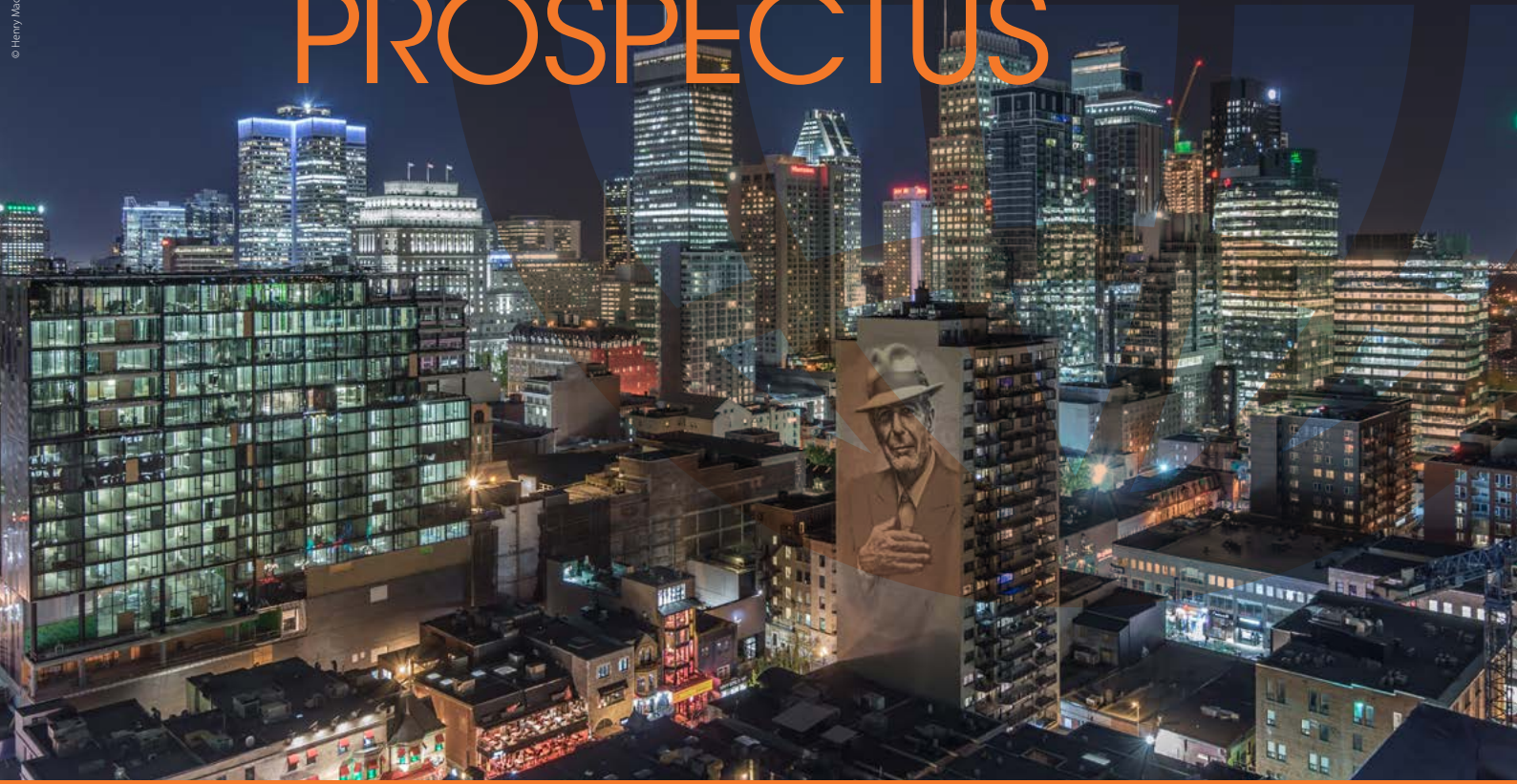


ORGANISED BY



SPONSORSHIP PROSPECTUS

© Henry MacDon - Tourisme Montréal



35th international symposium on ALS/MND

MONTREAL, CANADA

6 - 8 DECEMBER 2024

#alsmndsymp

www.symposium.mndassociation.org

WELCOME



Dear Colleague

We are pleased to provide details of how you can be involved in the 35th International Symposium on ALS/MND, which is taking place from 6 to 8 December 2024 at the Palais des Congrès de Montréal, Canada.

The 2023 Symposium, in Basel, Switzerland, was a great success. We returned to a face-to-face meeting after three years in a virtual environment and it was evident that delegates were delighted to be meeting in person once again. A selected number of sessions were live-streamed and recordings of all sessions were made available for online viewing some weeks following the event (meaning those unable to attend in person could still participate). We are keen not to lose this inclusivity, and some aspects of this year's Symposium will continue to be made accessible to a wider audience virtually.

The Symposium is an essential part of the ALS/MND research calendar: it plays a fundamental role, not only in facilitating the exchange of exciting new knowledge and information, but also stimulating new ideas and partnerships. The Symposium Programme Committee has considered a broad range of cutting-edge topics for this year's programme and a traditional mix of the basic and clinical science, therapy development and clinical management that is synonymous with the Symposium will be included. Every year, we invite a number of plenary speakers who are experts in their respective fields, and delegates will also have the opportunity to showcase their research by being chosen to present 'on the platform' or during one of the poster sessions (which have always been a Symposium highlight).

We have a broad range of sponsorship options available for 2024 (many of which are exclusive) that we hope will meet the needs of your organisation. The Symposium will position you at the very heart of the ALS/MND community and you will be able to connect with scientists, researchers, clinicians and more. There will also be the opportunity to participate in our on-site and virtual exhibitions: these will further enable you to showcase your products and engage with a wide range of ALS/MND professionals.

We look forward to welcoming you to the 35th International Symposium on ALS/MND and thank you for your continued support in making it the ground-breaking event it has become.

Symposium Delivery Group
Motor Neurone Disease Association

A UNIQUE SPONSORSHIP OPPORTUNITY

The three-day International Symposium on ALS/MND provides a unique opportunity to reach more than 1,600 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 returned to meeting in-person after three years in a virtual environment, with upwards of 1,600 delegates registered across 44 different countries. Sponsorship provides a unique opportunity to stand out from the crowd before, during and after the event. Ranging from £2,000 to £60,000, we have options to complement both your marketing strategy and budget.



IT WAS BETTER THAN ANY OTHER CONFERENCE I'VE BEEN TO!



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



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 raise your company's profile and introduce your brand to new buyers. Having 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.



**A KEY TAKE-HOME MESSAGE
WAS THE IMPORTANCE OF
THE INTERACTION WITH
INDUSTRY**



PAST ATTENDEES:

GLASGOW UK 2018

1238

PERTH AUSTRALIA 2019

854

VIRTUAL 2020

1812

VIRTUAL 2021

1561

VIRTUAL 2022

1292

BASEL SWITZERLAND

1657*

*320 online

FACTS AND FIGURES

FROM THE 34TH INTERNATIONAL SYMPOSIUM ON ALS/MND

DELEGATE BREAKDOWN



CONTINENT BREAKDOWN



FEEDBACK

98% of delegates found the event worthwhile

98% of delegates rated the programme as 'Excellent' or 'Good'

78% of delegates said they had established new contacts/collaborations they intended to pursue

AND AFTERWARDS...

EXTENDING YOUR STAY IN MONTREAL



The second largest French-speaking city in the world after Paris, Montreal (in the Canadian province of Quebec) is known for its superb cuisine, vibrant nightlife, colourful festivals and cultural diversity. Montreal's landmarks, museums, nightclubs, parks, shopping districts and galleries provide ample opportunities for exploration and entertainment.

Old Montreal is one of the most popular spots in the city. It is a cobblestoned district lined with boutiques, galleries and restaurants, all housed among well-preserved buildings dating back to the 17th and 18th centuries, such as the Notre-Dame Basilica and Château Ramezay. Other neighbourhoods worth exploring include the Plateau, Mile End, Little Italy and Griffintown.

There are numerous museums and galleries in Montreal, some of which are dedicated to Canadian history and art. Venues like the Pointe-à-Callière Museum of Archaeology and History and the Montreal Museum of Fine Arts are well worth a visit.

Montreal is a haven for great shopping. With a huge selection of high-end and vintage boutiques, department stores, flea markets and shopping malls, there are options to suit all tastes and budgets. With over 32 kilometres of underground tunnels connecting office towers, hotels, universities and more, it is possible to shop for weeks without ever seeing the light of day!

Montreal offers a fantastic choice of dining options and a variety of cuisines. From five-star restaurants and carefully prepared dishes from around the world to legendary local diners and street-side food trucks, Montreal offers one-of-a-kind experiences for all tastes. Be sure to try poutine, a delicious Canadian dish that originated in the Quebec province.

Montreal is world-famous for its nightlife, offering a vast array of bars and clubs to choose from. There are plenty of well-known performers (and not-so-well-known musicians) playing around the city on any given night and in winter, you can also catch a game of ice hockey when the local team, the Montreal Canadiens, plays at The Bell Centre.

For those wishing to extend their stay in Canada and maybe explore a little further afield, there's a great choice of places to visit. Sports fans might like to go skiing or dogsledding at Tremblant while city lovers can visit Ottawa or Quebec City, both within easy reach of Montreal on public transport.

Montreal is an exhilarating, multi-cultural city that has much to offer its visitors.



© Henry MacDonald - Tourisme Montreal



© Stephen Poulin - Tourisme Montreal



© Eva Blue - Tourisme Montreal



© Eva Blue - Tourisme Montreal

SPONSOR RECOGNITION PROGRAMME

Our valued sponsors will be rewarded for supporting the International Symposium on ALS/MND on a long-term basis. The more years a sponsor continuously supports the event, the greater their rewards will be!

CHAMPION (10 YEARS OR MORE)

- Logo displayed as a member of the Sponsor Recognition Programme at the venue
- Five (5) complimentary registrations
- 10% discount on any sponsorship purchased

ADVOCATE (5 TO 9 YEARS)

- Logo displayed as a member of the Sponsor Recognition Programme at the venue
- Three (3) complimentary registrations
- 5% discount on any sponsorship purchased

ASSOCIATE (2 TO 4 YEARS)

- Logo displayed as a member of the Sponsor Recognition Programme at the venue
- One (1) complimentary registration
- 2% discount on any sponsorship purchased



SPONSORSHIP PACKAGES

	HEADLINE (Two available) 60,000	KEY (Four available) 35,000	GENERAL 10,000
Acknowledgement and logo in final programme	✓	✓	✓
Acknowledgement and logo in virtual platform (via hyperlink)	✓	✓	✓
Logo on Symposium website	✓	✓	✓
Logo outside all meeting spaces	✓	✓	✓
Logo in main foyer	✓	✓	✓
Logo on main entrance doors	✓	✓	✓
Logo in sponsor page of Symposium app	✓	✓	✓
Acknowledgement on the MND Association's social media platforms	✓	✓	✓
Complimentary registrations (including exhibition staff, where applicable)	9	6	3
Early Bird rate for additional paying delegates	✓	✓	✓
Exhibition booth (on site) <i>Shell only, customisation extra</i>	8 m ²	6 m ²	
Exhibition booth (virtual platform)	✓	✓	
Company profile on Symposium website	✓	✓	
Hyperlink to chosen URL on Symposium website	✓	✓	
Acknowledgement in opening/closing keynote sessions	✓	✓	
Acknowledgement in a welcome video (virtual platform)	✓	✓	
Push notification on the Symposium app	✓	✓	
Delegate list (opt-ins only)	✓	✓	
Promotional material in Symposium bag/pack	✓	✓	
Opportunity to hold a breakfast session for up to 200 delegates, including light refreshments	✓		
Use of a syndicate room for the duration of the event (catering not included)	✓		
Acknowledgement and logo in abstract book (supplement of <i>Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration</i>)	✓		
Full-page advertisement in abstract book (supplement of <i>Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration</i>)	✓		
Logo on conference bag/pack	✓		
Logo on Symposium badges	✓		
Acknowledgement and 200-word piece in pre-event mailshot	✓		
Opportunity to record a short message in a welcome video (virtual platform)	✓		

EXCLUSIVE OPTIONS

The MND Association is delighted to present a range of sponsorship opportunities for any organisation looking to announce new products, build momentum, showcase services or gain visibility in the ALS/MND research industry.

POSTER SESSIONS AND POSTER PRIZE SPONSOR

£20,000

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. Posters will also be available to view on our virtual platform.

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 2025 Symposium. One prize is given for the best clinical poster and one for the best biomedical poster.

- Logo on Symposium website
- Logo on Symposium poster labels (over 400 posters at each session)
- Branding at the entrance to the exhibition space
- Logo in the virtual poster hall (virtual platform)
- Logo on the shortlisted and winning certificates
- Logo on the poster prize webpage on the Symposium website
- Logo on a slide during the presentation of prizes in the Joint Closing Session
- Company mentioned in any Symposium communications about the poster prize
- 2 complimentary registrations

WI-FI SPONSOR

£20,000

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

- Logo on Symposium website
- Logo on Wi-Fi signage around the venue
- Logo on Wi-Fi login page
- Link to a holding page of your choice
- Company mentioned in any Symposium communications about Wi-Fi
- 2 complimentary registrations

EXCLUSIVE OPTIONS

WELCOME RECEPTION SPONSOR

£20,000

The reception will be held on the evening of 5 December and will give up to 500 Symposium delegates the opportunity to network with their peers. Drinks and canapes will be served.

- Logo on Symposium website
- Signage/branding in the reception space
- Opportunity to address the delegation (up to 10 minutes)
- Company mentioned in any Symposium communications about the reception
- 2 complimentary registrations

LUNCH SPONSOR (3 LUNCHES)

£20,000

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.

- Logo on Symposium website
- Logo and acknowledgement on all Symposium lunch tables
- Literature on all Symposium lunch tables*
- Branding at the entrance to the main dining area
- Exhibitor Table inside the main dining area
- Company mentioned in any Symposium communications about the lunches
- 2 complimentary registrations

*To be provided by sponsor

SYMPOSIUM APP SPONSOR

£15,000

The Symposium app enables delegates to engage with the event 'on-the-go'. They can access the programme, view a list of attendees, speakers, sponsors and exhibitors, participate in live polls and session surveys, stay up to date with real-time messaging and alerts, connect with other attendees and much more.

- Logo on Symposium website
- Logo on Symposium app login page (in addition to the sponsor page, which lists all Headline, Key and General sponsors)
- Banner advertisement within the app
- Company mentioned in any Symposium communications about the app
- 1 complimentary registration

EXCLUSIVE OPTIONS



RECHARGE AREA SPONSOR

£10,000

Sponsor a quiet area that will provide delegates with a comfortable space in which they can network or relax while waiting for their mobile devices to charge.

- Logo on Symposium website
- Branding on the charging unit
- Opportunity to include branding within the space*
- Company mentioned in any Symposium communications about the recharge area
- 2 complimentary registrations

*To be provided by sponsor

LIVESTREAM SPONSOR

£8,000

Sponsor the livestreaming aspect of the Symposium that will be provided to delegates choosing an online only registration.

- Acknowledgement on a holding slide to appear before the selected livestreamed sessions commence
- Company mentioned in any Symposium communications about the livestreaming
- 2 complimentary registrations

REGISTRATION DESK BRANDING

£5,000

Increase company exposure with prominent logo placement on the registration desk.

- Logo on Symposium website
- 1 complimentary registration

NON-EXCLUSIVE OPTIONS

SPONSORED SYMPOSIUM SESSION (PARALLEL) * (3 AVAILABLE)

£15,000

Sponsored Symposium Sessions are organised and hosted by Symposium sponsors to complement the event's programme. These sessions give attendees the opportunity to learn more about important topics and ideas for clinicians, researchers and ALS/MND professionals. The meeting space seats approximately 400 delegates (theatre).

- Opportunity to sponsor and organise a 90-minute parallel Symposium session
- Session to take place in Stream C on Saturday 7 December
- Includes technical support, basic audio visual/furniture and session recording**
- Sponsored Symposium Sessions will appear in the programme and be advertised in a dedicated section of the Symposium website
- 2 complimentary registrations

* Sponsored Symposium Sessions will be available for purchase until 25 July 2024.

Session title to be provided by 25 July 2024.

Session title and final session plan to be approved by the Symposium organisers.

Time slots are limited and will be allocated to best fit with other programme content.

Sponsored Symposium Sessions will be identified as such in the programme (logos and acknowledgements are not permitted) and marked 'Not eligible for Symposium CME credits'.

** Details of inclusions available on request

ARRIVAL REFRESHMENTS SPONSOR (3 AVAILABLE)

Per Day £8,000

Make it Exclusive (3 Days) £20,000

This option enables delegates to enjoy a hot drink when they arrive at the venue before the day's programme begins: it's a great way of saying 'Have a coffee on us!'. Service will be provided for a period of up to two continuous hours (timings will vary according to the running times of the programme).

- Logo on Symposium website
- Branding on serving stations
- Company mentioned in any Symposium communications about the Arrival Refreshments
- 2 complimentary registrations*

* Per sponsor



**I WAS ABLE TO EXPERIENCE
THE DEEP DISCUSSIONS AND
THE ATMOSPHERE OF THE
SYMPOSIUM**



NON-EXCLUSIVE OPTIONS

PROMOTIONAL MATERIAL IN SYMPOSIUM BAG/PACK

£3,000

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

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

* Sponsor to produce and deliver approximately 1400 inserts/promotional items, which need to be pre-approved by the Symposium organisers (maximum literature size A4)



EXHIBITION

The on-site exhibition will be situated in a prominent position close to the registration desk and main session spaces, benefitting from a high level of footfall. Purpose-built shell schemes are exclusive to our Headline and Key sponsors and are included in their packages*. However, a limited number of Exhibitor Tables are available for purchase.

*Basic shell only, customisation extra.

EXHIBITOR TABLE

Commercial/Industry: **£5,000**

Charities/Patient Organisations: **£2,000**

- Logo on Symposium website
- Logo in Symposium programme
- Company profile on the Symposium website
- Exhibition table (approximately 1.8m x 0.7m)
- 2 conference chairs
- Space to display branding (such as a roll-up banner)
- 1 electricity connection (if required)
- 2 complimentary registrations

VIRTUAL EXHIBITION SPACE

(Included with all on-site exhibitor levels)

- Embedded video(s) on page
- Brochures, including documents and images
- Opportunity to hyperlink to website, products and social media
- One-to-one video calling
- Interactive chat
- Post event booth statistics



**THE MOST IMPORTANT
THING I LEARNT FROM
THE SYMPOSIUM IS THAT
COLLABORATIONS AND
NETWORKING ARE KEY
FACTORS FOR SUCCESSFUL
RESEARCH**



EXHIBITION EXTRAS



LEAD MANAGEMENT

£4,000

When delegates visit your booth or table, effortlessly capture and manage leads directly from the Symposium app. Customise profile or marketing questions, send automated thank you emails, export lead details, and more.

GAMIFICATION

£2,000

Delegates are awarded gamification points for completing goals during the Symposium. This gives them entries into a prize draw, which will take place at the end of the Symposium. Encourage delegates to visit your booth or table by setting a gamification question about your company.

GENERAL INFORMATION

The Symposium proceedings will be in English.

SYMPOSIUM VENUE

Palais des Congrès de Montréal
1001 Place Jean-Paul-Riopelle
Montreal-Quebec, H2Z 1 HS
Canada



TRAVEL

An international destination of choice, Montreal is easily accessed by land, water and air. It is a 25/30-minute drive from Montreal-Trudeau International Airport (YUL), which offers over 150 world destinations served by 30 carriers. Inbound travellers will find everything they need upon arrival, including tourist information and various options for making their way to the heart of the city: car rentals and taxi services, as well as airport shuttles. The 747 Express bus, costs \$11 and will get you to the nearest stop to the Palais des Congres (De Bleury/Viger) or Station Place-D'Armes (Saint-Urban/Viger) in around 40 minutes. If you take a taxi, a trip downtown will cost you a flat rate of \$41, tip not included.

The VIA Rail network connects many major cities to Montreal and is by far the easiest way to access downtown. Central Station also gives you access to taxis, car sharing, bus, BIXI bike rentals and the Underground Pedestrian Network. If you are travelling from the United States, the Amtrak trains offer daily departures from many American cities to downtown Montreal.

Public transport and taxi are both convenient and affordable ways to get around Montreal. The metro system is clean, safe and fast and the public transit network is relatively simple, with just four lines connecting the downtown centre to major tourist sites, bus stops and train stations. The metro operates daily from 05.30am to 01.00am (01.30am on Saturdays), with an average wait time between trains of eight minutes (three minutes during rush hour).

ENTRY REQUIREMENTS

To check entry requirements for Canada and to determine if you need to apply for a visa before you travel, visit www.canada.ca/en/immigration-refugees-citizenship/services/visit-canada/entry-requirements-country

ACCOMMODATION

Accommodation information will be available on our website at www.symposium.mndassociation.org/accommodation

Follow Symposium deadlines and news on Twitter/X using: **#alsmndsymp @mndresearch**



35th international
symposium
on ALS/MND



INTERESTED IN SPONSORSHIP OR EXHIBITION OPPORTUNITIES?

Contact Pauline Frear, Symposium Partnerships Coordinator,
to discuss the next steps

MND Association
Francis Crick House
6 Summerhouse Road
Moulton Park
Northampton
NN3 6BJ

Tel: +44 (0) 1604 611695

Email: pauline.frear@mndassociation.org

Website: www.symposium.mndassociation.org