

The Neurosurgical Database

Mailing Lists

through the
American Association of Neurological Surgeons

An integral part of your marketing strategy

Promote your product through the leading database of neurosurgeons

- Contact residents, nurses, physician assistants, and more
- Target your promotions with specialized sorts
- Track your success with custom keycoding
- Take advantage of subspecialty sorts
- Target meeting pre-registrants and post-meeting attendees

The Neurosurgical Database

Keeping you in touch with the decision-makers of today and tomorrow

Neurosurgical Database

AANS provides the resource you need to implement marketing plans for clinical, educational, or practice management products and services. The Neurosurgical Database includes AANS member and non-member neurosurgeons, nurses, physician assistants and other medical professionals. A variety of sorts are available to help you target your marketing efforts.

More Than Brain Surgeons

Neurological surgery is the medical specialty concerned with the diagnosis and treatment of disorders or injuries affecting the nervous system, brain, spinal cord, and the spinal column. A neurological surgeon may provide either surgical or non-surgical care, depending on the nature of the injury or illness. These medical specialists are trained to help patients with:

- head and spine trauma
- cerebrovascular disorders
- chronic low back pain
- birth defects
- brain and spinal tumors
- abnormalities of the peripheral nerves

Affiliated Professionals

The complete Neurosurgical Database includes affiliated professionals such as non-member neurosurgeons (in the U.S. and overseas), neurosurgical nurses, physician assistants, surgical technicians and physicians or professionals who have indicated interest in neurosurgical products and services. See "AANS Membership Categories" for specifics.

Areas of Concentration

The AANS tracks member interest in specialized areas of neurosurgery. See the order form for a complete list of subspecialties or ask about special interests.

Keycoding

Track your success with custom keycoding! Print or type the alphanumeric code (up to 8 characters) on the space provided on the order form. This code will appear on each record in the electronic file. All requests for code references within the file will be subject to the associated keycoding fee. Use this keycoding service to monitor the effectiveness of your promotions and evaluate your success.

Targeting Your Mailings

While standard lists include members, affiliated members, and meeting registrants and attendees, we can work with you to create lists customized to your specific targets. To narrow your mailing, AANS can provide lists based on subspecialty, geographic area, age or other demographic information, membership category or meeting attendance.

AANS Membership Categories

■ **Fellows:** Neurological Surgeons certified by the American Board of Neurological Surgery (ABNS), the Royal College of Physicians or Surgeons of Canada (RCS), or Mexican Council of Neurological Surgery (MCNS). These surgeons are practicing in the U.S., Canada or Republic of Mexico.

■ **Provisional:** Surgeons who are working toward board certification. They have completed a training program approved by the Accreditation Council for Graduate Medical Education (ACGME), the RCS of Canada, or the MCNS within the last five (5) years, have not yet met the certification requirements of the ABNS, RCS or Canada, or MCNS.

■ **Candidate:** Residents and other individuals who are enrolled in a neurosurgical training program approved by the ACGME, the RCS of Canada, or the MCNS.

■ **International:** International Members are those who do not qualify as an Active Member by virtue of their residence or training, and who have completed a formal neurosurgical training program as determined by, and suitable to, the Board of Directors.

■ **Associate:** Non-neurosurgeon doctors who have shown distinction in related medical disciplines and are certified by a national board in their field. *Associate members include certified neuroscience nurses and physician assistants.*

■ **Allied:** Individuals who are Certified Surgical Technologists with advanced certification in neurological surgery.

■ **Non-members:** Available categories of non-members include neurosurgeons, residents (international), nurses, office staff, physician assistants. Includes U.S. and foreign unless otherwise requested.

Policy

The AANS offers its mailing list, which consists of names and addresses both domestic and international, to interested parties who wish to distribute educational materials or commercial products/services of interest to neurosurgeons. E-mail addresses, telephone numbers and fax numbers will not be provided. Lists must be used for approved mailing purposes only and samples must be approved in advance of receiving the list.

Who is the American Association of Neurological Surgeons (AANS)?

A scientific and educational association devoted to the development of neurological surgery, AANS is the organization that can help you most efficiently and effectively bring your organization's name and product or service to the neurosurgical community. Fellows of the AANS are certified by the American Board of Neurological Surgery, the Royal College of Physicians and Surgeons (Neurosurgery) of Canada and/or the Mexican Council of Neurological Surgery A.C. and have completed extensive training through a five to seven-year neurosurgical residency program. Additional membership categories include neurosurgical residents, physicians working toward board certification, training program directors, and international neurosurgeons.

Mailing List Order Form

List rental subject to rental agreement attached. Fees for standard lists are listed below. Standard lists are available for \$195 per 1000 names and include a \$50 set-up fee. Custom lists are available for \$225 per 1000 names plus \$50 set-up fee. Custom sorts include sorting by membership category, geographic area, or other special requests not listed below. The minimum price for a list order is \$345, which includes a \$50 set-up fee. **Please note that lists include international addresses unless otherwise noted.**

Demographic information can be found on the AANS website at www.aans.org/members.aspx. You will receive an estimated list count and other details at the time of your order.

A sample of your mailing must be included with your order.

Orders will be processed and shipped within three days of approval of your request.

List No. _____ \$ _____
 or Custom Order: _____ ÷ 1000 x \$225 \$ _____
 or \$345 Minimum \$ _____
 Set up fee (applies to all orders) Included
 Key code (optional): \$25 \$ _____
 Delivery Method: Email N/A
 Rush processing fee \$75 (next day) \$ _____
 Rush Delivery \$25 \$ _____
 (or provide your shipper account number below)
 Express Mail Vendor: _____
 Account Number: _____

Total \$ _____

Purchaser Address

Name _____ Institution/Company _____
 Street Address _____ Suite/Floor _____
 City _____ State/Province _____ Postal Code _____ Country _____
 Phone _____ Fax _____
 E-mail _____

Shipping Address (if different from Purchaser Address)

Name _____ Institution/Company _____
 Street Address _____ Suite/Floor _____
 City _____ State/Province _____ Postal Code _____ Country _____
 Phone _____ Fax _____
 E-mail _____

Payment Method

Orders must be prepaid.

Check made payable to AANS in U.S. funds, drawn on a U.S. bank, enclosed in the amount of \$ _____

Visa MasterCard American Express

Card Number _____ Exp. Date _____

Name (as it appears on card) _____

Signature (I agree to pay the order total according to card issuer agreement)

List #	Description (approximate count)	Price
ML111	Custom Request	TBD
ML200	AANS Neurosurgical Database (20,400)	\$4,028
ML201	AANS Member List - All Categories (5,625)	\$1,147
ML212	AANS Candidates (1,550)	\$352
ML213	Training Program Directors (110)	\$345
ML214	Neurosurgeons - U.S. and International (12,890)	\$2,564
ML215	Neurosurgeons/Candidates - U.S. only (5,750)	\$1,171
ML220	Neurosurgeons/Nurses/Phy. Assistants - U.S. only (7,340)	\$1,481
*ML202	AANS Annual Meeting pre- or post- reg (1,800 - 3,000)	\$500
*ML210	Meeting Registrants Other (AANS/CNS Section Meetings)	\$345
	<input type="checkbox"/> CV <input type="checkbox"/> Pediatrics <input type="checkbox"/> Pain <input type="checkbox"/> Tumor	
Subspecialty		
ML203	Trauma (2,785)	\$593
ML204	Cerebrovascular (2,710)	\$578
ML205	Stereotactic & Functional (730)	\$345
ML206	Pain (330)	\$345
ML207	Pediatric (640)	\$345
ML208	Spine (2,680)	\$573
ML216	Peripheral Nerves (1,130)	\$345
ML209	Tumor (3,640)	\$760
ML217	Endovascular (125)	\$345
ML218	Epilepsy (320)	\$345
ML219	Skull Base (570)	\$345
Special Interests: Call to request types and counts.		
A \$50 set-up fee is included in the above totals.		
Lists include international addresses unless otherwise noted.		
*Available only to companies exhibiting at the meeting.		

Custom Request or Order Notes

Note: All requests for code references within the file will be subject to the associated keycoding fee.

Keycode

Note: All requests for code references within the file will be subject to the associated keycoding fee.

(up to 8 characters) _____

Please rank sort order: ___ Country ___ Zip Code
 ___ Alpha by last name

Standard processing:

Member Services, American Association of Neurological Surgeons
 38780 Eagle Way, Chicago, IL 60678-1387

Rush processing:

Member Services, American Association of Neurological Surgeons
 5550 Meadowbrook Drive, Rolling Meadows, IL 60008-3852

Toll Free (888) 566-AANS x539 ■ Telephone (847) 378-0500 x539 ■ Fax (847) 378-0600 ■ www.AANS.org



American Association of Neurological Surgeons

and the American Association of Neurosurgeons

American Association of Neurological Surgeons List Rental Agreement

This Agreement between the American Association of Neurological Surgeons (“AANS” or “Licensor”) and _____ (“Licensee”) is entered into agreement as of the date of its acceptance by AANS.

License and Ownership

Grant of License. Subject to terms and conditions of this Agreement, Licensor grants Licensee a one-time, non-exclusive and non-transferable license to use the mailing list consisting of names and addresses from AANS’ database, or a portion thereof (“the List”) for the following mailing:

Restrictions on Use. Licensee may not, nor may it permit its employees, contractors, parents, subsidiaries or other third parties to: (i) rent, lease, loan, sublicense or distribute any copies of the List to a third party or allow a third party to access or use the List or (ii) copy the List.

No Transfer of Title. Licensor shall retain all ownership rights, including all copyright, trade secret and other proprietary rights, in and to the List. No title or ownership of the List or any of its parts is transferred to Licensee.

Rental Fee. Licensee will pay a rental fee due upon acceptance by AANS. See order form for fees. In the event of a cancellation, no refund will be provided once the mail list has been furnished to Licensee.

Obligations of Licensee. Licensee agrees that its use of the List and all sales or marketing activities conducted by using the List will comply with all applicable laws and regulations, including all postal regulations. Licensee may not make any mention of AANS or use the AANS logo in any marketing, promotional or other materials sent to AANS members. Upon request Licensee will furnish AANS with copies of any materials sent to AANS’ members for AANS’ approval. AANS reserves the right to prohibit distribution to its members of any material that it deems inappropriate or unacceptable.

Delivery of List. This Agreement is subject to approval and acceptance by AANS. Upon acceptance, AANS will deliver the List to the address indicated on order form.

Termination. AANS may terminate this Agreement by giving Licensee written notice of termination if Licensee commits a material breach of this Agreement. Upon any termination of this Agreement, Licensee must cease all use of the List, destroy all copies of the List in Licensee’s possession or control and take such other actions as AANS may reasonably request to ensure that no copy or portion of the List remains in Licensee’s possession or control.

Disclaimer of Warranties and Limitation of Liability. The List is provided “as is,” without warranty of any kind, express or implied, including, but not limited to, warranties of performance or merchantability or fitness for a particular purpose. In no event shall the Licensor be liable for any third party claims or for any direct, indirect, special, incidental, exemplary, consequential or any other damages whatsoever, even if Licensor has been advised of the possibility of such damages. Licensee’s exclusive remedy for any claim related to this Agreement or to its use of the List will be a refund of the fee paid for the List.

Indemnification. Licensee shall indemnify, defend and hold Licensor, its officers, employees and affiliates, harmless against all claims, proceedings, demands, liabilities and expenses arising out of any damage or injury to property or person and resulting from Licensee’s use of the List.

General. This License Agreement embodies the entire understanding between the parties with respect to the subject matter hereof and supersedes any and all prior understandings and agreements, oral or written, relating thereto. Should any provision of this License Agreement be held to be void, invalid, unenforceable or illegal by a court, the validity and enforceability of the other provisions will not be affected. Failure of a party to enforce any provision of this License Agreement will not constitute or be construed as a waiver of such provision or of the right to enforce such provision. The headings and captions contained in this License Agreement are inserted for convenience only and shall not constitute a part hereof.

LICENSOR:

American Association of Neurological Surgeons
5550 Meadowbrook Drive
Rolling Meadows, IL 60008

Authorized signatures:

Name

Title

Date

LICENSEE: (Please print name and address)

By: _____

Title: _____

Date: _____