



The Time
Is Now!

AA16CC

alzheimer's  association®

2016 Care & Conquer

REGIONAL EDUCATION CONFERENCE

Sponsorship Opportunities

About the Alzheimer's Association®

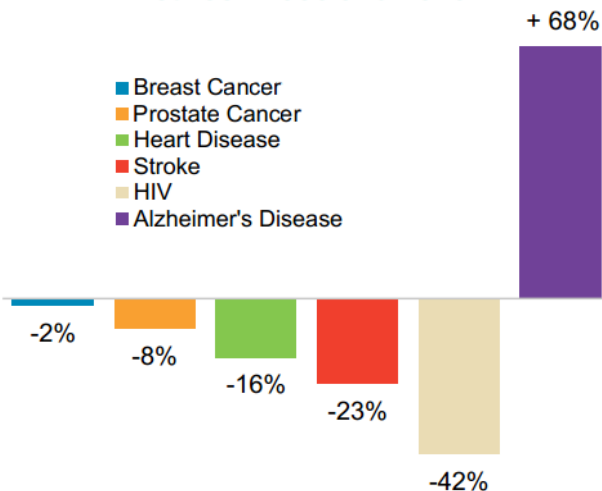
The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. We address this global epidemic by providing information, education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's.

- More than 5 million people nation wide have Alzheimer's disease including more than 150,000 in Florida.
- Every 67 seconds someone develops Alzheimer's; by 2050, someone will develop the disease every 33 seconds.
- Alzheimer's disease is the sixth-leading cause of death in the United States and the only cause of death among the top 10 without a way to prevent, cure or even slow its progression.
- One in eight older Americans has Alzheimer's disease.
- There are approximately 500,000 people dying each year because they have Alzheimer's disease.
- In 2013, 15.5 million caregivers provided an estimated 17.7 billion hours of unpaid care valued at more than \$220 billion.
- Nearly two-thirds of all Americans living with the disease are women.
- Sixty to 70 percent of all Alzheimer's and dementia caregivers are women.
- Women in their 60s are about twice as likely to develop Alzheimer's over the rest of their lives as breast cancer.

Change in Number of Deaths Between 2000 and 2010



EVENT INFORMATION

About The Care & Conquer Regional Education Conference

The Alzheimer's Association Southeast Florida Chapter's annual Regional Education Conference is designed to provide important information to people impacted by Alzheimer's disease, their family care partners and professionals. Renowned dementia experts will share helpful resources, present the newest updates in research and provide caregivers with help, hope and healing to better manage their caregiving responsibilities.

This one day educational conference will also provide healthcare professionals cutting edge information about Alzheimer's disease and related dementias and as a added bonus Continuing Education Units (CEUs) and Continuing Medical Education Units (CME's) will be available.

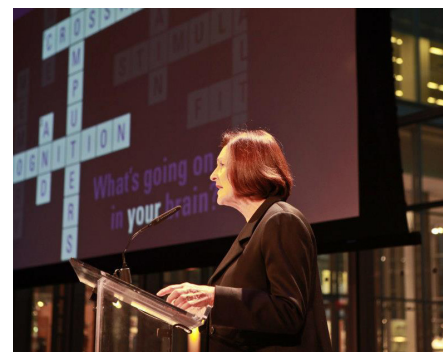
Family caregivers, health care professionals, counselors, social workers, faith community members and anyone interested in learning more about Alzheimer's disease, the challenges and hope for the future will benefit from attending.

2016 Regional Education Conference

Thursday, April 14, 2016

Florida International University • Kovens Conference Center

3000 NE 151st Street • North Miami, FL 33181



Sponsorship Opportunities



PRESENTING SPONSOR \$10,000

The Exclusive Platform Sponsor of the AASEF 2016 Regional Education Conference.

Pre and Post Event Benefits:

- Recognition as the Presenting Sponsor with corporate logo on all distributed conference brochures and advertisements.
- Recognition in the Association's constituent e-blasts (20,000+subscribers).
- Recognition as the Presenting Sponsor via AASEFC social media channels (2000+ Facebook).
- Company logo, link and description identifying as the Presenting Sponsor on AASEF's conference website through May 2016.
- Opportunity for Alzheimer's Association to provide two (2) 45-minute educational sessions for employees and providers (such as "Know the 10 Warning Signs").
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

Day Of Event Benefits:

- Brand the conference ballroom with approved banners, corporate signs and marketing items.
- Exclusive company table for general sessions (seating for 10).
- Exhibit table: premier location/one (1) six foot table and two (2) chairs.
- Ten (10) complimentary conference registrations.
- Lunch for ten (10) employees.
- Company logo included as Presenting Sponsor on front cover of Alzheimer's Association Regional Education Conference program book (300).
- Featured company spotlight in the conference program book.
- Full page acknowledgment and name listed as an Exhibitor in the conference program.
- Opportunity to include approved promotional item in attendee tote bags (300).
- Spotlight logo recognition on the video screen (top listing).
- Executive spotlight-address participants during the opening plenary session for up to five (5) minutes as the Presenting Sponsor.
- Corporate logo included on conference registration form.

KEYNOTE SPEAKER SPONSOR \$7,500 (1 available)

- Opportunity for company executive to introduce the featured speaker from the podium.
- Photograph taken with the keynote speaker.
- Corporate name and logo on the keynote speaker sign (24in x 36in).
- Address participants during the luncheon session for up to 3 minutes.
- Exhibit table: premier location/one (1) six foot table and two (2) chairs.
- Full page acknowledgment and logo listed as an Exhibitor in conference program (300).
- Logo and tagline recognition on video screen.
- Complimentary conference registration for up to eight (8) employees.
- Lunch for eight (8) employees.
- Company logo and link on conference website.
- Recognition as the Keynote Speaker Sponsor in the AASEF eNewsletter.
- Three (3) recognition posts on the Association's social media channels (2000+ Facebook).
- Opportunity for Alzheimer's Association to provide one (1) 45-minute educational session for employees and providers (such as "Know the 10 Warning Signs").
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

Sponsorship Opportunities

LUNCH PLENARY SPONSOR \$5,000 (1 available)

- Corporate name and logo on the lunch plenary sign (24in x 36in).
- Corporate logo on the podium in the main ballroom during luncheon.
- Brand tables in the main ballroom with centerpieces, favors and materials.
- Exhibit table: premier location/one (1) six foot table and two (2) chairs.
- Half page acknowledgment and name listed as an Exhibitor in conference program (300).
- Logo and tagline recognition on video screen.
- Complimentary conference registration for up to five (5) employees.
- Lunch for five(5) employees.
- Company logo and link on conference website.
- Recognition as the Lunch Plenary Sponsor in the AASEF eNewsletter.
- Two (2) recognition posts on the Association's social media channels (2000+ Facebook).
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

OPENING/BREAKFAST SPONSOR \$2,500 (1 available)

- Exhibit table: prime location/one (1) six foot table and two (2) chairs.
- Quarter page acknowledgment and name listed as an Exhibitor in conference program (300).
- Brand the breakfast serving area with signs and corporate marketing items.
- Logo recognition on video screen.
- Complimentary conference registration for up to three (3) employees.
- Lunch for three (3) employees.
- Logo recognition on conference website.
- Logo recognition in the AASEF eNewsletter.
- One (1) recognition post on the Association's social media channels (2000+ Facebook).
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

CLOSING/DOOR PRIZE SPONSOR \$2,500 (1 available)

- Exhibit table: prime location/one (1) six foot table and two (2) chairs.
- Quarter page acknowledgment and name listed as an Exhibitor in conference program (300).
- Opportunity to present and provide up to three (3) door prizes.
- Logo recognition on video screen.
- Complimentary conference registration for up to three (3) employees.
- Lunch for three (3) employees.
- Logo recognition on conference website.
- Logo recognition in the AASEF eNewsletter.
- One (1) recognition post on the Association's social media channels (2000+ Facebook).
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

EXCLUSIVE MARKETING SPONSOR \$2,500 (1 available)

- Exhibit table: prime location/one (1) six foot table and two (2) chairs.
- Quarter page acknowledgment and name listed as an Exhibitor in conference program (300).
- Opportunity to provide branded pens and note pads to conference participants.
- Logo recognition on video screen.
- Complimentary conference registration for up to three (3) employees.
- Lunch for three (3) employees.
- Logo recognition on conference website.
- Logo recognition in the AASEF eNewsletter.
- One (1) recognition post on the Association's social media channels (2000+ Facebook).
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

Sponsorship Opportunities

CAREGIVER SCHOLARSHIP SPONSOR \$ 1500 (3 available)

- Exhibit table: prime location/one (1) six foot table and two (2) chairs.
- Eighth page acknowledgment and name listed as an Exhibitor in conference program (300).
- Recognition on video screen (name only).
- Verbally recognized as a Caregiver Scholarship Sponsor.
- Opportunity to include approved promotional item in scholarship recipients totes.
- Complimentary conference registration for 2 employees.
- Lunch for two (2) employees.
- Recognition on conference website (name only).
- Recognition in the AASEF eNewsletter (name only).
- Enrollment in the Alzheimer's Workplace Alliance (AWA).

BREAKOUT SESSION SPONSOR \$ 1000 (8 available)

- Exhibit table: preferred location/one (1) six foot table and two (2) chairs.
- Name listed as an Exhibitor in the conference program (300).
- Recognition on video screen (name only).
- One sponsor sign displayed during a breakout session.
- Opportunity to place marketing materials on tables for specified break out session.
- Opportunity to introduce break out session speaker.
- Complimentary conference registration for 2 employees.
- Lunch for two (2) employees.
- Recognition on conference website (name only).
- Recognition in the AASEF eNewsletter (name only).

CONCESSION BREAK SPONSOR \$750 (2 available)

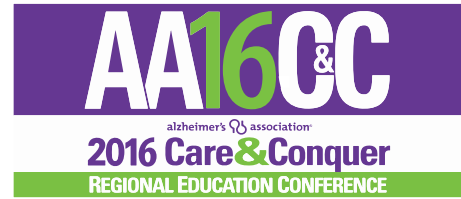
- Exhibit table: preferred location/one (1) six foot table and two (2) chairs.
- Name listed as an Exhibitor in the conference program (300).
- One (1) sponsor sign displayed during a "Concession Break".
- Lunch for two (2) employees.
- Recognition in the AASEF eNewsletter (name only).

EXHIBITORS \$400 / NON-PROFIT \$200

- Exhibit table: standard location/one (1) six foot table and two (2) chairs.
- Name listed as an Exhibitor in the conference program (300).
- Lunch for two (2) employees.



COMMITMENT FORM



The Alzheimer's Association will host its 2016 Care & Conquer Regional Education Conference on Thursday, April 14 at the Florida International University Koven Conference Center. The annual conference provides a full day of information, education and support from renowned dementia experts for caregivers, individuals living with Alzheimer's disease and professionals

Southeast Florida offers a variety of sponsorship opportunities that will provide your company with greater visibility in the communities where your employees work and live. Together, with your philanthropic support, we can lead the way to the end of Alzheimer's disease.

Yes, I would like to commit to becoming a sponsor for the 2016 Regional Education Conference on Thursday, April 14, 2016. Our corporate sponsorship will help raise awareness of Alzheimer's disease and support the Association's vision of a world without Alzheimer's disease.

Please indicate the sponsorship level for 2016:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor \$10,000 | <input type="checkbox"/> Exclusive Marketing Sponsor \$2,500 |
| <input type="checkbox"/> Keynote Speaker Sponsor \$7,500 | <input type="checkbox"/> Caregiver Scholarship Sponsor \$ 1500 |
| <input type="checkbox"/> Lunch Plenary Sponsor \$5,000 | <input type="checkbox"/> Breakout Session Sponsor \$ 1000 |
| <input type="checkbox"/> Opening/Breakfast Sponsor \$2,500 | <input type="checkbox"/> Concession Break Sponsor \$750 |
| <input type="checkbox"/> Closing/Door Prize Sponsor \$2,500 | <input type="checkbox"/> Exhibitors \$400 / Non-Profit \$200 |

Company name: _____

Contact name: _____

Authorized signature: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email: _____

Payment enclosed Pay Online

Mail to: Alzheimer's Association
3333 Forest Hill Blvd. West Palm Beach, FL 33406
Fax to: 561.967.0947
Email to: bgrasch@alz.org



The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's®.

Where Does the Money Go?

The Alzheimer's Association is the largest nonprofit voluntary health organization dedicated to accelerating the progress in prevention, cure and living with Alzheimer's disease. The Alzheimer's Association and each affiliated chapter share a single vision and mission and are incorporated as independent 501(c)(3) nonprofit entities. The funds raised through Walk to End Alzheimer's benefit the care, support and research efforts of the Alzheimer's Association. We strive to:

- Help families by continuing to provide and enhance programs focusing on education and support.
- Advance critical research studies into methods of treatment, prevention and ultimately, a cure.
- Speak up for the needs and rights of those facing Alzheimer's through our public policy initiatives.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance.