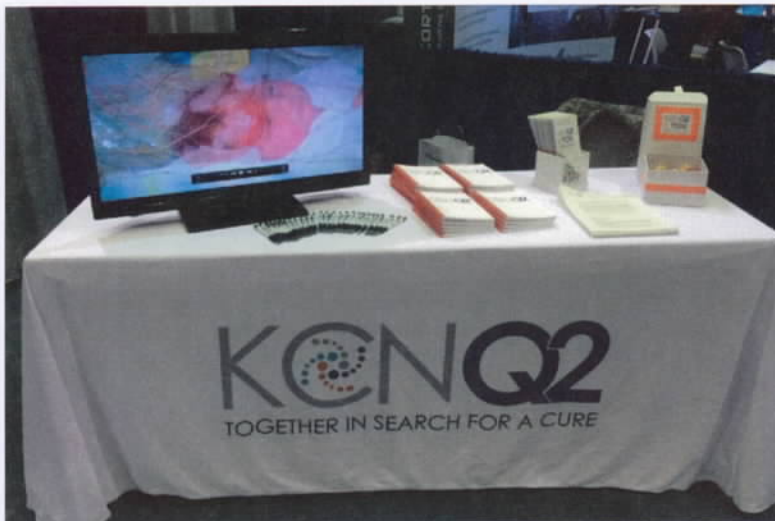


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On a Mission: AES Seattle

If you were a doctor or researcher working your way through the exhibition hall of the American Epilepsy Society's Annual Meeting in Seattle last week, you would have noticed something new this year. For the first time, KCNQ2-related epilepsy was represented.



AES booth all set.

The Jack Pribaz Foundation (JPF) sponsored a big corner booth and a banner that splashed our message overhead on a 20-ft. LED display.

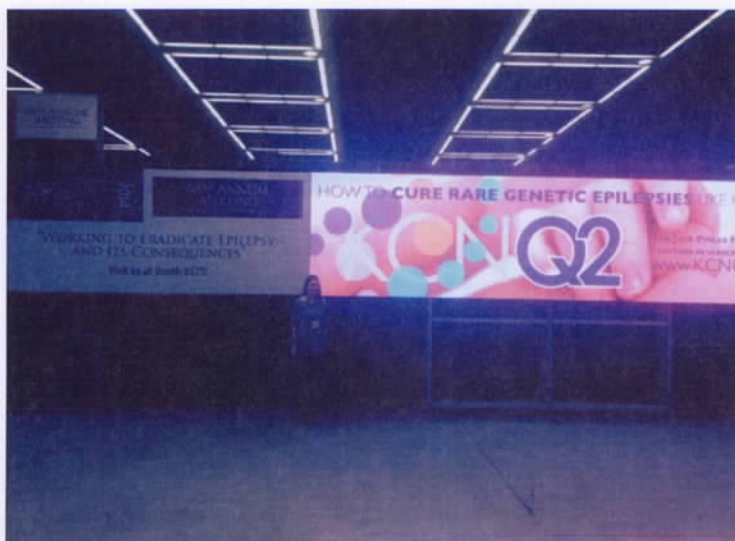
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Archives



LED media wall, with Angela Cherry for scale.

December 2014

September 2014

August 2014

July 2014

June 2014

May 2014

April 2014

March 2014

February 2014

With our purchase of the LED spot, we had exactly 15 seconds (looped repeatedly over three days) to catch the attention of the more than 4300 doctors and researchers, plus potential advocacy and industry partners, who wandered the exhibition hall. "KCNQ2" was on the screen for the entire spot, to help people get used to seeing it among the alphabet soup of rare genetic epilepsies: PCDH19 and CDKL15, for example, plus the better-named disorders and their interest groups that have been around longer, like Lennox Gastaut Syndrome, and Dravet Syndrome.



Dads Mike Pribaz and Jim Thompson engaging docs.

In the LED banner ad we also animated the four-armed logo to reinforce **our four strategic aims**, which we came to Seattle to advance. So did we accomplish our mission?

1. Fund research.

In Seattle the JPF announced **our new research grant application process**. In the booth and online,

<http://jacksarmy.org/2014/12/11/on-a-mission-aes-seattle/>