

2023 Sponsorship Opportunities

Adopted by AE Board on 13 June 2022

1	Introduction	2
2	Conference Sponsorship	2
2.1	Conference sponsorship opportunities packages	2
2.2	Individual conference sponsorship opportunities	2
3	Other opportunities for collaboration	3
4	Annex: General principles for collaboration with corporate sponsors	3

1 Introduction

Alzheimer Europe provides a number of sponsorship opportunities for commercial sponsors interested in supporting the organisation’s Annual Conference.

2 Conference Sponsorship

For its 2023 Annual Conference in Helsinki, Finland “New opportunities in dementia care, policy and research” from 16-18 October 2023, AE will provide both sponsorship packages and individual sponsorship opportunities

2.1 Conference sponsorship opportunities packages

The following sponsorship packages will be available.

Sponsorship Opportunities Packages	
Bronze conference sponsor (€7,500)	Your logo in the conference programme Your logo on the website (www.alzheimer-europe.org/conferences) and the virtual conference platform Your logo on screen in meeting rooms at beginning of sessions Two onsite or virtual complimentary registrations to the AE Conference
Silver conference sponsor (€15,000)	As bronze sponsorship, including Half page non-promotional advert in conference programme and non-promotional advert on virtual conference platform Company stand in exhibition area of conference and company presence in exhibitors’ space of conference platform Five onsite or virtual complimentary registrations to the AE Conference
Gold conference sponsor Limited to a maximum of four (€30,000)	As silver sponsorship, including Full page non-promotional advert in conference programme Lunchtime satellite symposium broadcast live on virtual conference platform Inclusion of flyer of symposium programme in conference bags and symposium advert on virtual conference platform Ten onsite or virtual 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:

2.2.1 Advertisement

EUR 1,000	Conference announcement on virtual conference platform
EUR 1,500	Inclusion of conference announcement or other promotional material in conference bags AND advert on virtual conference platform
EUR 2,500	Half page advert in conference programme AND advert on virtual conference platform
EUR 5,000	Full page advert in conference programme AND advert on virtual conference platform
EUR 7,500	Full page advert in conference programme (back cover) AND advert on virtual conference platform
EUR 7,500	Branded USB sticks with conference abstracts

2.2.2 Sponsored symposia or sessions

EUR 2,500	Prerecorded and branded session in the on-demand section of the virtual conference platform including one virtual registration
-----------	--

EUR 4,000	Symposium during one of the parallel session times without broadcast including one on site registration
EUR 5,000	Symposium during one of the parallel session times AND broadcast on virtual conference platform including one on site registration
EUR 7,500	Symposium outside of conference hours (Evening symposium) without broadcast including three on site registrations
EUR 10,000	Symposium outside of conference hours (Breakfast or Evening symposium) AND broadcast on virtual conference platform including three on site registrations
EUR 12,500	Symposium during conference hours (Lunch time Symposium) without broadcast including five on site registrations
EUR 15,000	Symposium during conference hours (Lunch time Symposium) AND broadcast on virtual conference platform including five on site registrations

2.2.3 Exhibition opportunities

EUR 1,000	Exhibitor's profile on virtual conference platform
EUR 2,500	Display stand (Table and two chairs) AND exhibitor's profile on virtual conference platform
EUR 10,000	Company stand in exhibition area AND exhibitor's profile on virtual conference platform

Please note: Non-profit organisations, educational organisations and universities will have a reduction of 25% on the above-mentioned conference sponsorship opportunities.

3 Other opportunities for collaboration

Alzheimer Europe welcomes contributions to the corporate affairs activities of the organisation, as well as to specific projects of Alzheimer Europe. While the above-mentioned opportunities present a list of the different sponsorship opportunities available to companies from Alzheimer Europe, the organisation will also happily discuss other projects and actions not mentioned in this document, but directly proposed by potential sponsors.

However, AE will only explore such additional project opportunities with companies which have committed to supporting AE's corporate activities as bronze, silver or gold sponsors.

4 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

1. In all dealings with the pharmaceutical industry, AE shall remain impartial and shall not endorse a particular manufacturer or a particular product.
2. AE shall not enter into any agreement, which could threaten its independence and non-profit status.
3. Information about members, donors or other confidential information about AE shall not be made available to any third party.

2023 Sponsorship Opportunities

Adopted by AE Board on 13 June 2022

4. Information on drugs or clinical trials shall not be presented by AE unless it has been written by persons appointed by the organisations to do so.
5. AE is free to accept donations from pharmaceutical companies and other third parties. It will acknowledge such donations in the same way it acknowledges other donations by private persons.
6. When accepting sponsorship by pharmaceutical companies or other third parties, AE shall acknowledge this sponsorship by appropriate means and disclose it on its website and financial reports. Under no circumstances will this acknowledgement include an advertisement for a product.
7. Sponsorship does not entitle pharmaceutical companies and other third parties to determine the content of any publication or other information material produced by AE, 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 should have complete editorial and managerial control.
8. AE can lend its support for the development of information material or awareness campaigns by the pharmaceutical companies. Under no circumstances shall AE give its support or logo for a campaign designed to advertise a product.
9. At all times, AE will make sure that corporate support for its programmes and materials cannot be interpreted as their endorsement of a business, company or product and it will take all necessary steps to avoid such appearance.
10. 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.