

alzheimer's  association®

31st Annual Wisconsin State Conference

May 7-9, 2017
Kalahari Resort
Wisconsin Dells

- ✓ **Sponsor**
- ✓ **Exhibit**
- ✓ **Advertise**

Wisconsin
State
Conference
620 S. 76th St.
Suite 160
Milwaukee,
Wisconsin
53214

Laurie Schill,
Executive Director
Greater
Wisconsin

Tom Hlavacek,
Executive Director
Southeastern
Wisconsin

Kari Paterson,
Executive Director
South Central
Wisconsin



ABOUT ALZHEIMER'S ASSOCIATION

Currently, more than 5 million Americans are living with Alzheimer's disease, and over 15 million are serving as their caregivers. The Alzheimer's Association® works to address the global Alzheimer's disease epidemic by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.



WE PROVIDE CARE AND SUPPORT TO THOSE IN NEED.



- › Our free nationwide 24/7 Helpline (800.272.3900) receives nearly 300,000 calls annually and is staffed by specialists and master's-level clinicians who offer information and referrals.
- › We offer peer or professionally led support groups for caregivers and others dealing with Alzheimer's disease.
- › Our Alzheimer's and Dementia Caregiver Center (alz.org/care) provides easy access to in-depth information and online tools.
- › We offer safety services, including MedicAlert® + Alzheimer's Association Safe Return®, providing assistance when someone with the disease wanders or has a medical emergency.
- › We provide the world's most comprehensive portfolio of meaningful early-stage programs.

WE EDUCATE AND RAISE AWARENESS TO GROW UNDERSTANDING.

- › Our education programs for the general public, both online and in person, feature information on topics such as diagnosis, warning signs, communication, living with Alzheimer's disease and caregiving techniques.
- › We provide health care professionals with the tools to diagnose Alzheimer's and to educate people with the disease on available therapies and resources.
- › We educate our nation's lawmakers on the Alzheimer's crisis and engage them in our efforts to fight the disease.
- › The Alzheimer's Association Green-Field Library (alz.org/library), is the nation's largest resource center devoted to increasing knowledge about Alzheimer's disease.

- › Our awareness campaigns explain the difference between Alzheimer's and typical aging, and the power of early detection.

WE ACCELERATE RESEARCH ACROSS THE GLOBE.

- › As the world's largest nonprofit funder of Alzheimer's research, we have awarded more than \$335 million to over 2,250 proposals, providing funding for critical advancements.
- › We bring the global research community together to collaborate, connect and address common challenges. The Alzheimer's Association International Conference® is the world's largest forum for the dementia research community.
- › We drive support for transformational projects such as the Dominantly Inherited Alzheimer's Network Trials Unit (DIANTU)



WE ADVOCATE FOR THE NEEDS AND RIGHTS OF THOSE FACING ALZHEIMER'S DISEASE.

- › We recruit advocates, nationwide, so that the need for Alzheimer's care, education and research is heard at every level of government.
- › We help to pass landmark legislation such as the National Alzheimer's Project Act, which mandated a national plan to fight Alzheimer's.
- › We call on the federal government to increase research funding and improve access to Alzheimer's diagnosis and care planning.

SPONSOR

The Wisconsin State Conference on Alzheimer's Disease and Related Dementias is one of the nation's largest educational forums dedicated to Alzheimer's disease. Coordinated annually by the Alzheimer's Association chapters of Wisconsin, this conference attracts nearly 1,000 professional and family caregivers, medical professionals and those experiencing dementia today.

Your sponsorship recognizes you as a partner of the Alzheimer's Association, the leading non-profit voluntary health organization in the world dedicated to Alzheimer's research, care and support.

Join us and lend your support to our 2017 conference!

SPONSORSHIP OPPORTUNITIES

Keynote/Gold Sponsor

\$5,000

- Opportunity to be the exclusive sponsor of one of these keynote speaking engagements
 - Sunday Evening caregiver banquet
 - Monday Morning
 - Tuesday Morning
 - Tuesday Closing
- Custom table tent materials featuring information on your business at each table during your assigned keynote session; copy provided by the sponsor
- Opportunity to include a full page advertisement in conference program used by attendees for 2.5 days
- Opportunity to include a promotional item/flyer in conference attendee bag (sponsor to supply promotional item – 1,000 pcs)
- Organizational logo and verbal recognition in opening and closing presentations
- Name and logo on cover of conference program
- Three (3) complimentary conference registrations
- Premium exhibit display table with two (2) tables in main traffic area
- Premium conference website recognition, including logo

Luncheon/Silver Sponsor

\$3,000

- Opportunity to sponsor one of these lunches or receptions:
 - Monday Lunch
 - Monday Evening Reception
 - Tuesday Lunch
- Custom table tent materials featuring information on your business at each table during your assigned session; copy provided by the sponsor
- Opportunity to include a promotional item/flyer in conference attendee bag (sponsor to supply promotional item – 1000 pcs)
- Verbal recognition in opening and closing presentations
- Name and logo in sponsor section of conference program
- Two (2) complimentary conference registrations
- Exhibit booth in prominent area placed in exhibit room area
- Prominent conference website recognition, including logo

Conference Bag Sponsor

\$2,500

- Company name and logo included on 1,000 conference attendee tote bags (dual branded bag with Alzheimer's Association logo)
- Company name on sponsor board at conference site
- Name listed in sponsor section of conference program
- Two (2) complimentary registrations
- Exhibit booth in exhibit room area
- Standard recognition of company name on conference website

Conference Notepad Sponsor

\$2,000

- Company logo printed on conference attendee notepad
- Company name on sponsor board at conference site
- Name listed in sponsor section of conference program
- One (1) complimentary registration
- Exhibit booth in exhibit room area
- Standard recognition of company name on conference website

Break-Time/Bronze Sponsor

\$1,500

- Company name and logo on break refreshments tables
- Company name on sponsor board at conference site
- Name listed in sponsor section of conference program
- One (1) complimentary registration
- Display table in Exhibit area (Monday only) 8x3 table (non-staffed)
- Standard recognition of company name on conference website

Supporting Sponsor

\$1,000

- Company name on sponsor board at conference site
- Name listed in sponsor section of conference program
- One (1) complimentary registration
- Display table in Exhibit area (Monday only) 8x3 table (non-staffed)
- Standard recognition of company name on conference website

State Conference Sponsorship Questions
Contact: Laurie Schill, Greater Wisconsin Chapter

Email: lschill@alz.org | Phone: 920.260.4522
Sponsorship commitments appreciated by December 1, 2016

Thank You for helping make a difference!

SPONSOR

agreement

Wisconsin State Conference Sponsorship Level Commitment

Keynote Sponsor
\$5,000 (Select one)
____ Sunday Evening
____ Monday Morning
____ Tuesday Morning
____ Tuesday Closing

Lunch/Reception Sponsor
\$3,000 (Select one)
____ Monday Lunch
____ Monday Reception
____ Tuesday Lunch

Conference Bag Sponsor - \$2,500
 Notepad Sponsor - \$2,000
 Break-Time Sponsor - \$1,500
 Supporting Sponsor - \$1,000

Contact Information

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____

Signature _____ Date _____
Company Representative Signature

Signature _____ Date _____
Alzheimer's Association Representative Signature

Payment Information

____ Please invoice our organization for this contribution (due prior to the conference)
____ Check enclosed (Check payable to: Alzheimer's Association)
____ Credit card payment

Card Number _____ Expiration Date _____ Security Code _____

Name on the Card _____ Cardholder Signature _____

Return this form to:

Alzheimer's Association Wisconsin State Conference
620 S. 76th Street, Suite 160
Milwaukee, Wisconsin 53214
Attn: Christina Packard

To ensure Sponsorship recognition benefits are inclusive in selected package, please respond by **December 1, 2016**.

If you are unable to lend your support, please respond below and return this form to address above.

_____ We are unable to support the Alzheimer's Association at this time.

EXHIBIT agreement

Complete this form to reserve your exhibit space. Booths are displayed Monday, May 8th of the conference. Payment must accompany this reservation form.

Contact Information

Exhibit Booth: _____ (List as you want it to appear on the booth ID sign.)

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

Booth Staff Person: _____ PHONE: _____

E-MAIL ADDRESS: _____ FAX: _____

Wisconsin State Conference Display Options

Exhibit Booth # of Booths _____

Display Table - # of Tables _____

Exhibit Fair Fees: includes lunch for 2 table representatives and one 6 ft table, pipe and drape backdrop. **Please note that exhibitors are not registered for the conference workshop sessions. Some options are available as space permits.**

____ Conference Center Lobby Hall \$500 (best visibility)

____ Conference Center Back/Side Hall/Exhibit Room \$350 (for-profit)

____ Conference Center Back/Side Hall/Exhibit Room \$250 (non-profit only)

____ Informational Display Table \$200 (for-profit)

(non-staffed space, no meal ticket)

____ Informational Display table \$100 (non-profit only)

(non-staffed space, no meal ticket)

____ Additional lunch ticket(s). Please add ____ lunch tickets at \$10 each.

\$ Total Due

Special Needs: _____

***NOTE: Ordering information for electricity and other display needs will be forwarded upon receipt of your booth reservation. Additional fees may apply.** The Alzheimer's Association shall not be liable for any injury to any exhibitor or loss or damage from any cause to the exhibitor's property or person. The exhibitor agrees to indemnify the above named party against and hold it harmless for and from any claim arising out of negligence of the exhibitor, its agents, volunteers, appointees or employees.

For Exhibit Questions, please call or email:

Kathy Davies

Ph: 715.869.2667

Email: kdavies@alz.org

Door Prizes Welcomed!

Door prizes awarded attendees. This is a great way to promote your products and services!

Yes, I/We will donate a door prize.

No, I/We are not interested at this time.

Payment Information - please print clearly

Check Enclosed (Payable to Alzheimer's Association)

MasterCard VISA Discover Am Ex

Account # _____

Expiration Date: _____ Security # (3 digits) _____

Name on Card: _____

Billing Address: _____

Cardholder Signature _____ Date: _____

Register early as space is limited.

www.alz.org/sewi

Return completed form, along with payment to:

Alzheimer's Association

Wisconsin State Conference

620 S. 76th Street, Suite 160

Milwaukee, Wisconsin 53214

Attn: Christina Packard

ADVERTISE

agreement

The Wisconsin State Conference on-site book is used by nearly all 1,000 guests of the Alzheimer's Association conference for the entire 3 day event. The opportunity to have your information at their fingertips is great visibility and exposure for your business or organization.

Advertising Commitment- *Art and payment due March 30th*

- _____ Full page color ad \$1,000
- _____ Half page color ad \$500
- _____ Quarter page color ad \$350

Advertising and Format Questions,
please call or email:

Robyn McGill
414.479.8800 or email: rmcgill@alz.org

Contact Information

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone(_____) _____

Signature _____ Date _____
Company Representative Signature

Signature _____ Date _____
Alzheimer's Association Representative Signature

Payment Information

_____ Please invoice our organization for this contribution (due prior to the conference)

_____ Check enclosed (Check payable to: Alzheimer's Association)

_____ Credit card payment

Card Number _____ Expiration Date ____/____ Security Code _____

Name on the Card _____ Cardholder Signature _____

Date: _____

Return this form to:

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Wisconsin State Conference
620 S. 76th Street, Suite 160
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Attn: Christina Packard

To ensure advertising space is reserved, please respond by March 30, 2017.