Alzheimer’s Association International Conference® 2021

RAI Amsterdam and Online
Amsterdam, Netherlands

July 25: In-Person Welcome Reception
July 26-30: Annual Conference
July 26-28: Exhibits
Get direct exposure to the world’s leading medical professionals involved in dementia care and neuroscience research

The Alzheimer’s Association International Conference (AAIC®) will bring together leaders from the global medical and scientific dementia researcher community. They are clinicians, scientists, and care providers who have regular contact with thousands of patients and they come to learn about the latest research, products, and solutions available in the treatment of Alzheimer’s and related dementias.

AAIC® 2019 was another record-breaking attendance!

Attendees represent the following disciplines/specialties:
- Neurology
- Gerontology
- Biochemistry
- Geriatrics
- Neuropsychology
- Social Work
- Neuroscience
- Nursing
- Pharmacology
- Geriatric Psychiatry
- Clinicians
- Radiology
- Clinical Psychology
- Social/Behavioral Care

Attendees are interested in the following products and services:
- Pharmaceuticals
- Bio-Chemicals and Reagents
- Diagnostic Testing
- Drug Development
- Imaging/Optical Instruments
- Neurocognitive Assessment
- Software
- Laboratory Equipment and Supplies
- Physiological Instruments
- Computer-Related Instruments
- Animal Models
- Publishers
- Hospice Care
- Nutrition Management

38% WERE FIRST-TIME ATTENDEES!

88% of exhibitors rated attendee quality Excellent/Good!

Attendees come from the following professional settings*:

- 42% – Academic/University
- 16% – Hospital or Clinic
- 8% – Independent Research Institute
- 11% – Nonprofit/Community-Based Program
- 4% – Private Practice/Residential Care
- 19% – Combination of Multiple Settings or Other Research Setting

* From the AAIC® 2019 registration and survey records
Join these leading organizations who exhibited at AAIC® in 2019*

4 Paws For Ability
Abcam
Acadia Pharmaceuticals
Advanced Targeting Systems
Ageless Innovation/Just for All Companion Pets
Aaltoida
Alzheimer Society of Canada
Alzheimer's Prevention Initiative
Alzheimer's Clinical Trials Consortium (ACTC)
Alzheimer's Disease International
Alzheimer's Drug Discovery Foundation
Alzheimer's Germ Quest
Alzheimer's Research & Prevention Foundation
Alzheimer's Research UK
American Brain Foundation
Amicus Brain Innovations
Atuka
Bachem Americas
Bentham Science Publishers
Bon Opus Biosciences
BrainCheck
BrainYell
C2N Diagnostics
Canadian Consortium on Neurodegeneration in Aging (CCNA)
Canadian Institutes of Health Research (CIHR)
Cedars-Sinai Medical Center
Charles River
Cleveland Clinic
CNS Vital Signs
Cognitini
COGNITION
Combios
 Consortium of Canadian Centres for Clinical Cognitive Research (CSCR)
CorTechs Labs
CTAD Congress
Cytox Ltd., Diagenode
Elisai
Elsevier
Euromimmun AG/PerkinElmer
Evolution Research Group
Firma Clinical
FUJIFILM Wako Pure Chemical Corporation
Fujit coils US
GE Healthcare
Genentech, A member of the Roche Group
Gerontological Society of America, The Global Alzheimer's Association Interactive Network (GAIN)
Grifols S.A.
Health and Retirement Study
IBL-America
Icometrix
International Psychogeriatric Association (IPA)
Intervivo Solutions Inc.
InvestAcure, PBC
IDS Press
The Jackson Laboratory
Life Line Screening
Lundbeck
MagQu Co., Ltd.
MD Health Care Supplies
MedBox by AmeriPharma
Merck
MODEL-AD/AMP-AD Knowledge Portal
NanoString Technologies
National Alzheimer's Coordinating Center
National Disease Research Interchange
National Institute on Aging
NORAD (National Repository for Alz. Disease)
Neurodiem, a service from Biogen
NeuroScience Associates
Neuro-Sys
NIAGADS (National Institute on Aging Genetics of Alzheimer’s Disease Data Storage Site)
NP Norms
Nutricia
OhioHealth
Optina Diagnostics
Organization for Human Brain Mapping
Paradigm
PARO Robots
Phoenix Pharmaceuticals
PPD Biotech
PRA Health Sciences
Practical Neurology
Prescient Imaging
Proteintech Group
Public Health Agency of Canada (PHAC)
QMENTA
QPS
Quarterly Corporation
Quantib BV
Quest Diagnostics
Cynaps
Rosman Search
rPeptide
RWD Life Science
Savonix
Shimadzu Scientific Instruments
Signant Health
StudyKIK
Suven Life Sciences Limited
Syneos Health
Synteract
Tombot
The United Consortium
The University of Edinburgh
University of Florida Health
USC Leonard Davis School of Gerontology
UTSA College of Sciences
Veltiget
Worldwide Clinical Trials
*Company names in bold are 2019 sponsors

91% of exhibitors said the AAIC® in 2019 Exceeded (or met) Expectations for Obtaining Sales Leads

Traffic drivers to maximize your ROI

The Alzheimer's Association provides these added in-person exhibit hall features to attract attendees and ensure your exhibiting success*:

- Two (2) complimentary attendee beverage and snack breaks located in the exhibit hall each day
- Poster Presentations located inside the exhibit hall and scheduled twice daily
- Attendee Lounge located in the center of the exhibit hall for networking and meetings
- Exhibit Hall Café for attendees seating during the lunch hour

Exhibit Stand Rental: USD (Increments of 10’ x 10’ or 3m x 3m)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth Rate</td>
<td>$39.50 per sq. ft. or $439.00 per sq. meter</td>
</tr>
<tr>
<td>Publishers Rate</td>
<td>$18.00 per sq. ft. or $200.00 per sq. meter</td>
</tr>
<tr>
<td>Government Rate</td>
<td>$995.00 per 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>University Rate</td>
<td>$995.00 per 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>Non-Profit Rate</td>
<td>$1,395.00 for one 10’ x 10’ or 3m x 3m booth package</td>
</tr>
<tr>
<td>Corner Charge</td>
<td>$250.00 per open corner for In-Line Stands</td>
</tr>
</tbody>
</table>

Booth rental includes these added benefits!*

1. Complimentary attendee list with email addresses and mailing information for one-time use (GDPR compliant)
2. Three (3) Exhibit Staff Badges (additional badges earned based on booth size)
3. Complimentary WiFi Internet access on the exhibit hall floor
4. Shell scheme booth structure
5. Complimentary access to the Welcome Reception with an Exhibit Staff Badge
6. Complimentary listing in the AAIC mobile app
7. Complimentary listing in the print and online exhibitor guide that includes contact information and product description

*Exhibit booth benefits are subject to change based on the final format of AAIC21
To connect with this virtual audience, exhibitors will have access to a robust, interactive virtual exhibit booth with the following features:

- Platform training one week prior to the virtual event to demonstrate how to interact with attendees and get the most out of your virtual experience
- Ability to upload customized graphics to create eye-catching displays
- Company logo and product/service description
- Booth staff contact information
- Content links to social media and company website
- Ability to upload documents and recorded videos
- Communication portal for inquiries up to 30 days after the event
- Pre-show registrant list with email addresses and mailing information for one-time use (GDPR compliant)
- Complimentary registration for the virtual conference
- Metrics portfolio on booth traffic (who visited your booth, downloaded your PDF, clicked on your video, etc.)

*Exhibit booth features are subject to change with the final design of the virtual exhibit hall.

**Standard Booth Example:** $1,500 ($750 non-profit rate)

**Extend your brand beyond your virtual booth!**

Virtual Product Theater—$5,000 (Limited availability)
As a product theater supporter, you can host a 15-30 minute promotional presentation showcasing your company, product/brand or latest research. The presentation will be in a highly visible area on the virtual platform and easy for attendees to access. You will receive a list of registrants who attended the presentation at the conclusion of the conference.

*Layout subject to change*