



34th Alzheimer Europe Conference
New horizons – Innovating for dementia
Geneva, Switzerland 8-10 October 2024 #34AEC

Sponsorship Opportunities

Adopted by the Alzheimer Europe Board on 26 February 2024



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1 Conference sponsorship opportunities

For its 2024 Annual Conference in Geneva, Switzerland “New horizons – Innovating for Dementia” from 8-10 October 2024, AE will provide both sponsorship packages and individual sponsorship opportunities

1.1 Individual conference sponsorship opportunities

For the 2024 Annual Conference, Alzheimer Europe and Alzheimer Schweiz Suisse Svizzera offer the following individual sponsorship opportunities at the conference:

1.1.1 Advertising opportunities

Cost	Advertising opportunity
EUR 2,500	Half page advert in conference programme
EUR5,000	Full page advert in conference programme
EUR7,500	Full page advert in conference programme (back cover)
EUR7,500	Branded USB sticks with conference abstracts

1.1.2 Sponsored symposia or sessions

Cost	Sponsored session / Symposium
EUR 4,000	Symposium during one of the parallel session times in Plenary E (capacity of 140 persons) including three registrations
EUR 6,000	Symposium during one of the parallel session times in Plenary B (capacity of 214 persons) including three registrations
EUR 7,000	Evening symposium on 9 October in Plenary B (capacity of 214 persons) including three registrations
EUR 10,000	Evening symposium on 9 October in Plenary A (capacity of 720 persons) or Amphitheatre D (capacity of 940 persons) including three registrations
EUR 10,000	Lunch time symposium on 10 October in Plenary B (capacity of 214 persons) including five registrations
EUR 15,000	Lunch time symposium on 10 October in Plenary A (capacity of 720 persons) including five registrations

For sponsors interested in providing translation for their symposium or for having their symposium recorded, Alzheimer Europe can provide a quote for these services.

1.1.3 Exhibition and meeting opportunities

Cost	
EUR 2,500	Display stand (Table and two chairs) AND exhibitor's profile on conference app including one free registration
EUR 2,500	Dedicated meeting room for one conference day for private meetings of up to ten people
EUR 4,000	Dedicated meeting room for the duration of the conference for private meetings of up to ten people
EUR 10,000	Company stand in exhibition area AND exhibitor's profile on conference app including three free registrations



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

1.2 Conference sponsorship opportunities packages

The following sponsorship packages will be available.

Conference sponsorship packages	
Bronze conference sponsor (€7,500)	Your logo in the conference programme Your logo on the website (www.alzheimer-europe.org/conferences) and the conference app Your logo on screen in meeting rooms at beginning of sessions Two complimentary registrations to the AE Conference
Silver conference sponsor (€15,000)	As bronze sponsorship, including Half page non-promotional advert in conference programme Company stand in exhibition area of conference and company presence in conference app Allocated meeting room for up to 10 people for the duration of the conference Five complimentary registrations to the AE Conference
Gold conference sponsor Limited to a maximum of two (€30,000)	As silver sponsorship, including: Full page non-promotional advert in conference programme Lunchtime satellite symposium in Amphitheatre D (Capacity of 950 persons) Inclusion of flyer of symposium programme in conference bags and symposium advert on conference app Allocated meeting room for up to 10 people for the duration of the conference Ten complimentary registrations to the AE Conference

1.3 Current sponsors

1.3.1 Swiss institutional supporters

GENEVA
CONVENTION BUREAU

**Switzerland Convention
& Incentive Bureau.**



1.3.2 Gold sponsor





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1.3.3 Silver sponsors



1.3.4 Bronze sponsors



1.3.5 Other sponsors



2 Conference information

2.1 Conference venue

The event will be hosted at the Centre International de Conférences Genève (CICG).

CICG

17 rue de Varembe

CH - 1202 Genève

T +41 22 791 91 11

E-Mail: info@cicg.ch

During the conference, Alzheimer Europe has contracted the following rooms with the following maximum capacity:

Room	Capacity
Amphi D	940
Plenary A	720
Plenary B	214

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R.C.S. LUXEMBOURG F2773 — EU TRANSPARENCY REGISTER NUMBER: 37399753690-65



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Plenary C	214
Plenary E	140
Plenary F	140
Salle 14	60
Salle 4	120
Salle 3	80

Sponsored sessions can be organised in Amphi D, Plenary A, Plenary B and Plenary E. Please refer to the conference outline for more information on available times and costs for sessions.

For more detailed floor plans, please refer to the website of the conference centre:
<https://www.cicg.ch/en/participant>

2.2 Conference theme

The 2024 conference theme is: **New horizons – Innovating for dementia**

2.3 Important dates

- ➔ 29 February 2024: Call for abstracts online
- ➔ 29 February 2024: Registration process online
- ➔ 15 May 2024: End of abstracts submissions
- ➔ 15 June 2024: Results of abstract evaluation
- ➔ 15 July 2024: End of early bird registrations
- ➔ 8-10 October 2024: Conference in Geneva

2.4 Call for abstracts

Alzheimer Europe and Alzheimer Schweiz Suisse Svizzera are calling for abstracts for oral and poster presentations on the following subjects:

- ➔ Innovation in care and research
 - Artificial intelligence
 - Assistive technologies
 - Dementia registries
 - Preparing for new AD treatments
 - Telehealth and remote care
 - Clinical trial recruitment and retention
- ➔ Patient pathways
 - Brain health and prevention
 - Detection and diagnosis
 - Treatment and medical management
 - Psychosocial interventions
 - Hospital care
 - End-of-life care
- ➔ Inclusion and intersectionality
 - Gender
 - Minority ethnic groups



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- LGBTQ+
- Intellectual disability and Down syndrome
- Public involvement in dementia research
- Young onset dementia

→ Living with dementia

- People living with dementia
- Housing and neighbourhoods
- Art and dementia
- Empowerment and self-management
- Relationships and sexuality
- Stigma and discrimination

→ Policy

- Dementia strategies
- New funding models for dementia care and research
- Legal and ethical issues
- National Alzheimer's associations
- Campaigning for change
- Dementia work force

2.5 Registration fees

Online registration is open from 1 March to 10 October 2024.

	Early bird registration (until 30 June)	Late registration (From 1 July to 29 September)	Last minute registration (From 30 September to 10 October)
Full registration fee for participants from high-income countries	EUR 400	EUR 500	EUR 600
Full registration fee for participants from low and middle-income countries (25% dis- count)	EUR 300	EUR 375	EUR 450
One day registration fee for participants from high-income countries	EUR 300	EUR 400	EUR 500
One day registration fee for participants from low and middle-income countries (25% discount)	EUR 225	EUR 300	EUR 375

The full registration fee includes:

- Admission to all sessions
- Access to posters and exhibition area
- Delegate bag and final programme
- Opening ceremony and welcome reception
- Scheduled coffee breaks and lunches on 8, 9 and 10 October

One day registration fee includes:

- Admission to sessions on day of registration
- Access to posters and exhibition area on day of registration
- Delegate bag and final programme
- Scheduled coffee breaks and lunch on day of registration

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In addition to the above regular registration fees, special rates and discounts are available for people with dementia, students and representatives of AE's national member organisations. Press passes are also available.

For more information on the registration fees: <https://www.alzheimer-europe.org/conferences/2024-geneva/registration-fees>

3 Previous conferences

3.1 Participants

	2023 Helsinki	2022 Bucharest	2021 Online	2020 Online	2019 The Hague
In-person participants:	997	406			981
Online participants:	133	137	620	719	
TOTAL:	1,130	543	620	719	981



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3.2 Countries represented

	2023	2022	2021	2020	2019
Countries represented	48	42	38	43	45
Top Country	Finland (251)	UK (96)	UK (136)	UK (133)	NL (294)
Second Country	UK (184)	Netherlands (75)	NL (94)	NL (92)	UK (155)
Third country	Netherlands (153)	Ireland (42)	Germany (52)	Germany (53)	Germany (50)
Fourth country	Germany (62)	Germany (38)	Ireland (46)	Ireland (43)	Belgium (38)
Fifth country	Italy (52)	Romania (28)	Switzerland (27)	Portugal (35)	Slovenia (33)

3.3 Participant categories

	2023	2022	2021	2020	2019
Academics/Researchers	404	228	251	259	292
AE staff & volunteers	217	124	159	166	201
Health or social care professionals	214	74	71	104	218
Students	96	32	34	47	72
Industry representatives	68	29	38	67	62
Carers	41	21	12	9	34
People with dementia	52	20	37	39	38
Civil servants	21	6	10	11	26
Policy makers	7	5	8	15	38
Press	10	4		2	

3.4 Participants' satisfaction

	2023	2022	2021	2020	2019
Would recommend the conference to a colleague	93.79%	97.83%	97.27%	99.04%	97.83%

4 Draft Programme and opportunities for sponsored sessions

Time/Room	Amphi D 940 pax	Plenary A 720 pax	Plenary B 214 pax	Plenary C 214 pax	Plenary E 140 pax	Plenary F 140 pax	Salle 4 120 pax	Salle 14 60 pax	Salle 3 80 pax	
Tuesday, 8 October 2023										
13.30-14.00	Opening ceremony									
14.00-15.15	Plenary 1: Living with dementia									
15.15-15.45	Coffee break and poster exhibition									
15.45-17.00	P1. Brain Health and prevention	P2. People living with dementia	P3. INTERDEMAcademy	P4. Intellectual disability and Down syndrome I	P5. LETHE	QOP1. Psychosocial interventions	P6. Artificial intelligence	P7. Dementia strategies	P8. Alzheimer Switzerland	
17.00-17.15	Break									
17.15-18.30	P9. Detection and diagnosis	P10. Housing and neighbourhoods	P11. Emeis	P12. Minority ethnic groups	P13. SPAN+	QOP2 Dementia strategies and policies	P14. Assistive technologies	P15. New funding models for dementia care and research	P16. Alzheimer Switzerland	
19.00-20.30	Welcome reception									
Wednesday, 9 October										
8.30-10.00	Plenary PL2. Making dementia a priority									
10.00-10.30	Coffee break and poster exhibition									
10.30-11.45	P17. Treatment and medical management	P18. Art and dementia	P19. Social health and psychosocial interventions - INTERDEM	P20. LGBTQ+ community	P21. PreTAD	QOP3 Artificial intelligence and technology	P22. Dementia registries	P23. National Alzheimer's associations	P24. Alzheimer Switzerland	
11.45-12.00	Break									
12.00-13.00	SS1. Lilly	SS2. DEMPACT	SS3. Dementia researchers of the future			QOP4. Minority ethnic groups				
13.00-14.00	Lunch break									
14.00-15.15	P25. Psychosocial interventions	P26. Empowerment and self-management	P27. Intersectional perspective - INTERDEM	P28. Intellectual disability and Down syndrome II	P29. Terumo Blood and Cell Technologies	QOP5 People with dementia	P30. Preparing for new AD treatments	P31. Legal and ethical issues	P32. Alzheimer Switzerland	

Time/Room	Amphi D 940 pax	Plenary A 720 pax	Plenary B 214 pax	Plenary C 214 pax	Plenary E 140 pax	Plenary F 140 pax	Salle 14 120 pax	Salle 4 60 pax	Salle 3 80 pax
15.15-15.45	Coffee break and poster exhibition								
15.45-17.15	Plenary PL3. Innovation in dementia care								
17.15-17.30	Break								
17.30-18.30	SS4. Gates Ventures	SS5. Sponsored session – EUR 10,000	SS6. Fondation M�d�ric Alzheimer			QOP6. Public involvement in research			
Thursday, 10 October									
8.30-10.00	Plenary PL4. Intersectionality in dementia								
10.00-10.30	Coffee break and poster exhibition								
10.30-11.45	P33. Hospital care	P34. Relationships and sexuality	P35. Advance care planning - INTERDEM	P36. Public involvement in dementia research	P37. CUREND: A United Response to Neurodegenerative Diseases	QOP7. Brain health and prevention	P38. Telehealth and remote care	P39. Campaigning for change	P40. Alzheimer Switzerland
11.45-12.00	Break								
12.00-13.00	SS7. Sponsored session - Gold sponsor	SS8. Sponsored session – EUR 15,000	SS9. Essity			QOP8. Living with dementia			
13.00-14.00	Lunch break								
14.00-15.15	P41. End-of-life care	P42. Stigma and discrimination	P43. Sponsored session– EUR 6,000	P44. Young onset dementia	P45. eBRAINHealth	QOP9. Detection and diagnosis	P46. Clinical trial recruitment and retention	P47. Dementia workforce	P48. Alzheimer Switzerland
15.15-15.45	Coffee break and poster exhibition								
15.45-17.00	Plenary PL5. Brain health and prevention								
17.00-17.15	Closing ceremony								

	Available slots for sponsored sessions
	Confirmed sponsored sessions