



The Association for Frontotemporal Degeneration  
**Education Conference & Annual Meeting**

# 2012 Conference Sponsorship Packet for Corporations

*when:*

**Friday, April 27, 2012**

11:30 a.m. - 6:00 p.m.

*where:*

**Westin Buckhead Atlanta**

3391 Peachtree Road NE

Atlanta, GA 30326

*hosted by:*



The Association for  
Frontotemporal Degeneration  
*Opening the gateway to help and a cure*

## About the Conference

AFTD's education conference is a day dedicated to the patients, families and professionals who comprise our growing community. Although each family's experience is unique, there are many struggles and issues that are common to all. AFTD seeks each year to provide valuable information that individuals can use while affirming their experiences with this rare disease. The half-day structure, breakouts and social reception are deliberate efforts to invite informal networking among participants, facilitators and AFTD board and staff.

For the 2012 conference, AFTD proudly collaborates with colleagues at the Emory University School of Medicine to plan and lead the education sessions. Dr. William Hu, Assistant Professor of Neurology, will provide the main address on advances in medical research and care. In addition to his work with patients at Emory Dr. Hu conducts clinical research on FTD and the development of biomarkers.



## Who Should Attend

This conference is a great way for caregivers to connect with other caregivers, as well as with healthcare and medical professionals and organizations that provide support or resources for caregivers and patients. Conference sponsorship opportunities are listed at the back of this packet.

## Why Your Sponsorship Matters

In order to keep the cost of the conference to a minimum for our attendees, there is no registration fee. Your sponsorship helps AFTD cover the costs of lunch, the facilities and the networking social following the conference. For many families, this is the one opportunity each year to connect with others whose lives are affected by FTD.

## 2011 Boston Recap

On Friday, June 10, 2011 approximately 170 people attended the AFTD Caregiver Conference and Annual Meeting at the Cambridge Marriott in Boston, Massachusetts. Joining family caregivers were members of AFTD's board of directors and several professionals who received continuing education credits for their participation. Caregivers came from across the U.S. and as far away as France and Nigeria. Participants attended breakout sessions, which permitted more focused discussions.

Author of nine novels and *New York Times* essayist Elinor Lipman gave the opening address entitled *The Beginning, the Middle, the End: An FTD Wife's Story*. Ms. Lipman drew laughs and tears from the audience as she recounted the different stages of life with her husband Bob, who passed away from FTD in 2009.

Dr. Bradford Dickerson, neurologist and director of the Frontotemporal Disorders Unit at Massachusetts General Hospital, gave the keynote address, *Frontotemporal Degeneration: New Tools for Early Diagnosis and Monitoring Set the Stage for Treatment Trials*. Dr. Dickerson spoke about the spectrum of diseases that comprise FTD and how their "overlap" with one another further complicates accurate diagnosis. He also spoke of the advances in diagnostic imaging as well as the importance of developing biomarkers for FTD.

### Past Conference Locales:

2011 - Boston, MA  
2010 - Fort Worth, TX  
2009 - Los Angeles, CA  
2008 - Baltimore, MD

# Frontotemporal Degeneration:

## Fast Facts



Frontotemporal degeneration (FTD), also commonly referred to as frontotemporal dementia, fronto-temporal lobar degeneration (FTLD), or Picks disease, is a disease process that causes changes in behavior and personality, language and/or motor skills, and a deterioration in a person's ability to function.

FTD is distinct from other forms of dementia in two important ways:

- Onset of FTD often occurs in a person's 50s and 60s; the average age of diagnosis is about 60, which is a full 10 years before the average Alzheimer patient is diagnosed. Thus, FTD can affect work and family in a way dementia in older patients does not.
- The hallmark of FTD is a gradual, progressive decline in behavior and/or language (with memory usually relatively preserved). As the disease progresses, these deficits cause significant impairment in social and/or occupational functioning and result in an increasing dependency on caregivers.

FTD affects an estimated 50,000-60,000 Americans (Knopman, 2011; CurePSP, [www.psp.org](http://www.psp.org)).

FTD represents an estimated 10%-20% of all dementia cases. It is recognized as one of the most common presenile dementias (meaning it occurs in a younger population).

The prevalence world wide is uncertain with estimates of FTD amongst people ages 45 to 64 between 15-22 per 100,000 (Knopman, 2011).

Frontotemporal degeneration is characterized by progressive atrophy of the brain, particularly the frontal and/or temporal lobes, the parts of the brain that control "executive functions" such as decision-making, personality, social behavior and language.

Currently, there are no treatments to slow or stop the progression of FTD. However, research is advancing and initial clinical trials are underway.

The course of the disease ranges from 2 to over 20 years, with a mean course of 8 years from the onset of symptoms.

Because of the nature of these symptoms (and the fact that a patient is often "too young" for dementia to be considered), FTD is often initially misdiagnosed as a psychiatric problem or movement disorder, such as Parkinson's disease. Alzheimer's disease is another common misdiagnosis.

Subtypes of FTD are identified clinically according to the symptoms that appear first and most prominently. Clinical diagnoses include behavioral variant FTD (bvFTD), primary progressive aphasia (PPA) which affects language, and the movement disorders progressive supranuclear palsy (PSP) and corticobasal degeneration (CBD).

Accurate diagnosis is crucial, as some medications used to treat other disorders may be harmful in a person with FTD.

Existing care facilities and programs may not be appropriate for—indeed, many do not accept—younger individuals as patients without additional education and support about FTD.

# The Association for Frontotemporal Degeneration: Who We Are



## mission:

The Association for Frontotemporal Degeneration (AFTD) is a non-profit organization whose mission is to:

- Promote and fund research into finding the cause, therapies and cures for frontotemporal degeneration
- Provide information, education and support to persons diagnosed with an FTD disorder, and for their families and caregivers
- Educate physicians and allied health professionals about frontotemporal degeneration and how to improve patient care
- Bring about greater public awareness of the nature and prevalence of frontotemporal degeneration and the needs of those who are coping with it
- Advocate with public officials and promote public and private programs that provide appropriate, affordable and high-quality, long-term health care and social services
- Facilitate the international exchange of ideas.

## vision:

We envision a world where frontotemporal degeneration is understood, effectively diagnosed, treated, cured and ultimately prevented.

## past, present & future:

The Association for Frontotemporal Degeneration was founded (as the Association for Frontotemporal Dementias) by Helen-Ann Comstock in 2002. The organization is the product of her experience as an FTD caregiver and collaboration with scientists, physicians and other caregivers who echoed the need for increased attention to these devastating diseases.

In the nine years since its inception, AFTD has grown into an organization that has raised and donated more than \$1 million to FTD research. With a small but energetic staff, a dedicated board of directors of past or present caregivers and a top-notch medical advisory council comprised of FTD doctors and researchers from across the USA and Canada, AFTD has become *the* information and support resource for FTD patients and their families.

In addition to the most up-to-date information on FTD research, AFTD provides many resources for caregivers in terms of educational materials, support group listings, newsletters, long-term care options and respite grant opportunities. AFTD also partners with some long-term care facilities through a program called “**Partners in FTD Care**,” an AFTD-driven educational initiative to help educate facility staff on how to better care for FTD patients.



The work to provide care and to find a cure for FTD patients continues. AFTD will be at the forefront of supporting and funding research until a cure for FTD is found.

# Corporate Conference Sponsorship:

## 2012 Opportunities & Benefits



*All advertisements should be black and white and sent to [amaber@theaftd.org](mailto:amaber@theaftd.org) as .pdf files by March 15, 2012. Completed sponsorship applications (last page of packet) are also due on March 15, 2012.*

### **Presenting Sponsor (limited to one company) - \$10,000:**

- Name/logo with hyperlink on AFTD website as annual meeting Presenting Sponsor
- Name/logo on annual meeting program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- 6' table to display company's materials
- Branded tchotchke or giveaway from your company to be included in each registrant's information packet
- Name included in all press releases
- Full-page B/W ad (5" w x 8" h) in conference program
- Opportunity for four company representatives to attend the caregiver conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following annual meeting

### **Platinum Sponsor - \$5,000:**

- Name/logo with hyperlink on website as Platinum Sponsor
- Name/logo on annual meeting program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- Company information displayed at general information table
- 1/2 page B/W ad (5" w x 4" h) in conference program
- Opportunity for two company representatives to attend the caregiver conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following annual meeting

### **Gold Sponsor - \$2,500:**

- Name/logo hyperlink on website as Gold Sponsor
- Name/logo annual meeting program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- 1/4 page B/W ad (5" w x 2" h) in program
- Opportunity for one company representative to attend the caregiver conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following annual meeting

### **Silver Sponsor - \$1,000:**

- Name/logo annual meeting program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- Name mentioned in conference program

# AFTD 2012 Conference Sponsorship: Corporate Application



## Contact Information:

Company/organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_ Email address: \_\_\_\_\_

Street address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

## Corporate Sponsorship Category:

- ☐ Presenting Sponsor - \$10,000
- ☐ Platinum Sponsor - \$5,000
- ☐ Gold Sponsor - \$2,500
- ☐ Silver Sponsor - \$1,000

## Payment Information:

Total amount due: \$ \_\_\_\_\_

- ☐ Payment by check enclosed (make payable to "AFTD")
- ☐ Payment by credit card    ☐ Visa    ☐ Mastercard

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

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Please email advertisement files as .pdfs to [amaher@theaftd.org](mailto:amaher@theaftd.org). Completed applications can be sent via email or postal mail. **Payments, ads and applications must be received by March 15, 2012.**

Please mail to: AFTD  
290 King of Prussia Road  
Radnor Station Bldg 2, Suite 320  
Radnor, PA 19087  
267.514.7221

For more information on AFTD, visit our website at [www.theaftd.org](http://www.theaftd.org)  
Questions? Contact Angie Maher: [amaher@theaftd.org](mailto:amaher@theaftd.org) or 267.514.7221 x2530