

27th International Conference of Alzheimer's Disease International
7 – 10 March 2012
ExCeL London, United Kingdom

INVITATION TO SPONSORS AND EXHIBITORS

Partner with us to reach new audiences, connect with influencers, share advancements in science and make a difference to the lives of those affected by dementia.
An exciting opportunity to lead the fight against dementia, reach a specialist audience of professionals, carers and people with dementia, and demonstrate your leadership on dementia on a global stage.



Letter of Invitation to Sponsors

27th International Conference of Alzheimer's Disease International
7 – 10 March 2012
ExCeL Centre, London, United Kingdom

Dear Supporter

Alzheimer's Disease International (ADI) and Alzheimer's Society are hosting the 27th International Conference of Alzheimer's Disease International, at the ExCeL Centre, London from 7 to 10 March 2012.

Conceived as 'three conferences in one', under the theme *Science, Fact, Fiction*, it will consist of parallel sessions which focus on these three strands and bring them together for important plenary sessions and debates that concern us all. The conference will be valuable for medical professionals, scientists, researchers, policy makers for people living with dementia, informal and professional carers, and Alzheimer association staff and volunteers from around the world.

London in 2012 will be an exciting and energised city in preparation for the Olympic and Paralympic Games, which will take place just a few months after the ADI conference. The conference venue is adjacent to where the principal Olympic stadium will be and we intend our conference to be no less inspirational!

The Olympic motto is *Faster, Higher, Stronger*, which also reflects three very important areas of our cause. It encompasses the speed with which we need to move to find a cure for dementia. It represents our increasingly higher aspirations for those living with the condition and highlights how much stronger we become by working together as a worldwide movement made up of individuals and organisations.

Alzheimer's Society is leading the fight against dementia in England, Wales and Northern Ireland. It has pushed dementia to the top of the political agenda in the UK and, working with ADI, who is raising the agenda on a global level, it is determined to make this a worldwide conference that will have lasting impact.

This is a great opportunity to partner with the leading dementia organisations on a global stage.



Andrew Ketteringham
Conference Chair
Alzheimer's Society



Marc Wortmann
Executive Director
Alzheimer's Disease International



Daisy Acosta
Chairman
Alzheimer's Disease International

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About the Conference

ADI's unique annual conference brings together professionals in dementia care, medical professionals, researchers, family caregivers, people living with dementia and national Alzheimer associations.

There are an estimated 36 million people with dementia worldwide, a number which is projected to increase to over 150 million by 2050. This conference will bring together experts from across the globe to share information on achievements in the medical field, new and innovative research, best practices in dementia care and to challenge perceptions of dementia.

The conference is truly international in its nature with an anticipated attendance of over 1,500 delegates from all corners of the globe. The conference covers a wide range of current topics that are of importance to everyone with an interest in the field of dementia, which can be viewed within this prospectus and on the conference website www.adi2012.org

Conference Theme

“Science Fact Fiction”

Science: Leading scientists from across the globe will come together to summarise the latest research in cause, cure and care for dementia.

Fact: Professionals will have the opportunity to share and learn the latest information on best practice in dementia while gaining accreditation towards their professional development.

Fiction: How creativity can help manage the symptoms of dementia and using literature and art to describe and express dementia helping to empower carers and professionals.

Alzheimer's Disease International (ADI) www.alz.co.uk

Alzheimer's Disease International (ADI) is the international federation of more than 76 national Alzheimer associations around the world. ADI was founded in 1984 to help establish and strengthen Alzheimer associations throughout the world, through the exchange of information, skills and models of best practice. ADI wants to improve the quality of life for people with dementia and their families and to raise global awareness about Alzheimer's disease and all other causes of dementia.

Alzheimer's Society www.alzheimers.org.uk

Alzheimer's Society is a membership organisation, which works to improve the quality of life of people affected by dementia in England, Wales and Northern Ireland. Many of our 25,000 members have personal experience of dementia as carers, health professionals or people with dementia themselves, and their experiences help to inform our work.

Through campaigning and lobbying we strive to influence government policies and raise awareness of the challenges faced by people with dementia and the people who care for them. And through our research programme we work to improve the knowledge we have about dementia and its treatment – and pursuing the ultimate goal of finding a cure.

“I think ADI do a wonderful job and I was thrilled to be with them at Singapore last year where I met so many new friends.” ADI delegate, 2009

Top 10 reasons why your organisation should sponsor or exhibit at the 2012 ADI Conference

One-stop opportunity: This is Europe's largest and most important conference on Alzheimer's disease. More than 1,500 delegates from over 60 countries are expected.

Who's who in Alzheimer's disease: Meet and connect with the best researchers and top policy makers from around the globe. Hear the inspiring voices of caregivers and people living with dementia.

Healthy interactions: In one convenient place, interact with the world's leading health care professionals; get insights into the latest innovations in Alzheimer care and best practices.

Add your voice to Alzheimer's disease: Your attendance will not only help your organisation grow, but it will also help propel dementia to the top of the international health agenda.

Influencing change: Discover how global decision makers are changing the face of dementia through policy change and other exciting initiatives, and how your organisation can make a difference.

Branding in one convenient place: Through sponsorship, your organisation will have the unique opportunity to position its brand across the world of dementia.

Unparalleled networking opportunities: An amazing programme of dynamic presentations, workshops and exhibits, as well as opening ceremonies, scheduled lunches and coffee breaks provide plenty of opportunities for information-sharing.

Local meets global: A strong local and international presence creates unique synergies and inspires new ideas in the pursuit of making a difference in the lives of those living with dementia.

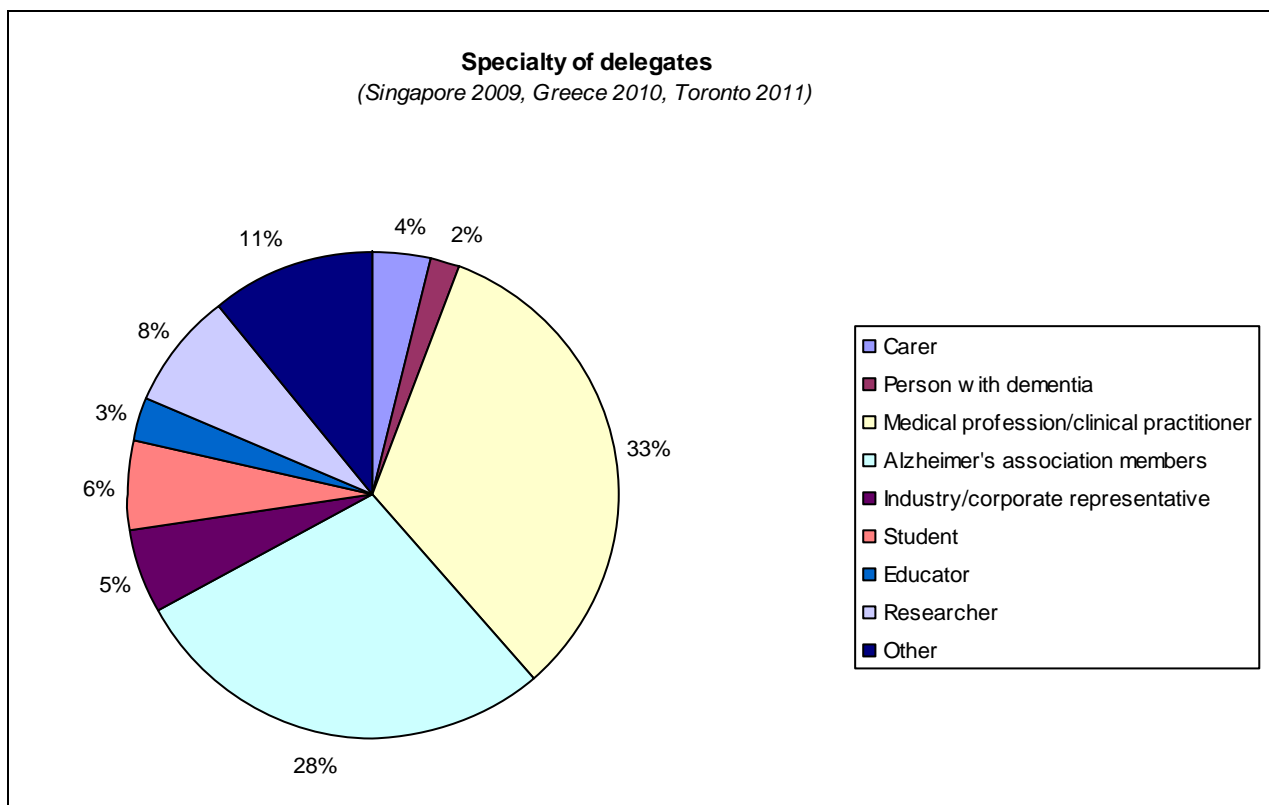
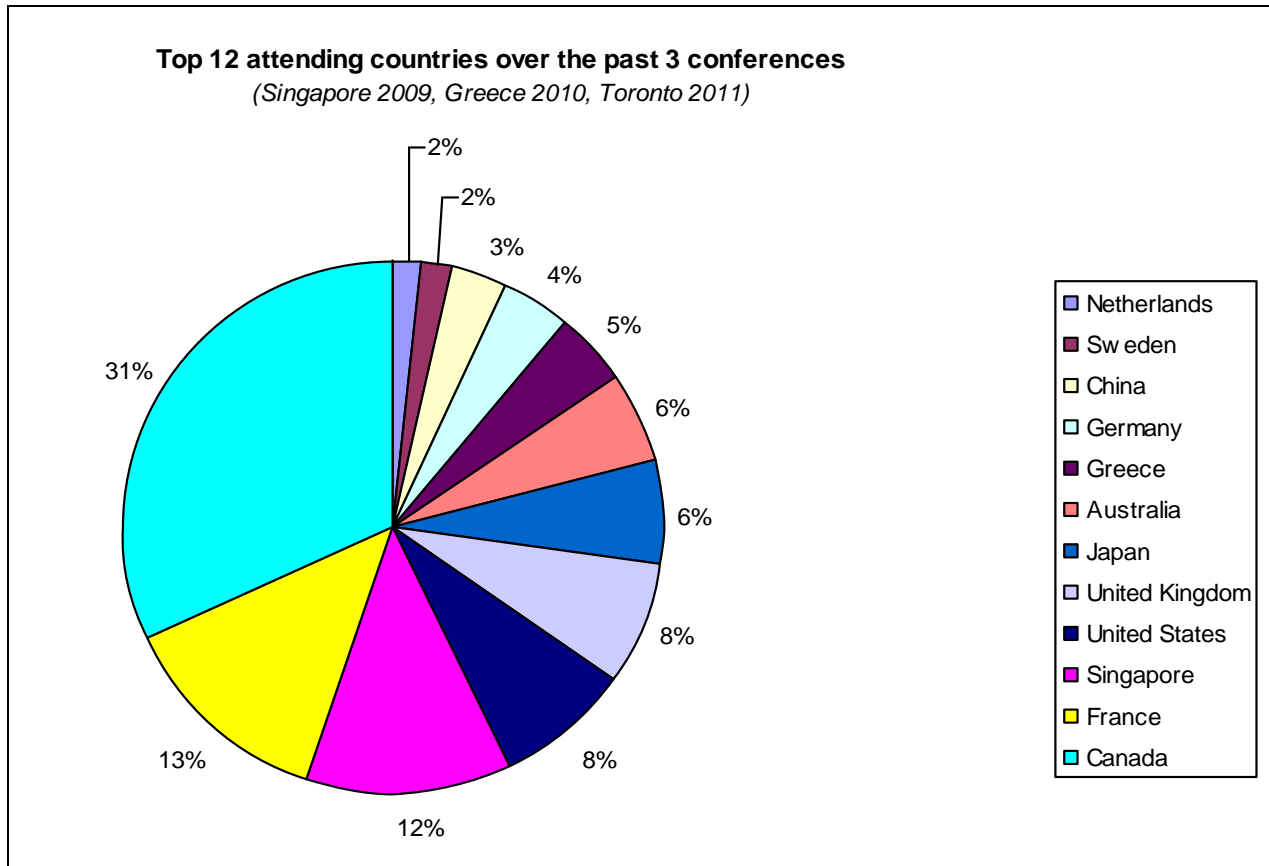
Reasonable rates: No matter your organisation's budget, you'll find the perfect sponsorship package, from platinum options to table-top stands. Ask us about customised options to suit your specific needs.

London tops with tourists: London has a unique mix of history and contemporary culture. London is arguably the most vibrant city in the world.

"Probably the best international conference on dementia care research in the world" Professor Martin Orrell



Demographics



Conference venue

ExCeL Centre London
One Western Gateway
Royal Victoria Dock
London
E16 1XL

Tel: + 44 (0) 20 7069 5000 Website: www.excel-london.co.uk Email: info@excel-london.co.uk

ExCeL London is a world-class events venue, located in the commercial heart of the UK, adjacent to Canary Wharf and within easy reach of the City.

Situated in a 100-acre campus with dozens of contemporary bars, restaurants, pubs and 5 hotels, there is simply no other venue like it.

Conference dates

7 - 10 March 2012

Conference programme

Please see appendix 1 for a conference programme. (page 21)

Plenary 1 8 March 09:00-10:30	Plenary 2 8 March 11:00–12:30	Plenary 3 9 March 09:00-10:30	Plenary 4 9 March 11:00-12:30	Plenary 5 10 March 11:00-12:30
Preparing for the dementia epidemic	New diagnostics / new lexicon of Alzheimer's disease	Is the portrayal of dementia in the mass media enhancing or reducing stigma? (Debate)	Non-pharmacological interventions and ways of managing neuro-psychiatry symptoms	Prevention and risk reduction (Debate)
Alzheimer's Associations as Agents of Change Glenn Rees Australia	Diagnosis of Early Alzheimer's Disease: Implications for Drug Development Paul Aisen USA	A Personal Experience of Portraying Dementia TBC	Cognitive Stimulation Therapy Martin Orrell UK	Debate: "The house proposes that we believe that we have a sufficient knowledge to prevent a substantial number of people from developing dementia with the right public health interventions"
A Government Response Paul Burstow Invited	Diagnosing Early Alzheimer's Disease: The Dubois Criteria Bruno Dubois France	The Impact on my Life Helga Rohra Germany	Use of Activities to Improve Neuropsychiatric Symptoms Linda Buettner USA	Speakers to date Carol Brayne UK
Global Research for Global Action Martin Prince UK	Is Early Diagnosis of Alzheimer's Disease Possible Without Biomarkers? Patricio Fuentes Chile	How Does the Media Manage its Responsibilities? TBC	Cognitive Training Ryuta Kawashima Japan	Miia Kivipelto Sweden

List of Scientific Abstract Topics

Research

- Molecular Research
- New and Future Treatments
- Diagnosis
- Patient and Public Involvement in Dementia Research
- Other Dementias
- Imaging of Dementia

Care

- Technology
- Non Pharmacological Interventions
- Knowledge Translation
- Support and Training for Informal and Professional Carers
- Leisure and Meaningful Experiences in Dementia
- Quality of Life and Rights of People with Dementia
- Dementia Friendly Communities
- Care Coordination / Case Management
- Person Centred Care
- Anti-psychotics

Fact or Fiction

- Risk Factors and Prevention
- Stigma
- Art and Dementia
- Media and Dementia
- Advocacy
- New Guidelines and Concepts in Alzheimer's Disease
- Other

Contact Information

For international sponsorship opportunities, contact Marc Wortmann:

Alzheimer's Disease International
64 Great Suffolk Street
London
SE1 0BL
United Kingdom

Phone: +44 (0) 207 981 0880 Fax: +44 (0) 207 928 2357
Email: m.wortmann@alz.co.uk Web: www.alz.co.uk

For UK sponsorship opportunities, contact Alix Wooding:

Alzheimer's Society
Devon House
58 St Katherine's Way
London
E1W 1LB

Phone: +44 (0) 20 7423 3500 Web: www.alzheimers.org.uk
Email: Alix.Wooding@alzheimers.org.uk

Once you have booked your sponsorship packages, please contact MCI for all logistical arrangements:

ADI 2012 c/o MCI UK Ltd
Durford Mill
Petersfield
Hampshire
GU31 5AZ
United Kingdom

Phone: +44 (0) 845 1800 169 Fax: +44 (0) 1730 715 291
Email: adi2012@mci-group.com Web: www.adi2012.org

Important Dates

Registration

Registration opens **27 June 2011**

Early bird deadline **13 January 2012**

Group registrations are available from MCI by phone +44 (0) 845 1800 169 or by email:
adi2012@mci-group.com

Abstract submission

Online abstract submission opens **1 June 2011**

Online abstract submission closes **14 October 2011**

Accommodation

Please contact MCI by phone: +44 (0) 845 1800 169 or by email: adi2012@mci-group.com. Further information will be available via the conference website: www.adi2012.org from June 2011.

Sponsorship Opportunities

There is a wide range of sponsorship opportunities listed within the table below. All sponsors will be acknowledged on the conference website and within the final programme. The conference website is already open and registration will go live from 27th June 2011. By featuring your logo in association with this event on our website, the sponsorship packages provide an appealing awareness generating opportunity. The prominence of a sponsoring organisation will be determined by the value of the chosen sponsorship package. There are attractive packages to choose from to maximise the exposure to this audience of key individuals from the world-wide dementia arena. To take advantage of any of the sponsorship packages please complete the relevant booking form and return to Marc Wortmann by fax: +44 (0) 207 928 2357 or email: m.wortmann@alz.co.uk

Please note that any pharmaceutical company wishing to sponsor or exhibit at the conference MUST adhere to the United Kingdom guidelines for pharmaceutical companies.

If you have sponsorship package ideas of your own or you wish to discuss available options, please contact Marc Wortmann at ADI.

Major opportunities	Entitlements
<p>Platinum Sponsor £70,000 + VAT</p>	<p>This is an opportunity for your organisation to become a primary sponsor of the 2012 conference. This prominent sponsorship package will be offered on a first come, first served basis. It will provide your organisation with maximum exposure to all registrants and attendees at the event.</p> <ul style="list-style-type: none"> • 1 Symposium slot (Includes the opportunity to produce and display a poster to support with symposium audience generation) – First choice of slots • Up to 16 square metres of premium raw exhibition space • Exclusive acknowledgement of your company's platinum sponsor status on both: <ul style="list-style-type: none"> ○ Intermission slides before and after the plenary lecture & Parallel sessions • Special acknowledgement of "This Lecture/Symposium is supported by a grant from <Platinum Sponsor Name>" on the lectern signage • Acknowledgement of your company's platinum sponsor status and logo on the following: <ul style="list-style-type: none"> ○ The Final Announcement & Programme Handbook ○ Sponsorship section of the ADI 2012 conference website with hyper-link feature incorporated • 6 free registrations • 6 Conference Dinner tickets • 1 Corporate leaflet insert into the conference bag. The sponsor needs to produce and provide 2000 leaflets • 1 Full page, full colour advertisement space on the outside back cover of the conference Programme Handbook. <p>There are three bands of symposium value with seven slots available in total. As the Platinum sponsor, you may choose from all available slots (subject to availability). Full details of symposium inclusions are listed in the table on pages 12.</p>

<p>Gold Sponsor £50,000 + VAT</p>	<p>This package provides an opportunity to align your company alongside ADI by featuring your organisation's brand on a variety of conference materials. You will also benefit from a complete exposure opportunity, ensuring your key product and service offerings reach your audience through a variety of marketing channels.</p> <ul style="list-style-type: none"> • 1 Symposium slot from bands 2-3. If you wish to upgrade to a band 1 symposium, prices are available upon request and are subject to availability. (Includes the opportunity to produce and display a poster to support with symposium audience generation) • 12 square metres of raw exhibition space • Acknowledgement of your company's gold sponsor status will be shown on intermission slides before and after the parallel sessions (held in one of the larger rooms) • Special acknowledgement of "This session is supported by a grant from <Gold Sponsor Name>" on the lectern signage • Acknowledgement of your company's gold sponsor status and logo on the following: <ul style="list-style-type: none"> o The Final Announcement o The Programme Handbook o Sponsorship section of the ADI 2012 conference website with hyper-link feature incorporated • 4 free registrations • 4 Conference Dinner tickets • 1 Corporate leaflet insert into the conference bag. The sponsor needs to produce and provide 2000 leaflets • 1 Full page, full colour advertisement space within the conference Programme Handbook. <p>Full details of symposium inclusions are listed in the table on pages 12.</p>
<p>Silver Sponsor £36,000 + VAT</p>	<p>An opportunity to raise awareness of your brand, product and service using a variety of formats at the event. This package offers both the longevity of providing branded materials as well as the rapport built by presenting and interacting with the audience.</p> <ul style="list-style-type: none"> • 1 Symposium slot from band 3. If you wish to upgrade to a higher band symposium, prices are available upon request and are subject to availability. (Includes the opportunity to produce and display a poster to support with symposium audience generation) • 6 square metres of raw exhibition space • Acknowledgement of your company's silver sponsor status will be shown on intermission slides before and after the parallel session (held in one of the smaller rooms) • Special acknowledgement of "This session is supported by a grant from <Silver Sponsor Name>" on the lectern signage • Acknowledgement of your company's silver sponsor status and logo on the following: <ul style="list-style-type: none"> o The Final Announcement o The Programme Handbook o Sponsorship section of the ADI 2012 conference website with hyper-link feature incorporated

	<ul style="list-style-type: none"> • 3 free registrations • 3 Conference Dinner tickets • 1 Corporate leaflet insert into the conference bag. The sponsor needs to produce and provide 2000 leaflets • 1 Full page, full colour advertisement space in the conference Programme Handbook <p>Full details of symposium inclusions are listed in table on pages 12.</p>
<p>Bronze Sponsor £18,000 + VAT</p>	<p>To reinforce your brand, product and service offering, this is a cost effective opportunity to maximise on your sponsorship involvement. Advertising in all the key event materials will ensure that your organisation's presence is noticeable by all registrants and attendees.</p> <ul style="list-style-type: none"> • 6 square metres of raw exhibition space • Acknowledgement of your company's bronze sponsor status and logo on the following: <ul style="list-style-type: none"> o The Final Announcement o The Programme Handbook o Sponsorship section of the ADI 2012 conference website with hyper-link feature incorporated • 2 free registrations • 2 Conference Dinner tickets • 1 Corporate leaflet insert into the conference bag. The sponsor needs to produce and provide 2000 leaflets • 1 Full page, full colour advertisement space in the conference Programme Handbook

Symposia Opportunities

There are a number of opportunities to present to the audience directly in the form of satellite symposium. In the table below, we have highlighted what can be expected for each symposium slot and which band each slot belongs to in terms of its value.

	Lunch – Band 1	Breakfast – Band 2	Evening – Band 3	Breakfast – Band 3
Price	£25,000 + VAT	£15,000 + VAT	£12,000 + VAT	£12,000 + VAT
Use of room space	Inc	Inc	Inc	Inc
Use of AV equipment	Inc	Inc	Inc	Inc
Feature in programme handbook	Inc	Inc	Inc	Inc
Feature on website	Inc	Inc	Inc	Inc
Rights to display company banners	Inc	Inc	Inc	Inc
Sponsorship status and logo on the 1 st announcement	Inc	Inc	Inc	Inc
Sponsorship status and logo on the programme handbook	Inc	Inc	Inc	Inc
Sponsorship status and logo on website	Inc	Inc	Inc	Inc

Other Opportunities

<p>Welcome package £10,000 + VAT</p>	<p><i>A opportunity to brand a number of elements noticeable upon arrival at the ADI 2012 event, includes sponsor logo appearing alongside the ADI 2012 event logo on all the following,</i></p> <ul style="list-style-type: none"> • Registration area • Badges and lanyards • Official signage • Welcome reception • Acknowledgement in the programme and abstract handbook • Acknowledgement on the conference website
<p>ADI partnership package £7,000 + VAT</p>	<p><i>High brand exposure print opportunity throughout the event. The sponsor logo will appear alongside the ADI 2012 event logo on all of the following,</i></p> <ul style="list-style-type: none"> • Crew t-shirts • Delegate bags • Acknowledgement in the programme and abstract handbook • Acknowledgement on the sponsorship section of the ADI 2012 conference website
<p>Abstracts on CD-Rom £9,000 + VAT</p>	<p><i>The abstracts CD-Rom will be provided to all registered delegates to be used as a reference and research tool to revisit presentations presented at the conference.</i></p> <ul style="list-style-type: none"> • Logo on abstract CR-Rom • Hyperlink to company website • Branding on voucher • Sponsorship status and logo in the programme and abstract handbook • Sponsorship status and logo on the conference website
<p>Website £9,000 + VAT</p>	<p><i>The event website contains information about the conference and is accessed continuously for registration, abstract submission and more in-depth event details. The site is constantly developed in parallel with all conference publications, announcements and updates.</i></p> <ul style="list-style-type: none"> • Company name and logo on main pages of website • Hyperlink feature on company logo of the conference website • Sponsorship status in the programme and abstract handbook
<p>Pocket Programme £7,000 + VAT</p>	<p><i>An exclusive opportunity to brand the pocket programme using your company message and logo. The sponsor will be provided with the following.</i></p> <ul style="list-style-type: none"> • A small advertisement within the pocket programme • Sponsorship status and logo on the programme and abstract handbook • Sponsorship status and logo on the conference website • The pocket programme itself
<p>Internet Café £5,000 + VAT</p>	<p><i>An exclusive opportunity for one sponsor to benefit from branding the Internet Cafe based on 8 Internet counters.</i></p> <ul style="list-style-type: none"> • Customised wallpaper • Sponsorship homepage displayed on terminals • Sponsorship status and logo on the programme and abstract handbook • Sponsorship status and logo on the conference website • Pop-up banner • Branded mouse-mats

<p>Room for people with dementia</p> <p>£4,000 + VAT</p>	<p><i>An exclusive opportunity for a sponsor to brand a suite at the conference venue to be used as a rest and relaxation area for people with dementia. The room can be used from 09:00 – 17:00 hours by the people with dementia during the ADI 2012 conference as a place to rest.</i></p> <ul style="list-style-type: none"> • Sponsorship status and logo on refreshments in the room • Sponsorship status and logo on directional and door signage • Sponsorship status and logo on the programme and abstract handbook • Sponsorship status and logo on the conference website
<p>Hospitality suite</p> <p>£3,000 + VAT</p>	<p><i>An opportunity to host your guests and offer refreshments or simply an area for your team and customers to relax and network informally throughout the event.</i></p> <ul style="list-style-type: none"> • Sponsorship status and logo on directional and door signage • Sponsorship status and logo on the programme and abstract handbook
<p>Conference notepad and/or pen</p> <p>Notepad or Pen £2,000 + VAT</p> <p>Both £3,000 + VAT</p>	<p><i>The sponsor will enjoy an exclusive branding opportunity by displaying their company logo and/or name on the conference notepad and/or pen together with the ADI 2012 event logo. The notepad and pen will be enclosed in the delegate bag handed to every participant of the event.</i></p> <ul style="list-style-type: none"> • Sponsorship status and logo in the programme and abstract handbook • Sponsorship status and logo on website
<p>Advertisements within programme handbook (A full page, full colour advertisement space of A4 in size)</p>	<p><i>A full page, full colour advertisement space of A4 in size.</i></p> <ul style="list-style-type: none"> • Outside back cover (Limit to 1 advertiser only) £3,000 + VAT • Inside front cover (Limit to 1 advertiser only) £2,500 + VAT • Inside back cover (Limit to 1 advertiser only) £1,500 + VAT • Early right hand page (Limit to 1 advertiser only) £1,200 + VAT • Run of book (Limit to 1 advertiser only) £1,000 + VAT
<p>Insert into the delegate conference bag</p> <p>£700 + VAT</p>	<p><i>All leaflets should be printed in English. The sponsor needs to produce and provide 2000 leaflets.</i></p> <ul style="list-style-type: none"> • 1 colour leaflet
<p>A person with dementia and their carer</p> <p>£1,500 + VAT</p>	<p><i>An opportunity to sponsor a person with dementia and their carer to attend the conference, the sponsorship will cover the costs of,</i></p> <ul style="list-style-type: none"> • Registration for person with dementia and carer • Travel • Accommodation

“The conference was thought provoking and enriching and will be remembered for years to come. It had an interesting mix of issues concerning newer treatments as well as issues concerning care and gave an insight on what the future has in store.” Dr Amit Dias – ADI 2011 Plenary Speaker

Exhibitor Booth Specifications

Booths and booth space can be bought in the following options:

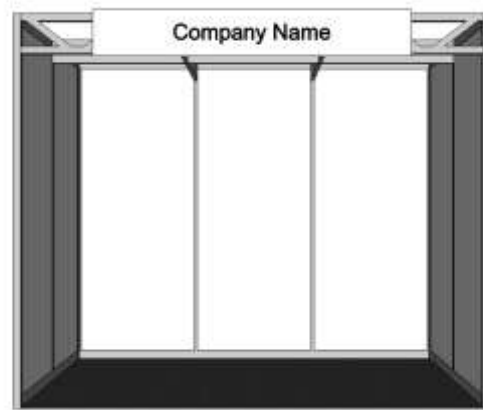
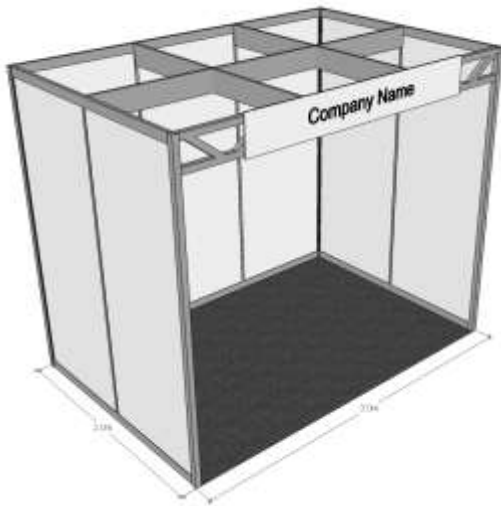
1. Flexible sized shell scheme @ £300 per m² +VAT
2. Flexible sized raw space in exhibition hall @ £300 per m² +VAT
3. Table counter @ £500 each +VAT

The booth specification chart below states what is included in the price:

Style	Raw space	Shell scheme	Table counter
Structure		Aluminium frame with white PVC panels	1 x table 1 x poster board
Carpet / Flooring	Excluded	Included	Included
Company Logo		Adhesive vinyl included on fascia board	
Lighting		4 x spotlights	
Furniture		2 x chairs 1 x table 1 x waste bin	2 x chairs 1 x table 1 x bin
Power Facilities	1 x 500w twin socket	1 x 500w twin socket	1 x 500w twin socket
Complimentary Exhibitor passes	Up to 6m ² = 1 Up to 9m ² = 2 Up to 12m ² = 2 Up to 16m ² =3	Up to 6m ² = 1 Up to 9m ² = 2 Up to 12m ² = 2	1 pass
Complimentary full registrations to the conference	Up to 6m ² = 1 Up to 9m ² = 1 Up to 12m ² =2 Up to 16m ² =2	Up to 6m ² = 1 Up to 9m ² = 1 Up to 12m ² =2	0 registrations

Shell scheme diagram

The images shown below are based on a 3m x 2m stand space with shell scheme (see booth specification chart for inclusions).



There are no diagrams available for table top or raw space options.

Exhibition Schedule at a Glance

The Scientific Programme for the 27th International Conference of Alzheimer's Disease International will begin on Wednesday 7 March 2012. As the Scientific Programme will impact on all aspects of the exhibition including exhibit booth installation show hours, hall attendance and booth dismantling, please read through the following exhibition schedule carefully.

SCHEDULE	DATE	TIME
Build up period		
Take over of hall and floor marking	6 March 2012	06:00-09:00
Construction of shell scheme stands, posters and table counters	6 March 2012	09:00-17:00
Move in of exhibitors for dressing up of shell scheme stands	6 March 2012	17:00-22:00
Move in of exhibitors for dressing up of shell scheme stands continue	7 March 2012	08:00-16:00
Access to exhibition for table counter exhibitors for set up	7 March 2012	08:00-16:00
All exhibits – shell scheme and table counters to be operational and on display by this time	7 March 2012	16:00
Final checks and cleaning of halls	7 March 2012	16:00-17:00
Exhibition period		
Welcome Reception and exhibition hall open	7 March 2012	17:00-20:00
Contractors/workmen servicing the stands only	8 - 9 March 2012	07:00-08:00
Exhibitors – exhibition days	8 - 9 March 2012	08:00-18:00
	10 March 2012	08:00-13:30
Delegates – exhibition days	8 - 9 March 2012	08:30-17:30
	10 March 2012	08:30-13:00
Tear-down / dismantling period		
Exhibitors can dismantle stands from this time	10 March 2012	13:30
All exhibitor material to be removed from the hall by this time	10 March 2012	18:30
Shell scheme, posters and tables to be dismantled by exhibition contractors	10 March 2012	18:30-23:45

Exhibition floor plan

Please see Appendix 2 (page 22)

Terms and Conditions for Sponsorship

1. SPONSORSHIP OPPORTUNITIES

This is the list of sponsorship opportunities available to purchase along with specific items and entitlements.

2. BOOKING EXHIBITION SPACE

If you would like to be a sponsor, please complete, sign and return the booking form by fax or post.

Fax or email the aforesaid completed form to:

Mr. Marc Wortmann

Fax: +44 (0) 207 928 2357 E-mail: m.wortmann@alz.co.uk

Upon receipt of the completed booking form, ADI will then proceed to issue your company the necessary invoice with full payment instructions.

3. PAYMENT

100% of the entire sponsorship money is to be paid to ADI in order to secure the opportunity, no later than 15 days from receipt of the official invoice from ADI. The payment is non-refundable.

4. LETTER OF CONFIRMATION

You will receive a letter of confirmation no later than two weeks following receipt of the payment committed.

5. CANCELLATION POLICY

We cannot accept cancellation of sponsorship commitment once it has been secured. Upon commitment of sponsorship, the sponsors will be liable to the organising committee for the total sponsorship committed. This includes the cost of the items/materials pledged under the commitment of sponsorship.

6. PRIORITISATION

In the event that more than one company is interested in sponsoring an item, the date in which we receive the booking form will decide on item assignment and will be based on level of sponsorship and a first-come, first-served basis.

BOOKING FORM – SPONSORSHIP OPPORTUNITIES

Please return to:
27th International Conference of Alzheimer's Disease International
Alzheimer's Disease International
64 Great Suffolk Street, London, SE1 0BL, United Kingdom
Phone: +44 (0) 207 981 0880 Fax: +44 (0) 207 928 2357 E-mail : m.wortmann@alz.co.uk

Priority will be based on the level of sponsorship and on a first-come, first-served basis.

Company Name:	
Contact Name:	
Invoice Address:	
Country:	
Telephone Including country and area code:	
Mobile:	
Fax:	
Email:	

I _____ (name of the contact person above) have read the full content and agreed with all the terms as stated in the Terms and Conditions and the Sponsorship Opportunities of the 27th International Conference of Alzheimer's Disease International. I have agreed to participate in the sponsorship schemes as per this form. I agree to seek the consent of the Organising Committee before hosting any event during the conference.

Major Sponsorship Packages Please refer to the 'Invitation to sponsors and exhibitors' document.	Price (£)
Platinum Sponsor <input type="radio"/>	70,000 + VAT
Gold Sponsor <input type="radio"/>	50,000 + VAT
Silver Sponsor <input type="radio"/>	36,000 + VAT
Bronze Sponsor <input type="radio"/>	18,000 + VAT
Welcome Package <input type="radio"/>	10,000 + VAT
ADI Partnership Package <input type="radio"/>	7,000 + VAT

Sponsored Symposium Please express your preferred symposium slot(s) by referring to the symposium section of the 'Invitation to sponsors and exhibitors' document.			
Symposium Band 1			
Title:	<input type="radio"/>	Thursday 08 March. 12:30 – 13:30	25,000 + VAT
Title:	<input type="radio"/>	Friday 09 March. 12:30 – 13:30	25,000 + VAT
Symposium Band 2			
Title:	<input type="radio"/>	Thursday 08 March. 07:30 – 08:30	15,000 + VAT
Title:	<input type="radio"/>	Friday 09 March. 07:30 – 08:30	15,000 + VAT
Symposium Band 3			
Title:	<input type="radio"/>	Thursday 08 March. 18:00 – 19:30	12,000 + VAT
Title:	<input type="radio"/>	Friday 09 March. 18:00 – 19:30	12,000 + VAT

Title:	<input type="radio"/>	Saturday 10 March. 07:30 – 08:30	12,000 + VAT
		Subtotal	

Other Opportunities			Price (£)
Abstract CD Rom	<input type="radio"/>		9,000 + VAT
Website	<input type="radio"/>		9,000 + VAT
Pocket Programme	<input type="radio"/>		7,000 + VAT
Internet Café	<input type="radio"/>		5,000 + VAT
Room for People with Dementia	<input type="radio"/>		4,000 + VAT
Hospitality Suite	<input type="radio"/>		3,000 + VAT
Conference Pen	<input type="radio"/>		2,000 + VAT
Conference Notepad	<input type="radio"/>		2,000 + VAT
Conference Pen and Notepad	<input type="radio"/>		3,000 + VAT
Programme Handbook Ad: Outside Back Cover	<input type="radio"/>		3,000 + VAT
Programme Handbook Ad: Inside Front Cover	<input type="radio"/>		2,500 + VAT
Programme Handbook Ad: Inside Back Cover	<input type="radio"/>		1,500 + VAT
Programme Handbook Ad: Early Right Hand Page	<input type="radio"/>		1,200 + VAT
Programme Handbook Ad: Run of Book	<input type="radio"/>		1,000 + VAT
Insert in Conference Bag	<input type="radio"/>		700 + VAT
A person with dementia and their carer	<input type="radio"/>		1,500 + VAT
Exhibit Space	Please indicate the size of the stand		
Flexible sized raw space at £300 + VAT per m ²	<input type="radio"/>		On request
Flexible sized shell scheme at £300 + VAT per m ²	<input type="radio"/>		On request
1.5mx1.5m table top display at £500 + VAT each	<input type="radio"/>		
		Subtotal	

Signature: _____ **Date:** _____

Notes:

It is important to read through the 27TH INTERNATIONAL CONFERENCE OF ALZHEIMER'S DISEASE INTERNATIONAL SPONSORSHIP OPPORTUNITIES before completing this form.

Please sign and return this form to ADI either by email to m.wortmann@alz.co.uk or by fax to +44 (0) 20 7928 2357.

Appendix 1 – Programme Overview

DAY 1 Tuesday 06 March 2012		DAY 2 Wednesday 07 March 2012		DAY 3 Thursday 08 March 2012		DAY 4 Friday 09 March 2012		DAY 5 Saturday 10 March 2012		
07:00		07:00		07:00		07:00		07:00		
07:30		07:30		07:30		07:30		07:30		
08:00		08:00		08:00	Satellite Symposium	08:00	Satellite Symposium	08:00	Satellite Symposium	
08:15		08:15		08:15		08:15		08:15		
08:30		08:30		08:30		08:30		08:30		
08:45		08:45		08:45		08:45		08:45		
09:00		09:00		09:00		09:00		09:00		
09:15	Board Meeting (30 pax)	09:15		09:15	Plenary Session: Preparing for the dementia epidemic	09:15	Plenary Session: Is the portrayal of dementia in the mass media enhancing or reducing stigma?	09:15	Parallel Sessions and Workshops	
09:30		09:30		09:30		09:30		09:30		
09:45		09:45		09:45		09:45		09:45		
10:00		10:00		10:00		10:00		10:00		
10:15		10:15		10:15		10:15		10:15		
10:30	Coffee Break	10:30	Coffee Break	10:30	Coffee Break	10:30	Coffee Break	10:30	Registration Open	
10:45		10:45		10:45		10:45		10:45	Coffee Break	
11:00	Board Meeting (30 pax)	11:00		11:00	Plenary Session: New diagnostics / new lexicon of Alzheimer's disease	11:00	Plenary Session: Non-pharmacological interventions and ways of managing neuro-psychiatry	11:00	Plenary Session: Prevention and risk reduction (debate)	
11:15		11:15		11:15		11:15		11:15		
11:30		11:30		11:30		11:30		11:30		
11:45		11:45		11:45		11:45		11:45		
12:00		12:00		12:00		12:00		12:00		
12:15		12:15		12:15		12:15		12:15		
12:30	Lunch	12:30	Registration Open	12:30	Registration Open	12:30	Registration Open	12:30	Closing Ceremony	
12:45		12:45		12:45		12:45		12:45		
13:00		13:00		13:00		13:00		13:00		13:00
13:15		13:15		13:15		13:15		13:15		13:15
13:30	Board Meeting (30 pax)	13:30	Lunch	13:30	Lunch	13:30	Lunch	13:30	Delegate Departures	
13:45		13:45		13:45		13:45		13:45		
14:00		14:00		14:00		14:00		14:00		14:00
14:15		14:15		14:15		14:15		14:15		14:15
14:30		14:30		14:30	Parallel Sessions and Workshops	14:30	Parallel Sessions and Workshops	14:30		
14:45		14:45		14:45		14:45		14:45		
15:00		15:00		15:00		15:00		15:00		
15:15		15:15		15:15		15:15		15:15		
15:30	Coffee Break	15:30	Council Meeting (100 pax)	15:30	Coffee Break	15:30	Coffee Break	15:30		
15:45		15:45		15:45	15:45	15:45	15:45	15:45		
16:00	Board Meeting (30 pax)	16:00		16:00	16:00	Parallel Sessions and Workshops	16:00	Parallel Sessions and Workshops	16:00	
16:15		16:15		16:15	16:15	16:15	16:15	16:15	16:15	
16:30		16:30	16:30	16:30	16:30	Parallel Sessions and Workshops	16:30	Parallel Sessions and Workshops	16:30	
16:45		16:45	16:45	16:45	16:45	16:45	16:45	16:45	16:45	
17:00		17:00		17:00		17:00		17:00		
17:15		17:15		17:15		17:15		17:15		
17:30		17:30		17:30		17:30		17:30		
17:45		17:45	Opening Ceremony	17:45		17:45		17:45		
18:00		18:00		18:00	Satellite Symposium	18:00	Satellite Symposium	18:00		
18:15		18:15		18:15		18:15		18:15		
18:30		18:30		18:30		18:30		18:30		
Evening		Eve	Welcome Reception	Eve		Eve	Conference Dinner	Eve		

Appendix 2 – Exhibition Floor Plan

