2021 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 2021 Annual Conference (29 November - 1 December 2021), AE will provide both sponsorship packages and individual sponsorship opportunities

2.1 Conference sponsorship packages
The following sponsorship packages will be available.

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Bronze conference sponsor (€5,000)</th>
<th>Silver conference sponsor (€10,000)</th>
<th>Gold conference sponsor Limited to a maximum of four (€20,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Your logo on virtual conference platform</td>
<td>As bronze sponsorship, including</td>
<td>As silver sponsorship, including</td>
</tr>
<tr>
<td></td>
<td>Your logo on the conference programme</td>
<td>Non-promotional advert on virtual conference platform</td>
<td>Non-promotional advert on virtual conference platform</td>
</tr>
<tr>
<td></td>
<td>Your logo on the website (<a href="http://www.alzheimer-europe.org/conferences">www.alzheimer-europe.org/conferences</a>)</td>
<td>Company presence in exhibition area of conference platform</td>
<td>Lunchtime satellite symposium</td>
</tr>
<tr>
<td></td>
<td>Your logo displayed at beginning of sessions</td>
<td>Two complimentary registrations to the AE Conference</td>
<td>Advert of symposium on virtual conference platform</td>
</tr>
<tr>
<td></td>
<td>One complimentary registration to the AE Conference</td>
<td></td>
<td>Four complimentary registrations to the AE Conference</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>EUR 1,000</th>
<th>EUR 2,500</th>
<th>EUR 5,000</th>
<th>EUR 5,000</th>
<th>EUR 10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Advert on virtual conference platform</td>
<td>Company symposium during one of the parallel session times</td>
<td>Company symposium outside of conference hours (Breakfast or Evening symposium)</td>
<td>Profile on sponsors area with opportunity to make available documents and videos and interact with delegates</td>
<td>Company symposium during conference hours (Lunch time Symposium)</td>
</tr>
</tbody>
</table>

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) 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.