alzheimer's association®

AAIC 20

ALZHEIMER'S ASSOCIATION INTERNATIONAL CONFERENCE®

SPONSORSHIP OPPORTUNITIES

JULY 26–30, 2020 ANNUAL CONFERENCE

July 24–25 Preconferences

July 26–29 Exhibits

Amsterdam, Netherlands

Registration opens February 2020 at alz.org/AAIC

GENERAL INFORMATION

What is AAIC®?

The Alzheimer's Association International Conference® (AAIC®) is the world's leading forum on dementia research. This annual conference serves as a catalyst for new knowledge about dementia and fosters a vital, collegial research community. The content presented at AAIC is created by researchers for their peers, serving to advance the areas of dementia science that are critical to the success of the field and the discovery of scientific breakthroughs leading to methods of prevention, treatment and, ultimately, a cure for Alzheimer's disease.

Why should you sponsor?

Sponsorship provides an excellent opportunity to:

- **Demonstrate your company's leadership in the field of dementia research.**
- **Convene a corporate symposium.**
- **Exhibit and distribute your marketing and promotional material through multiple channels.**
- **Elevate your brand or science.**
- **Connect to key opinion leaders, researchers, scientists, clinicians and marketing professionals.**
- **Be exposed to a variety of innovative approaches to the latest trends in dementia research.**

AAIC 2019 sponsors

Platinum Sponsors

Biogen

Eisai

Genentech

Gold Sponsors

abbvie

ACADIA® Pharmaceuticals

AMGEN

NOVARTIS

GRIFOLS

Lilly

SUVEN Life Sciences

Silver Sponsors

Boehringer Ingelheim

Edward Jones®

GE Healthcare

janssen PHARMACEUTICAL COMPANIES OF Johnson & Johnson

Lundbeck

Magou

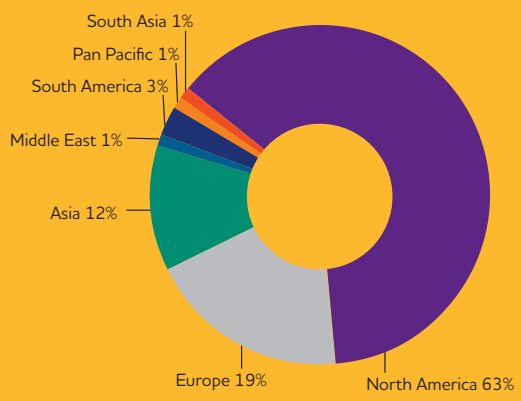
AAIC DEMOGRAPHICS

Who will you reach?

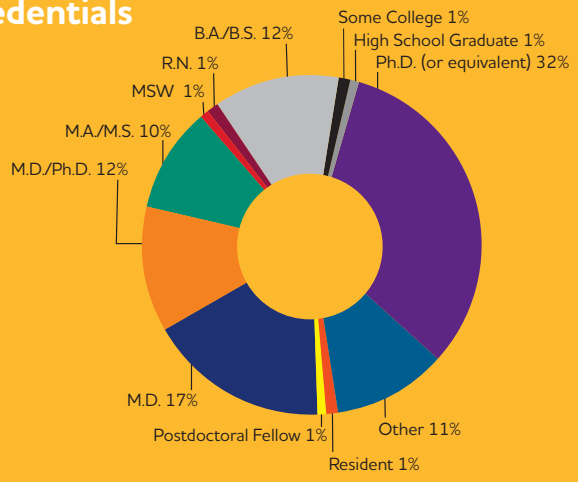
As the premier forum on dementia research and technologies, the audience for this prestigious event includes:

- Primary Care Physicians
- Neurologists
- Researchers
- Neuroscientists
- Lab Managers
- Psychiatrists
- Biochemists
- Radiologists
- Geriatric Specialists
- Care Providers

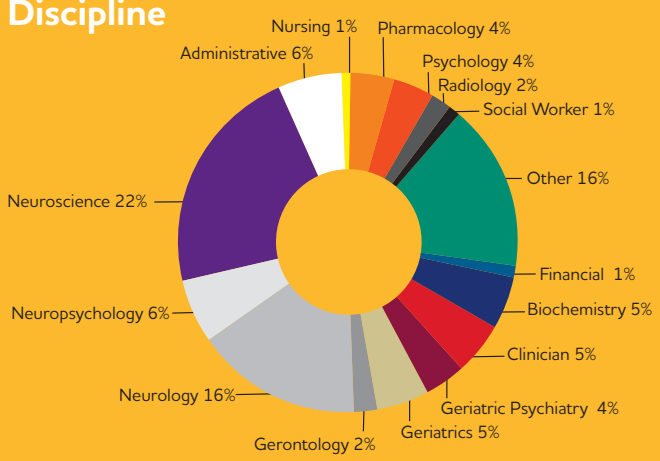
Regions



Credentials



Discipline



SPONSORSHIP OPPORTUNITIES

Premier Sponsorship Opportunities

	Platinum $200,000	Gold $100,000	Silver $50,000
Corporate-sponsored symposium space	1†	1††	
Complimentary full registration	4	2	1
Discounted full registration	3	3	3
Exhibit booth (3M x 3M)	4	2	1
Exhibit Hall-only registration	12	6	3
Mailing lists for pre- and post-conference use	•	Pre-only	
Announcement slide at plenary session	•		
Complimentary office space during AAIC	•		
Logo recognition on official AAIC bag	•		
Approved insert in official AAIC bag	•	•	
Logo recognition at the beginning of each plenary session	•	•	•
Verbal recognition at opening plenary	•	•	•
Logo recognition on registration mailer	•	•	•
Logo recognition in onsite program	•	•	•
Logo recognition on alz.org/AAIC	•	•	•
Logo recognition on welcome sign	•	•	•
Logo recognition on Exhibit Hall entrance	•	•	•

† Priority time/place/selection †† Evening time slot only

Special Sponsorship Opportunities

Meeting notebook	$35,000	(1)
AAIC app*	$30,000	(1)
Name badge/lanyard	$35,000	(1)
Hotel key card*	$30,000	(1)
Transportation cards	$15,000	(1)
Private Work Station Cubicles	$15,000	(1)
WiFi	$15,000	(1)

Student/Postdoc Lounge	$15,000	(1)
Mix and Mingle Lounge	$15,000	(1)
Attendee Lounge*	$15,000	(1)
New Mothers' Room*	$15,000	(1)
Fun Run & Walk	$15,000	(1)
Recharge Area*	$15,000	(1)
Custom Sponsorship		

*Right of first refusal for AAIC 2020 held until Dec. 31, 2019

(1) One sponsor max (3) Three sponsors max

EXPLANATION OF BENEFITS

Corporate-sponsored symposium
Host a symposium on topics relative to your organization's business in a distinctive venue. Date and location will be determined based on the date of a signed sponsorship agreement, past sponsorship investment and available space. The Alzheimer's Association will provide the space for these events. The sponsor is responsible for AV, catering, tables, chairs, signage and decoration. Platinum sponsors have unopposed lunchtime priority.

Exhibit booth (3M x 3M)
Uncarpeted space. The sponsor is responsible for carpeting and extras.

Mailing lists for pre- and post-conference use
Lists will include contact information and are only for one-time use of approved content.

Announcement slide at one morning plenary
This highly visible slide shown at a morning plenary is a great way to highlight symposium times and dates or exhibit booth location. Sponsor may select one morning plenary to feature the announcement slide.

Complimentary office space during AAIC
Office comes equipped with a conference table and seating for up to 15 people. All AV, internet and catering services are the sponsor's responsibility.

Approved insert in official AAIC bag
Use this benefit to promote your booth location, symposium, products and more. Size and content must be approved in advance.

Meeting notebook
Included in the official conference bag given to each registered attendee, this compact version of the onsite program will feature condensed daily schedules. Receive logo recognition on the cover and each note page, plus ad space inside front and back covers.

AAIC app
The AAIC app is downloadable across all mobile platforms and is the only place to get all abstracts. It provides complete session schedules, exhibitor information, daily meeting highlights and integrated map functionality. Logo recognition on the splash page of the mobile app in all electronic and print materials where the app is promoted.

Name badge holder/lanyard
Every attendee wears a name badge, giving participants an easy way to recognize colleagues and make new contacts. The exclusive sponsor's logo will appear on the name badge holder or lanyard, giving your company high visibility.

Hotel key card
Your company's logo will be seen repeatedly by meeting attendees when they use their hotel room key card. The logo is printed on one side of the key card at participating hotel headquarters.

Transportation cards
Attendees will use your branded transportation cards to explore Amsterdam. Logo recognition on all cards.

Private workstation cubicles
A pop up work space for attendees to work in the convention center. Small space will be set up with a desk, phone and internet. Logo recognition on signage at workstation.

WiFi
Help attendees stay connected on site. Your company name will be used as a password and your logo will be displayed on a splash page.

Student/Postdoc Lounge
Your logo will be seen by hundreds of students and postdocs who come to network and share in the lounge. Logo recognition on signage at the lounge.

Mix and Mingle Lounge
The perfect place to meet up with friends and colleagues in a comfortable and fun lounge area. Logo recognition on signage at the lounge.

Attendee Lounge
Located in the Exhibit Hall, attendees use this area to relax, talk with exhibitors and network. Logo recognition on signage at the lounge.

New Mothers' Room
A place for new moms to relax and privately nurse their infants. Logo recognition on signage in the room.

Fun Run & Walk
Sponsor this exciting event, held one morning before start of the conference day, which brings together attendees for some exercise outside.

Recharge Area
Attendees can charge phones, tablets or laptops. Logo recognition on signage in the area.

Custom Sponsorship
A wide range of custom sponsorships can be designed to meet company's strategic objectives.

For more information about our sponsorship opportunities or to customize a package for your organization, please contact:

Jay Thompson
Senior Associate Director
Corporate Initiatives – Pharmaceutical Industry

312.335.5192
jthompson@alz.org

GUIDELINES FOR CORPORATE-SPONSORED SYMPOSIA

Corporate-sponsored symposia, whether CME or non-CME, are functions that involve AAIC 2020 attendees but are planned and executed by the sponsor or its designated third-party medical event/communication vendor.

General Information

Symposia may not conflict with any official Alzheimer's Association events, educational sessions or exhibition hours. Continuing education programs may not be offered during official Alzheimer's Association programming.

Premier Sponsorships Priority Selections

All premier sponsorship commitments for AAIC 2020 made before Dec. 31, 2019, will be entitled to exhibit booth location and symposia time/location priority selection depending on cumulative AAIC investment history from 2017-2019. Sponsors will be contacted the week of Feb. 10, 2020, to make selections.

Selection priorities are established by assigning points for each sponsor's investment over the last five years and totaling points as in the following example:

	2017	2018	2019	
Company A	GOLD $100K (4 pts) +	GOLD $100K (4 pts) +	PLATINUM $200,000 (8 pts)	= 16 pts
Company B	SILVER $50K (2 pts) +	SILVER $50K (2 pts) +	GOLD $100,000 (4 pts)	= 8 pts

Sponsors making commitments after Dec. 31, 2019, will select sponsorship opportunities on a first-come/first-served basis.

Program Content/Speakers/Continuing Education

- Corporate-sponsored symposia—CME must comply with ACCME guidelines regarding objectivity and scientific rigor of program content, appropriate disclosure of commercial relationships and discussion of unlabeled uses by speakers, and program evaluation. Securing CE credit is the responsibility of the organizer.
- The program title and topic cannot be changed once it is selected, approved and published.
- All correspondence with corporate-sponsored symposia speakers, including honoraria and expense reimbursement, will be the responsibility of the organizer of the symposium.
- Corporate-sponsored symposia can be designated for physician credit by an ACCME-accredited provider.

Schedule for Corporate Sponsored Symposia—CME, Non-CME, Promotional Symposia

Please refer to the schedule below to identify potential times to hold a corporate-sponsored symposium (CME or non-CME) at AAIC 2020.

Date/time preference:

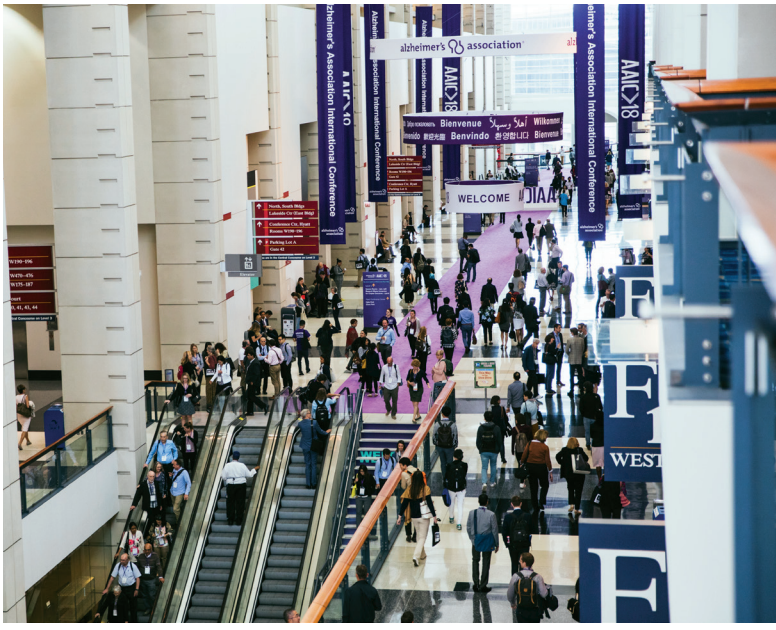
Monday, July 27, 6-9 p.m.
Tuesday, July 28, 6-9 p.m.
Wednesday, July 29, 6-9 p.m.

(Available to all Platinum and Gold Sponsors)

Unopposed Lunch Symposia available from noon-2 p.m. Monday, Tuesday and Wednesday to **Platinum Sponsors only**. All symposia held in hotel ballrooms.

Promotion

- The Alzheimer's Association will assign a meeting room for your event.
- The Alzheimer's Association will list corporate-sponsored symposia information, including brief program synopses on the AAIC website and all official program books.
- Six weeks prior to the annual meeting, the Alzheimer's Association will provide platinum- and gold-level corporate sponsors, or their organizer, with an electronic mailing list of conference registrants. This list is for one-time use only and all content for the mailing must be approved by the Association. Please send to jthompson@alz.org for review and allow at least five business days for Alzheimer's Association approvals.
- The Alzheimer's Association requires that you include **"Held in conjunction with the Alzheimer's Association International Conference® 2020"** whenever describing the event.



ADDITIONAL INFORMATION

Key Dates

May 25	Corporate-sponsored symposia copy due for onsite program
May 25	Deadline to reserve advertising space in onsite program
May 25	Ad art layout due for onsite program
June 1	Official conference bag inserts sent for approval
June 1	Preregistration mailing list provided to Platinum and Gold sponsors with approved content

Please visit alz.org/AAIC for updates.

Other Corporate Opportunities

AAIC is the premier venue for your company to increase its presence among leaders in Alzheimer's research.

For more information about our sponsorship opportunities or to customize a package for your organization, please contact:

Jay Thompson
Senior Associate Director
Corporate Initiatives – Pharmaceutical Industry
Alzheimer's Association
jthompson@alz.org

Exhibits

Generate new and untapped leads in the scientific marketplace:

- Establish your brand in front of thousands of Alzheimer's researchers.
- Network with other industry leaders.

For more information, contact:

Sarah McKinney
Director, Conference Services
Alzheimer's Association
smckinney@alz.org

Advertising

Promote your brand in front of thousands of dementia researchers. Opportunities include the onsite program, a resource with information on all sessions, exhibits and social activities.

For more information, contact:

Greg Andruch
Exhibit Sales Manager
Hall-Erickson
630.929.7972
gandruch@heiexpo.com

alzheimer's association®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's®.

800.272.3900 | alz.org®

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