (SIGs), networking and engagement events, and the fun activities that will help make AES2020 memorable—and other opportunities that fit your marketing strategy. Check out ways to reach your audience through highly targeted advertising at a range of price levels. For maximum exposure, select multiple ways to participate.

### Your Message in the Mail

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>AES 2020 At-A-Glance Essentials</td>
<td>SOLD</td>
</tr>
<tr>
<td>AES2020 Guide Book Advertising</td>
<td>$4,800 to $16,000</td>
</tr>
<tr>
<td>AES2020 Guide Book Belly Band</td>
<td>SOLD</td>
</tr>
<tr>
<td>Branded Mini Hand Sanitizer</td>
<td>$40,000</td>
</tr>
<tr>
<td>Your Piece in Mailed &quot;Door Drop&quot;</td>
<td>$5300</td>
</tr>
<tr>
<td>Awardee Bio Booklet Sponsorship</td>
<td>$17,000</td>
</tr>
<tr>
<td>Game Clues for Sponsored Game</td>
<td>$25,000</td>
</tr>
<tr>
<td>General Support Thank You Flyer</td>
<td>$10,000 minimum</td>
</tr>
</tbody>
</table>

### Get People Together

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Lounge Sponsorship</td>
<td>$23,000</td>
</tr>
<tr>
<td>Attendee Connect Sponsorship</td>
<td>$26,000</td>
</tr>
<tr>
<td>Speed Networking/Mentoring</td>
<td>SOLD</td>
</tr>
<tr>
<td>AES Fellows Reception</td>
<td>$16,000</td>
</tr>
<tr>
<td>Grantee Reception</td>
<td>$16,000</td>
</tr>
<tr>
<td>Women in Epilepsy Professions Reception</td>
<td>$16,000</td>
</tr>
<tr>
<td>President's Reception (non-exclusive)</td>
<td>$5000</td>
</tr>
<tr>
<td>APP Reception</td>
<td>SOLD</td>
</tr>
<tr>
<td>Wine Event Sponsorship</td>
<td>$11,000</td>
</tr>
<tr>
<td>Attendee Reception</td>
<td>$8,000</td>
</tr>
<tr>
<td>Leadership Meeting Sponsorship</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

### Enhance Attendee Experience

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Studio Sponsorship</td>
<td>$45,000</td>
</tr>
<tr>
<td>Premium Booth Traffic Promotion (Prizes!)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Booth Traffic Promotion Slot (Prizes!)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Don't Quit Your Day Job Talent Montage</td>
<td>$21,000</td>
</tr>
<tr>
<td>Quarantine Get Up and Move Challenge</td>
<td>$30,000</td>
</tr>
<tr>
<td>Exhibit Hall Opening Sponsorship</td>
<td>$18,000</td>
</tr>
<tr>
<td>Famous Chicago Cocktails Class</td>
<td>$24,000</td>
</tr>
</tbody>
</table>

### Attach Your Brand to Informal Learning

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract Online Search Sponsorship</td>
<td>SOLD</td>
</tr>
<tr>
<td>Epilepsy Quiz-A-Day Game</td>
<td>SOLD</td>
</tr>
<tr>
<td>EEG Course for Residents Sponsorship</td>
<td>CALL</td>
</tr>
<tr>
<td>Better Outcomes through Diversity Posters</td>
<td>$16,000</td>
</tr>
<tr>
<td>Short Topics Session Sponsorship</td>
<td>$2,500</td>
</tr>
<tr>
<td>Special Interest Group Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Investigator Workshop Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Hoyer Lecture Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Satellite Symposium</td>
<td>$30,000</td>
</tr>
<tr>
<td>Invitational Presentations</td>
<td>$5,000</td>
</tr>
<tr>
<td>Scientific Exhibit</td>
<td>starts at $6,000</td>
</tr>
</tbody>
</table>

### Promote Your Product and Brand

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit Booth</td>
<td>see pages 6 - 11</td>
</tr>
<tr>
<td>Your Digital Ad on Lobby Page</td>
<td>$34,000</td>
</tr>
<tr>
<td>Series of 2 Exclusive Emails to Registrants</td>
<td>$25,000</td>
</tr>
<tr>
<td>Your Ad in Home Lobby Video</td>
<td>$2500 to $8000</td>
</tr>
<tr>
<td>Product Theater</td>
<td>$28,000</td>
</tr>
<tr>
<td>Print Ads.....See &quot;Your Message in the Mail&quot; on this page</td>
<td></td>
</tr>
</tbody>
</table>

### Connect Your Brand to Patient Interests

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Epilepsy Leadership Council (ELC)</td>
<td>$7,500 to $25,000</td>
</tr>
<tr>
<td>Hoyer Lecture Webcast</td>
<td>SOLD</td>
</tr>
<tr>
<td>PAME Educational Session Sponsorship</td>
<td>SOLD</td>
</tr>
<tr>
<td>Wine Event Sponsorship</td>
<td>$11,000</td>
</tr>
<tr>
<td>Seahorse Prize Drawing Sponsorship</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Grow the Epilepsy Talent Pipeline

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment Auction</td>
<td>$5,000 to $50,000 (in kind)</td>
</tr>
<tr>
<td>Career Fair Employer Booth</td>
<td>$1,950 to $2,950</td>
</tr>
<tr>
<td>Wine Event Sponsorship</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

**Visit the AES Website for Ad Specs and Reservations**
BOOTH SELECTION FOR THE 2021 AES ANNUAL MEETING IN CHICAGO STARTS AT AES2020!

You will be invited to select your 2021 booth position in order of the 2020 priority points you have accumulated. The more points you earn, the better spot you get on the exhibit floor in Chicago!

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.
- **2020 Booth Size Points:** depends on level of virtual booth package. Please see page 9 for details.
- **2020 Total Spend Points,** calculated as of the Wednesday before Thanksgiving:
  - BENEFACOR: $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: $5,000 to $9,999 = 1 point

Reach your target audience year-round!

**Advertise in EPILEPSY CURRENTS**

For more information on Epilepsy Currents, contact Mac McKay

Phone: (804) 490-7420
Email: Mac.Mckay@sagepub.com

GET AN EARLY CHANCE AT YOUR PREFERRED 2021 HOTEL

Group hotel reservations for 2021 in Chicago will be staged according to 2020 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. 2021 booth payments must be up to date to participate.
Who qualifies as advertisers or sponsors? The following categories qualify to participate in AES2020 as advertisers or sponsors, providing you meet all other requirements for participating in AES2020 per AES Exhibitor Guidelines:

- 2020 commercial booth or nonprofit exhibitors
- 2020 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 2020 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 2020.

All advertising and sponsorship goes through AES. All advertising and sponsorship goes through AES. All companies and organizations participating in AES2020 as exhibitors, sponsors, and advertisers of content targeted in any way at the professional epilepsy audience that appears on the AES virtual platform during the time period that registrants have access to it must purchase these products from AES.

Complimentary registrant mailing list. All exhibitors will receive (via the exhibitor newsletter) a link to the meeting registrant list on or about November 6, 2020 and again on or about January 8, 2021. 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, nonprofit exhibit, scientific exhibit, 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, satellite symposium, etc.—for which you are given a complimentary use of the list.
- Mailings using the pre-registration list must be mailed no later than December 1, 2020. Mailings using the final registration list must be mailed no later than February 26, 2021.
- 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 soliver@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, mailings, and virtual booths. Advertisements and direct mail outreach may include reference to the AES2020 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 AES2020 logo may be used.
- No version of “American Epilepsy Society”, “AES”, AES2020, and “Annual Meeting” may appear in any URLs your company uses to support your program.
- The following reference to AES may be used in advertising: AES2020.
- On materials viewed or used on the virtual platform—including but not limited to print guide ads, mailed print materials, digital materials used in exhibit booths or in video advertising, and digital or print materials supporting scientific exhibits and satellite symposia—advertisers may use: AES2020.

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 in the following year if it is offered in the subsequent year by AES. Prices for exclusive and premium items are subject to change each year.

Securing ads or sponsorships. Insertion orders plus specifications for advertising and sponsorship items are available on the AES website. For other ads and sponsorships, contact soliver@aesnet.org. Note that quantities are limited on many items. Commercial and non-profit supporters may propose additional advertising or sponsorship ideas.

PLEASE NOTE: The AES cancellation policy for sponsorships and advertising can be found here on the AES meeting website.
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 43 AMA PRA Category 1 Credits™ at AES2020 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

SPONSORSHIP OF NON-ACCREDITED EDUCATION
AES offers several opportunities to sponsor non-accredited education, including:

- Investigator Workshops: $5,000 each
- Special Interest Group (SIG) meetings: $5,000 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

SATELLITE SYMPOSIA AND WORKSHOPS
AES allows satellite symposia and workshops (both for CME credit and non-credite) by application only. Content may not duplicate any aspect of the educational content of AES2020.

SCIENTIFIC EXHIBITS
Scientific Exhibits share information about the current state of your company’s research. Separate from commercial exhibits, they are staffed exclusively by scientists and investigators. They 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).

SCIENTIFIC EXHIBIT INFORMATION

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. $400 per virtual booth.

Secure your virtual booth today!
Space is limited!

NONPROFIT VIRTUAL 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
EXHIBITS, INNOVATION
PAVILIONS, OFFICES
Noreen Burke
AES Exhibit Manager
312-265-9648
noreen@corcexpo.com

VIRTUAL BOOTH SALES
Scott Brewster
847-702-2742
scott@corcexpo.com

SPONSORSHIPS,
ADVERTISING, AND
EDUCATION SUPPORT
Susan J. Oliver
Associate Executive Director,
Advancement
312-883-3800 x102
soliver@AESnet.org

SCIENTIFIC EXHIBITS
Justin Searle
Manager, Development and
Industry Relations
312-883-3800 x116
jsearle@AESnet.org

ADVERTISE IN
EPILEPSY CURRENTS
Mac McKay
Advertising Sales Manager
(804) 490-7420
Mac.Mckay@sagepub.com

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

IMPORTANT DATES FOR EXHIBITORS
July 1 ...................................... Satellite symposium and scientific exhibit applications due
September 15 ................................................... Attendee registration open
September 17 ................................................... Virtual exhibit booth sales open
September 30 ................................................... Insertion orders for print guide book due
October 2 ........................................ After this date, virtual booth full payment due when reserving booth
October 15 ........................................ Submission of final, AES-approved art for the print guide book
October 15 ................................................... Exhibitor listing due
October 30 ................................................... Deadline for mailed "door drop" insertion order
October 30 ........................................ Deadline for home lobby continuous video ad insertion order
October 30 ........................................ Final booth traffic game deadline if slots are still available
November 13 ...................... Complimentary direct mail list of registrants to date provided to exhibitors for one-time use. All mailings must be approved by AES.
December 4 ................................................... AES2020 begins
December 5 ................................................... Exhibit Hall opens
January 8, 2021 ....................... Complimentary final direct mail list of registrants provided to exhibitors for one-time use. All mailings must be approved by AES.

Until early March 2021 ........... AES2020 content available on-demand for registrants