

AAL FORUM

ACTIVE AGEING: SMART SOLUTIONS, NEW MARKETS

SAVE THE DATE
15-17TH
SEPTEMBER 2010
ODENSE, DENMARK



European Commission
Information Society and Media



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Sponsorship and Exhibition Opportunities

Odense, Denmark 15-17 September, 2010

Held for the second time in Europe, the AAL Forum 2010 will serve as an information and discussion platform on innovative and advanced solutions for independent aging. The event will bring more than 800 vendors, buyers, stakeholders, researchers and end users from Europe and beyond to Odense Congress Centre (OCC), Denmark. A one day Investment Forum prior to the conference will attract public and private investors to focus on accelerating the path from innovation to markets. Showcase your products and services and your involvement in the AAL market to a premier audience in Europe.

Conference Corporate Sponsors

Platinum Sponsor (€40,000)

Maximum number: 3 – by invitation only

Benefits:

- Opportunity for an exclusive leadership presentation as part of the overall AAL programme (30 min)
- Private lounge in proximity to the exhibition that can be used for private meetings, press conferences, receptions etc.
- Three complimentary AAL Forum registrations
- 18 sqm floor space (two 3m X 3m units) in the exhibition area, including four exhibitor registrations; additional units may be purchased at standard rates
- Company logo and name on the AAL Forum website and in printed AAL Forum programme
- Company logo in all other marketing materials and onsite signage
- Company logo on AAL Forum delegate bags
- Company logo in revolving slide shows in plenary and breakout session rooms
- Full page advertisement in printed AAL Forum programme
- Verbal recognition in the opening ceremony

Conference Corporate Sponsors

Gold Sponsor (€20,000)

Maximum number: 6

Benefits:

- Opportunity for participation in panel discussion along other industry representatives with presentation on company activities in AAL (5 min)
- Three complimentary AAL Forum registrations
- 9 sqm floor space (one 3m X 3m unit) in the exhibition area, including two exhibitor registrations; additional units may be purchased at standard rates
- Company logo and name on the AAL Forum website and in printed AAL Forum programme
- Company logo in all other marketing materials and onsite signage
- Company logo in revolving slide shows in plenary and breakout session rooms
- Half page advertisement in printed AAL Forum programme

Additional opportunities

Business lounge (€10,000)

Private area in proximity to the exhibition that can be used for private meetings, press conferences, receptions etc.

Delegate bags (€ 10,000)

The Sponsor of the delegate bags will be entitled to have the company name/logo (or product name and logo) printed on all delegate bags.

Delegate lanyards (€4,000)

The Sponsor of the delegate lanyards is entitled to have the company name/logo (or product name and logo) printed on the badge lanyard handed to each delegate.

Notepads and pens (€ 4,000)

The Sponsor of the notepads and pens will be entitled to have the company name/logo (or product name and logo) printed on the notepads and pens handed to each delegate in the delegate bags.

Insert in congress bag (€ 5,000)

A one-page printed insert of choice (max one A4) to be included in each delegate bag. Insert to be produced by the sponsor.

Advertisements in the onsite programme (€ 5,000)

Place a ½ page company/product advertisement in the printed programme.

Forum lunch (€ 10,000)

Receive exclusive visibility over lunch by serving as lunch sponsor. Sponsor can post up to four rollups or other visual signs featuring sponsor logo during the lunch.

Forum coffee break (€ 5,000)

Receive exclusive visibility over a morning or afternoon coffee break by serving as coffee break sponsor. Sponsor can post up to four rollups or other visual signs featuring sponsor logo during the coffee break.

Internet station sponsor (€10,000)

Receive exclusive visibility and recognition in the onsite conference programme as the provider of the internet stations. Set the default webpage to your company homepage or another website of your choice. This sponsorship comes with one insert in the conference delegate bags.

Wireless internet access (€ 8,000)

Receive exclusive visibility and recognition in the onsite conference programme as the provider of wireless internet access for AAL Forum participants. This sponsorship comes with one insert in the conference delegate bags.

Customised opportunities

The famous Kolding School of Design is producing badges, keyhangers and other AAL Forum-branded items. Inquire about opportunities for visibility and associate your company with innovative Danish design.

Or benefit from the unique visibility and media presence at AAL Forum to organize your

- Product launch
- Client reception or dinner
- Satellite meeting

We will assist you in event logistics, communications and media relations to maximize turnout and meet your objectives.

Exhibition

The exhibition will enjoy considerable visibility and attention. It will be opened by a member of the Danish royal family and begin with a VIP tour in the afternoon of Wednesday, 15 September followed by an opening reception on the exhibition floor.

The Exhibition will be open all day on 16 September for AAL Forum delegates. Additional visitor groups will include participants in the first AAL Investment Forum for public and private investors on 14/15 September, and Danish public officials and buyers attending a satellite event on 16 September. As a result there will be multiple opportunities for contact with current and potential customers, clients and funders.

Join the exhibition! Exhibition space is sold in 3m X 3m = 9sqm units. A shell scheme is mandatory to separate your booth from your neighbor's, unless your exhibition stand is a stand-alone structure.

Contract received:	on/before 11 June 2010	on 12 June 2010 or later
Space only	€2,000	€2,500
Shell scheme	€2,400	€3,000
Corner	€400	€400

Benefits

- Two exhibitor registrations (no access to AAL Forum programme) per unit
- One full AAL Forum registration per unit
- Product or company description in the AAL Forum programme

For more information or to place your order please contact:

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