



Mayo Clinic Conference on Brain Health & Dementia

in collaboration with AARP & the
Alzheimer's Association

November 4, 2023
ROCHESTER, MINNESOTA
Mayo Civic Center

SPONSORSHIP PROSPECTUS

Paths to Emotional Wellness

The 2023 hybrid (in person and live streaming) conference will integrate the important theme of emotional wellness. Highlights include:

- Professional track (CEU's offered) to enhance dementia care knowledge and skills from a cultural, emotional, and psychosocial perspective.
- Drs. Ronald Petersen (Mayo Clinic) and Kristine Yaffe (UCSF) discuss ways to reduce dementia risk and will provide recent updates on new and emerging treatments for dementia.
- Dr. Ericka Tung (Mayo Clinic) will overview how to create a 'well-being roadmap' after a dementia diagnosis.
- Care partners will be offered practical approaches to overcoming the day-to-day challenges of caregiving with opportunities to experience self-care practices.
- Art, music, connection, faith, mindfulness, purpose, movement, community, and skillful communication will be examined as sources of well-being for older adults and those affected by dementia.
- Over 2-hours of flex time for participants to visit tables and learn about your organization and what you have to offer!

We invite you/your organization to be an integral part of our conference by being a sponsor. Learn about the options available on the pages that follow.

SPONSORSHIP OPPORTUNITIES

Gold Sponsor \$10,000

- Premier on-site exhibit table location with complimentary admission for two individuals (includes lunch)
- Name/logo recognition on digital screens throughout the conference
- Name recognition during opening conference announcements
- Company promotional flyer represented at registration
- Two invitations to the Pre-Conference Professional Networking Reception

Silver Sponsor \$5,000

- On-site exhibit table with complimentary admission for two individuals (includes lunch)
- Name/logo recognition on digital screens throughout the conference
- Name recognition during opening conference announcements
- Two invitations to the Pre-Conference Professional Networking Reception

Exhibitor \$2,500

- On-site exhibit table (includes lunch)
- Two invitations to the Pre-Conference Professional Networking Reception

Special Sponsorship: Tote Bag \$5000 (exclusive)

- Logo recognition on tote bags used by attendees on-site
- Company promotional flyer represented at registration

Special Sponsorship: Badge Lanyard \$3,000 (exclusive)

- Name/logo recognition on the lanyards used by attendees on site

DEFINITIONS AND DETAILS

On-Site Exhibit Table

Exhibiting on-site offers face to face interaction with conference attendees to exchange ideas, share information, educate, enhance awareness, and create ongoing relationships. Exhibit space includes a 6-foot table, two chairs, waste container, electrical access (upon request), and Wi-Fi. Tables will be conveniently located outside of the conference ballroom. Conference attendees will have up to 2 hours to visit exhibit tables over the course of the event. Due to ACCME guidelines, exhibitor's may only distribute educational promotional materials at their exhibit space. Distribution of noneducational items such as pens, notepads, pharmaceuticals, or product samples is prohibited.

Name/Logo Recognition on Digital Screens

At the start of the day and during breaks and lunch, on-site attendees will see the names and logos of sponsors on digital screens.

Name Recognition During Opening Conference Announcements

All Sponsors will be acknowledged from the podium during the opening conference remarks.

Company Promotional Flyer

Promotional piece, max size 8.5" x 11 to be available at the registration station. The sponsor must provide copies of the insert at their own cost and ship it directly to Mayo Clinic no later than **October 15, 2023**.

Tote Bag Sponsor

Recognition of your company name/logo on tote bags used by on-site attendees. Deadline to commit is **September 20, 2023**. The Tote Bag Sponsor is permitted one promotional insert to be inserted into each conference tote bag prior to the event (details above).

Badge Lanyard Sponsor

Recognition of your company name/logo on the lanyards used by attendees on-site. Deadline for commitment is **September 20, 2023**