



Sponsorship Prospectus

AD/PD™ 2025
ADVANCES IN SCIENCE & THERAPY



International Conference on Alzheimer's and Parkinson's Diseases and Related Neurological Disorders

April 1 - 5, 2025 | Vienna, Austria

Hybrid

ORGANIZING COMMITTEE

- Abraham Fisher, Israel, President
- Ezio Jacobini, Switzerland, Executive Organizer
- Gabriel Gold, Switzerland, Executive Organizer
- Cynthia Lemere, USA, Executive Organizer
- Henrietta Nielsen, Sweden, Executive Organizer
- Roger M. Nitsch, Switzerland, Executive Organizer
- Manfred Windisch, Austria, Executive Organizer



#ADPD2025 | adpd.kenes.com



WELCOME MESSAGE

We invite you to join us at the upcoming AD/PD™ 2025 International Conference on Alzheimer's and Parkinson's Diseases and related neurological disorders.

The AD/PD™ Conference has become the main event of the year in the field of neurodegenerative diseases, attracting leading medical and scientific professionals from around the world. AD/PD™ is now an **annual meeting**, with a continuing focus on the **ADVANCES IN SCIENCE & THERAPY** of Alzheimer's and Parkinson's Diseases and related neurological disorders. The forthcoming AD/PD™ meeting, in 2025 will take place as a **Hybrid Conference** in the beautiful city of Vienna, Austria, and online.

CONTACT US

Get in touch with **Victoria Eskenazi, Senior Industry Liaison & Sales Associate**, for industry support details, customized offers, pricing and booking form.

Email: veskenazi@kenes.com | Tel: +41 22 908 0488 Ext. 986

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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

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



EDUCATIONAL GRANT IN SUPPORT OF PRE-CONFERENCE SYMPOSIUM

Educational Grant in support of an existing official Pre-conference Scientific Session organized by the Scientific Committee and supported by a grant from industry.

EDUCATIONAL GRANT TOWARDS SCIENTIFIC SYMPOSIUM

Educational Grant in support of an existing official Scientific Session organized by the Scientific Committee and supported by a grant from industry.

GENERAL EDUCATIONAL GRANT

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

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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PROMOTIONAL OPPORTUNITIES

PLENARY SYMPOSIUM

Opportunity to organize an Official Non-CME Industry Session in a Plenary 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™ Conference".
- 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 Conference 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 Conference. In this case, the company will support the number of nights as per Conference policy.

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PARALLEL SYMPOSIUM

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™ Conference".
- 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 Conference 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.

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PRODUCT THEATER

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 Theater 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 Theater provides an opportunity to:

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

PANEL DISCUSSANT IN FORA

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™ . Includes:

- Opportunity to send one speaker to the Forum.
- One full Conference registration.

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CHARGING STATION

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 Conference 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 Station with your company name and logo.

COFFEE BREAK

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.

E-ADVERTISEMENTS

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

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EXECUTIVE LOUNGE

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

- Company's logo on signage at the entrance to the executive lounge.
- Opportunity to provide company's mouse pad at each workstation.
- Opportunity to display company logo on screensavers.

MINI PROGRAM ADVERTISEMENT

- Support will be acknowledged on the inside back cover as "Supported by..." and a company logo only.

MINI PROGRAM

- Support will be acknowledged on the inside back cover as "Supported by..." and a company logo only.

NOTEPADS & 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' Conference bags.

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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 Conference ends as these photos are shared with colleagues, friends, and family.

PROMOTIONAL MAILSHOT (EXCLUSIVE FOR SUPPORTER)

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 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. The "From" field will be AD/PD™ 2025.

** In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/ image, that will be embedded into the conference designed mailshot for an additional charge of € 250. Content received after the deadline may be processed for an additional fee of € 500.*

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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.

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.

SPEAKER'S READY ROOM

Facilities will be available at the Conference 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.

TWITTER WALL

The Social Media Wall is an exciting and modern item that encourages delegates to post messages related to AD/PD™ 2025. 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.

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- 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 Conference hashtag #ADPD2025.

WELCOME RECEPTION

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.

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.

ACKNOWLEDGMENTS

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

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EXHIBITION

SPACE ONLY (MIN.12 SQM)

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

SHELL SCHEME

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

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

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

[EXHIBITOR RULES & REGULATIONS](#)

[PAYMENT & CANCELLATION TERMS](#)

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AD/PD™ 2024 IN NUMBERS



AD/PD™ 2023 IN NUMBERS

