



*Making dementia a priority:  
changing perceptions, practice and policy.*

## **2020 Conference sponsorship opportunities**

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### 1 Introduction

Alzheimer Europe provides a number of sponsorship opportunities for organisations, academic institutes and commercial sponsors interested in supporting the organisation's Annual Conference.

### 2 Conference Sponsorship

For its 2020 Annual Conference taking place virtually under the motto "Dementia in a changing world" (20-22 October 2020), AE will provide both sponsorship packages and individual sponsorship opportunities

#### 2.1 Conference sponsorship packages

The following sponsorship packages will be available. Silver sponsors of Alzheimer Europe's corporate affairs activities will receive a discount of 25% on these packages and gold sponsors a discount of 50%.

Sponsorship Opportunities	
Bronze conference sponsor (€5,000)	Your logo in the conference programme Your logo on the website ( <a href="http://www.alzheimer-europe.org/conferences">www.alzheimer-europe.org/conferences</a> ) Your logo on screen in meeting rooms at beginning of sessions One complimentary registration to the AE Conference
Silver conference sponsor (€10,000)	As bronze sponsorship, including Half page non-promotional advert in conference programme Company presence in exhibition area of conference platform Two complimentary registrations to the AE Conference
Gold conference sponsor Limited to a maximum of four (€20,000)	As silver sponsorship, including Full page non-promotional advert in conference programme Lunchtime satellite symposium Advertisement of symposium programme on conference platform Four complimentary registrations to the AE Conference

#### 2.2 Individual conference sponsorship opportunities

If the above mentioned sponsorship packages are not convenient, it is also possible to opt for the following individual sponsorship opportunities at the conference:

EUR 2,000	Half page advert in conference programme
EUR 2,500	Company symposium during one of the parallel session times
EUR 3,500	Full page advert in conference programme
EUR 5,000	Full page advert in conference programme (back cover)
EUR 5,000	Company symposium outside of conference hours (Breakfast or Evening symposium)
EUR 10,000	Company presence on conference platform
EUR 10,000	Company meeting with AE member organisations (one hour)
EUR 10,000	Company symposium during conference hours (Lunch time Symposium)

Please note: Educational organisations and universities will have a reduction of 50% on the above-mentioned conference sponsorship opportunities.

### 3 Annex: General principles for collaboration with corporate sponsors

Since Alzheimer Europe is committed to full transparency in all its dealings with commercial entities, all sponsorship will be duly acknowledged in the sponsor section of the Alzheimer

Europe website ([www.alzheimer-europe.org](http://www.alzheimer-europe.org)) and the financial section of the Annual Report of the organisation.

Also, in line with the criteria for transparency developed by the European Medicines Agency, Alzheimer Europe will publish the full amounts received by commercial companies, as well as the percentage which those amounts constitute in relation to the total income of the organisation. All sponsors will receive monthly updates on the various activities and projects of the organisation.

For all its dealings with companies, Alzheimer Europe refers to its guidelines for working with commercial sponsors included below:

### **AE Rules and regulations - Chapter X. Co-operation with the pharmaceutical industry and other sponsors**

#### **Article 33 – Sponsorship guidelines**

The following guidelines are a first attempt to harmonise the relationship between European Alzheimer associations and the pharmaceutical industry.

1. AE welcomes the development of new anti-dementia drugs and the investment of the pharmaceutical industry in this field and will seek to establish close contacts with the relevant companies. It hopes to be kept informed of new developments in this sector.
2. In all dealings with the pharmaceutical industry, AE and its national organisations shall remain impartial and shall not endorse a particular manufacturer or a particular product.
3. Therefore, AE and its national associations shall not enter into any agreement, which could threaten their non-profit status.
4. Information about members, donors or other confidential information about AE and its national associations shall remain the exclusive property of these and shall not be made available to any third party.
5. Information on drugs or clinical trials shall not be presented by AE or its national member associations unless it has been written by persons appointed by the organisations to do so.
6. AE and its national member associations are free to accept donations from pharmaceutical companies and other third parties. They will acknowledge such donations in the same way they acknowledge other donations by private persons.
7. When accepting sponsorship by pharmaceutical companies or other third parties, AE and its national member associations may acknowledge this sponsorship by appropriate means. Under no circumstances will this acknowledgement include an advertisement for a product.
8. Sponsorship does not entitle pharmaceutical companies and other third parties to determine the content of any publication or other information material produced by AE and its national members, nor does it entitle them to determine the programme or speakers at a conference or symposium organised by AE and its national members. At all times, AE and its members should have complete editorial and managerial control.
9. AE and its national member associations can lend their support for the development of information material or awareness campaigns by the pharmaceutical companies. Under no circumstances shall AE or its members give their support or logo for a campaign designed to advertise a product.
10. At all times, AE and its members will make sure that corporate support for their programs and materials cannot be interpreted as their endorsement of a business, company or product and they will take all necessary steps to avoid such appearance.
11. These guidelines constitute a minimal consensus between AE and its member organisations. They are binding on AE whereas the member organisations of AE have the right to adopt other Regulations not in conflict with the principles declared above for their dealings with the pharmaceutical industry and other third parties.
12. AE is bound by those guidelines and will not lend its support to events or publications of its member organisations or other interested parties that do not comply with them. The patronage or

sponsorship of AE is therefore conditional on the acceptance of these guidelines by the applicant for sponsorship or patronage. AE will withdraw its support if in the course of a project or event, these guidelines are no longer respected.