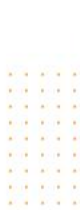


International Conference on Alzheimer's and Parkinson's Diseases and related neurological disorders

March 28 - April 1, 2023 | Gothenburg, Sweden



Online Prospectus



SUPPORT CATEGORIES & BENEFITS



PAST STATISTICS



EDUCATIONAL SUPPORT
OPPORTUNITIES



PROMOTIONAL & ADVERTISING
OPPORTUNITIES



EXHIBITION



HOTEL BOOKING

Please contact me for details, pricing and booking form:
Victoria Eskenazi - Industry Liaison & Sales Associate
Tel: +41 22 908 0488 Ext. 986
Email: veskenazi@kenes.com

ORGANIZING COMMITTEE

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Support Categories & Benefits

You will be given a support category status dependent upon the total amount of your support contribution. The total contribution will consist of items such as advertisements, sponsored sessions and exhibition space (excluding storage space).

Support Levels

- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- BRONZE SPONSOR

Supporter/Exhibitor booking items/space with a contribution of less than Bronze category) will be acknowledged as Supporter"/"Exhibitor" only.
You will benefit from outstanding advantages linked to your support category.

Support Benefits

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

BENEFIT	PLATINUM	GOLD	SILVER	GENERAL
Congress Registrations	5	3	2	
Joint mailshot for Symposium to list of registered participants.s	✓			
Advertisement in the Final Program	Inside Full Page	Inside Full Page	Inside Full Page	
Supporter's logo with the hyperlink on the Congress website	✓	✓	✓	✓
Supporter's logo in the program	✓	✓	✓	✓
Acknowledgement on Supporters Board on-site	✓	✓	✓	✓

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Promotional & Advertising Opportunities

Please note that it is the Exhibitors'/ Supporters' responsibility to comply with the local authority's regulations, EFPIA (European Federation of Pharmaceuticals Industries & Associations) www.efpia.org, Medtech Europe (represents Medical Technology industry) <http://www.medtecheurope.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.

Special Requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the Support and Exhibition Sales Department to discuss your needs.

Acknowledgement

Support will be recognized in the Industry Support and Exhibition section of the program, on the event website, mobile application and with signage during the event.

Participation To Industry Forum Discussion

Opportunity to bring your speaker to this 60 minute, moderated, WEF-style formatted sessions that will bring together academic corporate participants with outstanding experience. 4-6 participants will join the 60 minutes moderated discussion without formal data presentations. The speakers 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. Price includes:

- Opportunity to send one speaker to the Forum.
- One full congress registration.
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the congress website, and on signage during the event.

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Plenary Sponsored Symposium (non-CME)

- Opportunity to organize an Official *Non-CME Industry Session* in a Plenary Hall, up to 60 minutes (Program subject to the approval by the AD/PD Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase "Official Symposium of the AD/PD Congress".
- Sponsored Symposia 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 – see time slots here.
- Industry sessions will be clearly indicated in the congress timetable/Program as: "Industry Session" not included in the main event CME/CPD credit offering".
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

NOTE: The supporting company in addition to the support fee must cover all speakers' expenses including:

- *Registration fee*
- *Accommodation*
- *Travel expenses*

This also applies in the case where the speakers have already been invited by Congress. In this case, the company will support the number of nights as per congress policy.

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Parallel Sponsored Symposium (non-CME)

- Opportunity to organize an Official *Non-CME Industry Session* in a Parallel Hall, (Program subject to the approval by the AD/PD Committee).
- Includes hall rental, standard audio/visual equipment, and display table.
- Permission to use the phrase “Official Symposium of the AD/PD Congress”.
- Sponsored Symposia 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 – see time slots here.
- Industry sessions will be clearly indicated in the congress timetable/Program as: “Industry Session” not included in the main event CME/CPD credit offering”.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

NOTE: The supporting company in addition to the support fee must cover all speakers’ expenses including:

- *Registration fee*
- *Accommodation*
- *Travel expenses*

This also applies in the case where the speakers have already been invited by Congress. In this case, the company will support the number of nights as per congress policy.

Congress 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Charging kiosk

Fast Charge Technology: Featuring exclusive fast charge technology for 14 devices, with the latest charging standards and utilize integrated circuitry to ensure your phone or tablet are never overcharged. We keep you always charged and always ready.

Fully Customizable: Place your company name and logo/movies on the LCD screen which is attached to the charging station. It's a great way to leave a lasting impression on the congress delegates.

Works with All Mobile Devices: Compatible with everything from the Apple iPhone and Android to Amazon Kindle and Blackberry.

- Opportunity to brand the Charging Kiosk with your company name and logo.
- Support will be acknowledged in the Industry Support and Exhibition section of the Final Program, on the event website, and with signage during the event.

Social Media \ Twitter Wall

The Social Media Wall is an exciting and modern item that encourages delegates to post messages related to AD/PD 2023. This item provides you great exposure!

The on-site social media specialist will moderate the interactions to ensure that only appropriate and Congress-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 the main area of the convention center (or in the AD/PD booth) showing all social media interactions that include the Congress hashtag #AD/PD2023.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Photo Booth

The Photo Booth is an excellent tool to engage with congress 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Speakers Ready Room

Facilities will be available at the Congress location for speakers and abstract presenters to 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Congress Notepads and Pens

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

- Notepads & Pens will bear the AD/PD logo and the Supporter's company logo and will be distributed in the participants' Congress bags.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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World Map

The World Map is a unique touchscreen map of a 2D atlas providing viewers with extra info/data on congress 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 congress 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Congress TV

Congress TV is a unique, branded television channel dedicated to congress that delivers a daily TV show with congress news and event coverage. Congress TV includes journalist-led reports on the event's central themes and issues, interviews with key congress figures, up-to-date news from the event, reactions/opinions from participants, thought leadership films, short documentary style reports, programs and initiatives from the field and a focus on innovation, research and development in specific market sectors.

Congress TV features:

Onsite: Branded for each congress, live studio, multiple TV screens, program updated daily, live prior to main congress sessions, distribution to delegate hotel rooms.

Online: Video player provide for congress website, share your video coverage on a global scale via social media, including Twitter, YouTube, Facebook, and LinkedIn.

- Support will be recognized on a separate printed sign/rollup located beside the Congress TV screen, with "Supported by..." and a company logo only.
- Acknowledgment on Congress TV screen with "Supported by..." and a company logo only.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Hospitality Suites \ Congress Rooms

An opportunity to hire a room at the Congress venue that may be used as a Hospitality Suite or Congress Room. Supporter will be able to host and entertain its guests throughout the Congress. Supporters will have the option to order catering and AV equipment at an additional cost. The hospitality provided will be in compliance with all relevant industry codes and compliance guidelines.

- Opportunity to brand the hospitality suite.
- Acknowledgment on directional signage outside the suite.

Laptop Lounge Package & Wi-Fi Delegate Access Card

There will be a laptop lounge where attendees may check e-mails using their own laptops. Wi-Fi cards will be distributed to all participants from Supporter's booth.

- Opportunity to design your own laptop lounge.
- Opportunity to place your own carpet.
- Opportunity to place signage in the lounge area.
- Company's advertisement on the WiFi Access Card.
- Opportunity to provide additional branded items in the laptop area, such as memory stick, mouse, etc.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Wi-Fi Landing Page

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

- An initial branded splash screen will bear the supporter logo and company name. The card will be distributed with the congress material.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Coffee Breaks One Break / One Day / Two Days / Entire Congress

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 one-day display of the 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Festival Chairs

The branded Seating Cubes or Festival Chairs are stylish and informal. This multipurpose cardboard stool can be customized to match whatever theme you have chosen for your event. The design is subject to approval of the Secretariat and must follow all compliance regulations.

- Opportunity to customize the seating cubes.
- 50 or 100 branded seats will be produced, the price is according to the amount.
- Location of seating cubes onsite to be coordinated with Secretariat.
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Product Theatre

Meet with attendees and key decision makers to share your new research outcomes, discuss your clinical protocols, and conduct product demonstrations of your new products and services. Product Theatre sessions are 30 minutes in length and will be held in a designated area(s) in the exhibit hall, which is set up in theater style for 50 attendees. No other sessions of the scientific program will run in parallel but may run concurrent with other corporate sponsors.

Product Theaters provide a high value, live educational opportunity for hosts to reach engaged healthcare professionals. These sessions deliver a platform to gather and discuss issues on patient education, specific products, and therapeutic areas

Located in the Exhibit Hall, Product Theatre provides an opportunity to:

- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give product details in-depth.
- Demonstrate products.
- Distribute branded materials.

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Advertisement Support Opportunities

Final Program

Full-page color advertisement:

inside page / inside back page / spread page (different pricing) 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 congress 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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Promotional Material (Bag Inserts)

Promotional material (up to 4-page insert, A5 flyer) will be included in the Congress bags.

- The material should be provided by the Supporter and approved by the Secretariat.
- Supporters' product information will be available for all Congress participants.
- The distribution arrangement will be advised.

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 and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Promotional Mailshot – Exclusive or Joint

Gain additional exposure for your Symposium, company or exhibition booth by sending out a Mail Blast to the pre-registered delegates who have agreed to receive promotional material, at a date and time coordinated with the Congress 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 Congress. The “From” field will be AD/PD 2023.
- **Joint:** Mail blast will be shared with other supporting companies. The supporting company should provide the content for the mail blast following Kenes’ design requirements. Design of mail blast will be done by Kenes/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 of € 250. Content received after the deadline may be processed for an additional fee of € 500.*

Industry Support Disclosure – will be added to all mailshots

This event is supported, in part, by funding from the industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry-Sponsored Symposia are organized by industry and not included in the main event CME/CPD credit offering.

An example to a joint mailshot:

App Push Notification

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

Advert in The Mobile App

- Gain additional exposure for your Symposium by advertising it in a designated section of the Congress App.
- The Congress App will be available for all participants who download the app.

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Educational Support Opportunities

Medical education plays an important role in the quality of healthcare delivered across the globe. Physicians, researchers, scientists and other healthcare professionals are increasingly challenged to maintain their knowledge, skills and abilities within their respective professions. By providing an educational grant in support of the educational opportunities below, you will make a vital contribution to these efforts and support better patient outcomes.

All educational grants are managed in compliance with relevant CME accreditation criteria and industry compliance codes. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

All grants are managed in compliance with relevant accreditation and industry compliance criteria.

Educational Grant

Independent educational grants, dedicated to the educational mission of Congress, are appreciated and important to Congress's success.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Educational Grant in Support of Existing Scientific Session

Educational Grant in support of an Existing Official Session accepted or invited by the Scientific Committee and supported by a grant from the industry.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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Educational Participation Grant

As a trusted partner, Kenes Group will take on the responsibility for indirect sponsorship for AD/PD 2023. The industry will entrust the Kenes Group and provide educational grants directly, and Kenes Group/AD/PD 2023 will be responsible for participants (HCPs) pre-selection.

Educational Participation Grants of any amount are appreciated and important to the success of AD/PD 2023

Recipients (HCPs) will need to fulfil the criteria specified by AD/PD 2023 in order to be eligible to apply for an educational participation grant. Accepted grant recipients will be contacted by the AD/PD Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

AD / PD Educational Portal

AD/PD is welcoming you to its new online educational portal which will act as the repository of scientific materials of all AD/PD congresses and more. In order to access AD/PD materials and get in touch with other healthcare professionals in the field.

- Reach participants all year round
- Support with a grant
- Create your own Module, share webcasts, studies, and more!

E-Poster Area

Kenes e-Posters are a unique combination of scientific posters and interactive content. An e-Poster is an electronic version of the traditional paper poster and is shown at dedicated digital stations at the event.

E-Posters create unique networking and engagement opportunities, generate participants' interest, and are good exposure for authors. The highly trafficked e-Poster terminals, located in prime locations allow attendees to access the electronic presentations easily and conveniently. E-poster support includes:

- Signage at the entrance to the e-Poster area with "Supported by..." and a company logo only
- Signage, "Supported by..." and a company logo only on each individual e-poster station OR on the "sail"
*Team note- this item depends on the vendor. In some countries, the E poster stations do not include a sail
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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E- Program Book

An electronic version of the traditional final program will be available to participants to access the scientific program and other congress information easily and conveniently online and as a download on mobile phones or computer.

With e-Books, participants can use the intuitive Search button, have the ability to bookmark sessions, events and other information, share information with colleagues and if desired, even print the programme. Supporter will not have any input regarding the content.

- Supporter acknowledgement on the cover of the e-Book: "Supported by: company name/logo" (product logo not permitted)
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Mobile Application

The Meeting App engages attendees with personalized planning tools and real-time event updates. The App transforms smartphones, tablets, and laptops into tools for active meeting participation and makes it easy for participants to access meeting information to connect with speakers and colleagues. The App includes the scientific program, abstracts, speaker information, participant lists, the rating/voting system for sessions and speakers, and a personalized scheduler. The App can be downloaded from the Apple App Store and Google Play.

Meeting App sponsorship 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" included in the sponsorship package
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

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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.

Kenes offers two types of webcasting options:*

- 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.
- Support will be recognized on the home screen with "Supported by..." and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

*Webcasted sessions to be designated by the Conference Planning Group. Supporters will have no influence on content. ISBD retains the copyright of all of the enduring materials in all media formats arising from the main meeting, including the use and distribution rights for webcasting of all conference accredited programming.

Poster Boards

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

A hybrid event is a solution that combines a 'live' in-person event with a 'virtual' online audience. A Hybrid is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/viewers.

Hybrid events provide the opportunity to reach a larger audience and provide added exposure and engagement to your live and your online audience.

Benefits

- *Increase exposure to those who could not participate in the conference*
 - *Increased participant interaction*
 - *Impact member/customer/partner retention*
 - *Extended conference content life span*
 - *Build content of next conference based on results/conclusions of previous events*
 - *Reach out to significantly larger target audience*
 - *Generate revenues*
- Support will be recognized on a separate printed sign/rollup located beside the Hybrid Event screen (as shown below), with "Supported by..." and a company logo only, which can be on the "Intro" screen
- Support will be acknowledged in the Industry Support and Exhibition section of the program guide, on the event website and application, and with signage during the event.

Online Learning Portal

By providing an educational grant towards an online educational portal, you are making a vital contribution to the efforts of AD/PD to improve the quality of healthcare delivered across the globe. This educational grant will be used for development of an online learning portal and will support the mission to improve awareness, treatment, education, and understanding of care for patients with AD/PD.

- Support will be disclosed in the Industry Support section of the Congress website and Programme Guide.

Support will be disclosed in the Industry Support section of the online learning portal, and on the footer of the online learning portal.

ORGANIZING COMMITTEE

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 Roger M. Nitsch, Switzerland, Executive Organizer
 Manfred Windisch, Austria, Executive Organizer
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International Conference on Alzheimer's and Parkinson's Diseases and related neurological disorders

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Blended Learning

Starts at €30.000

Funding support to the development of a blended learning programme. In order to improve physician competencies and ultimately improve patient care, we are offering blended learning opportunities. This interactive and well-received learning method combines face-to-face learning with online learning. Trainings and educational activities can be blended in many ways. Blended learning courses have proven to be a popular choice for learners as it allows learners to take advantage of much of the flexibility and convenience of an online course while retaining the benefits of the face-to-face experience.

A blended learning programme includes:

- Online pre/post-test and/or online pre-/post e-learning course/ case-study linked to a Symposium/Educational Session* at the Congress for a face-to-face session.
- Support will be disclosed in the Industry Support section of the Congress website and Programme Guide.
- Support will be acknowledged within the online learning activity

**Needs to be requested separately as is not included in the cost above.*

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All About Exhibition

Space Only Rental

For smaller booths (less than 12 sqm) , please book Shell Scheme

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 Congress Website and Mobile App, as an Exhibitor prior to the Congress
- Listing and profile in the Final Program

Note: If you are planning to have a joint booth with another company, a co-exhibitor fee of 1,500 € applies.



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Shell Scheme Rental

- Exhibitors' badges
- 100 word company / product profile in the Program
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitor
- Shell scheme frame, basic lighting
- Fascia panel with standard lettering
- In addition, each booth will include the following:
 - 8" back wall, 3" side walls
 - Exhibitor's names banner
 - (2) arm lights
 - Carpet

**Please note: Space only / shell scheme rental does not include any furniture (other than listed above), 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 Congress Website as an Exhibitor prior to the Congress
- Listing and profile in the Final Program

Note: If you are planning to have a joint booth with another company, a co-exhibitor fee of 1,500 € applies.



Congress Venue

Gothia Towers, Mössans gata 24, 412 51, Gothenburg, Sweden

[Please click here for Convention center website.](#)

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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.

Exhibition Terms & Conditions

The Terms and Conditions of exhibiting are included in the Online Prospectus and can be found here ([TERMS AND CONDITIONS.pdf](#)). 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 CONGRESS + YEAR. The exclusivity of an agent for the handling needs of conferences 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 organisational 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 neighbouring 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.

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and related neurological disorders**
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Past Statistics

AD/PD™ 2022 Statistics



AD/PD™ 2021 Statistics



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AD/PD™ 2019 Statistics

AD/PD™ IN NUMBERS



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Payment Cancellation, Terms & Conditions

Obligations and Rights of the Sponsor

Sponsor agrees and acknowledges that any infringement by it or any of its employees, officers or agents of any term of this Agreement shall give the Organizer the right to immediately terminate this Agreement, without compensation to, or the refund of any funds already paid by Sponsor, and without prejudice to any other rights of Organizer under the Agreement.

Changes to Congress

Sponsor agrees and acknowledges that Organizer may, if Organizer deems necessary, change the venue, timing and date of the Congress or any Congress related activities. Organizer shall not be liable to Sponsor for any damages or losses resulting from any such change. Sponsor will be notified in writing as soon as practicable following any such change.

Exhibition Rights

To the extent Sponsor booked and was granted exhibition rights at the Congress ("**Exhibition Rights**"), the following provisions shall apply to such Exhibition Rights (for purposes of this provision, Sponsor shall be referred to as "**Exhibitor**"):

a. Allocation of Space

Organizer shall allocate to the Exhibitor, in respect of Exhibition Rights at the Congress, a display stand, shell scheme package and/or exhibition space, in accordance with the parameters set out in this Agreement (together, the "**Exhibition Space**").

The Exhibition Space shall be made available for the Exhibitor's use during the period of the Congress, on an "as is, where is" basis. Organizer shall use commercially reasonable efforts, but does not guarantee, that it will fulfill any special requests made by the Exhibitor.

By executing this Agreement, Exhibitor makes a final and irrevocable commitment to use the Exhibition Space allocated to Exhibitor and to maintain Exhibitor's exhibition and installation at the Exhibition Space until the date and time fixed for closure of the Congress.

Organizer reserves the right to modify the location and/or positioning of the Exhibition Space to the extent Organizer deems necessary or advisable for any reason, with no obligation to provide compensation to Exhibitor. Organizer further reserves the right to immediately revoke the Exhibition Rights in respect of the Exhibition Space or any portion thereof, and to offer same to a third party, to the extent Exhibitor fails to complete the installation of its exhibition at the time of the opening of the Congress, with no obligation to provide any compensation or refund to Exhibitor. In no event may Exhibitor transfer, assign or sub-let the Exhibition Space or any part thereof to any third party or allow any third party to otherwise use the Exhibition Space or any part thereof.

b. Set-Up and Dismantling of Exhibition Space

Exhibitor must comply with the provision of all technical manuals and other electronic or printed guidelines published by Organizer relating to the Congress including, in particular, as they relate to the set-up, use and dismantling of Exhibitor's booths or stands at the Exhibition Space.

Exhibitor is solely responsible for all costs and expenses incurred in execution of the design, installation and delivery of its displays to and its dismantling and/or removal from the Congress site.

Exhibitor's displays at the Congress, and any special decorations and fittings, shall be subject to approval by the person(s) appointed by Organizer to manage the Congress (the "**Congress Manager**"). The Organizer will not approve displays or decorations which do not comply with its standards for the Congress, unless and until the necessary changes required by the Congress Manager have been made.

Exhibitor's standard booth height is restricted to 246cm, unless notified or agreed otherwise by Organizer. Exhibitor's exhibits must not block aisles, obstruct adjoining booths or damage the premises or equipment of the Congress. Exhibitor is required to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

Exhibitor undertakes to observe the timetable designated for completion of its display before the Congress opening and its dismantling of its exhibits at the close of the Congress. No dismantling or packing of the display before the designated hour is allowed. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibition unattended, otherwise the Organizer will arrange for their removal at the Exhibitor's risk and sole expenses.

The Exhibition Space must be handed back to the Organizer in its original condition. Exhibitor shall be responsible to ensure that all debris and waste material are completely removed from the Exhibition Space at the end of the Congress in accordance with the Organizer's instructions on waste management. In case of damage or loss resulting from Exhibitor's failure to comply with this requirement, all costs associated with the cleaning, repair and replacement of the Exhibition Space or any accessories made available to the Exhibitor as part of the Exhibition Rights will be charged to the Exhibitor.

Exhibitor shall be solely responsible to ensure that its employees, exhibition staff and temporary staff comply with the latest legislation regarding health and safety at work. Organizer shall bear no responsibility for non-compliance to this requirement by the Exhibitor.

c. Exhibition Conduct

Exhibitor is obliged to ensure that its Exhibition Space is permanently staffed throughout Congress opening hours.

ORGANIZING COMMITTEE

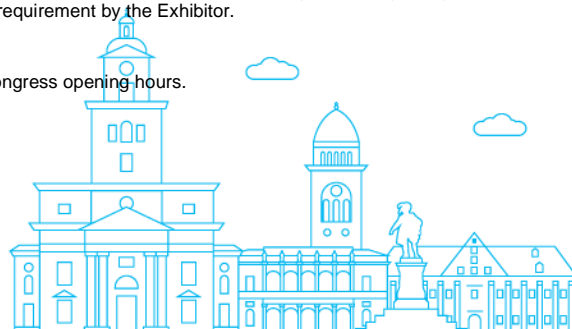
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Exhibitor must maintain the Exhibition Space in a clean and orderly state and shall not cause a nuisance to any other exhibitors or delegates at the Congress.

The Exhibitor may only present and display in the Exhibition Space its own materials, products and/or services. Under no circumstances may Exhibitor promote or display in the Exhibition Space materials, products or services of a third party.

All promotional activities and all other promotional activities including interviews, demonstrations, and the distribution of literature or samples, must be confined to the limits of the Exhibition Space. Any other promotional activities by Exhibitor or by anyone on its behalf, including, without limitation, canvassing or distribution of leaflets or other promotional materials outside of the Exhibition Space, is expressly forbidden.

Use of electricity shall be subject to the Congress Manager's instructions. Flammable materials are not allowed to be utilized by Exhibitor. Equipment displayed or demonstrated must be installed with strict adherence to all safety requirements.

The provision of refreshments for Congress delegates by Exhibitor are permitted, subject to the catering regulations of the Congress building. Organizer is not liable or responsible for the quality and/or quantity of the Exhibitor's refreshments.

Sound equipment must be regulated and directed into the Exhibition Space so that it does not disturb neighbouring exhibits. Congress management reserves the right to require the Exhibitor to discontinue any activity, noise or music that Organizer deems objectionable or a nuisance.

Sponsorship Rights

To the extent Sponsor booked and was granted sponsorship rights at the Congress ("**Sponsorship Rights**"), the following provisions shall apply to such Sponsorship Rights (for purposes of this provision, Sponsor shall be referred to as "**Sponsor**"):

a. Allocation of Sponsorship Rights

Organizer shall allocate to the Sponsor in respect of the Congress those sponsorship opportunities designated in this Agreement (the "**Sponsorship Rights**"). Sponsor HEREBY makes a final and irrevocable commitment to accept the Sponsorship Rights allocated to Sponsor.

b. Certain Limitations

Display of all signs or other promotional materials by Sponsor or by anyone on its behalf at the Congress must be coordinated and approved in advance by Organizer.

Sponsor's promotional activities shall at all times be limited to those expressly included in the Sponsorship Rights and may only be carried out in or from the Exhibition Space (to the extent Sponsor is also an Exhibitor) or from those areas specifically designated by Organizer for such purposes, by prior written permission. Any other promotional activity by Sponsor or by anyone on its behalf, including, without limitation, distribution of leaflets or materials to delegates in the Congress site, is expressly forbidden.

Sponsor Access to the Congress and Exhibition Space

Access to the Congress by any person acting for Sponsor is subject to such person presenting an access badge issued by Organizer. Sponsor's badges will not be mailed in advance and may be collected from the Congress Registration desk on the Congress commencement date.

Non-Exclusive Rights

Sponsor acknowledges and agrees that its rights granted under the Agreement are non-exclusive and that Organizer may have additional sponsors, exhibitors and supporters in its absolute discretion, including those who may be competing with Sponsor, on the same or different terms to those contained in the Agreement.

Participation in Symposia

To the extent Sponsor, its employees, advisors, consultants or invitees ("**Sponsor Representatives**") participate in any Congress symposia, Sponsor alone shall be liable for all matters associated with such participation, including, without limitation, the content of any presentations made at such symposia ("**Presentations**"). Organizer is authorized to record all or any part of Presentations, in any format and in any manner whatsoever, in its absolute discretion and may broadcast the Presentations live and/or as a recording. Organizer may use, reproduce, publish, translate, distribute, broadcast and otherwise display the Presentations or any part thereof, on a royalty-free, perpetual, irrevocable nonexclusive basis, provided that it is used solely for educational purposes and in a manner approved by the Organizers. Sponsor must immediately notify the Organizer upon becoming aware of any content-related issues (slide withdrawals, copyright clearance issues mistakes in the accuracy of information, accidental disclosure of protected information, etc.). Sponsor must agree and undertake to comply with the terms of Annex A attached hereto.

Compliance; Codes of Practice

Participation by Sponsor in the Congress is subject to Sponsor's strict compliance with all rules, regulations and conditions stated herein and in any other policies of procedures relating to the Congress that Organizer may from time to time deliver to Sponsor, as well as to all national and international rules and regulations related to advertising and promotion of products and services as part of the Congress.

Without limiting the generality of the preceding sentence, Sponsor must comply with all applicable laws and regulations and codes of practice, including, without limitation, those promulgated by IPCAA (International Pharmaceutical Congress Advisory Association) published at www.ipcaa.org, EFPIA (European Federation of Pharmaceuticals Industries & Associations), published at www.efpia.org, MedTech Europe published at <http://www.medtecheurope.org/> and IFPMA (International Federation of Pharmaceutical Manufacturers & Associations), published at www.ifpma.org, to the extent applicable.

Without limiting the generality of the preceding paragraph, in the case of events conducted in the USA or Canada, Sponsor must also comply with all applicable laws, regulations, and codes of practice, including, without limitation, those promulgated by the FDA (U.S. Food & Drugs Administration) published at <https://www.fda.gov/> and Advamed published at <https://www.advamed.org/>, to the extent applicable.

ORGANIZING COMMITTEE

CME

Abraham Fisher, Israel, President

Roger M. Nitsch, Switzerland, Executive Organizer

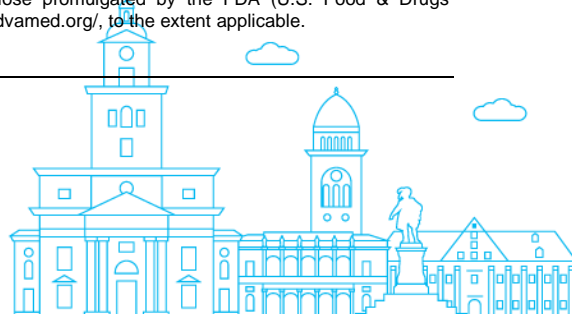
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In the event CME (continuing medical education) activities are conducted at the Congress, absolutely no promotional activities will be permitted and no advertising materials may be displayed in the same lecture halls or rooms immediately prior to, during, or after a CME activity. Promotional activities and advertising materials must be separate and distinct from any educational activities and may not interfere, or in any way, compete with the learning experience.

Licenses

Sponsor grants Organizer and its affiliates a non-exclusive, non-transferable, royalty-free license to use, without the right to sublicense, Sponsor's trade name, logo and trademarks in connection with Sponsor's participation in and activities conducted in connection with the Congress. Organizer grants Sponsor a non-exclusive, non-transferable, royalty-free, revocable, license to use, without the right to sublicense, the Congress name, title, trade name, logos and trademarks in connection solely with the exercise of its Exhibition Rights and Sponsorship Rights at the Congress, such license to valid until the earlier to occur of: (i) the end of the Congress; or (ii) the earlier termination of the Agreement.

Payment

Payment of the Participation Fee must be made in accordance with the conditions of payment set out in this Agreement. Should the Sponsor fail to make any payment on time, the Organizer shall be entitled to terminate the Agreement, make other arrangements for the Sponsor Rights and Exhibition Space and seek compensation for non-fulfilment of contract or other remedies available to Organizer under the Agreement or by law.

Sponsor acknowledges that Organizer may assign any or all of its rights and obligations under the Agreement to any of its affiliates or to any third party. Sponsor specifically acknowledges and agrees that all or any portion of the payments to be made under the Agreement by Sponsor may be invoiced by and become payable by Sponsor to an affiliate of Organizer, who may act as Organizer's paying agent.

All amounts payable by Sponsor are exclusive of VAT, gross sales or service taxes and other similar taxes, which shall be payable by Sponsor. Sponsor must make all payments in accordance with the terms of this Agreement, without any set-off or withholding of any kind.

Liability/Insurance

ORGANIZER SHALL NOT BE LIABLE TO SPONSOR FOR ANY DAMAGE, LOSS, HARM OR INJURY TO SPONSOR OR ITS PROPERTY OR BUSINESS RESULTING FROM ANY REASON WHATSOEVER IN CONNECTION WITH THE CONGRESS, THIS AGREEMENT AND/OR THE RIGHTS GRANTED TO SPONSOR HEREUNDER, UNLESS SUCH DAMAGES ARE A RESULT OF ORGANIZER'S OWN GROSS NEGLIGENCE OR WILLFUL MISCONDUCT. WITHOUT LIMITING THE FOREGOING, ORGANIZER SHALL IN NO EVENT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, OR DAMAGES FOR LOSS OF PROFITS, REVENUE, DATA, OR USE INCURRED BY SPONSOR, WHETHER IN ACTION IN CONTRACT OR TORT, EVEN IF ORGANIZER KNEW OR WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. ORGANIZER'S ENTIRE LIABILITY FOR DAMAGES HEREUNDER SHALL IN NO EVENT EXCEED THE AMOUNT ACTUALLY PAID AND RETAINED BY ORGANIZER UNDER THE AGREEMENT.

Notwithstanding anything herein to the contrary, Organizer shall not be liable to Sponsor nor shall Organizer be deemed to be in default of its obligations hereunder if such default or damage is the result of war, hostilities, revolution, civil commotion, strike, epidemic, pandemic, accident, fire, natural disasters, terrorist activity, governmental or other obstacles for the freedom of travel (including any such restrictions arising from an epidemic or pandemic outbreak), union actions, riots, wind, flood or because of any act of God or other cause beyond the reasonable control of Organizer (a "Force Majeure Event").

In the event that the Congress is delayed or cancelled as a result of a Force Majeure Event, then the following shall apply:

- (a) Delay of Congress: In the event that the Congress is delayed as a result of the Force Majeure Event then Sponsor may choose, by written notice to Organizer within 21 days of its receipt of notification of the Force Majeure Event to either:
 - (i) Apply the Contribution to the delayed Congress conducted by Organizer, and Sponsor shall have the same rights in respect of such delayed Congress as detailed in the Sponsorship Agreement; or
 - (ii) Not to apply the Contribution to the delayed Congress but rather terminate the Sponsorship Agreement, in which case Organizer shall refund an amount equal to 50% of the Contribution already paid to Organizer by Sponsor, within 30 days of the completion of the delayed Congress, and the balance will be retained by Organizer as a handling fee.

Should Sponsor fail to notify Organizer of its choice within said 21 days, then (i) above shall apply by default.

- (b) Conversion to virtual or hybrid Congress with or without delay. In the event of a Force Majeure Event and Organizer converts the format of the Congress completely or partially to a virtual format (with or without delay) **then Sponsor may choose, by written notice to Organizer within 21 days of its receipt of notification of the Force Majeure Event and/or the changed format:**

- (i) Apply the Contribution to the virtual Congress conducted by Organizer; or
- (ii) Not to apply the Contribution to the virtual Congress but rather terminate the Sponsorship Agreement, in which case Organizer shall refund an amount equal to 75% of the Contribution already paid to Organizer by Sponsor, within 30 days of the completion of the delayed and/or virtual Congress, and the balance will be retained by Organizer as a handling fee.
- (iii) Apply partial Contribution to the virtual or hybrid Congress, upon negotiation, conducted by Organizer

Should Sponsor fail to notify Organizer of its choice within said 21 days, then (i) above shall apply by default.

ORGANIZING COMMITTEE

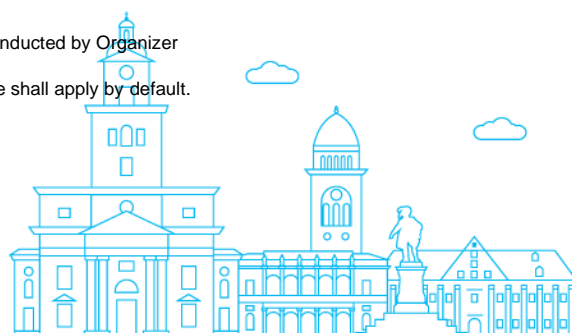
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- (c) Cancellation. In the event that the Congress is cancelled as a result of the Force Majeure Event then Sponsor may choose, by written notice to Organizer **within 21 days of its receipt of notification of the Force Majeure Event to either:**
- (i) Apply the Contribution to the next (annual or semi-annual) Congress scheduled by Organizer, and Sponsor shall have the same rights in respect of such subsequent Congress as detailed in the Sponsorship Agreement; or
 - (ii) Not to apply the Contribution to the next Congress but rather terminate the Sponsorship Agreement, in which case Organizer shall refund an amount equal to 90% of the Contribution already paid to Organizer by Sponsor, within 30 days of the originally scheduled date for the Congress, and the balance will be retained by Organizer as a handling fee.

Should Sponsor fail to notify Organizer of its choice within said 21 days, then (i) above shall apply by default.

Sponsor acknowledges and agrees that all equipment and all display infrastructure and materials installed at the Congress and all other items brought to the Congress by Sponsor or any third party on its behalf including any and all personal items brought to the Congress by Sponsor employees and consultants (together "Sponsor Materials") shall not be insured by the Organizer, and under no circumstances will Organizer be liable for any loss, damage or destruction caused to any Sponsor Materials. Sponsor shall be solely responsible for the Sponsor Materials and for the property and persons of Sponsor's employees, agents, consultants and any third party acting on its behalf and for any other third party who may visit Sponsor's Space. The Sponsor will purchase insurance policies for the above listed damages and will ensure that Organizer is named as a co-insured party under such policies.

Sponsor shall indemnify and hold harmless Organizer, its shareholders, directors, employees, agents and representatives (together, "Organizer Indemnitees"), from any and all damages, loss, injuries, costs, penalties and claims, including those claims and damages usually covered by a fire and extended under a coverage policy, sustained or incurred by the Organizer Indemnitees or by any third party in connection with or arising directly or indirectly from (i) any failure by Sponsor to act in accordance with the Agreement, and/or (ii) any act or omission of Sponsor, its employees, officers and agents and any contractors, Representatives or other personnel hired by or on behalf of Sponsor in connection with the exercise of the Exhibition Rights and/or Sponsorship Rights granted under the Agreement (including, without limitation, in connection with the construction, decoration, operation, activity, dismantling and vacation by the Exhibitor of the Exhibition Space), (iii) any Presentations; and/or (iv) any other matter in which Sponsor exercised the Exhibition Rights and/or Sponsorship Rights.

Confidentiality

The Agreement and all communications among the parties in respect of it, whether oral, written or otherwise relating to a party ("Disclosing Party"), that is received by the other party ("Receiving Party") in the course or as a result of the performance of this Agreement shall be referred to herein as "Confidential Information". All information pertaining to the Congress shall be deemed Confidential Information of Organizer. Receiving Party undertakes to hold all Confidential Information of the Disclosing Party in strict confidence and not to disclose such Confidential Information to any other third party, other than to those of its employees, consultants, service providers and representatives who are subject to confidentiality undertakings in respect of the Confidential Information and who require such Confidential Information solely for purposes of the Congress, unless the Receiving Party can demonstrate that the relevant Confidential Information was: (i) rightfully in its possession or known by it prior to receipt from the Disclosing Party, or (ii) was rightfully disclosed to it by another person without restriction or breach of confidentiality obligation, or (iii) was independently developed without use of any Confidential Information of the Disclosing Party by employees or service providers of the Receiving Party who had no access to such information, or (iv) is or becomes (through no improper action or inaction by the Receiving Party or any agent, consultant or employee thereof) generally available to the public. The receiving party undertakes not to use the information for any purpose, other than for performing the provisions of this Agreement, without obtaining the written Agreement of the Disclosing Party. For the avoidance of doubt, all information and materials which are distributed to the public during the Congress shall not be considered Confidential Information. This provision shall survive any termination of the Agreement for a period of five (5) years.

Miscellaneous

Those provisions of this Agreement which by their terms are intended to survive termination of this agreement. Sponsor may not assign, mortgage, charge, sub-license or otherwise delegate any of its rights hereunder, or sub-contract or otherwise delegate any of its obligations hereunder, without the prior written consent of Organizer. The Agreement is binding upon, and inures to the benefit of, the parties and their respective permitted successors and assigns. This Agreement may be amended or modified only with the written consent of both parties. The parties acknowledge that no joint venture, association, partnership or agency relationship is created under this Agreement. The Agreement constitutes the entire Agreement between the parties, and shall supersede all prior Agreements and understandings, oral or written, between the parties relating to the subject matter hereof. The Agreement is governed by and construed in accordance with the laws of Switzerland without regards to conflict of laws rules. Any disputes, misunderstanding arising from the performance of this Agreement shall be settled by the competent courts in urich, Switzerland.

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