



34th International Conference of Alzheimer's Disease International

10 – 12 December 2020
Singapore

Hope in the age of dementia.

New science. New knowledge. New solutions



Sponsorship Prospectus

*Partner with ADI, the organisation that empowers Alzheimer associations
to promote and offer care and support for people with dementia and their carers,
while working globally to focus attention on dementia.*

www.adi2020.org

 @ADIConference #ADI2020

 Alzheimer's Disease International

 alz.org.sg  @alz_sg



**Alzheimer's Disease
International**

The global voice on dementia



About Alzheimer's Disease International (ADI)

Alzheimer's Disease International (ADI) believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, it works locally, by empowering Alzheimer associations to promote and offer care and support for people living with dementia and their carers, whilst working globally to focus attention on dementia. ADI is the international federation of Alzheimer associations around the world, in official relations with the World Health Organization (WHO). Each member is the Alzheimer association in their country who support people living with dementia and their families. *ADI's vision is prevention, care and inclusion today, and cure tomorrow.*



About Alzheimer's Disease Association (ADA)

ADA (Singapore) was formed in 1990 because of a growing concern for the needs of persons living with dementia and their caregivers. Through their work, the Association hopes to reduce stigma by increasing awareness and understanding of dementia; enabling and involving persons living with dementia to be integrated and accepted in the community; and leading in the quality of dementia care services for persons living with dementia and their families. Striving towards a dementia inclusive society through their four strategic service pillars; Centre-Based Care, Caregiver Support, Academy and Community Enabling, the Association aims to advocate and inspire the society to regard and respect persons living with dementia as individuals who can still lead purposeful and meaningful lives.



About the conference

The ADI conference is proud to be the longest running international conference on Alzheimer's disease and dementia, and one of the largest conferences, attracting over 1,000 delegates from over 100 countries around the world. The conference brings together all those with an interest in dementia; care and medical professionals, researchers, people with dementia, family carers, policy makers and staff and volunteers of Alzheimer associations. This unique, multi-disciplinary event is a favourite amongst leaders in the field and is a perfect opportunity to share and learn from one another. Featuring a range of leading international speakers, a high standard of diverse scientific and non-scientific content and exhibition, this conference is a great opportunity to learn about and showcase the latest advances in the care, prevention, diagnosis and treatment of dementia, as well as dementia policies and dementia friendly communities.

Hosted in different countries around the world in 2020, ADI is working with ADA to deliver an educational and interactive conference in Singapore.

Programme

The programme this year takes a new approach, building around the World Health Organization (WHO)'s Global action plan on dementia, with plenary sessions for each action area: increased dementia policy, awareness, risk reduction, diagnosis, treatment, care and support, support for carers, information systems and research. By including new topics, whilst retaining many of our most popular previous topics, we hope to focus attention around the most pioneering developments in the areas of science, knowledge and solutions.

Why attend?

Someone in the world develops dementia every 3 seconds. There are over 50 million people living with dementia today and this number will almost double every 20 years, with an anticipated 75 million in 2030 and 131.5 million people living with dementia by 2050. Dementia mainly affects older people, though there is growing awareness of cases starting before the age of 65. The fastest growth in the elderly population is taking place in China, India, and their south Asian and western Pacific neighbours. The estimated cost of dementia globally was US\$1 trillion in 2018.

This conference will bring together experts from across the globe to share information on achievements, innovations and best practices in dementia research, dementia care, dementia policy and to challenge perceptions of dementia. ADI is delighted that sponsors return to support the conference year on year. With a diverse programme there is always something for everyone.

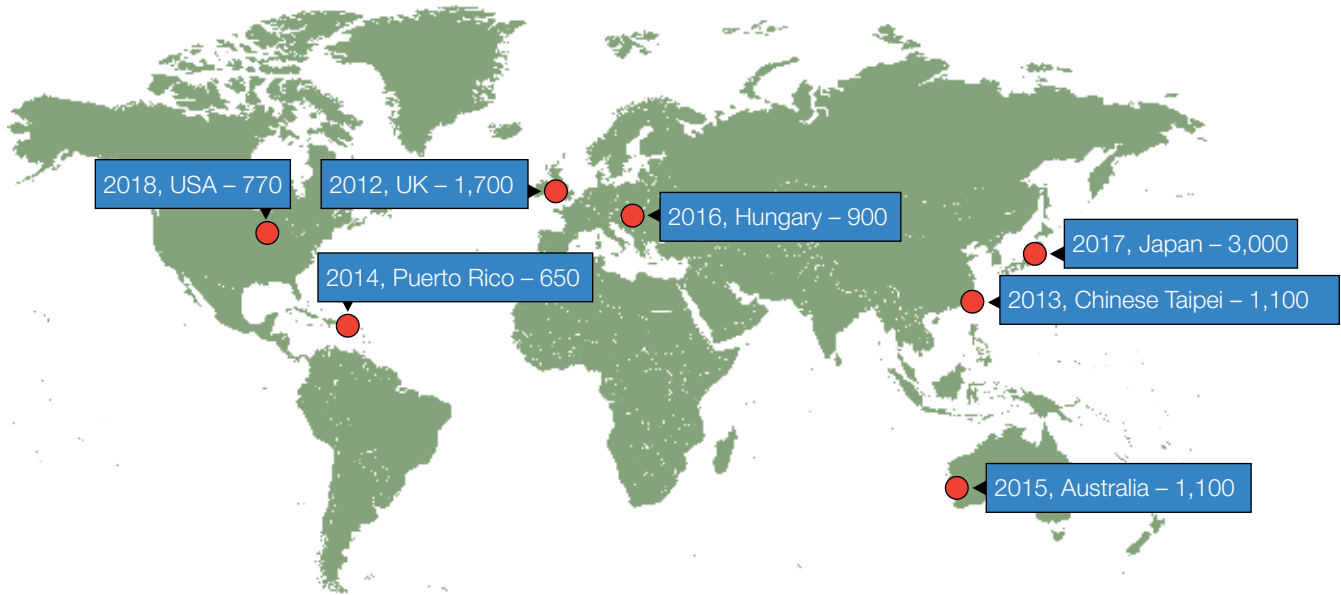
Here are a few more reasons why you should attend ADI 2020:

- 1. Raise brand awareness on an international stage:** Through sponsorship you will promote your company as a leading supporter of those affected by dementia and working in the field of dementia globally
- 2. Learn and share:** An engaging programme of dynamic presentations, workshops and exhibits will enable you to showcase your work and to learn about other's work in dementia research, care and policy all over the world
- 3. Face to Face interaction:** Through attending and/or exhibiting at the conference, you will gain direct access to over 1,000 delegates and develop high level, long term contacts with them
- 4. Add your voice to the dementia debate:** Your attendance will not only help raise your company's visibility, but it will also help propel dementia to the top of the international health agenda
- 5. Influence 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

Participant demographics

Attendance numbers

The table below demonstrates the popularity of the ADI annual conference showing the attendance in recent years.

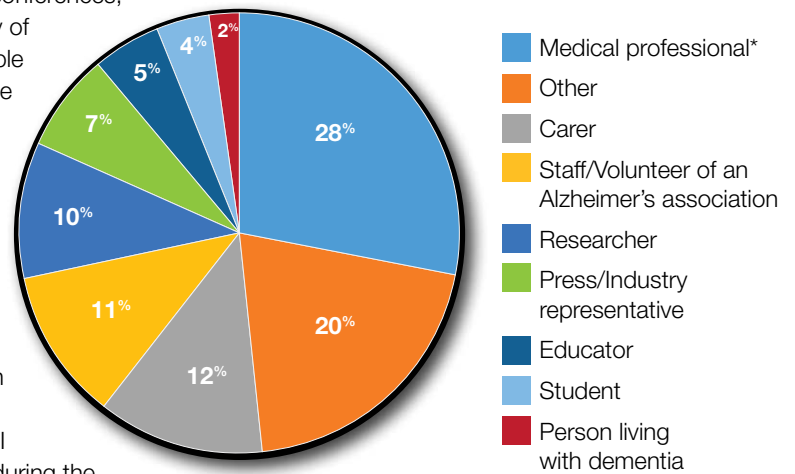


Profession/discipline

A wide range of professions are represented at the ADI conferences, however medical professionals typically form the majority of delegates. As a very community-driven conference, people with dementia, carers and ADI members also form a large percentage of the audience. Many ADI members also have experience in the field as medical professionals or carers.

**General Practitioner, Geriatrician/Gerontologist, Neurologist, Nurse, Occupational therapist, Psychiatrist/Psychologist, Physiotherapist*

2014 - 2018 attendees



Country representation

The conference is a unique multi-disciplinary event which unites people with an interest in dementia from around the world. A total of 146 countries have attended the ADI conference since 2010. The top 10 attending countries during the past three years were:

31 st International Conference 2016 - Budapest, Hungary	32 nd International Conference 2017 - Kyoto, Japan	33 rd International Conference 2018 - Chicago USA
Hungary	Japan	United States
United Kingdom	Poland	United Kingdom
United States	Australia	Australia
Australia	Chinese Taipei	Chinese Taipei
Japan	United Kingdom	Canada
Norway	Singapore	Japan
Turkey	China	Republic of Korea
Canada	Republic of Korea	New Zealand
Netherlands	United States	Netherlands
Spain	Hong Kong SAR	Singapore
Countries in attendance: 77	Countries in attendance: 76	Countries in attendance: 65

Opportunities

We have a number of packages to suit every budget, to enable you to maximise the exposure of your company to the worldwide dementia community. Don't miss out on the opportunity to reach leaders and influencers in the field.

We are more than happy to discuss items within the packages or a bespoke package. Please contact us for further information on sponsorship opportunities or to discuss a bespoke package. Call Nikki Bayliss on +44 20 7981 0880 or email n.bayliss@alz.co.uk



Major sponsorship opportunities

Sponsorship of the 34th International Conference of Alzheimer's Disease International is one of the most highly visible and memorable opportunities to promote your organisation's commitment to dementia research, care and innovation. These packages will maximise your opportunity to reach and engage with a global audience of people living with dementia, Alzheimer associations, carers, key opinion leaders, medical experts and researchers, ensuring that your brand is highly visible to all conference delegates.

	Platinum SGD 130,000	Gold SGD 95,000	Silver SGD 70,000	Bronze SGD 35,000
Symposium slot <i>(For band number see page 5)</i>	Band 1, 2 or 3	Band 1, 2 or 3	Band 2 or 3	
Exhibition booth (Raw space)	16m ²	12m ²	6m ²	6m ²
Sponsor status on intermission slides	✓	✓	✓	✓
Video opportunity to share with the audience why you support the conference – NEW <i>To be provided by sponsor</i>	2 minutes	1 minute		
Your sponsor status and logo in conference programme book	✓	✓	✓	✓
Your sponsor status and logo on the conference website with hyperlink	✓	✓	✓	✓
Complimentary conference registrations	6	4	3	2
1 delegate bag insert <i>To be provided by sponsor</i>	✓	✓		
1 Full page, colour advert in the programme book	Outside back cover	Inside front cover	Run of book	Run of book
Invitations to ADI's Members reception	6	4	3	2

All prices inclusive of Singapore Goods and Services Tax (GST) if applicable.

Symposium opportunities

For maximum exposure and the opportunity to engage with a large proportion of the audience directly, consider booking a symposium slot.

Holding a satellite symposium session provides a high level of visibility and positions your organisation as a leading name in the dementia community. With a limited, and therefore exclusive, opportunity of breakfast, lunchtime or end of business day slots, holding a symposium will provide you with increased recognition amongst leaders in the field of dementia, as well as an engaged international audience of scientists and researchers actively practicing in research and treatment for dementia.

Satellite symposia options include:

- Exclusive use of meeting room
- Standard congress AV equipment suitable for audience and room size
- Company logo in the conference programme book, including a summary of the content of the session
- Acknowledgement on the conference website
- Opportunity to place branded pop-up banner immediately outside the room from half an hour prior to your symposium commencing

Symposia timetable and rates

Lunchtime Symposium Band 1	Evening Symposium Band 2	Breakfast Symposium Band 3
Standard delegate lunch bags included in cost	Opportunity to provide catering at extra cost	Opportunity to provide breakfast bags at extra cost
Thursday, Friday or Saturday	Thursday or Friday	Thursday, Friday or Saturday
SGD 40,000	SGD 30,000	SGD 20,000

Parallel symposia will be available to others, but organisers will endeavour to avoid a conflict of topic.

Rooms will be offered on a first come, first served basis and each room provides sufficient space for catering and branding within. Due to limited availability we strongly advise you to contact us early if you are interested in securing a specific time slot to avoid disappointment.

All prices inclusive of Singapore Goods and Services Tax (GST) if applicable.



**“The whole team are delighted of the outcome of our dinner and Symposium. Thank you to the team for all your help in making this happen...
And congrats on a ‘meaty’ and outstanding conference.”**

Symposium sponsor, ADI 2018, Chicago, USA

Innovation

ADI Innovation awards – NEW

SGD 25,000

In 2020, ADI plans to launch the Innovation awards to celebrate the many ways that technology and innovation are improving quality of life for people living with dementia, their carers and families. By sponsoring our Innovation awards, you will position your organisation as a champion of innovation. Categories can include a range of topics such as:

- Medical and scientific research
- Early diagnosis
- Best innovation for carers
- Wearable technologies





The awards will be run as a competition, and your organisation will be invited to sit on a judging panel alongside other experts. A dedicated session will be held during the conference to showcase the winning entries of the Innovation awards, and your organisation will have the opportunity to introduce the winner and runner up of the award you sponsor. For each category, the winner will be invited to attend and exhibit at the conference and present their innovation, with the runner up also invited to present their innovation.

Sponsorship benefits include:





- Company logo in the conference programme book
- Half page advertisement in the conference book (run of book)
- Company logo on the conference website, hyperlinked to your company website
- Opportunity to place branded pop-up banner immediately outside the room from half an hour prior to the Innovation awards session commencing
- A representative of your organisation to introduce the award winner during the Innovation awards session (date TBC)









Sponsorship opportunities

<p>Conference app</p> <p>The ADI conference app will provide access to over 1,000 delegates, the majority of whom will have a smart phone or tablet. More significant to you as the conference app partner, is that every single one of these app users and delegates will have direct access to your product or service.</p> <p>As an exclusive partner of this app, you would be entitled to:</p>	
Company logo on app with hyperlink to your company website	<p>SGD 30,000</p>
Up to 3 'push notifications' to app users	
Company logo on the conference website, hyperlinked to your company website	
Company logo in the conference programme book	
<p>Wi-Fi</p> <p>By sponsoring the conference Wi-Fi, your organisation will create an on-going and frequent brand impression for all participants using the conference Wi-Fi.</p> <p>As an exclusive partner of this, you would be entitled to:</p>	
Company logo/name on Wi-Fi	<p>SGD 20,000</p>
Company logo on the conference website, hyperlinked to your company website	
Company logo in the conference programme book	
Acknowledgement of your support on relevant signage	
<p>Delegate lounge – NEW</p> <p>A lounge area in the exhibition space will provide the opportunity for delegates to relax and network with fellow delegates.</p> <p>As partner of this, you would be entitled to:</p>	
Acknowledgement on signage in the lounge area	<p>SGD 20,000</p>
Company logo on the conference website, hyperlinked to your company website	
Conference logo in the conference programme book	
Sponsor can provide branded items for the lounge, e.g. pens, notepads (to be approved by ADI)	
<p>Water bottle – NEW</p> <p>With the public increasingly aware of the environmental impact of one use plastic, you can provide the delegates with a branded reusable water bottle. Not only an immediate branding opportunity but one that will last a long time after the conference ends.</p> <p>The opportunity includes:</p>	
Company logo on the water bottle chosen by the organiser	<p>SGD 20,000</p>
Company logo on the conference website, hyperlinked to your company website	
Company logo in the conference programme book	

Sponsorship opportunities (continued)

<p>Welcome reception</p> <p>Exclusive opportunity to brand the Singaporean themed Welcome reception in the exhibition space on the first evening. Networking is an important element of the conference for delegates and the reception is one of the key opportunities for delegates to meet and exchange knowledge.</p> <p>As partner of this, you would be entitled to:</p>	
<p>Branded welcome reception signage</p>	<p>SGD 15,000</p>
<p>Opportunity to provide branded napkins or other items to be approved by ADI (to be supplied by sponsor)</p>	
<p>Company logo on the conference website, hyperlinked to your company website</p>	
<p>Company logo in the conference programme book</p>	
<p>Charging stations</p> <p>With mobile phones, tablets and laptops, all part of daily life and facilitating conference participation, keeping your devices charged is essential. Charging stations will be positioned within the exhibition area and will have a variety of charging capabilities for phones and other hand-held devices. These stations charge fast and are heavily used at conferences, significantly raising the profile of any sponsors listed.</p> <p>We are giving one partner the opportunity to sponsor the stations which will include:</p>	
<p>Company logo on charging stations</p>	<p>SGD 15,000</p>
<p>Company logo on the conference website, hyperlinked to your company website</p>	
<p>Company logo in the conference programme book</p>	
<p>Company logo on any relevant signage</p>	
<p>Delegate bags</p> <p>On registration, all delegates will be provided with a bag large enough to carry conference materials and laptops or other devices.</p> <p>The opportunity includes:</p>	
<p>Company logo on delegate bags</p>	<p>SGD 15,000</p>
<p>Acknowledgement of your support on the conference website</p>	
<p>Company logo in the conference programme book</p>	
<p>Support of people living with dementia</p> <p>Sponsorship of people living with dementia and their carer to attend the conference.</p> <p>An opportunity to support more people with dementia to have their voices heard at the conference, enable networking among peers, exchange of information and provide learning opportunities.</p> <p>This will help cover economy return travel, accommodation and conference registration for both the person living with dementia and an accompanying person.</p> <p>The opportunity includes:</p>	 <p>INTERNATIONAL SGD 10,000</p>
<p>Company logo on the conference website, hyperlinked to your company website</p>	<p>NATIONAL SGD 5,000</p>
<p>Company logo in the conference programme book</p>	

Sponsorship opportunities (continued)

<p>Support of early career researchers</p> <p>Sponsorship of early career researchers to attend the conference.</p> <p>An opportunity to support early career researchers in their career development through the exchange of information, provision of learning opportunities and time to network with peers in their fields of interest. This will help cover economy return travel, accommodation and conference registration fee.</p>	 <p>INTERNATIONAL SGD 10,000</p>
<p>Company logo on the conference website, hyperlinked to your company website</p>	<p>NATIONAL SGD 5,000</p>
<p>Company logo in the conference programme book</p>	
<p>Lanyards</p> <p>All delegates will wear their lanyard throughout the conference, ensuring continual exposure across the conference.</p>	
<p>Company logo on lanyard</p>	<p>SGD 7,000</p>
<p>Acknowledgement of your support on the conference website</p>	
<p>Company logo in the conference programme book</p>	
<p>Seat drop* – NEW</p> <p>Opportunity to have 1 item placed on delegate seats in the plenary room at a designated time. A good opportunity to catch the attention of delegates.</p> <p>Limited to 1 per day.</p>	 <p>SGD 7,000</p>
<p>Conference stationery*</p> <p>Opportunity to provide notepads and pens for inclusion in delegate bags.</p>	 <p>SGD 1,500</p>
<p>Delegate bag insert*</p> <p>A good opportunity to promote onsite activities or events or promote your organisation even if you are unable to be at the conference.</p>	 <p>SGD 1,500</p>
<p>Full page advert in conference programme</p> <p>A good opportunity to promote onsite activities or events or promote your organisation even if you are unable to be at the conference.</p>	 <p>SGD 1,500</p>

*To be provided by the sponsor.

All prices inclusive of Singapore Goods and Services Tax (GST) if applicable.

Exhibition opportunities

Exhibition stands are available either as Raw space, Shell scheme or Tabletop. The benefits to you will be:

- Face to face interaction to exchange ideas, share information and educate
- Communication of your latest developments
- Opportunity to enhance awareness
- Strengthening of existing relationships
- Increased customer contact and business opportunities
- Opportunity to collect attendee data

'Thank you again and congratulations on a terrific meeting this year. I listened to several talks and walked the exhibit floor - and was moved by the passion of the ADI family.'

Sponsor, ADI 2018, Chicago, USA

All the below opportunities will be acknowledged on the conference website and in the conference programme.

Shell scheme package	2x2 Booth SGD 3,000	2x3 Booth SGD 4,000	3x3 Booth SGD 6,000
Branded fascia board	✓	✓	✓
Furniture	Table, 2 chairs, wastebasket	Table, 2 chairs, wastebasket	Table, 2 chairs, wastebasket
Full registrations	1	1	2
Exhibitor passes*	2	2	3

Tabletop Display SGD 1,000	
Branded Fascia Board	✓
Furniture	Table, 2 chairs, poster board
Exhibitor Passes*	2

Raw space SGD 500 per sqm	
Full Registrations	1 per 6 sqm purchased
Exhibitor Passes*	2

Power can be provided at an additional charge.

Exhibition space will be assigned as requested wherever possible. We will make every possible effort to assign exhibitors to their preferred location. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should indicate so on their booking form.

*Complimentary exhibitor passes will be given according to the size of stand/space booked as indicated above. Exhibitor passes include access to the venue, exhibition and poster areas and catering on all days, but excludes access to the conference sessions or a conference programme book. Additional exhibitor passes are available and are charged an exhibitor registration fee.

All prices inclusive of Singapore Goods and Services Tax (GST) if applicable.



Venue

The ADI 2020 conference will be held at Singapore Expo, Max Atria, the convention wing of Singapore Expo. Located just a few minutes away from Changi International Airport and only a 15 minute drive to the Central Business District (CBD) Max Atria is well positioned for both international and national delegates. Easily accessible by bus and train as well as more than enough parking spaces for those driving.

Singapore

Singapore is perfectly situated to host the ADI conference for delegates across the globe, with good connections within Asia and used as a stopover destination for many international flights. In Singapore you have culture, adventure and iconic buildings to explore. It is also a food heaven; with Michelin starred restaurants to hawker stands, there is diversity and flavour for all.



“I am looking forward to welcoming all our partners to the ADI 2020 conference. It is going to be an amazing gathering, with plenty of opportunities for delegate interaction, learning and enjoyment. Along with our co-hosts ADA, we will be there to support you every step of the way from pre to post event.”

Jane Cziborra
 Head of Events, Alzheimer's Disease
 International (ADI)

“ADA is proud to co-host the ADI conference again after a 10-year hiatus. While the Singapore landscape has changed dramatically since 2009, ADA's vision to build a dementia inclusive society remains the same. On our 30th anniversary, we look forward to working with ADI to make ADI 2020 a success”

Jeremy Khoo
 Head of PR, Communications and Volunteer
 Management



Terms and conditions

1. Booking

If you would like to be a sponsor or exhibitor, please complete, sign and return the booking form by email to Nikki Bayliss. E-mail: n.bayliss@alz.co.uk Allocation is subject to availability.

2. Payment

An invoice or receipt (where applicable) will be issued and 100% is to be paid to ADI or ADA prior to the conference. Any payment made by credit card will incur a 3.5% surcharge. All prices are inclusive of Singapore Goods and Services Tax (GST) if applicable.

3. Cancellation policy

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

4. Registration of staff

Staff from sponsors and exhibitors who wish to attend the conference sessions must register as full conference delegates, unless a specific arrangement has been made with the organisers.

5. Alterations

The organisers reserve the right to make alterations to the conference programme, venue and timings at any time. Every endeavour is made to preserve the published layout of the conference area and exhibition. Should it be necessary to revise the layout for any reason, the organisers reserve the right to transfer an exhibitor to an alternative suitable site.

6. Insurance

Exhibitors and sponsors are responsible for arranging appropriate insurance cover in connection with their attendance at the conference, including prevention, postponement or abandonment. The organisers cannot be held liable for any loss, liability or damage to personal property.

7. Cancellation / Postponement of the conference

In the event of it being necessary for whatever reason to postpone or cancel the conference, the organiser will not be liable for any expenditure, damage or loss incurred by the sponsor. In the event of cancellation, the sponsor will be refunded any monies paid. If the conference is postponed the contract between the organiser and sponsor will remain in force.

8. Product promotion

In line with non-profit regulation and ADI policies, sponsors are able to promote their work as an organisation, but sponsors should not promote specific products in the conference programme book, delegate bag inserts, seat drops or in video content. The sponsor is responsible for complying with any applicable country laws and regulations relating to product promotion.

9. Advertising

Advertising, including, but not limited to, delegate bag inserts, programme adverts, seat drops and video content are subject to approval from the organisers.

10. Key dates

Exhibitors and sponsors are responsible for providing the conference organiser with the relevant materials within the timeline provided to sponsors on confirmation of their booking.

Contact Information

Nikki Bayliss

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

Phone: +44 20 7981 0880
Email: n.bayliss@alz.co.uk
Web: www.alz.co.uk

Once you have booked your sponsorship packages, ADI will be in further contact for all logistical arrangements.

Application & Contract for Exhibition & Sponsorship

34th International Conference of Alzheimer's Disease International, 10-12 December 2020, Singapore

Name of Company:	
Name of Contact:	Position:
Address:	
VAT Registration No/Company Registration No:	
Postcode/Zipcode:	Country:
Telephone: Including area and country code	
Email:	

Sponsorship

I would like to apply for sponsorship of ADI 2020 at the following level (please tick ✓)

Platinum sponsorship	SGD 130,000	<input type="checkbox"/>
Gold sponsorship	SGD 95,000	<input type="checkbox"/>
Silver sponsorship	SGD 70,000	<input type="checkbox"/>
Bronze sponsorship	SGD 35,000	<input type="checkbox"/>
Symposia - Lunch	SGD 40,000	Preferred day 19th <input type="checkbox"/> 20th <input type="checkbox"/> 21st <input type="checkbox"/>
Symposia - Evening	SGD 30,000	Preferred day 19th <input type="checkbox"/> 20th <input type="checkbox"/>
Symposia - Breakfast	SGD 20,000	Preferred day 19th <input type="checkbox"/> 20th <input type="checkbox"/> 21st <input type="checkbox"/>
ADI Innovation award	SGD 25,000	<input type="checkbox"/>
Conference app	SGD 30,000	<input type="checkbox"/>
Wi-Fi	SGD 20,000	<input type="checkbox"/>
Delegate lounge	SGD 20,000	<input type="checkbox"/>
Water Bottles	SGD 20,000	<input type="checkbox"/>
Welcome reception	SGD 15,000	<input type="checkbox"/>
Charging stations	SGD 15,000	<input type="checkbox"/>
Delegate bags	SGD 15,000	<input type="checkbox"/>
Support for people living with dementia (International)	SGD 10,000	<input type="checkbox"/>
Support for people living with dementia (National)	SGD 5,000	<input type="checkbox"/>
Support of early career researchers (International)	SGD 10,000	<input type="checkbox"/>
Support of early career researchers (National)	SGD 5,000	<input type="checkbox"/>
Lanyards	SGD 7,000	<input type="checkbox"/>
Seat drop	SGD 7,000	<input type="checkbox"/>
Conference stationery	SGD 1,500	<input type="checkbox"/>
Delegate bag insert	SGD 1,500	<input type="checkbox"/>
Full page advert - Run of book	SGD 1,500	<input type="checkbox"/>

Exhibition

I would like to apply for exhibition space at ADI 2020 (please tick ✓)

Raw space	Tabletop	Shell scheme 4m ²	Shell scheme 6m ²	Shell scheme 9m ²
SGD 500 per sqm	SGD 1,000	SGD 3,000	SGD 4,000	SGD 6,000
<input type="checkbox"/> No. of sqm <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All prices inclusive of Singapore Goods and Services Tax (GST) if applicable.

Signature of applicant: _____ Date: _____

Name printed: _____

Please return this application and contract to: Nikki Bayliss Email: n.bayliss@alz.co.uk Phone: +44 20 7981 0880