

San Diego
Mission
Driven

AFTD Conference 2015

2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

Corporate Sponsorship Opportunities



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



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

The AFTD Annual Conference

helps families affected with FTD as well as healthcare and medical professionals find out about new research and strategies for dealing with—and potentially conquering—this rare disease.

About the Conference

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

For the 2015 conference, AFTD is proud to partner with clinicians from the University of California, San Diego. Dr. Douglas Galasko, Director of the Shiley-Marcos Alzheimer's Disease Research Center, and Dr. Irene Litvan, Director of the Movement Disorders Program, will address the FTD disorders and advances in research. AFTD Scientific Director Dr. Nadine Tatton will facilitate a discussion on recent developments in tau imaging and biomarkers. Concurrent sessions in the afternoon will provide an opportunity for attendees to focus on an area of care management of particular interest to them.

Who Should Attend

The AFTD Annual Education Conference is a great way for attendees to connect with each other, with leading healthcare and medical professionals and with organizations that provide particularly relevant support or resources.

Why Your Sponsorship Matters

Your sponsorship enables AFTD to waive the nominal registration fee for families in need, allowing more to attend. Due to the rareness of the disease there are few, if any, opportunities for those affected by FTD to be in the company of others who understand, and few places to get reliable information and support services. For most families, this is the one opportunity each year to connect with others whose lives are affected by FTD.

Robert Bazell (right), former Chief Medical Correspondent for NBC Nightly News, gave the keynote address at the 2014 AFTD Annual Education Conference.



To find out more or to discuss sponsorship opportunities:

Pam E. McGonigle

267.758.8648

pmcgonigle@theaftd.org



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

TheAFTD.org



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015



2014 Conference Highlights

AFTD partnered with clinicians from the Taub Institute of Columbia University to offer an informative day of support and connection. About 250 people attended the AFTD Annual Education Conference, March 14, 2014, in White Plains, NY.

The pharmaceutical company TauRx hosted a pre-conference meeting on the role of the tau protein in FTD and Alzheimer's disease. Dr. Joel Ross and Dr. Richard Holub answered questions.

Dr. Edward Huey, Professor of Psychiatry and Neurology, gave an overview of FTD and developments in research. Genetic Counselor Jill Goldman and Dr. Nadine Tatton, AFTD scientific director, addressed genetic research.

Susan Dickinson, AFTD executive director, started the afternoon with an overview of AFTD's growth and accomplishments. Olivia Goldring, 18, who lost her mother to FTD, shared her satisfaction in being able to use this experience to help others by contributing to the new AFTD Kids and Teens website. The focus of the afternoon was care management and coping, featuring breakout sessions and a panel discussion with a former caregiver, a current caregiver and a person with FTD.

Robert Bazell, former NBC chief science and health correspondent, gave the key-note address: *Making Yourselves Heard*. He spoke on media engagement and how it can help promote awareness of the disease and impact care.

Following the conference, nearly 200 people stayed to network and connect with others at a dinner reception hosted by AFTD Board of Directors.

To find out more or to discuss
sponsorship opportunities:

Pam E. McGonigle

267.758.8648

pmcgonigle@theaftd.org



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

TheAFTD.org



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

FTD is a disease process that affects the frontal and temporal lobes of the brain. It inevitably leads to a person's inability to function.

Your sponsorship helps raise awareness and funds for education, support and research into treatment and a cure.

Sign on now for the greatest promotional visibility and impact.

To find out more or to discuss sponsorship opportunities:

Pam E. McGonigle
267.758.8648
pmcgonigle@theaftd.org

Five reasons FTD merits your support

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

1. FTD is distinct from other forms of dementia in two important ways:
 - FTD is a young onset dementia, onsetting most often between ages 45 and 65—a full 10 years before the average onset of Alzheimer's. 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.
2. FTD affects an estimated 50,000-60,000 Americans. The prevalence worldwide is uncertain with estimates of FTD amongst people ages 45 to 64 between 15-22 per 100,000.

3. FTD represents an estimated 10% -20% of all dementia cases, and it is the most common dementia in those under 60 years of age.

Because of the nature of its 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.

4. The course of the disease ranges from 2 to over 20 years, with a mean course of 8 years from the onset of symptoms.
5. Currently, there are no treatments to slow or stop the progression of FTD. However, research is advancing rapidly and initial clinical trials are underway.



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

TheAFTD.org



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

AFTD's Mission

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

Sign on now for the greatest promotional visibility and impact.

How AFTD makes a difference

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

- Promote and fund research into finding the causes, 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.

Past, present and future

The Association for Frontotemporal Degeneration (AFTD) 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.

Since its inception, AFTD has grown into an organization that has raised and donated more than \$2 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 resources including educational materials, support group listings, newsletters and respite grant opportunities. 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.

To find out more or to discuss sponsorship opportunities:

Pam E. McGonigle
267.758.8648
pmcgonigle@theaftd.org



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

TheAFTD.org



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

Your support will go a long way

AFTD is an effective and efficient nonprofit, with more than 80 percent of every dollar going directly towards its mission of research, education and patient/family support.

Important

All advertisements should be black and white and sent to:

development@theaftd.org
as .pdf files by
March 16, 2015.

Completed sponsorship applications are **also due on March 16, 2015.**

To find out more or to discuss sponsorship opportunities:

Pam E. McGonigle
267.758.8648
pmcgonigle@theaftd.org

2015 Corporate Sponsorship Opportunities & Benefits

Platinum Sponsor \$10,000

- Name/logo with hyperlink on AFTD website as Annual Education Conference Platinum Sponsor
- Name/logo on conference 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 Annual Education Conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following Annual Education Conference.

Gold Sponsor \$5,000

- Name/logo with hyperlink on AFTD's website as Annual Education Conference Gold 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
- ½ page B/W ad (5" w x 4" h) in conference program
- Opportunity for two company representatives to attend the Annual Education Conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following Annual Education Conference.

Silver Sponsor \$2,500

- Name/logo with hyperlink on AFTD's website as Annual Education Conference Silver Sponsor
- Name/logo annual meeting program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- ¼ page B/W ad (5" w x 2" h) in Annual Education Conference program
- Opportunity for one company representative to attend the caregiver Annual Education Conference and AFTD's cocktail reception hosted by AFTD Board of Directors immediately following Annual Education Conference.

Bronze Sponsor \$1,000

- Name/logo on Annual Education Conference program, event signage, PowerPoint presentation, AFTD newsletter
- Acknowledgment in AFTD's annual report
- Name mentioned in Annual Education Conference program



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

TheAFTD.org



2015 AFTD Annual Education Conference

DoubleTree Hotel in Mission Valley
San Diego, CA | April 24, 2015

Corporate Sponsorship Commitment

Contact Information

Company/organization name

Contact name

Email address

Street address

City/State/Zip

Phone number

Sponsorship Level

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

*For more information
on AFTD, visit our website at
www.theaftd.org*

*Questions? Contact
Pam E. McGonigle at
pmcgonigle@theaftd.org
267.758.8648*

Payment

- Total amount due _____
- Payment by check enclosed (made payable to "AFTD")

Please email advertisement files as .pdfs to **development@theaftd.org**
Completed Sponsorship Commitments can be sent via email or postal mail.

Payments, ads and applications must be received by March 16, 2015.

Please mail to: AFTD

Radnor Station Bldg. 2, Suite 320
290 King of Prussia Road
Radnor, PA 19087
267.514.7221