



May 30, 2009

The Alzheimer's Association (AA) and the Huntington's Disease Society of America (HDSA) are pleased to inform you about our upcoming family caregiver conference held in Milwaukee in October. The conference will be held October 24th at the Wyndham Milwaukee Airport and Convention Center. We expect 300-400 family caregivers to attend the event. We invite you to lend support as a sponsor or exhibitor of the 2009 conference.

For the full day conference, we will have Alzheimer's and Huntington's disease experts from various areas to present on the conference topics. Conference participants will attend numerous workshop sessions, an exhibit fair and engage in networking and support opportunities.

Conference sponsors will be recognized in a number of ways and enjoy conference participation opportunities. Please review the enclosed materials outlining sponsorship levels and benefits. We hope to include you as a sponsor this year! **Please respond by July 15, 2009**, to meet print deadlines and have your name included in our list of distinguished sponsors in the conference brochure. For your convenience, a response form is included with this letter.

Your sponsorship support assists with conference expenses allowing us to keep the conference registration fees low, enabling greater participation from caregivers across Wisconsin and other states.

If you have questions, please call me at 414-479-8800 or send me an e-mail at krista.scheel@alz.org. We look forward to including you as a 2009 sponsor!

Sincerely,



Krista Scheel
Program Director
Alzheimer's Association
of Southeastern Wisconsin



Melissa Worthington
Regional Director
Huntington's Disease
Society of America



***Alzheimer's Disease and Huntington's Disease
Family Caregiver Conference
The Wyndham Milwaukee Airport
and Convention Center
October 24, 2009 • Milwaukee WI***

SPONSORSHIP OPPORTUNITIES AND BENEFITS

GOLD LEVEL SPONSOR	\$ 5,000
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This level may support one, or more, of the following:

- Conference scholarships for caregivers
- Two keynote speakers – fees and travel expenses
- Conference printing and mailing expenses
- Conference Networking Reception
- Breakfast and lunch expenses

In recognition of the sponsorship, you will receive:

- Corporate name and logo on conference brochures and attendee book (400+)
- Recognition on conference website home page
- Name / logo on conference signage
- Company name recognized as sponsoring one keynote speaker – verbal and print recognition
- Two complimentary exhibit booths (8' x 10' each) (\$600 value)
- Sponsorship recognition with logo in newsletters, e-newsletters and websites for Huntington's Disease Society of America and Alzheimer's Association of Southeastern Wisconsin

SILVER LEVEL SPONSOR	\$2,500
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This level may support one, or more, of the following:

- Conference scholarships for caregivers
- Sponsor three conference workshops
- Conference printing and mailing expenses
- One conference beverage break

In recognition of the sponsorship, you will receive:

- Sponsorship recognition in the conference brochures and corporate name in conference attendee book (400+)
- Name on conference signage
- Company name recognized as sponsoring three workshops
- One complimentary exhibit booth (8' x 10') (\$300 value)
- Sponsorship recognition in newsletters, e-newsletters and websites for Huntington's Disease Society of America and Alzheimer's Association of Southeastern Wisconsin

BRONZE LEVEL SPONSOR**\$1,000****This level may support one, or more, of the following:**

- Conference scholarships for caregivers
- Two conference workshops
- General conference expenses

In recognition of the sponsorship, you will receive:

- Sponsorship recognition in conference attendee book (400+)
- Name on conference signage
- Company name recognized as sponsoring one workshop
- One complimentary exhibit booth (8' x 10') (*\$300 value*)
- Sponsorship recognition in newsletters, e-newsletters and websites for Huntington's Disease Society of America and Alzheimer's Association of Southeastern Wisconsin

CONFERENCE PARTNER**\$ 500****This level may support one, or more, of the following:**

- Conference scholarships for caregivers
- General conference expenses

In recognition of the sponsorship, you will receive:

- One complimentary exhibit booth (8' x 10') (*\$300 value*)
- Sponsorship recognized in attendee materials

Exhibit Booth**\$ 300****Booth includes a skirted, clothed 8' table and two chairs. Electricity is available for an additional fee.**

2009 CONFERENCE SPONSORSHIP

Company Name: _____ Date: _____

Contact Person: _____ Phone: _____

Address: _____ FAX: _____

_____ E-Mail: _____

Please indicate commitment level:

- | | | |
|--------------------------|--------------------|----------|
| <input type="checkbox"/> | GOLD SPONSOR | \$ 5,000 |
| <input type="checkbox"/> | SILVER SPONSOR | \$ 2,500 |
| <input type="checkbox"/> | BRONZE SPONSOR | \$ 1,000 |
| <input type="checkbox"/> | CONFERENCE PARTNER | \$ 500 |
| <input type="checkbox"/> | EXHIBIT TABLE ONLY | \$ 300 |

TOTAL: \$ _____

- Please invoice our organization for this contribution.
- Payment will be sent to you by _____.
- Payment enclosed.

Make your check payable to: *Huntington's Disease Society of America*

IMPORTANT ---- For gifts of \$2,500 or more, please send your logo electronically to krista.scheel@alz.org.

Return this form to: Alzheimer's Association
AA/HDSA Family Caregiver Conference
Attn: Krista Scheel
6130 W. National Ave • Milwaukee, WI 53214
FAX: #414-479-8819 • E-Mail: krista.scheel@alz.org.

To ensure proper recognition of your sponsorship in the conference brochure, your response is needed by **JULY 15, 2009**.

alzheimer's  association™



Huntington's Disease
Society of America