



Sponsorship and Exhibition Opportunities

THE CONFERENCE

The biological paths that lead to Alzheimer's disease and other neurodegenerative disorders start many years before clinical symptoms arise. In research settings, diagnostic criteria for these diseases now involve the use of biomarkers that reveal such pathophysiological changes.

Researchers are identifying and refining genetic, radiological, and CSF and blood biomarkers. At the same time, the effects on these biomarkers of therapies that could halt or delay neurodegeneration are being tested in clinical trials. These advances could ultimately enable Alzheimer's disease and other neurodegenerative disorders to be prevented at preclinical stage.

Landmark biomarker and prevention studies, and hypothetical models of preclinical neurodegenerative diseases have been reported in The Lancet and The Lancet Neurology over the past decade. Reflecting our commitment to support this crucial area of neurological research, this Summit will provide a timely update on the latest advances and challenges in this area, with an emphasis on prevention.

The Summit will also provide a forum for discussion of the ethical and regulatory issues that these advances will bring about in research settings and clinical practice.

TOPICS INCLUDE

- Genetics, cellular pathways, and neuronal vulnerability
- Biomarkers and early diagnosis
- Prevention through therapeutics
- Ethical and regulatory considerations

For complete meeting details, please visit: www.thelancetsummit.com

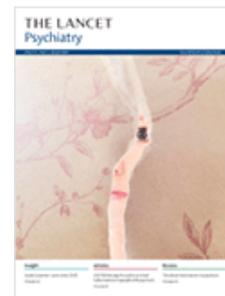
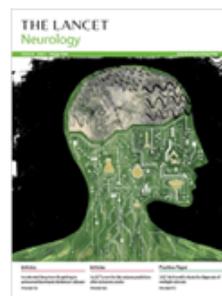
Organised by



THE LANCET
Neurology

THE LANCET
Psychiatry

Supporting Publication





Presymptomatic Prevention and Treatment of Neurodegenerative Diseases

INFORMATION

RAISE YOUR PROFILE

Elsevier's extensive global network of scientists in academia, business and government is being targeted to generate a highly qualified audience.

The **The Lancet Neurology Preclinical Neurodegenerative Disease Conference**

will bring together leaders from industry and academia to exchange and share their experiences, present research results, explore collaborations and to spark new ideas, with the aim of developing new projects and exploiting new technology.

USE YOUR PRESENCE AT THE LANCET NEUROLOGY PRECLINICAL NEURODEGENERATIVE DISEASE CONFERENCE

- launch new products and highlight existing ones
- spotlight key executives
- elevate your company profile in the scientific community
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- give maximum exposure for your company and increase brand awareness
- position your organization
- communicate your message to a highly qualified scientific community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market
- sell direct to international buyers.

For further information on sponsorship and exhibition opportunities please contact:

Chloe Partridge

Conference Sales Manager
Elsevier | Oxford, UK
Tel: +44 (0)1865 843846 | E-Mail: c.partridge@elsevier.com

EXCLUSIVE PLATINUM SPONSOR	£ 17,750	GOLD SPONSOR	£ 10,700
	<ul style="list-style-type: none"> ▪ Company acknowledgement on all official conference support signs, program, conference website and on all marketing collateral ▪ Complimentary registration for 5 delegates ▪ Complimentary 6x2m shell scheme booth ▪ One set of promotional materials included in the registration material ▪ A complimentary meeting room ▪ Your logo on all delegate badges ▪ A complimentary full page advertisement in the program ▪ After the event "Thank you email" to all attendees with company logo ▪ Option to brand specific portions of the meeting, including 3 of the following*: <ul style="list-style-type: none"> • Welcome reception • Coffee break • Lunch break • Congress bags • Poster award • Lanyards • Conference App 		<ul style="list-style-type: none"> ▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral ▪ Special recognition on the conference website ▪ Complimentary registration for 4 delegates ▪ Complimentary 3x2m shell scheme booth ▪ One set of promotional materials included in registration material ▪ A complimentary full page advertisement in the program ▪ Option to brand specific portions of the meeting, including 2 of the following*: <ul style="list-style-type: none"> • Welcome reception • Coffee break • Lunch break • Congress bags • Poster award • Conference App
SILVER SPONSOR	£ 6,350	EXHIBITION	
	<ul style="list-style-type: none"> ▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral ▪ Special recognition on the conference website ▪ Complimentary registration for 3 delegates ▪ Complimentary 3x2m shell scheme booth ▪ One set of promotional materials included in registration material ▪ Option to brand specific portions of the meeting, including 1 of the following*: <ul style="list-style-type: none"> • Coffee break • Lunch break • Poster award • Conference App 		<p>An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.</p> <p>The exhibition package includes the listing of your logo and company name, short description and link on the conference website and program booklet.</p> <p>The following options are available:</p> <p>Table top (2m table top exhibition stand) £ 1,400</p> <p>Shell scheme</p> <p>3x2m Includes 1 free delegate place £ 2,950</p>

(*) Based on first come first served receipt of commitments



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the program booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

BRANDING AND VISIBILITY	<p>DELEGATE BAG <i>Two spaces available</i> £ 3,900</p> <p>Have your company logo on the highly valued delegate bag. Used long after the event this will ensure long lasting visibility for your company.</p>	<ul style="list-style-type: none"> ■ Your company logo on pens distributed at the conference ■ 1 free delegate place 	<p>CONFERENCE APP <i>Exclusive</i> CONTACT US</p> <p>Sponsor Elsevier's new conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app.</p>
	<p>LANYARDS <i>Three spaces available</i> £ 3,500</p> <p>Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference.</p>	<p>DELEGATE BAG INSERT £ 650</p> <p>Your promotional material can be inserted into each delegate bag given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.</p> <p>Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.</p>	<ul style="list-style-type: none"> ■ Details of the program and speakers ■ Abstracts of all the talks and posters ■ Presentation and Poster files ■ Information on exhibitors and sponsors ■ Conference floor plans ■ Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors.
	<p>REGISTRATION DESK <i>Exclusive</i> £ 4,250</p> <ul style="list-style-type: none"> ■ Your company logo on poster and signage at the registration desk 		

NETWORKING OPPORTUNITIES	<p>WELCOME DRINKS RECEPTION <i>Exclusive</i> £ 6,500</p> <ul style="list-style-type: none"> ■ Opportunity to give a short address at the of the reception ■ Your company logo on available paraphernalia (eg napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters positioned around the reception area ■ Delegate bag insert ■ 2 free delegate places 	<p>POSTER AWARD £ 3,500</p> <p>An opportunity to have the poster award awarded in the closing session named after your company.</p>
	<p>COFFEE BREAK <i>One space per break available</i> £ 2,000</p> <ul style="list-style-type: none"> ■ Sponsorship of one of the Conference refreshment breaks ■ Your company logo on available paraphernalia (eg. napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters where the breaks will be taking place ■ Delegate bag insert 	<p>LUNCH SESSION <i>Two spaces per lunch available</i> £ 6,500</p> <ul style="list-style-type: none"> ■ Sponsorship of one of the Conference Lunches ■ Your company logo on available paraphernalia (eg. napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters where the lunch will be taking place ■ Opportunity to give a short address at the beginning of the lunch ■ Delegate bag insert ■ 2 free delegate places



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SPONSORSHIP AND EXHIBITION ORDER FORM

1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.) _____ First Name _____

Surname _____

Job Title _____

Organization _____

Address _____

State/Country _____

Post/Zip Code _____

Tel _____ Fax _____

Email _____

2. ORDER DETAILS

- EXCLUSIVE PLATINUM SPONSOR £ 17,750
- GOLD SPONSOR £ 10,700
- SILVER SPONSOR £ 6,350

EXHIBITOR OPPORTUNITIES

- Table top £ 1,400
- Shell scheme (Includes 1 free delegate place) £ 2,950

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRANDING AND VISIBILITY

- Delegate bag £ 3,900
- Lanyards £ 3,500
- Registration desk £ 4,250
- Delegate bag insert £ 650
- Conference app Contact Us

NETWORKING OPPORTUNITIES

- Welcome drinks reception £ 6,500
- Coffee break £ 2,000
- Poster award £ 3,500
- Lunch session £ 6,500

3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable _____ £ _____

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

4. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature _____ Today's Date _____

5. RETURN TO

Chloe Partridge
 Conference Sales Manager
 Elsevier
 Oxford, UK
 Tel: +44 (0)1865 843846
 E-Mail: c.partridge@elsevier.com

TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US\$3,000,000) is required prior to the event.
- Price for up to 2 colour printing within logos