

ORGANISED BY

mnda
motor neurone disease
association



SPONSORSHIP PROSPECTUS

33rd international symposium on ALS/MND

VIRTUAL

6 - 9 DECEMBER 2022

#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 second virtual symposium, with over 1500 delegates registered across 42 different countries. Sponsorship provides a unique opportunity to stand out from the crowd before, during and after the event. Ranging from £2,000 to £40,000 we have options to complement both your marketing strategy and budget.



**EXCELLENT PLATFORM AND TOPICS,
PROBABLY THE BEST VIRTUAL
CONGRESS I HAVE SEEN!**



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 ALS/MND research sector.

* Dependent on sponsorship option selected

PAST ATTENDEES:

BOSTON
USA 2017

GLASGOW
UK 2018

PERTH
AUSTRALIA 2019

VIRTUAL
2020

VIRTUAL
2021

1306 1238 854 1812 1561



**VERY HAPPY
WITH THIS
SYMPOSIUM: THE
ORGANIZATION,
THE PLATFORM, THE
PRESENTATIONS
AND THE
DISCUSSIONS**



SPONSORSHIP CATEGORIES AND BENEFITS 2022

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)	Major Sponsor (Limited)	Key Sponsor	General Sponsor
	Over £45,000	Between £25,000 and £44,999	Between £10,000 and £24,999	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) and acknowledgement of support	✓			
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	✓	✓	✓	
Virtual Exhibition Booth	✓	✓	✓	
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 1 September 2022 (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 (subject to the completion of a Data Sharing agreement) 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

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).

PROMOTIONAL PACKAGE (EXCLUSIVE)

£40,000

Corporate logo and acknowledgement in the Symposium supplement of Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration (consisting of oral abstracts from the 33rd 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 33rd 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 33rd 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 5 December 2022**
- 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 Promotional Package in 2023

- Sponsor will be given until 31 March 2023 to confirm if they wish to purchase the exclusive Promotional Package for the 34th International Symposium on ALS/MND, which is due to take place in Basel, Switzerland, from 6 to 8 December 2023

* 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 (LIMITED)**£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'

* Programme to be approved by the Symposium organisers



Chris Montgomery

INTERACTIVE 'ICEBREAKER' SESSION (EXCLUSIVE)**£8,000**

- Opportunity to exclusively sponsor a 30-minute 'icebreaker' session that will take place during the first day of the event
- Sponsor will be acknowledged, and their logo will be displayed for the duration of the session

INTERACTIVE NETWORKING EVENT (EXCLUSIVE)**£8,000**

- Opportunity to exclusively sponsor an interactive 30-minute networking session.
- Sponsor will be acknowledged, and their logo will be displayed for the duration of the session.

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 (enabling delegates to network throughout the event)
 - In EventStream (the online platform's social media network)

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

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



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)

GAMIFICATION £2,000

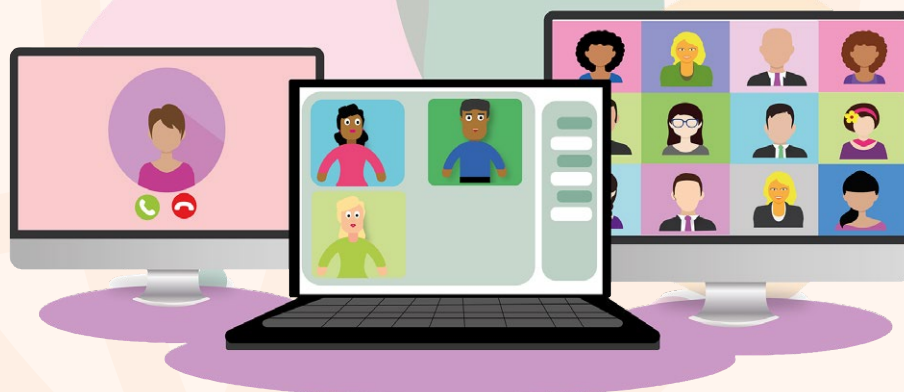
- Delegates are awarded gamification points for completing goals during the Symposium, which gives them entries into the daily prize draws. Encourage delegate engagement by setting a gamification question about your company.



**EXCELLENT PROGRAMME,
EXTREMELY WELL DONE**



**IT WAS AN EXCELLENT
EVENT WITH SOME
AMAZING SPEAKERS**





For more information please contact:

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