

Mesulam Center
for Cognitive Neurology & Alzheimer's Disease

30th Annual Alzheimer Day

Friday, May 3, 2024 | 9:00 AM - 2:30 PM CT

Sponsorship Opportunities

About Alzheimer Day

Northwestern Alzheimer Day was established to showcase Alzheimer's research conducted throughout Northwestern and to bring this information to the community.

Attendees will have the opportunity to connect with community members, and researchers over lunch and through the presentation of research posters. Dr. Gil Rabinovic will provide our Mendelson Lecture followed by a Quality of Life Symposium, Poster Session, and Lunch. The day will also include a Vendor Fair. Attendance is free to the public.

Why You Should Participate

By participating in the 30th Annual Alzheimer Day, you can promote your organization's programs, products, or services to over an anticipated 350 attendees, including patients, families, clinicians, and members of the general community.

Attendees will have multiple opportunities to visit resource tables throughout the day, providing them a chance to connect and interact with vendors.

Alzheimer Day Agenda

9:00 – 10:00 AM	Registration and Vendor Fair
10:00 – 10:30 AM	Welcome, State of the Center, and Duncan Prize
10:30 – 11:30 AM	Mendelson Lecture: <i>The Molecular Era of Alzheimer's Disease Diagnosis and Treatment</i>
11:45 – 1:00 PM	Quality of Life Symposium <i>Sponsored by the Glen and Wendy Miller Family Foundation</i>
1:00 – 2:30 PM	Lunch, Research Poster Session, and Vendor Fair



Mendelson Lecture:

Gil Rabinovici, MD

Edward Fein & Pearl Landrith Distinguished Professor

Director, UCSF Alzheimer's Disease Research Center

University of California, San Francisco (UCSF)

About the Mesulam Center for Cognitive Neurology and Alzheimer's Disease

Clinical Services

Northwestern Medicine's Neurobehavior and Memory Clinic is designed to meet the needs of persons experiencing memory loss or other symptoms of dementia and their families. Over 1,500 patients are seen each year at our clinic by a staff of behavioral neurologists, neuropsychiatrists, neuropsychologists, and social workers. Services include:

- Initial evaluation and continued care by behavioral neurologists who specialize in the diagnosis and treatment of dementia syndromes
- Evaluation of memory and other thinking abilities with the use of specialized tests given by clinical neuropsychologists
- Management of medication for memory disorders
- The opportunity to participate in clinical research and clinical drug trials
- Psychiatric evaluation and treatment for mood and behavior disorders associated with neurological disease
- Education and counseling for patients and families
- Symptom specific interventions and strategies
- Information and referral to other support services

Research

Scientific directions at the Mesulam Center include:

- Conducting research on the neurobiology of brain aging, Alzheimer's and related dementias
- Treatment and prevention of dementia including clinical trials of new drug therapies for Alzheimer's disease (AD) and Frontotemporal dementia (FTD), or those at risk for AD
- Determining causes, risks and treatments for primary progressive aphasia (PPA), FTD, and other younger onset dementias
- Identifying brain, genetic, and lifestyle factors associated with "SuperAging"
- Understanding the nature of cognitive and behavioral changes in mild cognitive impairment (MCI), AD, and related dementias
- Developing personalized diagnostic, clinical care, and intervention modalities

Family Buddy Program

The Glen and Wendy Miller Family Buddy Program pairs first-year medical students with people living with early-stage dementia for a mutually-enriching experience over the course of an academic year. The program provides a mentorship opportunity and social engagement for persons with Alzheimer's and other forms of cognitive impairment.

Education and Community Engagement

The Mesulam Center has a long history of working with diverse and traditionally underrepresented minority communities to raise dementia awareness and engage in mutually beneficial partnerships. Our educational mission is to disseminate knowledge related to dementia to communities; including research scientists, clinicians, and persons living with dementia and their families with a particular emphasis on engaging communities historically underrepresented in research. Our partnerships are a central component of our education and community engagement efforts. We have strong partnership with several organizations in Chicago who serve under-resourced communities. Our collaborations with the Francis J Atlas Regional Senior Center, South Loop Village, and the Endeleo Institute in particular, allow the Mesulam Center to reach these populations.

In addition to our annual Alzheimer Day, the Mesulam Center offers programs tailored to a community stakeholder's needs such as:

- Brain health/healthy aging
- What is Dementia? Medical and non-medical treatments
- Family caregiving for persons living with dementia
- Community resources for individuals and families living with dementia
- Research opportunities in aging and dementia
- Creative arts, including music programming

Sponsorship Opportunities

Sponsorship Levels

Platinum: \$6,000

Everything in Gold, plus:

- Two (2) Invitations to pre-AD Day dinner with distinguished Northwestern faculty, physicians, and researchers
- Featured three (3) times with written recognition/logo on conference PowerPoint Slide
- Full-page ad at the front of abstract book, in color

Gold: \$3,000

- Acknowledgment on AD Day invitation (deadlines permitting)
- Acknowledgment on AD Day email announcement
- Written recognition/logo on Mesulam Center website
- One (1) invitation to pre-AD Day dinner with distinguished Northwestern faculty, physicians, and researchers
- Written recognition on signage at event
- Resource table in a premier location
- Full-page ad in abstract book
- Written recognition in abstract book
- Written recognition/logo on conference PowerPoint slide
- Verbal acknowledgment from podium

Silver: \$1,500

- Written recognition/logo on Mesulam Center website
- Written recognition on signage at event
- Resource table
- Full-page ad in abstract book
- Written recognition in abstract book
- Written recognition on conference PowerPoint slide

Bronze: \$750

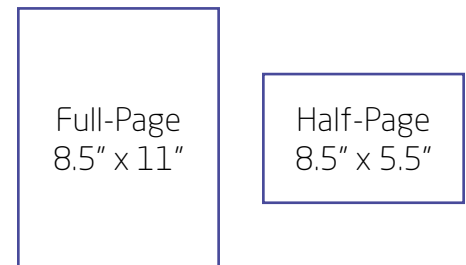
- Resource table
- Half-page ad in abstract book
- Written recognition in abstract book
- Written recognition on conference PowerPoint slide

Advertisers

Full-Page Advertisement:
\$500

Half-Page Advertisement:
\$250

Advertisement Specifications



There will be a designated area for sponsors to publicize their programs and services to attendees. Price includes skirted table and two (2) chairs. It does not include access to an electrical outlet.

The abstract book is 8 1/2" X 11" with advertisements printed in black and white. Advertisements must be sent as PDF files.

Completed applications and advertisement files are due by March 8, 2024.

Resource table space is limited.

30th Annual Alzheimer Day Sponsorship Application

Sponsorship

Please check one of the boxes below. All packages include one advertisement.

Platinum:
\$6,000

Gold:
\$3,000

Silver:
\$1,500

Bronze:
\$750

Advertisements

If you are not choosing a sponsorship package, please check one of the boxes below. These will be in black and white only.

Full Page:
\$500

Half-Page:
\$250

Total Amount Due: \$_____

Contact Information

Company/Organization Name: _____

Contact Name: _____

E-mail Address: _____

Phone Number: _____

Street Address: _____

City, State, Zip: _____

Please make checks payable to Northwestern University or the Mesulam Center. We are unable to accept credit card payments at this time.

Please email logo files to paige.barenthin@northwestern.edu. Completed applications can be sent via email, fax, or mail. Applications and advertisement files must be received by **March 8, 2024**.

Please Mail To: Mesulam Center of Cognitive Neurology and Alzheimer's Disease, FSM
Attention: Paige Barenthin
300 E. Superior Street, Tarry 8
Chicago, Illinois 60611

Phone: (312) 908-9339

Fax: (312) 908-8789

For more information, please visit our website: www.brain.northwestern.edu/rsvp.

Mesulam Center for Cognitive
Neurology and Alzheimer's Disease

Join us at the Mesulam Center

Whether virtual or in-person, we offer a variety of events, including conferences and seminars for our community.

Learn more at brain.northwestern.edu

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