

BRAINWEEKENDTM

Practical education for specialists and frontline practitioners treating **CNS** disorders



www.brainweekend.org

WEST Scottsdale, AZ
10/9-10/10

SOUTH Tampa, FL
11/6-11/7

MIDWEST St. Louis, MO
11/13-11/14

Sponsorship Opportunities!



What are BRAINWeekEnd Regional Conferences?

A rising geriatric population, increased life expectancy, and the anticipated launch of novel molecules are driving the growth of the CNS landscape and, with it, the need for continuing medical education for practitioners who treat these disorders.

Developed by the organization behind PAINWeek, BRAINWeekEnd events are an extension of the live virtual conference, launched in May 2021. They are composed of 1- and 2-day regional conferences providing access to practitioners treating and referring patients with neurologic/psychiatric conditions. Companies are invited to host a Product, Disease State, and Medical Information (PDM) program during meal slots. Slots are unopposed, giving your topic area 100% of attendees' attention.



Target Audience

Regional conferences are promoted to approximately 5–10k practitioners in each geographical area, with expected attendance of 125–150 practitioners per conference. Additionally, we can utilize your target list(s) to ensure promotion to your highest value targets.

Participants will be healthcare providers who treat and manage neurologic/psychiatric conditions, including:

- Psychiatrists
- Neurologists
- Internists/primary care physicians
- Health system pharmacists
- Nurse practitioners
- Physician assistants



Topic Areas

- Hearing Loss
- Epilepsy
- Migraine
- Neurodegenerative Disorders
 - ▶ Alzheimer's Disease
 - ▶ Lewy Body Dementia
 - ▶ Chronic Inflammatory Demyelinating Polyneuropathy
 - ▶ Non-Alzheimer's Dementia
 - ▶ Multiple Sclerosis
- Neuromuscular Disorders
- Neuropsychiatric Disorders
- Movement Disorders
 - ▶ Ataxia
 - ▶ Dyskinesia
 - ▶ Dystonia
 - ▶ Parkinson's Disease
 - ▶ Restless Legs Syndrome
- Mood Disorders
 - ▶ ADHD
 - ▶ Bipolar Disorder
 - ▶ Schizophrenia
- Neuromodulation for Sleep Disorders
- Stroke



For additional
information please
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Advisory Board

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Opportunities for Sponsorship



Product, Disease Awareness, Medical Information (PDM) Programs

BRAINWeekEnd PDM programs are designed to be turnkey events for sponsors, with logistics and onsite management handled by our staff so you can focus on your presentation. You have the opportunity to engage with hard-to-see clinicians who rarely attend national conferences.

Exclusive 1-hour, unopposed time slots are available at each conference

- ▶ **Breakfast**
- ▶ **Lunch**

\$35,000 each

Sponsorship fees include:

- ▶ Food & beverage
- ▶ Lead retrieval
- ▶ Registration staff
- ▶ Exhibit table
- ▶ Online program listing
- ▶ Program attendee list
- ▶ Post-program evaluations



We can utilize your target list to promote to your highest value targets. Sponsors also receive an unlimited number of complimentary registrations for your target practitioners (on a space available basis).



Extra Exposure

1 Tote bags

Your company's logo printed on one side; tote bags are handed out to all participants at registration

\$10,000 for up to 3 regional conferences

2 Tote bag inserts

Your product/service printed materials; samples included in the tote bag

\$1,000 per conference

3 Conference lanyards

Your company's logo printed and repeated around the lanyard

\$7,500 for up to 3 regional conferences

4 Enhanced Visibility Package

- ▶ Pre-conference email to all registrants
- ▶ Conference tote bag insert
- ▶ Post-conference email to all attendees

\$5,000 per conference

5 Exhibit table

- ▶ One 6 ft exhibit table
- ▶ Online listing and link on agenda page
- ▶ 4 booth staff registrations
- ▶ Exhibit areas are designed for no more than 6 companies, providing sponsors with exclusive and uncluttered access to conference attendees. Refreshment stations are positioned nearby to drive foot traffic to your exhibit

\$2,000 per conference

Additional sponsorships are available for live, digital, and print activities.

Please ask about multiconference discounts on all activities and amenities.



Plan for BRAINWeekEnd Regional Conferences

The 2022 BRAINWeekEnd regional conferences will be promoted to relevant practitioners within a 300 miles radius of the metro areas listed below, with expected attendance of approximately 125–150 attendees.

Q1

BRAINWeekEnd Mid-Atlantic
Charlotte, NC

Q2

BRAINWeekEnd South
Houston, TX

BRAINWeekEnd Midwest
Chicago, IL

Q3

BRAINWeekEnd East
Philadelphia, PA

Q4

BRAINWeekend West
San Diego, CA



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

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