

**AAL FORUM 2012**

**TOMORROW IN SIGHT:  
FROM DESIGN TO DELIVERY**

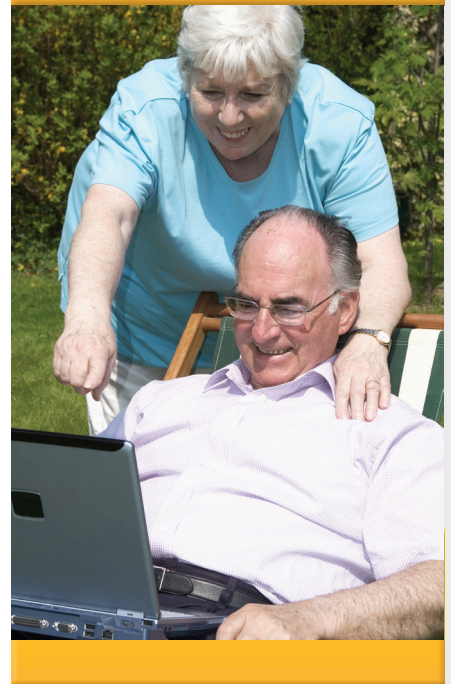
**AAL FORUM 2012  
INSPIRING MEETING PLACE**



**AAL - AMBIENT ASSISTED LIVING JOINT PROGRAMME**  
ICT for ageing well

## SPONSOR PROPOSAL

From 24 to 27 September Eindhoven lives and breathes Ambient Assisted Living (AAL). The AAL Forum 2012 concerns themes like promoting the quality of life and independence as well as how innovative ICT-based products and services can help support the course of growing old. The AAL Joint Programme, the Ministry of Health, Welfare and Sport, the Province of Noord-Brabant, Brainport Development, Eindhoven Municipality and the Smart Homes Foundation are organising one of the most important European events of 2012. The Evoluon will be bursting with the knowledge, ideas and solutions of more than 1000 participants from across Europe. The AAL Forum 2012 is the inspiring meeting place for international researchers, entrepreneurs, health institutions and policymakers.



The AAL Venture Days are part of the AAL Forum 2012 that bring together Dutch and international investors and rapidly growing high-tech companies from Brainport Eindhoven Region, the Netherlands and the rest of Europe. This event, on 25 and 26 September, sees innovative entrepreneurs and companies present their own view of the sector, their strategy and the business possibilities.

Both days have their own profile, with outstanding people from industry and leading international investors present. AAL Venture Day 1 gives a prominent stage to innovative technologies that improve the quality of life in an ageing society, with organisations that actively encourage innovation in growth enterprises through participation and international cooperation and growth. During AAL Venture Day 2 ten leading growth entrepreneurs will present themselves to an audience of international venture capitalists and corporate investors.

Investors can also indicate what their specific area of interest in participations and partnering in the growth of high-tech companies. All of Europe is ageing: demand for care among the elderly is rising and so are the costs. Efficient use of ICT offers solutions to limit the negative impact of this ageing, at both individual and macro level. AAL stands for Ambient Assisted Living, a composite of Ambient Assisted Intelligence and Assisted Living. The goal of the AAL Association is to promote the quality of life, independence, social participation and extended working life of the 'elderly'. The subsidiary aim is to reduce the costs by boosting efficiency through the use of ICT products.



Ministry of Health, Welfare and Sport

Provincie Noord-Brabant



City of Eindhoven



Smart Homes



Brainport  
Eindhoven

## GOAL

The goal of the AAL Forum 2012 is to synthesise policy and ICT technology in the area of Ambient Assisted Living. Hence incentives for investment in the development of AAL solutions for implementation on a large scale. The programme sees the exchange among the participants of European research results, examples from practice, products, ideas and, indeed, solutions. In other words, a clustering of future opportunities for entrepreneurs, researchers and care institutions.



## ➤ TARGET GROUPS, AT REGIONAL, NATIONAL AND INTERNATIONAL LEVEL

- Boards and administrators from the care and welfare sector;
- Boards and administrators from the European Union and the Ministry of VWS;
- Authoritative players from industry;
- Key actors in the field of industry and innovation;
- Investors, companies, entrepreneurs, research institutions and public purchasers;
- Academics and researchers;
- Of course, the elderly.

## ➤ THE AMBITIONS OF THE AAL FORUM 2012

- To encourage networking and community building;
- To analyse the discrepancy between policy and technology and steer by results;
- To build bridges with investors during AAL Venture Days;
- To create European and national policy in respect of AAL;
- To create links to other relevant EU programmes;
- To translate research innovations into business opportunities and concrete applications

## ➤ THE FOUR THEMES

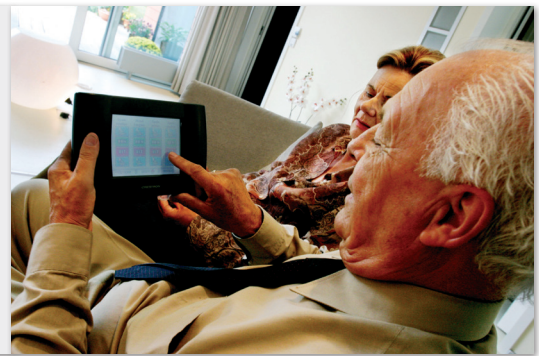
- EU, national and regional policy in respect of AAL;
- Results of ongoing AAL-related projects;
- Exploitation, business plans, investments; from development to end product;
- Pioneering and inspiring ideas.

## ➤ THE AAL FORUM 2012 PROGRAMME OFFERS:

- Lectures, workshops, pitches, a commercial exhibition fair, country pavilions, field visits and especially promising meetings;
- The AAL Venture Days; where idea and capital find each other;
- Young Researcher Programme;
- Launch of the European Innovation Partnership (EIP);
- Meet & Greet sessions.

## GIVING AND TAKING KNOWLEDGE

The intention is that the scheduled 1200 visitors do not only take knowledge but bring their own knowledge with them. The programme is thus a unique means of enabling personal contact (networking) and prompts new partnerships and further development. Innovations in the care sector signify a promising economic trend, and participation in the programme gives visitors plenty of opportunity.



## PROMOTING YOUR ORGANISATION

- With more than 100 exhibitors and 1000+ visitors expected, this is the place to promote your product and/or service to an interested target group. So why should you take part?
  - Exhibit and network the best projects at the AAL Forum to discover new business opportunities.
  - For you the AAL Forum 2012 is the ideal opportunity to promote your organisation.
- The sponsoring options below can help your organisation get the best possible attention.

## PARTICIPATION LEVELS

<b>Participation level 1</b>	VIP	Maximum 1 to 3 sponsors	€ 60,000
<b>Participation level 2</b>	Diamond	Maximum 5 sponsors	€ 30,000
<b>Participation level 3</b>	Platinum	Maximum 5 sponsors	from € 25,000 to € 5,000
<b>Participation level 4</b>	Gold	No maximum	from € 25,000 to € 5,000

## PARTICIPATION LEVEL 1 THIS IS WHAT YOU GET

### VIP Exposure € 60,000

- Opportunity to speak and exposure during the Plenary Opening on Tuesday morning in the Evoluon;
  - Exposure during the Grand Opening on Monday evening in the Frits Philips Music Centre;
  - Participation in the VIP Tour with field visits on Monday afternoon (visit to various smart care projects in Brabant);
  - 1 VIP Zone exhibition space during the exhibition fair days on Tuesday and Wednesday;
  - Own parallel session on the AAL Venture Days;
  - Participation in the Cocktail Party on Tuesday evening;
  - VIP Diner Venture Forum on Tuesday evening at the Karpendonkse Hoeve;
  - Presence at the Grand Finale, Walking Diner & Party on Wednesday evening;
  - 5 full accreditations; participation in the complete programme;
  - Exposure in communication media concerning the AAL Forum 2012;
  - Company or product logo with link to your organisation on the AAL Forum 2012 website;
  - Company logo in the AAL app with link to website;
  - Dynamic presence via social media;
  - Company logo in and around the Evoluon.

## PARTICIPATION LEVEL 2 THIS IS WHAT YOU GET

### Diamond Exposure € 30,000

- Exposure during the Grand Opening on Monday evening in the Frits Philips Music Centre;
- Participation in the VIP Tour with field visits on Monday afternoon (visit to various smart care projects in Brabant);
- 1 exhibition space during the exhibition fair days on Tuesday and Wednesday;
- Participation in a parallel session on the AAL Venture Days;
- Participation in the Cocktail Party on Tuesday evening;
- Presence at the Grand Finale, Walking Diner & Party on Wednesday evening;
- 3 full accreditations; participation in the complete programme;
- Exposure in communication media concerning the AAL Forum 2012;
- Company or product logo with link to your organisation on the AAL Forum 2012 website;
- Company logo in the AAL app with link to website;
- Dynamic presence via social media;
- Company logo in and around the Evoluon.

## PARTICIPATION LEVEL 3 THIS IS WHAT YOU GET

### Platinum Exposure € 25,000

- Participation in the Grand Opening on Monday evening in the Frits Philips Music Centre;
- Participation in the VIP Tour with field visits on Monday afternoon;
- 3 full accreditations; participation in the complete programme;
- Participation in the Cocktail Party on Tuesday evening;
- Participation in the Grand Finale, Walking Diner & Party on Wednesday evening;
- 1 Exhibition space in the Evoluon;
- Company or product logo with link to your organisation on the AAL Forum 2012 website;
- Exposure in communication media concerning the AAL Forum 2012;
- Company logo in the AAL app with link to website;
- Company logo in and around the Evoluon.

## PARTICIPATION LEVEL 3 THIS IS WHAT YOU GET

### Platinum Exposure € 10,000

- 2 full accreditations; participation in the complete programme;
- Participation in the Grand Opening on Monday evening in the Frits Philips Music Centre;
- Participation in the Cocktail Party on Tuesday evening;
- Participation in the Grand Finale, Walking Diner & Party on Wednesday evening;
- Company or product logo with link to your organisation on the AAL Forum 2012 website;
- Company logo on the event programme;
- Company logo in the AAL app with link to website.

## PARTICIPATION LEVEL 3 THIS IS WHAT YOU GET

### Platinum Exposure € 5,000

- 2 full accreditations; participation in the complete programme;
- Participation in the Grand Opening on Monday evening in the Frits Philips Music Centre;
- Participation in the Cocktail Party on Tuesday evening;
- Participation in the Grand Finale, Walking Diner & Party on Wednesday evening;
- Company or product logo with link to your organisation on the AAL Forum 2012 website;
- Company logo on the event programme;
- Company logo in the AAL app with link to website.

## PARTICIPATION LEVEL 4 THIS IS WHAT YOU GET

### Gold Exposure € 25,000 to € 5,000

In consultation:

- 1 Exhibition space during the exhibition fair days on Tuesday and Wednesday;
- Sponsoring coffee breaks;
- Sponsoring lunches;
- Sponsoring the VIP Tour on Monday afternoon;
- Sponsoring the Grand Opening on Monday evening in the Frits Philips Music Centre;
- Sponsoring the Cocktail Party on Tuesday evening;
- Sponsoring during the VIP Diner Venture Forum on Tuesday evening at the Karpendonkse Hoeve;
- Sponsoring the Grand Finale, Walking Diner & Party on Wednesday evening;
- Gadget or brochure in the conference bag.

## INFORMATION

For more information use our contactform  
via [www.aalforum.eu](http://www.aalforum.eu)

