



# The Power of Partnership

Advancing the Field of  
Neuroscience Nursing Through  
Engagement Opportunities

# Reach Leaders in Neuroscience Nursing

The American Association of Neuroscience Nurses (AANN) is committed to working toward the highest standard of care for neuroscience patients by advancing the science and practice of neuroscience nursing. AANN comprises nearly 5,000 nurses and healthcare professionals working in diverse areas of neuroscience patient care, such as clinical, research, administrative, and educational settings.

AANN members treat patients who have complex needs that require highly skilled nursing care. Our members provide care for neuroscience specialties such as

- brain tumors
- epilepsy
- movement disorders
- muscular dystrophy
- multiple sclerosis
- Parkinson's disease
- spinal cord injury and disorders
- stroke
- traumatic brain injury.

## THROUGH YOUR PARTICIPATION YOU WILL

connect with thought leaders, renowned experts, and dedicated mentors in the field.

contribute your organization's expertise to patient care best practices

support nurse leaders as they work to advance the field of neuroscience nursing.

**Visit [aann.org](http://aann.org)**

# Exhibiting and Supporting

## AANN Annual Educational Meeting

Showcase your organization and engage AANN's membership by exhibiting at the Annual Educational Meeting. With the recent changes in health care, understanding how best to care for patients is more important than ever. Annual Educational Meeting attendees get the opportunity to watch demonstrations, try new equipment, and collaborate with exhibitors to learn about new products and materials they can use to care for their patients. The AANN exhibit program has unopposed exhibit hours and is developed to give exhibitors optimum contact with leaders in neuroscience nursing.

AANN enhances your exhibit experience in a variety of ways:

- The **opening reception** is a networking event held in the exhibit hall.
- **Advertising opportunities** allow companies to draw more traffic to their exhibit booth in creative and unique ways.
- **Corporate showcases** are held in a designated area of the exhibit hall, providing an opportunity to introduce new products and services or invite an industry leader to speak on a relevant topic in the field of neuroscience.
- **Non-continuing education (Non-CE) symposia** run unopposed to any other meeting event.

## Review Courses

AANN offers stand-alone educational conferences focusing on neuroscience subspecialties, including stroke, epilepsy, spinal cord injury and disorders, neurocritical care, neuro-oncology, cerebral vascular care, and neuromuscular care. Contact AANN if you are interested in supporting a specific topic of interest or to learn about support opportunities at an upcoming educational conference.

## Customize Your Sponsorship

Customize a sponsorship package with AANN that allows your organization to showcase its dedication to neuroscience nursing. Visit the AANN website to learn more about support opportunities for recognition and engagement throughout the year.



# Partnership Opportunities

## Industry Relations Council

AANN invites organizations that support the goals and mission of AANN to participate in the Industry Relations Council (IRC) and connect directly with leaders in neuroscience nursing. The IRC program features tiered participation levels to allow companies of all sizes to enhance their engagement with AANN. One of the benefits of IRC participation is a **1-hour meeting** between company representatives and a select group of AANN Board members and staff to discuss topics of mutual interest.

Additional benefits of IRC participation include

- a chance to **survey** the AANN Membership
- an opportunity to **send an e-blast** to AANN members (sent by AANN on your behalf)
- **recognition** throughout the year on the AANN website, on signage at the Annual Educational Meeting, and in the Program Guide, which is distributed to all meeting attendees.

## Agnes Marshall Walker Foundation



The Agnes Marshall Walker Foundation (AMWF) is dedicated to supporting neuroscience nursing through education, research, professional development, and certification

to promote excellence in patient care. Every dollar donated to AMWF directly funds grants to help support neuroscience nursing professionals. AMWF raises funds through the contributions of individuals and organizations such as yours, who generously support the field of neuroscience nursing. Learn more at [AMWF.org](http://AMWF.org).

### American Association of Neuroscience Nurses

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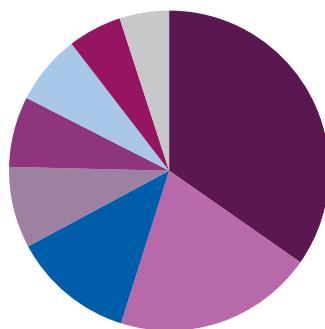
[info@aann.org](mailto:info@aann.org)

# Member Demographics

## PRIMARY SPECIALTY

- 35% Stroke
- 20% Neurotrauma
- 12% Spine
- 8% Epilepsy
- 7% Other\*
- 7% Neuro-Oncology
- 6% Neuromuscular
- 5% Movement Disorders

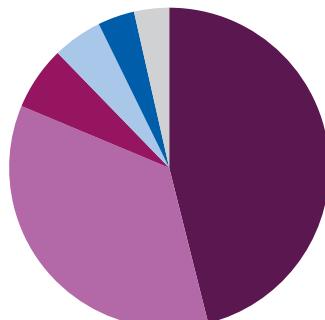
\* includes geriatric and pediatric



## WORK SETTING

- 46% University/Teaching Hospital
- 35% Community Hospital
- 6% Academic
- 5% Private Physician Practice
- 4% Other\*
- 4% Ambulatory

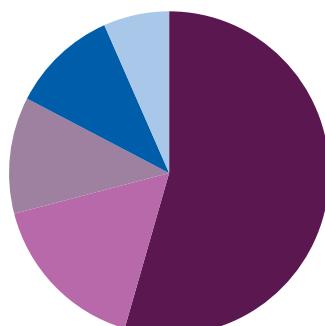
\* includes rehabilitation facility, consulting, and industry



## POSITION

- 54% Staff Nurse
- 16% Other\*
- 12% Nurse Practitioner
- 11% Clinical Nurse Specialist
- 7% Administrator

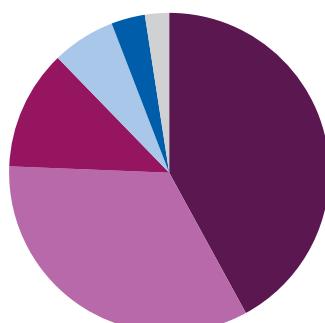
\* includes advance practice nurse, case manager, clinical educator, consultant, faculty, instructor, researcher, and student



## RESPONSIBILITY

- 42% Critical Care
- 34% Medical-Surgical
- 12% Outpatient
- 6% Other\*
- 3% Perioperative
- 3% Administration

\* includes industry or commercial, instructor, and research



**“AANN is a great organization to partner with. They consistently go above and beyond to help us optimize educational and sponsorship opportunities. We look forward to their Annual Educational Meeting, as attendance is always excellent.”**

*—Arbor Pharmaceuticals*

