AD/PD 2019 SUPPORT AND EXHIBITION PROSPECTUS

For bookings and further information, please contact: AD/PD™ 2019
Mrs. Judit Gondor ● Tel: +41 22 908 0488 ext. 531 ● Email: jgondor@kenes.com

ORGANIZING COMMITTEE
Abraham Fisher, Israel, President
Roger M. Nitsch, Switzerland, Executive Organizer
Manfred Windisch, Austria, Executive Organizer
SUPPORT CATEGORIES & BENEFITS

Supporters will be given a support category status dependent upon the total amount of your support. The total contribution will consist of items such as industry sessions, advertisements, and exhibition space. You can choose from educational, promotional and exhibition opportunities. You will benefit from outstanding advantages linked to your support category.

Benefits will be allocated to industry supporters based on the following table:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PLATINUM Supporter</th>
<th>GOLD Supporter</th>
<th>SILVER Supporter</th>
<th>GENERAL Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Mailshot for Symposium to list of registered participants (2-3 weeks before the Conference)</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Final list of participants (after the Conference), including name and country of participants who agree to share information</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full Conference registrations</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Number of Symposium posters permitted to be displayed in the venue (on the day of the session)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Supporter’s logo (company logo only, no product logos) on Conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Supporter’s logo (company logo only, no product logos) in the Industry Section of the Program Book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgment on Supporters’ Board on-site and in the Mobile App of the Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Branded items will carry company logos only. No products logos or advertisements are permitted.

SPECIAL REQUESTS
Tailored packages can be arranged to suit your objectives. Please feel free to contact Judit Gondor, Support and Exhibition Sales Department, to discuss your needs: jgondor@kenes.com

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PARTICIPATION STATISTICS
STATISTICS FROM AD/PD 2017

TOP 20 COUNTRIES

1. USA 26%
2. Germany 9%
3. UK 8%
4. France 5%
5. Sweden 5%
6. Switzerland 5%
7. Canada 4%
8. Belgium 4%
9. The Netherlands 4%
10. Republic of Korea 4%
11. Italy 4%
12. Austria 4%
13. Japan 4%
14. Spain 3%
15. Australia 3%
16. China 3%
17. Israel 2%
18. Denmark 2%
19. Taiwan R.O.C. 1%
20. Finland 1%

PARTICIPANTS BY AGE

- Under 35: 30%
- 35-44: 27%
- 45-54: 22%
- 55-64: 15%
- 65+: 6%

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PARTICIPANTS BY WORLD REGIONS

PROFESSIONAL INTEREST

ORGANIZING COMMITTEE
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PARTICIPANTS BY PROFESSIONAL ROLE

- Basic Science Researcher: 32%
- Industry/Corporate Professional: 23%
- Student: 17%
- University Hospital Researcher: 16%
- University: 30%
- Hospital: 7%
- Laboratory: 3%
- Government Agency: 1%
- Private Practice: 2%
- Resident/Research Fellow: 4%
- Clinical Practitioner: 11%
- Nurse/Healthcare Practitioner: 1%

PARTICIPANTS BY WORK PLACE

- Industry: 24%
- University Hospital: 16%
- Research Institute: 16%
- Laboratory: 3%
- Government Agency: 1%
- Private Practice: 2%
- University: 30%
- Hospital: 7%
EDUCATIONAL SUPPORT OPPORTUNITIES

EDUCATIONAL GRANT IN SUPPORT OF AN EXISTING SCIENTIFIC SESSION (PLENARY OR PARALLEL)

Educational Grant in support of an existing official session accepted or invited by the organizing committee and supported by a grant from the industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

EDUCATIONAL GRANT

Grants of any amount, whether for the overall program or for individual sessions, are appreciated and important to the success of the event.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

POSTER BOARDS

Support will be recognised with signage at the entrance to the Poster area with "Supported by..." and a company logo.

- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and with signage during the event.

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EDUCATIONAL GRANT IN SUPPORT OF A PARALLEL PRE-CONFERENCE SATELLITE - HALF DAY / FULL DAY

Opportunity to support through an educational grant an official parallel pre-conference satellite of AD/PD prior to the official conference days.

Pre-Conference Satellite will take place on: Tuesday, 26 March, 2019

Full day satellite 08:30-17:30 / Half day satellite 08:30-14:30

This session will be acknowledged in official publications as: Pre-Conference Satellite supported by an educational grant by: Company Name (not included in the main event CME/CPD credit offering). The supporting company will not be permitted to influence the session program.

Session Program:

- A full/half day educational program
- The program will include, for a full day, an estimated 15 international speakers (program TBD)
- This is a stand-alone satellite associated with AD/PD 2019 Conference however with separate participation, faculty, CME application and organisers
- The educational grant package includes secretariat support from Knes Group, and marketing of the session as an independent program alongside the AD/PD 2019 Conference
- Refreshments will be offered to participants at coffee and lunch breaks
- CME application and all the accompanying administration (contact with speakers, disclosures, evaluation and certificates) will be arranged by the conference organiser
- Price includes all expenses such as catering and speakers’ expenses
- Registration to the pre-conference satellite will be under the responsibility of Knes Group- AD/PD 2019 Conference participants may register for the session at a 10% discount
- Complimentary Registrations
  - 12 Pre-Conference satellite registrations
  - 4 full AD/PD 2019 Conference registrations
- Advertisement
  - Dedicated page on the AD/PD 2019 Conference website with the details of the pre-conference satellite program and organisational information
  - Company logo under the category “Supporter” on AD/PD 2019 Conference website and vice versa

Joint Support of this CME Session is also possible, depending on minimum of 2 Supporters supporting and total Support fund achieved.

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MOBILE APPLICATION

The Conference Mobile App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets and laptops into a tool for active conference participation, making it easy for participants to access conference information they need and to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker info, participant lists, rating/voting system for sessions/speakers and a personalized scheduler and is easily downloadable from the App Store and Google Play.

Conference Mobile App support includes:

- Supporter acknowledgement on the splash/pop-up screen of the app: “Supported by: company name/logo” (product logo not permitted)
- 2 push notifications sent to users from the App
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, in the mobile app and on signage during the event

WEBCASTING

The ability to attend all conferences, or even all session at a given conference, is impossible for the busy medical professional. Webcasting provides a means of sharing knowledge and learning opportunities beyond the dates of the actual event and thus serves a vital educational need. Materials are saved locally, but at the same time, can be distributed over the web to viewers around the world via a robust cloud server. Viewers can access the broadcasts using PCs, tablets, or smartphones live (as streamed video) or later, as on-demand webcasts.

- Video includes a video screen of the speaker during the session, PowerPoint slides (in sync with the speaker), and audio.
- Digital Imaging includes PowerPoint slides with audio.

Please note that it is the Exhibitors’/Supporters’ responsibility to comply with the local authority’s regulations. EFPIA (European Federation of Pharmaceutical Industries & Associations) www.efpia.org, Eucomed (represents Medical Technology industry) http://archive.eucomed.org/ and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) www.ifpma.org Code of Practice on the promotion of medicines. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

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PROMOTIONAL SUPPORT OPPORTUNITIES

PLENARY SPONSORED SYMPOSIUM - PLATINUM OR EVENING SLOT

Company plenary sponsored symposium of 100 minutes (Platinum) or 90 minutes (Evening). Program subject to the approval of the Organizing Committee.

- Includes: hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: “Official symposium of The 14th International Conference on Alzheimer’s and Parkinson’s Diseases 2019”
- Sponsored Symposium Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline)
- Time Slots: allocated on a first come, first served basis
- Industry sessions will be clearly indicated in the Program as: "Industry Session- not included in the main event CME/CPD credit offering"
- Full Page Colour Symposium Advertisement in the Industry Support and Exhibition section of the Program Book
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

The supporting company, in addition to the support fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the sponsored symposium speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per Conference policy.

ORGANIZING COMMITTEE
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Company parallel sponsored symposium of 120/60 minutes, Program subject to the approval of the Organizing Committee.

- Includes: hall rental, standard audio/visual equipment, display table
- Permission to use the phrase: “Official symposium of The 14th International Conference on Alzheimer’s and Parkinson’s Diseases 2019”
- Sponsored Symposium Programs will be included in a designated industry section of the Final Program (subject to receipt by publishing deadline)
- Time Slots: allocated on a first come, first served basis
- Industry sessions will be clearly indicated in the Conference Program as: “Industry Session - not included in the main event CME/CPD credit offering”
- Full Page Colour Symposium Advertisement in the Industry Support and Exhibition section of the Program Book
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

The supporting company, in addition to the support fee, must cover all speakers’ expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the sponsored symposium speakers have already been invited by the Conference. In this case, the company will support the amount of nights as per Conference policy.
### AD/PD™ 2019

**The 14th International Conference on Alzheimer's & Parkinson's Diseases**

March 26-31, 2019 | Lisbon, Portugal

adpd.kenes.com

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<table>
<thead>
<tr>
<th>Slot name</th>
<th>Week Day</th>
<th>Date</th>
<th>From</th>
<th>To</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Parallel Industry Symposium</td>
<td>Wednesday</td>
<td>27/03/2019</td>
<td>11:00</td>
<td>13:00</td>
<td>02:00</td>
</tr>
<tr>
<td>Mini Gold Parallel Industry Symposium</td>
<td>Wednesday</td>
<td>27/03/2019</td>
<td>15:00</td>
<td>16:00</td>
<td>01:00</td>
</tr>
<tr>
<td>Platinum Plenary Industry Symposium</td>
<td>Thursday</td>
<td>28/03/2019</td>
<td>11:45</td>
<td>13:30</td>
<td>01:45</td>
</tr>
<tr>
<td>Mini Gold Parallel Industry Symposium</td>
<td>Thursday</td>
<td>28/03/2019</td>
<td>15:45</td>
<td>16:45</td>
<td>01:00</td>
</tr>
<tr>
<td>Silver Parallel Industry Symposium</td>
<td>Thursday</td>
<td>28/03/2019</td>
<td>17:15</td>
<td>19:15</td>
<td>02:00</td>
</tr>
<tr>
<td>Evening Plenary Industry Symposium 19:25-21:25</td>
<td>Thursday</td>
<td>28/03/2019</td>
<td>19:30</td>
<td>21:30</td>
<td>02:00</td>
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<tr>
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<td>Thursday</td>
<td>28/03/2019</td>
<td>09:15</td>
<td>11:15</td>
<td>02:00</td>
</tr>
<tr>
<td>Gold Parallel Industry Symposium</td>
<td>Friday</td>
<td>29/03/2019</td>
<td>09:15</td>
<td>11:15</td>
<td>02:00</td>
</tr>
<tr>
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<td>Friday</td>
<td>29/03/2019</td>
<td>17:15</td>
<td>19:15</td>
<td>02:00</td>
</tr>
<tr>
<td>Gold Parallel Industry Symposium</td>
<td>Saturday</td>
<td>30/03/2019</td>
<td>09:15</td>
<td>11:15</td>
<td>02:00</td>
</tr>
<tr>
<td>Platinum Plenary Industry Symposium</td>
<td>Saturday</td>
<td>30/03/2019</td>
<td>11:45</td>
<td>13:30</td>
<td>01:45</td>
</tr>
<tr>
<td>Mini Gold Parallel Industry Symposium</td>
<td>Saturday</td>
<td>30/03/2019</td>
<td>15:45</td>
<td>16:45</td>
<td>01:00</td>
</tr>
<tr>
<td>Silver Parallel Industry Symposium</td>
<td>Saturday</td>
<td>30/03/2019</td>
<td>17:15</td>
<td>19:15</td>
<td>02:00</td>
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<tr>
<td>Bronze Parallel Industry Symposium</td>
<td>Sunday</td>
<td>31/03/2019</td>
<td>09:15</td>
<td>11:15</td>
<td>02:00</td>
</tr>
</tbody>
</table>

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**PARTICIPATION TO INDUSTRY FORUM DISCUSSION**

Opportunity to bring your speaker to this 120-Minute, moderated, WEF-style formatted sessions that will bring together academic corporate participants with outstanding experience. 6-8 participants will join the 120-minute moderated discussion without formal data presentations. The speaker’s are entitled to include a short 5-minute statement and will receive selected questions from the audience submitted on written file cards, prioritized and introduced to the discussion by the moderator. Media will be allowed to sit in and may report on progress made by the leaders in this field. This opportunity is available only to existing supporters and by invitation to such speakers from the Organizers of AD/PD Conference. Price includes:

- Opportunity to send a speaker to the Forum
- One full Conference registration
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

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**ORGANIZING COMMITTEE**

Abraham Fisher, Israel, President
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CONFERENCE BAGS

Supporter will provide funding of the Conference bags.

- The bag will bear the Supporter’s logo and the Conference logo
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

CONFERENCE LANYARDS

Opportunity to place company logo on the lanyards. The Organizing Committee will select the type and design of the lanyards. The support entitlements are as follows:

- Supporter’s logo to be printed on the lanyards.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

EXECUTIVE LOUNGE

Facilities will be available at the venue for speakers and members of the organizing committee. Hospitality provided will be in compliance with all relevant industry codes.

- Company’s logo on signage at the entrance to the executive lounge.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

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SOCIAL MEDIA/TWITTER WALL

The Social Media Wall is an exciting and modern item which encourages delegates to post messages related to AD/PD 2019. This item provides you great exposure.

The on-site social media specialist will moderate the interactions to ensure that only appropriate and Conference related interactions are shared on the main screen.

Your company logo will be placed on the social media wall.
- A large screen will appear in a main area of the convention center (or in AD/PD booth) showing all social media interactions that include the Conference hashtag #ADPD2019.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

CHARGING STATION

Branded Charging Kiosk for multiple devices, including smart phones and tablets. It's a great way to leave a lasting impression on the Conference delegates.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

WELCOME RECEPTION / NETWORKING EVENT

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter’s logo on sign at the entrance to the Welcome Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

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**WIFI LANDING PAGE**

Wireless Network Provision: Delegates wishing to access the internet via their own laptop/ smartphone may do so by using the Conference Wi-Fi. Supporter of this piece of technology will receive strong visibility during the Conference.

- An initial branded splash screen will bear the supporter logo and company name. The card will be distributed with the Conference material.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

**COFFEE BREAKS ONE BREAK/ONE DAY/TWO DAYS/ENTIRE CONFERENCE**

Coffee will be served during breaks in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a display of company’s logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

**HOSPITALITY SUITES / MEETING ROOMS**

An opportunity to hire a room at the Conference venue that may be used as a Hospitality Suite or Meeting Room. Supporter will be able to host and entertain its guests throughout the Conference. Supporters will have the option to order catering and AV equipment at an additional cost.

Hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite
- Acknowledgement on directional signage outside suite

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SPEAKERS READY ROOM

Facilities will be available in the Conference venue for speakers and abstract presenters to upload and check their presentations.

- Supporter’s name/or company logo to appear on all signs for this room.
- Opportunity to display Supporter’s logo on screensavers at each workstation
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

CONFERENCE NOTEPADS & PENS

Supporter will provide funding for the Notepads & Pens for the participants.

- Notepads & Pens will bear the AD/PD and the Supporter’s company logo and will be distributed in the participants’ Conference bags.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

WORLD MAP

The World Map is a unique touchscreen map of a 2D atlas providing viewers with extra info/data on conference participants from around the globe. The map is an interactive experience for participants to connect based on their geographical origins. The touchscreen display can be placed in a central location at the conference venue and serves as an information and communications tool, ideal for enhancing participant networking.

- Support will be recognized on a separate printed sign/rollup located beside the World Map screen, with “Supported by...” and a company logo only.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

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THE PHOTO BOOTH

The Photo Booth is an excellent tool to engage with Conference attendees. It allows them to have fun and share their experience. Attendees are given the opportunity to take a photo of themselves and colleagues, using fun props provided by Kenes, and have the photo sent to them via email, text message or directly uploaded to their social media accounts.

- The booth attracts many attendees and a sponsor would gain exposure by having their branding on the outside of the booth, including their logo on every photo taken.
- The exposure will last long after the congress ends as these photos are shared with colleagues, friends and family.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

ADVERTISING OPPORTUNITIES

FINAL PROGRAM BOOK

Full inside page color/Inside back page advertisement in designated section of the Final Program.

- The Final Program will contain the timetable, information about the scientific Program and other useful information. It will be distributed to all registered participants in the Conference bags.
- The advertisement will be printed in the designated industry section of the program, according to compliance regulations.
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event.

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PROMOTIONAL MATERIAL

Promotional material (limited pages) will be included in the Conference bags.

- Material should be provided by the Supporter and approved by the Secretariat.
- Supporters’ product information will be available for all Conference participants.
- The distribution arrangement will be advised.

PROMOTIONAL MAILSHOT - EXCLUSIVE OR JOINT

Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the preregistered delegates who have agreed to receive promotional material at a date and time coordinated with the Conference Organizer.

- **Exclusive:** Mail blast will be exclusive for the supporting company. The designed mail blast (html format with Kenes design requirements) and the preferred "Subject" to be provided by the Supporter and subject to receipt by 6 weeks prior to the Conference. "From" field will be Conference Acronym + Year.

- **Joint:** Mail blast will list all supporting companies according to the support level. Each company will have a section of approximately 150 words. Design will be provided by Organizer.

* In the case where the supporter cannot provide a compliant HTML file, they may provide an image and it will be coded to HTML for an additional charge. Content received after the deadline may be processed for an additional fee.

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MINI PROGRAM

- Support will be acknowledged on the inside back cover as: "Supported by..." and a company logo only
- Support will be acknowledged in the industry support & exhibition section of the program book, on the Conference website, in the mobile app and on signage during the event

APP PUSH NOTIFICATION

- One "push notification" sent to all participants onsite through the mobile app. to be coordinated with Conference Organizer. Specifications will be provided by the Conference organizers.
- Only for those participants who have opted to receive such information.

E-ADVERTISEMENTS IN THE MOBILE APPLICATION

- The supporter will be able to provide a designed PDF to be presented in a separate tab under “Sponsored Advertisements” in the main menu of the mobile application.
- This can be used as an advertisement to your exhibition booth, Industry supported session, or any other activity planned during the event.

Please note that it is the Exhibitors’ and/or Supporters’ responsibility to comply with the local authority’s regulations, including EFPIA, the European Federation of Pharmaceuticals Industries & Associations (www.efpia.org), Eucomed, representing the medical technology industry in Europe (http://archive.eucomed.org/), and IFFMA, the International Federation of Pharmaceutical Manufacturers & Associations Code of Practice on the promotion of medicines (www.ifpma.org). Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the rules and regulations will not expose the Organizer to any suits, demands by the Exhibitor/Supporter or any other third party.

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ALL ABOUT EXHIBITION

SPACE ONLY RENTAL

The commercial/technical Exhibition will be held in the Lisbon Congress Center. The floor plan has been designed to maximize Exhibitors’ exposure to the delegates. All spaces will then be allocated based on the reservations received on a “first come, first served basis”.

SPACE ONLY RENTAL

(Minimum of 12SQM)

That includes:

- Exhibitors’ badges
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors’ Technical Manual.

ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Conference Website and in the Mobile App as an Exhibitor prior to the Conference
- Listing and profile in designated industry section of the Final Program
SHELL SCHEME RENTAL

The commercial/technical Exhibition will be held in the Lisbon Congress Center. The floor plan has been designed to maximize Exhibitors' exposure to the delegates. All spaces will then be allocated based on the reservations received, on a “first come, first served basis”.

SHELL SCHEME RENTAL

That includes:

- Exhibitors' badges
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors’ Technical Manual.

ADDITIONAL BENEFITS

When you exhibit your company will receive the following additional benefits:

- Company logo on Conference Website and in the Mobile App as an Exhibitor prior to the Conference
- Listing and profile in designated industry section of the Final Program

ORGANIZING COMMITTEE

Abraham Fisher, Israel, President
Roger M. Nitsch, Switzerland, Executive Organizer
Manfred Windisch, Austria, Executive Organizer
FLOORPLAN

Exhibition Floorplan

Judit Gondor
Industry Liaison and Sales Team Leader
Tel: +41 22 9080468 Ext. 531
Email: jjgondor@kenes.com

ORGANIZING COMMITTEE
Abraham Fisher, Israel, President
Roger M. Nitsch, Switzerland, Executive Organizer
Manfred Windisch, Austria, Executive Organizer
VENUE INFO & MAPS

CONFERECE VENUE
Centro de Congressos de Lisboa
Lisboa Congress Centre
Praça das Indústrias
1300-307, Lisboa, Portugal
www.lisboacc.pt

EXHIBITOR INFORMATION & REGULATIONS

ALLOCATION OF EXHIBITION SPACE
Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form and Contract must be faxed / emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be sent. Please note that three alternative booth choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

ORGANIZING COMMITTEE
Abraham Fisher, Israel, President
Roger M. Nitsch, Switzerland, Executive Organizer
Manfred Windisch, Austria, Executive Organizer
EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9sqm booked and one additional for each 9sqm after. Any additional exhibitors will be charged an exhibitor registration fee - *Price to be confirmed*. Companies can purchase a maximum number of exhibitor registrations as follows:

- Booths of up to 60sqm – 15 exhibitor registrations
- Booths larger than 60sqm – 25 exhibitor registrations

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitors’ Manual.

EXHIBITORS TECHNICAL MANUAL

An Exhibitors Technical Manual outlining all technical aspects of exhibiting will be available approximately 3 months prior to the Conference. It will include the following:

- Technical details about the venue.
- Final exhibition details and information.
- Contractor details.
- Services available to exhibitors and order forms.

INSERT AND DISPLAY MATERIALS

- Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display.
- In order to receive a price quote for handling and to ensure arrival of your materials, please be sure to complete the "Pre-Advise" form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

SITE INSPECTIONS

Exhibitors and Supporters are welcome to visit the Conference venue at their convenience. Please contact the venue directly to arrange this.

EXHIBITOR LOGO & PROFILE

You can submit your logo and company’s profile, read important exhibitor information and complete orders for your stand on the Kenes Exhibitors’ Portal. The Exhibition Manager will contact you with the link to the Exhibitors’ Portal, including your personal login details.

ORGANIZING COMMITTEE

Abraham Fisher, Israel, President
Roger M. Nitsch, Switzerland, Executive Organizer
Manfred Windisch, Austria, Executive Organizer
EXHIBITION TERMS & CONDITIONS

The Terms and Conditions of exhibiting are included in the Online Prospectus. Please note that signing of the BOOKING FORM AND CONTRACT indicates acceptance of these Terms and Conditions. The Exhibition Booking Form will be held as a valid liable contract, by which both parties will be bound. An exclusive handling agent will be designated to The 14th International Conference on Alzheimer’s and Parkinson’s Diseases. The exclusivity of an agent for the handling needs of congresses refers specifically to work inside the venue. Exhibitors may use their own couriers up to the venue door and from outside of the venue door at the end of the conference. This organizational decision has been made for the safety and efficiency benefits to exhibitors and for the successful flow of the conference.

PROMOTIONAL ACTIVITIES

All demonstrations or instructional activities must be confined to the limits of the exhibition stand. Advertising material and signs may not be distributed or displayed outside the exhibitor’s stands. Sound equipment must be regulated and directed into the stand so that it does not disturb neighboring exhibits. Exhibition Management reserves the right to require the exhibitor to discontinue any activity, noise or music that is deemed objectionable.

Further details will be included in the Exhibitors’ Technical Manual.

PAYMENTS, CANCELLATION, TERMS & CONDITIONS

Applications for Support and/or Exhibition must be made in writing with the online booking form.

CONTRACTS & CONFIRMATION

SUPPORTERS

Once a Booking Form is received, a contract will be sent to you for signature with an accompanying invoice. This contract should be signed and returned with a 60% deposit payment. Upon receipt of the Booking Form the organizer will reserve the items listed in it. Completion of the Booking Form by the Supporter shall be considered as a commitment to purchase the items.

EXHIBITORS

Once a signed Booking Form is received, a confirmation of exhibition will be e-mailed to you with an accompanying invoice.
INSERT AND DISPLAY MATERIALS

Please note that all materials entering the venue incur a handling charge. This includes materials for inserts and display. In order to receive a price quote for handling and to ensure arrival of your materials, please be sure to complete the “Pre-Advise” form included in the shipping instructions when you receive either the Exhibition or Symposia Technical Manuals.

PAYMENT TERMS & METHODS

60% upon receipt of the Sponsorship agreement and first invoice
40% by 25 September, 2018

All payments must be received before the start date of the Conference. Should the Exhibitor fail to complete payments prior to the commencement of the Conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

Option 1: Payment by check (€).
Option 2: Payment by Bank Transfer (€).

Details for the above payment options will be provided upon booking.
All bank charges are the responsibility of the payer.

CANCELLATION / MODIFICATION POLICY

Cancellation or modification of support items must be made in writing to the Support & Exhibition Sales Department: Judit Gondor at: jgondor@kenes.com.
The organizers shall retain:
- 10% of the agreed package amount if the cancellation / modification is made on or before July 25, 2018, inclusive
- 50% of the agreed package amount if the cancellation / modification is made between July 26, 2018 and November 25, 2018 inclusive
- 100% of the agreed package amount if the cancellation / modification is made from November 25, 2018 onwards
VAT INFORMATION

VAT (Subject to Change)
All Supporter prices are exclusive of VAT, and are subject to VAT at the local rate which will be added to the invoice. Where applicable VAT fees can be claimed through:

Mr. Richard Asquith
TH/IF VAT Services Managing Director
+44 (0) 870 067 8881 Work
+44 (0) 79 777 23645 mobile
richard.asquith@ttm-group.com
Dolphin House 2-5 Manchester Street
Brighton BN2 1TF, United Kingdom

All prices are exclusive of VAT, and are subject to VAT which will be added to the invoice. The charge of the VAT will depend on the location of the supporting companies as follows:

<table>
<thead>
<tr>
<th>Company Location</th>
<th>Applicable VAT Charge - Sponsorship</th>
<th>Applicable VAT Charge - Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portugal</td>
<td>Portuguese VAT applies Current VAT Rate (subject to change): 23%</td>
<td>Portuguese VAT applies Current VAT Rate (subject to change): 23%</td>
</tr>
<tr>
<td>European Union</td>
<td>Reverse charges applies (Client VAT will apply)</td>
<td>Portuguese VAT applies Current VAT Rate (subject to change): 23%</td>
</tr>
<tr>
<td>Outside EU</td>
<td>Reverse charges applies (Client VAT will apply)</td>
<td>Portuguese VAT applies Current VAT Rate (subject to change): 23%</td>
</tr>
</tbody>
</table>
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- Competitive rates
- Our room rates include Breakfast and Tax
- Kenes Group is the official and trusted accommodation seller for AD/PD 2019
- We offer an excellent selection of hotels next to the conference venue and in other city central locations
- Dedicated personnel before the conference and onsite to support your stay in Lisbon

For more information and accommodation offers please contact:

Elda Hehle
Hotel Sales Manager
Tel: +41 22 9080488 Ext. 631
Email: ehehle@kenes.com