

ORGANISED BY

mnda
motor neurone disease
association



SPONSORSHIP PROSPECTUS

32nd international symposium on ALS/MND

VIRTUAL

7-10 DECEMBER 2021

#ALSMNDSYMP

www.symposium.mndassociation.org

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 four-day International Symposium on ALS/MND provides a unique opportunity to reach more than 1,200 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.

Last year, the ALS/MND research community embraced our first ever virtual symposium, with a record-breaking number of over 1800 delegates registered across 48 different countries. Sponsorship provides a unique opportunity to stand out from the crowd before, during and after the event. Ranging from £1,000 to £35,000 we have options to complement both your marketing strategy and budget.



IT'S THE BEST AND MOST IMPORTANT MEETING OF THE YEAR



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

THE SYMPOSIUM HELPS ME TO STAY UP TO DATE WITH THE GLOBAL ALS RESEARCH COMMUNITY

PAST ATTENDEES:

DUBLIN
IRELAND 2016

BOSTON
USA 2017

GLASGOW
UK 2018

PERTH
AUSTRALIA 2019

VIRTUAL
2020

1162 1306 1238 854 1812

SPONSORSHIP CATEGORIES AND BENEFITS 2021

Sponsors will be given a sponsorship category status based on the amount of their contribution. Sponsors can choose from a selection of opportunities, which are listed in this prospectus. They will receive these additional benefits:

Level	Principal Sponsor (Exclusive) Over £40,000	Major Sponsor Between £25,000 and £39,999	Key Sponsor Between £10,000 and £24,000	General Sponsor Between £2,000 and £9,999
Opportunity to record a short message to be included in the Symposium welcome video (an opt-to-view for delegates)	✓			
Acknowledgement and 200-word piece in pre-event mailshot*	✓			
Delegate list (opt-ins only)**	✓	✓		
Acknowledgement in pre-event Tweet***	✓	✓		
Company logo, profile and hyperlink on Symposium website	✓	✓	✓	
Company logo and profile on Symposium App	✓	✓	✓	
Company logo on Symposium website and Symposium App				✓
Push notifications	2	1		
Free places	10	5	2	1

We are also offering sponsors of last year's Symposium a 10% discount if they commit to sponsorship before 31 July 2021 (categories will be calculated before discount is applied).

* This will be sent to all delegates who have opted to receive Symposium communications approximately one month before the event

** This list will be sent approximately one month before the event and will include the name, email address, job title and organisation of those delegates who have opted to share their information with our sponsors

*** The Tweet will be an acknowledgement as a valued Symposium sponsor and will be sent approximately two weeks before the event

Contact us now for bookings and customised packages

Email: pauline.frear@mndassociation.org

SPONSORSHIP OPPORTUNITIES

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. Sponsors will be given a sponsorship category status based on the amount of their contribution (see page 4).

EXCLUSIVE PROMOTIONAL PACKAGE

£35,000

Corporate logo and acknowledgement in the Symposium supplement of *Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration* (consisting of oral abstracts from the 32nd International Symposium on ALS/MND)

- Sponsor's corporate logo will appear on its own page in the supplement, together with the following acknowledgement: 'Thank you to [Insert Name] for supporting the 32nd International Symposium on ALS/MND'.

Full page advertisement in the Symposium supplement of *Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration* (consisting of oral abstracts from the 32nd International Symposium on ALS/MND)

- Sponsor will be given a full page (A4), colour advertisement in the rear section of the supplement.*

Interactive Plenary Industry Session + Live Q&A

- Opportunity to organise a non-CME, interactive Plenary Industry Session of up to 100 minutes on the afternoon of Monday 6 December 2021**
- Includes technical support
- Sponsored Industry Sessions will be listed in a dedicated section of the Symposium website
- The Industry Session will be identified as such on the online platform and labelled 'Not included towards Symposium CME credits'

Right of first refusal for exclusive benefits package in 2022

- Sponsor will be given until 31 March 2022 to confirm if they wish to purchase the Exclusive Benefits package for the 33rd International Symposium on ALS/MND, which is due to take place in San Diego, USA from 7 to 9 December 2022

* Content to be reviewed and approved by the Symposium organisers. No product endorsement is allowed

** Programme to be approved by the Symposium organisers

INTERACTIVE PARALLEL INDUSTRY SESSION**£10,000**

- Opportunity to organise a non-CME, Interactive Parallel Industry Session of up to 45 minutes*
- Includes technical support
- Time slots are limited and will be allocated on a first come, first served basis (contact us for details)
- Sponsored Industry Sessions will be listed in a dedicated section of the Symposium website
- The Industry Session will be identified as such on the online platform and labelled 'Not included towards Symposium CME credits'



Chris Montgomery

* Programme to be approved by the Symposium organisers

LOGO WITHIN THE VIRTUAL PLATFORM**£8,000**

- Corporate logo placement in the following locations:
 - The main timeline*
 - In the live poster sessions
 - In the Meeting Hub**

* This will be via a hyperlinked banner labelled 'Click here to view our valued sponsors' (or similar wording).

** The Meeting Hub enables delegates to network throughout the event. It is not connected to the scheduled networking sessions below



NETWORKING FUNCTION SPONSOR

£5,000

- Opportunity to exclusively sponsor a 30-minute networking function
- Time slots are limited and will be allocated on a first come, first served basis (contact us for details)
- Corporate logo placement within the function home page
- Acknowledgment as Sponsor in a Live Host announcement prior to the session

LOGO IN PROGRAMME

£2,000

- Corporate logo placement on a page dedicated to sponsors at the rear of the online Symposium programme (PDF)

INSERT IN VIRTUAL DELEGATE BAG

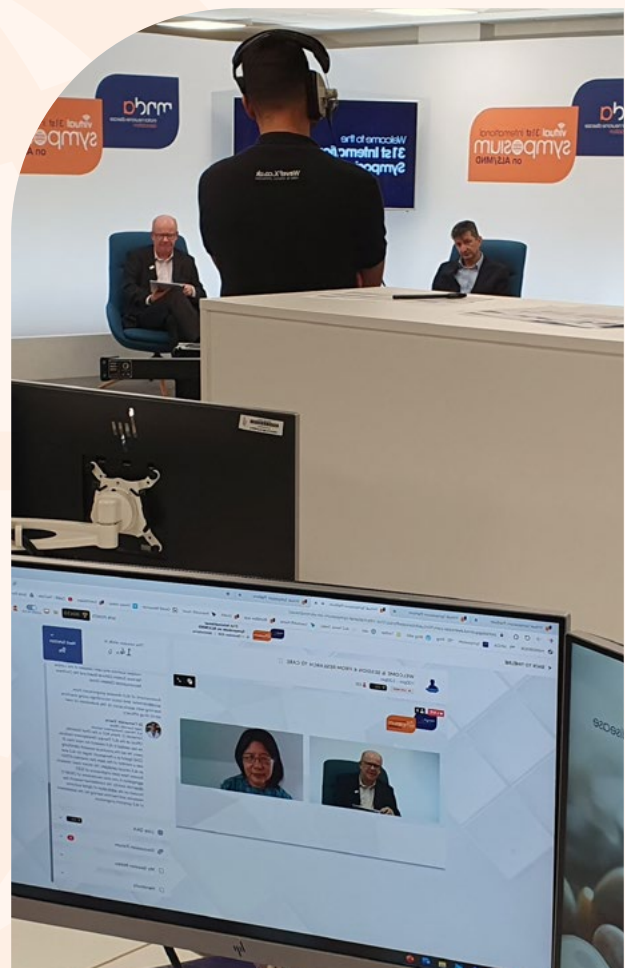
£2,000

- Include a flyer in our virtual delegate bag, emailed to all Symposium attendees just prior to the event*

* Content to be approved by the Symposium organisers



**VERY PROFESSIONALLY
DONE, YOU RAISED
THE BAR FOR VIRTUAL
SYMPOSIA AND
CONFERENCES**



ACKNOWLEDGEMENT DURING OPENING /CLOSING SESSIONS £2,000

- Sponsor's support will be acknowledged by the Symposium host during the Opening and Closing sessions

ACKNOWLEDGEMENT DURING WELCOME VIDEO £2,000

- Sponsor's support will be acknowledged in the pre-recorded welcome video (an 'opt-to-view' for delegates)



Gabriel Benois



**ABSOLUTELY
FANTASTIC
CONFERENCE, THE
EVENTS WERE SMOOTH
RUNNING AND SO
WELL ORGANISED**



**I LOVED THE
PLATFORM AND
THE CONTENT**



VIRTUAL EXHIBITION BOOTH**£6,000**

- Interactive booth in the virtual Exhibition Hall, with the ability to engage with delegates in the Virtual Exhibition Hall. Booths include the following:
 - Company name and logo
 - Company profile
 - Embedded video(s) on page
 - Brochures, including documents and images
 - Opportunity to hyperlink to website, products and social media
 - Lead management
 - One-to-one video calling
 - Interactive chat
 - Exhibitor's technical manual
 - Post event booth statistics
 - Two (2) free registrations



**BEST VIRTUAL EVENT
I HAVE ATTENDED!**

**GAMIFICATION****£1,000 PER TASK**

- Delegates are awarded gamification points for completing goals during the Symposium, which gives them entries into the daily prize draws. Encourage delegate engagement by setting a gamification task (choice of two):
 - Visit your interactive booth (200 points)
 - Answer a question about your company (200 points)





For more information please contact:

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