

ORGANISED BY

mnda
motor neurone disease
association

SPONSORSHIP PROSPECTUS



30th international symposium on ALS/MND

PERTH, AUSTRALIA

4 - 6 DECEMBER 2019

#ALSSYMP

www.symposium.mndassociation.org

IN COLLABORATION WITH



30TH INTERNATIONAL SYMPOSIUM ON ALS/MND

4 - 6 DECEMBER 2019 PERTH, AUSTRALIA

This December, leading representatives from ALS/MND scientific and clinical research communities around the world will gather in Perth, the capital city of Western Australia, for the 30th International Symposium on ALS/MND organised by the Motor Neurone Disease Association, in collaboration with the International Alliance of ALS/MND Associations. The Host Association this year is MND Australia, in collaboration with MND Western Australia.

The Symposium is the largest and most established medical and scientific conference in the world dedicated to the study of motor neurone disease (MND). It is the premier event in the MND research calendar for discussing the latest in research and clinical

management, networking and collaboration. This high-profile event, hosted in 2019 by MND Australia, will attract more than 900 senior decision makers and influencers from at least 30 countries. The three-day programme features clinical as well as biomedical sessions, ensuring experts in both fields can share their latest findings and examples of good practice.

At the Symposium, delegates will have the opportunity to hear the latest advances in research and best practice in care from the experts, attend special interest seminars and enjoy networking opportunities with leading researchers.

At the end of each session, delegates will be able to enjoy the warm hospitality and welcome that Perth has to offer.

INTERNATIONAL ALLIANCE OF ALS/MND ASSOCIATIONS

For three days before the Symposium, the International Alliance on ALS/MND holds a series of business meetings, including their Annual General Meeting. On day two, the Host Association, in co-operation with the Alliance, holds a session entitled 'Ask the Experts for patients and families'. On day three, in co-operation with the MND Association, the Alliance organises a one-day seminar, the Allied Professionals' Forum (APF) attracting specialist health and social care professionals.

A UNIQUE SPONSORSHIP OPPORTUNITY

WHO WILL ATTEND?

BIOMEDICAL SCIENTISTS
CARERS
CHARITY REPRESENTATIVES
CLINICAL DIRECTORS
CONSULTANTS
DIETITIANS
EPIDEMIOLOGISTS
IMMUNOLOGISTS
NEUROLOGISTS
NEUROPSYCHOLOGISTS
NURSES
NUTRITIONISTS
OCCUPATIONAL THERAPISTS
PALLIATIVE SPECIALISTS
PATIENT ADVOCATES
PEOPLE WITH ALS/MND
PHARMACEUTICAL REPRESENTATIVES
PHARMACISTS
PHD STUDENTS
PHYSIOTHERAPISTS
RESPIRATORY THERAPISTS
SPEECH AND LANGUAGE THERAPISTS

The three-day International Symposium on ALS/MND provides a unique opportunity to reach more than 900 clinicians, researchers, health and social care practitioners and charity and industry representatives. Many of the delegates have significant influence in the procurement of equipment and services in their sector.

Sponsorship provides a unique opportunity to stand out from the crowd before, during and after the event. Ranging from £1,000 to £50,000, we can provide a package to complement both your marketing strategy and budget (see page 7).



THE CACOPHONY OF CHATTER AND DISCUSSION IN THE COFFEE, LUNCH AND POSTER SESSIONS IS INCREDIBLE – SO MUCH EXCITEMENT, INTERACTIONS, BUILDING LASTING FRIENDSHIPS AND COLLABORATIONS.





PERCENTAGE ATTENDANCE BY CONTINENT for Sydney 2011 (the previous Symposium in Australia)

NORTH AMERICA	SOUTH AMERICA	EUROPE	AFRICA	ASIA	AUSTRALIA
20%	0.5%	21%	0.5%	15%	43%



“
**NETWORKING WITH DELEGATES
FROM AROUND THE WORLD
WAS INVALUABLE**”

WHY BE INVOLVED?

If your organisation provides products or services to the ALS/MND care and research sector, then sponsorship of this key event is a must.

Sponsorship can help to raise your company's profile and introduce your brand to new buyers. Taking a branded presence at the International Symposium on ALS/MND helps the visibility of your business and provides opportunities to:

- Showcase existing and new products, services and programmes in our dedicated promotional areas*
- Raise your organisation's profile and gain visibility in the research industry
- Associate your name alongside the International Symposium on ALS/MND logo
- Support the work of the ALS/MND research and care communities

Being a sponsor of the Symposium takes you straight to your target audience and demonstrates your level of support and commitment to the MND research sector.

* Dependent on sponsorship option selected

I LEARNED A LOT ABOUT THE CURRENT STATE OF THE FIELD AND REINFORCED SOME IMPORTANT RELATIONSHIPS

PAST ATTENDEES:

BRUSSELS
BELGIUM 2014

ORLANDO
USA 2015

DUBLIN
IRELAND 2016

BOSTON
USA 2017

GLASGOW
UK 2018

901

862

1162

1306

1238



AND AFTERWARDS...

EXTENDING YOUR STAY IN PERTH

There's so much to see and do in the city of Perth. Situated beside the Swan River in Western Australia, it's the sunniest state capital, averaging 3,000 hours of sunshine per year.

It boasts exciting architecture, inspiring museums and galleries, a diverse selection of shops, an abundance of restaurants and bars, a vibrant entertainment scene and wonderful open spaces. You really will be spoilt for choice! Perth has architecture that will appeal to both history buffs and lovers of design, such as the Victorian Gothic façade of the Town Hall, the Art Deco splendour of the Gledden Building and the modern edifice of the City of Perth Library.

If you enjoy spending time at a gallery or museum, you might like to visit an exhibition at the Perth Centre for Photography or learn more about Australia's Indigenous culture at the Aboriginal Art Gallery.

There's plenty of retail therapy on offer in Perth. The high-end fashion boutiques of King Street make it the place to be seen and the Murray and Hay Street malls are where you'll find big brands. For some eclectic vibes, head to Northbridge, Mount Lawley, Leederville, Subiaco or Victoria Park.

Perth's many dining options are constantly evolving. The city is a food lover's paradise, boasting a wide range of fresh produce, excellent wines and a huge number of restaurants catering for almost every international taste.

Visit the city any night of the week and you'll find a huge variety of entertainment. Whether you're headed to a concert at the RAC Arena, a stand-up show at the Comedy Lounge, the ballet at His Maj or seeing a local musician playing at one of Perth's many bars, there's something for every taste and budget.

For rest and relaxation, enjoy the beauty of Kings Park and the Botanic Garden, see the kangaroo statues at the Supreme Court Gardens or have a quiet moment on the Notting Hill bench in Queen's Gardens. For sports lovers, you're sure to find an activity that caters to your sense of adventure in Perth, whether it's on the water, on land or in the air.

Combining big-city attractions with relaxed, informal surroundings, Perth has everything you need for an unforgettable visit.

SPONSORSHIP PACKAGES

The MND Association is delighted to present a range of sponsorship opportunities to choose from, whether you are looking to announce new products, build momentum, showcase services, or gain visibility in the research industry.

PACKAGE	COST	AVAILABILITY
Principal Sponsor	£50,000	Exclusive
Networking Reception Sponsor	£30,000 (Exclusive) £17,500 (Joint)	Exclusive or Joint
Symposium Lunch Sponsor	£20,000	Exclusive
Gold Sponsor	£20,000	Four (4)
WiFi Sponsor	£20,000	Exclusive
Poster Sessions Sponsor	£20,000	Exclusive
Arrival Refreshments Sponsor	£15,000	Exclusive
Conference App Sponsor	£7,500	Exclusive
Delegate Bag Sponsor	£7,500	Exclusive
Charging Bar Sponsor	£5,000	Exclusive
Poster Prize Sponsor	£5,000	Exclusive
Exhibitor Table	£3,500	Ten (10)
Delegate Bag Inserts	£1,000	Five (5)

PRINCIPAL SPONSOR

This exclusive package will recognise your company's major contribution to the International Symposium on ALS/MND, and the annual meetings of the International Alliance of ALS/MND Associations.

ACKNOWLEDGEMENT

- Acknowledgement as the Principal Sponsor across all promotions and communications for the Symposium
- Acknowledgement and logo in the Symposium supplement of *Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration*
- Prominent logo placement on holding slides at the Alliance Meeting and Allied Professionals Forum (APF)
- Prominent logo placement on Alliance event signage and marketing materials
- Logo featured in the Alliance's January 2020 e-newsletter, distributed widely through social media
- Prominent logo with link on the Alliance's meeting webpage and blog
- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

- Logo on the Symposium lanyards (with the Symposium logo)
- Exclusive opportunity to address the Alliance delegation at the close of the Alliance Meeting
- Exclusive one-page ad in the Alliance Meeting programme
- Exclusive one-page ad in the APF program
- Company overview on the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App
- One (1) literature insert (maximum size A4) or small promotional item for the Symposium delegate bag (to be approved by the Symposium organisers)



DISPLAY

- Exhibitor table (approximately 180cm x 75cm) with space around it for branding
- Exhibitor table (approximately 180cm x 75cm) located *inside the meeting space* at the Alliance Meeting and APF

ATTENDANCE

- Eight (8) free Symposium delegate places (including exhibition staff)
- 20% discount for additional paying Symposium delegates (based on the 'Early Bird' rate)
- Two (2) free registrations for the Alliance Meeting
- Two (2) free registrations for the APF
- Two (2) guest tickets for the Alliance Delegate Dinner on 1 December (so registered attendees may bring a guest)

OTHER

- Use of a syndicate room for the duration of the Symposium (maximum 70 delegates theatre style)
- Right of first refusal for similar package in 2020 (Montreal, Canada)

£50,000 Exclusive

NETWORKING RECEPTION SPONSOR

This networking reception will be held on the evening of 3 December and will be open to delegates from the Symposium and the Allied Professionals Forum (APF).

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

- Signage/branding in the reception space
- Opportunity to address the delegation (10 minutes maximum)*
- Company overview on the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App

DISPLAY

- Exhibitor table (approximately 180cm x 75cm) with space around it for sponsor's branding**

ATTENDANCE

- Two (2) free Symposium delegate places
- Two (2) free registrations for the APF

£30,000 Exclusive

£17,500 Joint

* No specific drug trials of therapies under development to be mentioned

** Branding to be provided by the sponsor



SYMPOSIUM LUNCH SPONSOR

This exclusive sponsorship will enable you to make your brand visible to delegates while they network during the lunch breaks. An exhibitor table will be provided in the main dining area to enable you to promote your products or services.

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo on all Symposium lunch tables
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

- Literature on all Symposium lunch tables*
- Branding at the entrance to and within the main dining area*
- Company overview on the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App
- One (1) literature insert (maximum size A4) or small promotional item for the Symposium delegate bag**

DISPLAY

- Exhibitor table (approximately 180cm x 75cm) with space around it for sponsor's branding inside the main dining area*

ATTENDANCE

- Two (2) free symposium delegate places

£25,000 Exclusive

*Literature and branding to be provided by the sponsor

**To be approved by the Symposium organisers

GOLD SPONSOR

This all-inclusive package will recognise your company's key contribution to the International Symposium on ALS/MND.

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo in the the Symposium programme
- Logo on the the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

- Company overview on Symposium website
- Hyperlink to chosen URL on Symposium website
- Logo on the Symposium App
- One (1) literature insert (maximum size A4) for the Symposium delegate bag (to be approved by the Symposium organisers)

DISPLAY

- Exhibitor table (approximately 180cm x 75cm) with space around it for sponsor's branding

ATTENDANCE

- Four (4) full Symposium registrations (including exhibition staff)
- 10% discount for additional paying delegates (based on the 'Early Bird' rate)

£20,000 Four available



THE EXCITEMENT OF THE PARTICIPANTS ILLUSTRATES THE PACE OF ADVANCES AND THE HOPE FOR SIGNIFICANT BREAKTHROUGHS IN THE NEAR FUTURE



WiFi SPONSOR

Providing WiFi at events is no longer an 'additional benefit'. Reliable WiFi is a critical, must-have productivity tool. Your company will be promoted among the delegation of the Symposium and the Alliance Meetings through the WiFi-login portal. Help delegates stay connected by becoming the exclusive sponsor of the WiFi connection.

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on WiFi holding slide between Symposium sessions
- Logo on WiFi signage

PROMOTION

- Logo on WiFi splash page
- Company overview on the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App

ATTENDANCE

- Two (2) free symposium delegate places

£20,000 Exclusive



**I FIND IT REALLY USEFUL
FROM A PROFESSIONAL
PERSPECTIVE TO BE SO UP
TO DATE WITH PROGRESS
IN BOTH RESEARCH AND
CLINICAL PRACTICE**



POSTER SESSIONS SPONSOR

The two poster sessions provide an informal opportunity for delegates to share their work with their peers: refreshments will be served while posters are reviewed and discussed. Poster Session sponsorship is an exclusive option.

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo on Symposium poster labels (over 400 posters at each session)
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

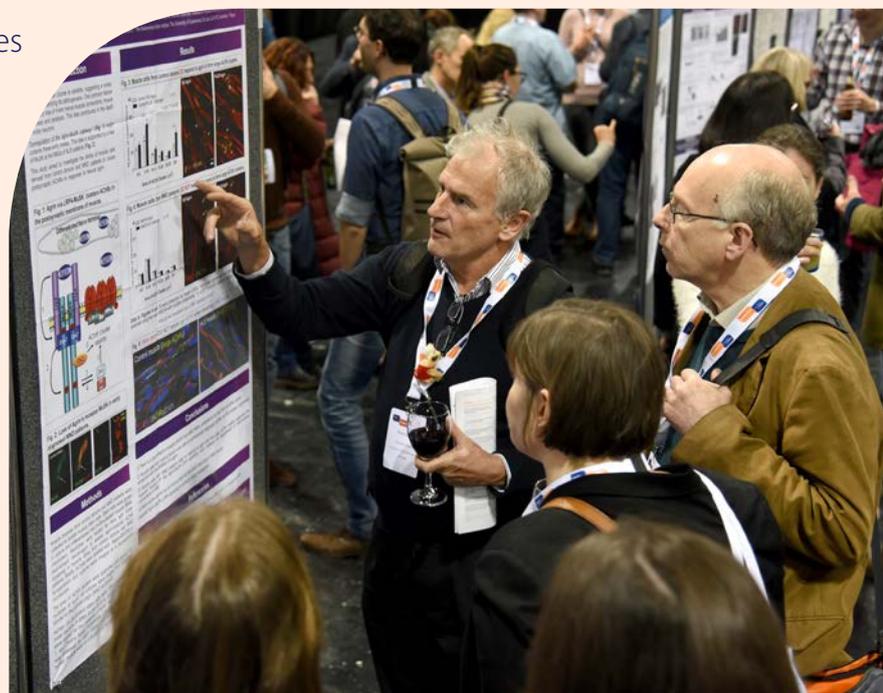
- Branding at the entrance to the exhibition space*
- Branding within the exhibition space*
- Company overview on the the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App

ATTENDANCE

- Two (2) free symposium delegate places

£20,000 Exclusive

* To be provided by the sponsor



ARRIVAL REFRESHMENTS SPONSOR

This exclusive option enables Symposium delegates to enjoy a cup of tea or coffee on arrival at the venue each morning: it's a great way of saying 'have a coffee on us!' Two branded coffee carts, staffed by baristas, will be provided each morning for a period of up to three continuous hours (timings will vary according to the running times of the programme).

ACKNOWLEDGEMENT

- Acknowledgement during the Joint Opening and Joint Closing Sessions of the Symposium
- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on holding slides between Symposium sessions

PROMOTION

- Logo on the front of the coffee carts
- Large company decal on the window directly behind the refreshment serving area
- Opportunity to provide branded items (cups, napkins, t-shirts for the baristas, etc.) at an additional cost
- Company overview on the Symposium website
- Hyperlink to chosen URL on the Symposium website
- Logo on the Symposium App

ATTENDANCE

- Two (2) free symposium delegate places

£15,000 Exclusive



**I WAS HEARD, I
BROUGHT HOPE
BACK TO THE ALS
PATIENT COMMUNITY,
I MUST BE IN PERTH
FOR THE NEXT
SYMPOSIUM**



CONFERENCE APP SPONSOR

DELEGATE BAG SPONSOR

Our Conference App is becoming an increasingly popular way for delegates to engage with the Symposium programme. There will be downloadable versions for smart devices as well as a html version and it will be released prior to the event, meaning increased exposure for your company. A banner ad is included, which delegates will see every time they tap the menu icon to explore the App's content (data can be captured as to how many times the banner was presented and tapped).

ACKNOWLEDGEMENT

- Logo in the Symposium programme
- Logo on the Symposium website
- Logo on the Conference App holding slide between Symposium sessions

PROMOTION

- Exclusive Sponsor page on the App, to include logo and company overview
- A banner ad at the bottom of the navigation panel to include an image, title and a URL

ATTENDANCE

- One (1) free Symposium delegate place

£7,500 Exclusive

Each delegate attending the 30th International Symposium on ALS/MND will be given a conference bag on registration at the beginning of the event. Sponsoring the delegate bags will provide signification exposure for your company or organisation both during the Symposium and long after it has finished.

ACKNOWLEDGEMENT

- Logo in the Symposium programme
- Logo on the Symposium website

PROMOTION

- Colour logo printed on the Symposium delegate bags

ATTENDANCE

- One (1) free symposium delegate place

£7,500 Exclusive



CHARGING BAR SPONSOR

The Charging Bar will provide delegates with a comfortable area in which they can network while waiting for their mobile devices to charge.

ACKNOWLEDGEMENT

- Logo in the Symposium programme
- Logo on the Symposium website

PROMOTION

- Space for a sponsor's banner to be displayed (to be provided by the sponsor)

ATTENDANCE

- One (1) free Symposium delegate place

£5,000 Exclusive

POSTER PRIZE SPONSOR

The biomedical and clinical poster prize celebrates the work of early-career researchers. This is an opportunity to thank and encourage the rising stars of the ALS/MND research field. Winners will be presented with a certificate, an engraved glass paperweight and a free delegate place at the 2020 Symposium. One prize is given for the clinical poster and one for the biomedical poster.

ACKNOWLEDGEMENT

- Logo on the shortlisted and winning certificates
- Logo on each shortlisted poster board
- Logo on the poster prize website
- Logo on a slide during the presentation of prizes in the Joint Closing Session*

PROMOTION

- Company mentioned in communications about the poster prize (e.g., tweets and blogs)

ATTENDANCE

- One (1) free Symposium delegate place

£5,000 Exclusive



*If this does not contravene any clauses imposed by CME providers

DELEGATE BAG INSERTS

Reach all delegates directly with a flyer or small promotional item inserted in the conference bag given to all attendees at registration.

PROMOTION

- Literature insert or branded promotional item distributed to all delegates in the conference bag*

£1,000 Five available

*Sponsor to produce and deliver 1000 inserts/promotional items, which need to be pre-approved by the Symposium organisers (maximum literature size A4)



EXHIBITOR TABLES

Exhibitor tables will be situated in a prominent position close to the registration and the main session spaces, benefitting from a high level of footfall.

ACKNOWLEDGEMENT

- Logo in the Symposium programme
- Logo on the Symposium website

PROMOTION

- Company overview on the Symposium website

DISPLAY

- Exhibitor table (approximately 180cm x 75cm) with space around it for sponsor's branding

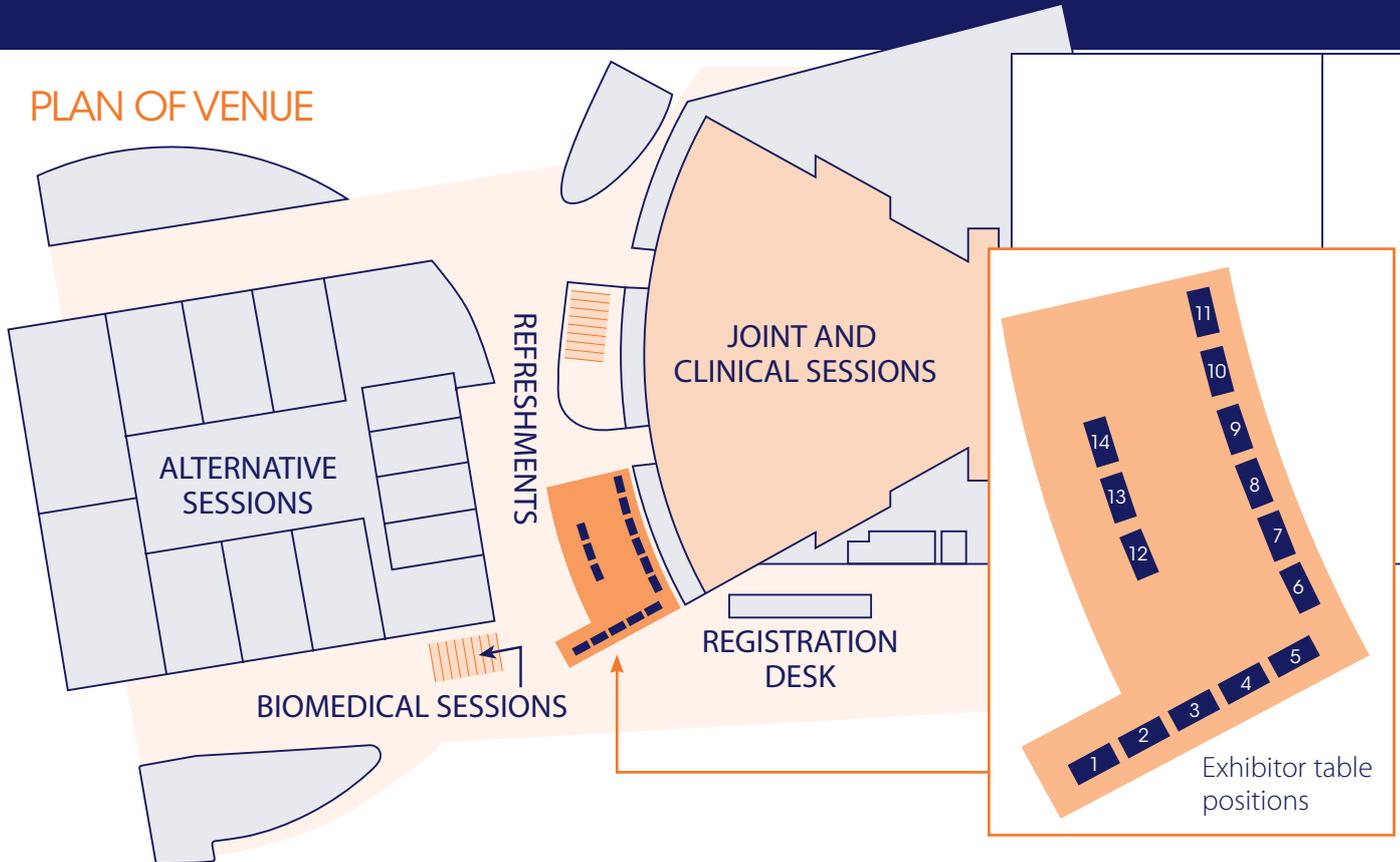
ATTENDANCE

- Two (2) free Symposium delegate places

£3,500 Ten available

INFORMATION FOR EXHIBITORS

PLAN OF VENUE



The Symposium is being held at the Perth Convention and Exhibition Centre, 21 Mounts Bay Rd, Perth WA 6000, Australia.

The main exhibition space is the Theatre Foyer on Level 2.

You can set up your exhibition table between 1600 and 1900 on 3 December. (Those also exhibiting at the Allied Professionals Forum on 3 December should contact the International Alliance of ALS/MND Associations at alliance@als-mnd.org for setup times.)

Below is a timetable detailing the opening times of the exhibition tables, including refreshment breaks, lunches and poster session times. The busiest times are likely to be during the refreshment and lunch breaks.

Activity	Date	Time
Setup	3 December	1600 – 1900
Exhibition Times	4 December	0800 – 1800
	5 December	0800 – 2000
	6 December	0800 – 1330
Refreshment Breaks	4 December	1045 – 1115
		1530 – 1600
	5 December	1000 – 1030
Lunches	6 December	1530 – 1600
		1000 – 1030
		1230 – 1400
Poster Sessions	5 December	1230 – 1400
		1800 – 2000
		1230 – 1330
End of Exhibition	6 December	1330 onwards

All timings are provisional and subject to change

For more information about sponsorship
opportunities please contact:

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