



Supporting Publications

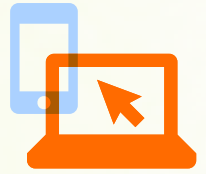


Organised by



THE LANCET
Neurology

Online and On-demand



About 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.

Attendees can:

- Live-stream presentations and participate in poster sessions
- Engage live with other attendees and speakers through Q&A, chats and polls
- Connect with other attendees and arrange one-to-one video meetings
- Visit online exhibition booths, chat with exhibitors and arrange one-to-one meetings
- Access the event via any device - mobile, tablets or desktop
- Access recordings of the sessions and continue to connect with other attendees on-demand for a guaranteed time afterwards.

Conference Topics

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

Online Sponsorship and Exhibition Information

Elsevier's extensive global network of scientists in academia, business and government is being targeted to generate a highly qualified audience from the **The Lancet Summit** community.

PARTICIPATE LIVE AT THE LANCET SUMMIT:
PRESYMPTOMATIC PREVENTION AND TREATMENT
OF NEURODEGENERATIVE DISEASES TO:

- 1 Launch new products and highlight existing ones
- 2 Increase brand awareness and elevate your company profile
- 3 Network with specialists, seek international partners and form new alliances
- 4 Increase visibility in focused markets
- 5 Communicate your message to a highly qualified scientific and expert community
- 6 Build relationships for the future
- 7 Attract new talent and strengthen partnerships
- 8 Generate sales leads and educate the market
- 9 Benefit from on-demand exposure after the conference

Marketing Reach

An extensive marketing campaign will be used to promote **The Lancet Summit: Presymptomatic Prevention and Treatment of Neurodegenerative Diseases** to ensure maximum exposure for your organisation.

Website

A website devoted to the Conference, **www.thelancetsummit.com** is live and will be updated continuously in the lead up to the event providing all current information on the program, speakers, networking functions and a section dedicated to sponsors and exhibitors.

E-Mail Marketing

Direct email broadcasts will be distributed regularly in the lead up to the event. The email broadcasts include Congress updates such as program announcements, registration opening, networking functions, newly confirmed sponsors and exhibitors and more.

**For further information on
sponsorship and exhibition opportunities,
Please contact:**

Chloe Partridge
Telesales Manager

STMJ Conferences | Elsevier | The Boulevard |
Langford Lane | Kidlington | Oxford | OX5 1GB

T: +44 1865 84 3846 | M: +44 0777 184 0678
E-mail: c.partridge@elsevier.com

ONLINE SPONSORSHIP & EXHIBITION OPPORTUNITIES

Reach your target audience: this meeting offers you the opportunity to engage online with people looking for your solutions to their research issues. Big or small, product or service recognition is something that all institutions want to achieve, so use this event to grow your reputation in the **The Lancet Summit** community. Work hand in hand with us to enjoy marketing support and exposure which includes web, social media and print. The below sponsorship opportunities provide you with the flexibility to pick and choose how to gain business exposure and a chance to connect with additional researchers.

We are also happy to discuss other sponsorship activities that are not included here to satisfy your marketing objectives.

Included in all sponsorship options is the listing of your company name, logo and description on the

- Conference website
- Conference Online Platform and App
- Mailings (logo only)



WORKSHOP

€ 5,500



Host an interactive online workshop with unlimited numbers of delegates.

- No limit on numbers of attendees
- Held after the program has concluded
- Perfect for product demonstrations and audience education surrounding your portfolio of products
- Listed in the program as a dedicated workshop with branding and overview of topics to be covered as well as speaker details
- Use our live Q&A, chat and voting options to increase engagement
- Available for a guaranteed period of time after the live event has run
- Two push notifications
- Includes an online exhibition booth
- 5 complimentary conference passes

BRANDED NEWSFEED

€ 3,250



Before and during the meeting, there's an opportunity to position your rotating logo and company message to the delegates who are present in the online meeting.

- Your logo and company overview on a prominently rotating banner at the top of the news feed
- Includes an online exhibition booth
- 5 complimentary conference passes

EXCLUSIVE

THE LANCET SUMMIT: PRESYMPTOMATIC PREVENTION AND TREATMENT OF NEURODEGENERATIVE DISEASES

EVENT APP

€ 2,500



Your company logo on the intro page (at start-up of the app)

- Company logo prominently displayed as a button on the home page of the app
- Dedicated page for your company description, logo, slide show, links to social media and external website, and links to any sponsored sessions
- Your company mentioned and logo displayed at the opening and closing of the Live Plenary event and on holding slides
- 4 complimentary conference passes

EXCLUSIVE

ROUND TABLE

PER ROUND TABLE

€ 2,000



Host an intimate gathering of delegates

- Maximum 15 attendees per round-table
- Held during the lunch break, before the start time or after the finish time of the conference
- Listed in the program with associated branding
- 4 complimentary conference passes

BRANDED HOLDING SLIDE

€ 1,300



Before each parallel stream session begins, there's an opportunity to position your logo and short welcome message in front of attendees who are placed in the lobby waiting to join the session.

- Your logo and company overview on a holding slide (displaying pertinent meeting information) which will be visible by all delegates waiting to join
- 2 complimentary conference passes

ONLINE EXHIBITION BOOTH

€ 950



Your own page on the event platform that will include

- Your Company Logo
- About Us – use of a company description
- Resources – links provided to visitors of the booth
- Contact Us – full contact details of relevant business contact
- Video/Image area – upload an image or video
- Chat room, in which company representatives talk with attendees during live sessions
- Opportunity to organise a competition to engage with visitors to your exhibit page
- List of representatives of the company, available for chat and appointments
- Representatives and attendees can have private chat conversations and private meetings through video call
- Live then 'on demand' for a guaranteed period of time after the live event has run
- 3 complimentary conference passes

COMPANY LOGO (SHARED WITH OTHER SPONSORS) €750



Your logo displayed on the screen at the opening and closing of the online event, as well as on all holding slides

- 1 complimentary conference pass

APP BAG INSERT

PER INSERT, 10 AVAILABLE

€ 500



The App 'Bag' insert pdf will be accessed by a click button on the front page of the Event App during the event and for some time afterwards. Max size 1 MB.

ONLINE 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. ONLINE OPPORTUNITIES

<input type="checkbox"/> Workshop	€ 5,500
<input type="checkbox"/> Branded Newsfeed	€ 3,250
<input type="checkbox"/> Event App	€ 2,500
<input type="checkbox"/> Round Table	€ 2,000
<input type="checkbox"/> Branded Holding Slide	€ 1,300
<input type="checkbox"/> Online Exhibition Booth	€ 950
<input type="checkbox"/> Company logo	€ 750
<input type="checkbox"/> App Bag insert	€ 500

4. 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

VAT ID Number (if known) _____

5. 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

6. RETURN TO

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TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please contact the conference department immediately using the contact details provided during the confirmation of your involvement. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation fee 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 fee.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- If Elsevier are forced to cancel the event for any reason you will be offered a 100% refund of your original booking. If Elsevier are forced to postpone the event for any reason you will be offered a 100% refund of your original booking or the possibility to transfer your funds to the next edition of the event.
- You will be provided with confirmation of your booking.
- 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 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.

Download Conference App Details

