

Practical Education for
Specialists and Frontline Practitioners Treating **CNS** Disorders

BRAINWEEKTM

Live Virtual Conference

Fri-Sun May 7-9, 2021

Exhibits & Sponsorship Prospectus

What is BRAINWEEKTM?

www.brainweek.org

- ➔ Developed by the PAINWeek organization, BRAINWeek is a practical, expansive educational platform targeted to specialists and frontline practitioners managing CNS disorders, and is composed of live, digital, and print activities.
- ➔ According to the NIMH and the *Annals of Neurology*, >45 million Americans suffer from mental illness and >100 million are afflicted by broader CNS disorders. This broad array of complex illnesses are oftentimes diagnosed and treated in frontline settings.¹ BRAINWeek aims to equip and educate healthcare providers in these frontline settings with the knowledge required to **diagnose, treat, manage, and refer** patients suffering from CNS disorders.

¹ Source: <https://www.nimh.nih.gov/health/statistics/mental-illness.shtml> <https://onlinelibrary.wiley.com/doi/10.1002/ana.24897>

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The current estimated annual cost to American society of just nine of the most common neurological diseases is staggering, totaling **\$789 billion. These conditions include Alzheimer's disease and other dementias, low back pain, stroke, traumatic brain injury, migraine, epilepsy, multiple sclerosis, spinal cord injury, and Parkinson's disease.”**

Gooch CL, Pracht E, Borensten AR. The burden of neurological disease in the United States: a summary report and call to action. *Ann Neurol*. 2017;81(4):479-484.

Clinical Targets and Content Areas

www.brainweek.org

Target Audience

Healthcare providers who treat and manage neurologic conditions, including:

- Internists
- Neurologists
- Nurse Practitioners
- Physician Assistants
- Primary Care Physicians
- Psychiatrists
- Psychologists

Topic Areas

- Auditory Neuropathy (Hearing Loss)
- Cognitive Disorders
 - Alzheimer's Disease
 - Lewy Body Dementia
 - Non-Alzheimer's Dementia
- Demyelinating Disorders
 - Chronic Inflammatory Demyelinating Polyneuropathy
 - Multiple Sclerosis
- Epilepsy
- Migraine
- Mood Disorders
- Movement Disorders
 - Ataxia
 - Dyskinesia
 - Dystonia
 - Parkinson's Disease
 - Restless Leg Syndrome
- Neuromuscular Disorders
- Neuropsychiatric Disorders
 - ADHD
 - Bipolar Disorder
 - Schizophrenia
- Sleep Disorders

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Major depressive disorder affects approximately **14.8 million** American adults, or about 6.7 percent of the U.S. population age 18 and older in a given year.”

Migraine Research Foundation



BRAINWeek Live Virtual Conference

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Product, Disease Awareness, and Medical Education Programs (PDMS)

Enhance your visibility and engage 500–800 practitioners with a non-opposed company, product, or medical information program

Virtual Exhibit Hall

Exclusive exhibitor pages with logos, company descriptions, website links, and live chat

Product Spotlight Videos

Sponsored videos (up to 15 minutes) can be presented between sessions for additional visibility

Scientific Poster Session

Featuring high resolution posters and optional author audio recordings to enhance the attendee experience

Enhanced Sponsorships

Email blasts, push notifications, retargeting, and product showcases

PDMs

**Product, Disease Awareness, and
Medical Information Programs**

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BRAINWEEK™

Fri-Sun May 7-9, 2021

**Drug
Induced
Movement
Disorders**



PDMs will be presented in the late morning and mid-afternoon and available every day of the live virtual conference. These sessions will run unopposed, to maximize engagement. Sponsorship includes audience generation tactics.

Note:

All PDMs may be made available as enduring sessions for a 12-month period.



Product, Disease Awareness, and Medical Information Programs

PDMS offer the opportunity to engage with BRAINWeek's highly relevant HCP audience and present your company's content during an unopposed, 45-minute session during the BRAINWeek Live Virtual Event. Each session will be recorded, and enduring versions can be hosted on the BRAINWeek Live Virtual Event platform for 1 year. These programs can be pre-recorded, feature live Q&A, or be presented live on the date/time that is selected.

PDM Time Slots (Fri/Sat/Sun):

- 11:00a – 11:45a
- 3:45p – 4:15p

Fees:

- **\$25,000** for a 45-minute unopposed session during the BRAINWeek Live Virtual Event AND program hosting with promotion for 1 year.

What's Included:

- 1 pre-event recruitment email to all registered attendees
- 1 post-session pull-through email to all session attendees
- Access to the BRAINWeek Live Virtual registration list
- Attendee engagement metrics, including HCP level data

For enduring programs, all of the above, plus:

- Hosting and reporting on the BRAINWeek Live Virtual Event platform for 1 year
- A monthly promotional email to remind attendees to view the content

Expected Audience:

- A minimum of 500–800 attendees is expected at each live PDM; sponsorship credit will be issued for programs not drawing a minimum of 500 attendees
- Estimate of 100 engagements per month for the hosted, enduring sessions



Virtual Exhibit Hall

www.brainweek.org

Exhibitor Profiles and Contact Info

Using the exhibitor portal, sponsors and exhibitors can upload their logos, company descriptions, and contact info, so that their information is easily accessible and on the event app and website.

Brochures and PDFs

Exhibitors can upload PDFs of any promotional materials, white papers, and other content to share their timely and relevant product, device, or service.

Video Chat

Upgrade your exhibit booth to include video chat functionality and allow your reps to engage face-to-face with attendees.

Advertisements

Digital advertising opportunities to showcase your product, device, or service throughout the virtual event include banner ads, push notifications, and more!

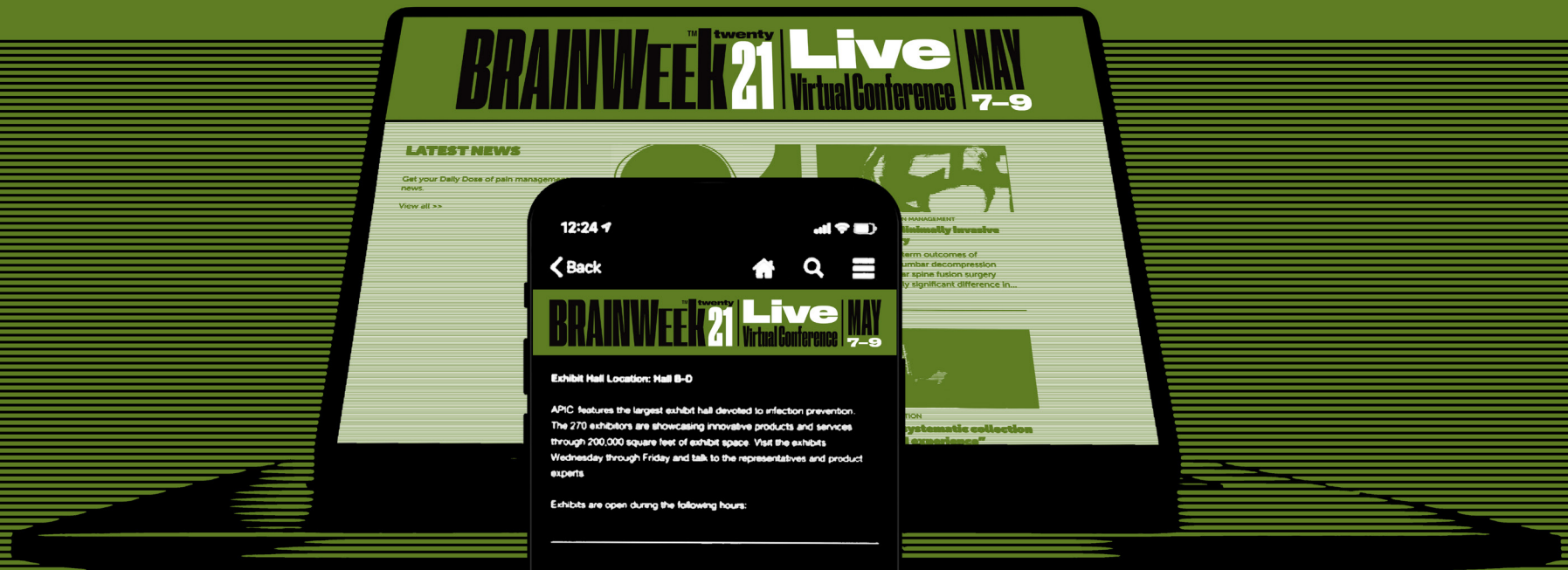


Exhibit Pricing

www.brainweek.org

Exhibit Opportunities

The virtual BRAINWeek exhibit hall provides flexibility and functionality for exhibitors across industries with a wide range of needs and budgets. Whether you're interested in raising awareness for your product/service, or interested in generating leads for new business, booth spaces can be tailored to tightly align with your goals and objectives.

Standard booth space starts at \$2,000 and includes the exhibit listing in all promotional materials and, within the platform, your company logo and a description of your company and product/service.

These booth spaces can be upgraded using credits within the conference platform.

Additional upgrade credits are \$200 each.

Examples of upgrade opportunities:

- Lead retrieval: 5 credits
- Video chat functionality: 5 credits
- Downloadable PDFs: 2 credits
- Web links: 2 credits
- Booth intro video: 2 credits

Upgrade with the ExhibitPlus Package!

ExhibitPlus package includes:

- 1 pre-event email to all registered attendees to promote your presence
- Automatic inclusion in the exhibitor scavenger hunt
- Premier listing on the virtual exhibit hall floor plan
- 1 post-conference email to all registered attendees

- **Standard Exhibit Fee:**
\$2,000
- **Exhibit Upgrade Credits:**
\$200 each
- **Product Showcase:**
\$1,500
- **ExhibitPlus Fee:**
\$4,000



Extended Exposure Opportunities

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Extended Exposure

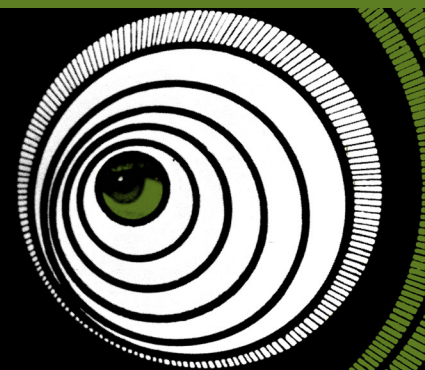
- Product Spotlight Videos: **\$5,000**
- Event days and pre- or post-event eBlast to all registered attendees: **\$1,500**
- Sponsored social post on BRAINWeek handles (LinkedIn or Twitter): **\$1,500**
- Premier exhibit hall passport listing: **\$1,500**
- Custom emails: **\$1,500** + \$0.59 per name

Additional promotional items and events are available on the live virtual platform.

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Approximately **60,000** Americans are diagnosed with **Parkinson's Disease** each year. Men are 1.5 times more likely to have PD than women.”

Parkinson's Foundation



Sponsorship Packages

www.brainweek.org

	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,500
Recognition on Virtual Event Home Page	●	●	●	●
Full Access Conference Registrations	10	8	6	4
Complimentary Exhibit Upgrade Credits	MAX #	30	20	10
Conference Registration List	●	●	●	—
Premier Exhibit Listings	●	●	●	●
Recognition on brainweek.org	●	●	●	●
Display Advertising on brainweek.org	●	●	●	●
Priority Consideration for BRAINWeek 2021 Sponsorships/PDMS	●	—	—	—

Inquire for more information on these opportunities:

- Digital or print non-personal promotion
- BRAINWeek webinars
- Surveys and market research

Or, if you're looking for an integrated approach leveraging BRAINWeek properties 365 days per year, ask about our NEW BW365 Sponsor Packages.

For additional information please contact:

Steve Farrell ● sf@tarsuscns.com ● (973) 415-5105

Agenda

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The BRAINWeek 2021 Live Virtual Conference will present 3 days of continuing medical education activities, providing 21 hours of diverse and relevant topics within the clinical CNS landscape. The agenda below articulates designated days for specific topic areas. All CE/CME time slots are available for grant support, as the promotional time slots are for sponsorship.

	FRIDAY, MAY 7	SATURDAY, MAY 8	SUNDAY, MAY 9
 9:00a – 10:00a	Optimal Management of Movement Disorders: Meet the Collaborative Care Team	Impact of COVID-19 on CNS Disorders	Addressing Adherence in Relapsing Bipolar Disorder
10:00a – 11:00a	Neuromodulation for Movement Disorders	Harnessing the Titans of Vascular Dementia: Hypertension, Diabetes, and Obesity	Room Without a View: Meeting the Increased Demand for Mental Health Treatment in the Age of COVID-19
11:00a – 11:45a	PDM (Sponsored Promotional Program)	PDM (Sponsored Promotional Program)	PDM (Sponsored Promotional Program)
11:45a – 12:00p	Break/Exhibit Hall/Posters	Break/Exhibit Hall/Posters	Break/Exhibit Hall/Posters
12:00p – 1:00p	CME Course (Grant Supported Session)	CME Course (Grant Supported Session)	CME Course (Grant Supported Session)
1:00p – 1:15p	Patient Story (15 minutes)	Patient Story (15 minutes)	Patient Story (15 minutes)
1:15p – 2:15p	Differential Diagnosis of Parkinson's Disease, Essential Tremor, and Multiple Sclerosis	Diagnosing on the Spectrum: Alzheimer's Disease and Lewy Body Dementia	Prevention and Management of Acute Ischemic Stroke
2:15p – 2:30p	Product Spotlight (15 minutes)	Product Spotlight (15 minutes)	Product Spotlight (15 minutes)
2:30p – 3:30p	When Night Falls: Restless Leg Syndrome	Anti-CGRPs or GEPANTS? Differentiating Mechanism of Action for Optimal Migraine Treatment	Successful Stroke Rehabilitation: Meet the Collaborative Care Team
3:30p – 4:15p	PDM (Sponsored Promotional Program)	PDM (Sponsored Promotional Program)	PDM (Sponsored Promotional Program)
4:15p – 4:30p	Break/Exhibit Hall/Posters	Break/Exhibit Hall/Posters	Break/Exhibit Hall/Posters
4:30p – 5:30p	Managing Relapsing Remitting Multiple Sclerosis: Meet the Collaborative Care Team	Who's on First? Psychiatric and Neurologic Management of Migraine	Neuromodulation for Drug-Resistant Epilepsy
5:30p – 6:30p	Utilizing Virtual Reality for Motor Rehabilitation in Multiple Sclerosis	I Can't Hear You: Association of Subclinical Hearing Loss with Cognitive Performance	Examining Cannabinoids in the Epilepsy Treatment Spectrum
	Note: topics and faculty subject to change prior to the conference.		