



AD/PPDTM 2026

ADVANCES IN SCIENCE & THERAPY

**International Conference on
Alzheimer's and Parkinson's Diseases
and Related Neurological Disorders**

March 17-21, 2026 | Copenhagen, Denmark **Hybrid**

GLOSSARY



EDUCATIONAL OPPORTUNITIES

LONG PARALLEL SYMPOSIUM

Organise an official non-CME Industry Symposium, subject to Congress Committee approval.

- Includes hall rental, standard AV equipment, and display table.
- Permission to use the phrase “Official Industry Symposium of AD/PD 2026.”
- Featured in the designated industry section of the Congress Programme.
- Indicated in the timetable as: “Industry Session” not included in the main event CME/CPD credit offering”.

PLEASE NOTE: The event will not cover the expenses for speakers in the industry session(s). In addition to the support fee, the sponsoring company is responsible for covering all expenses for their speakers, including registration, accommodation, and travel. This obligation remains even if the sponsored session speakers had previously been invited by the organisers and had made prior travel arrangements independently. MedTech/EFPIA regulations will be considered if applicable.

EDUCATIONAL GRANT TOWARDS SCIENTIFIC SYMPOSIUM

Educational Grant in support of an existing official Scientific Session organised by the Scientific Committee and supported by a grant from industry.

GENERAL EDUCATIONAL GRANT

Independent medical grants dedicated to supporting the educational mission of the Congress are highly valued and play a crucial role in the event's success. Your contribution helps advance knowledge and foster professional growth, ensuring a high-quality educational experience for all attendees.

MOBILE APP EXCLUSIVE SUPPORT

The Congress Mobile App is an essential tool that enhances attendee engagement with personalized planning features and real-time event updates. It transforms smartphones, tablets, and laptops into interactive tools which enables participants to access congress information, while offering a platform for networking and active participation. The app includes the full scientific programme, abstracts, speaker details, participant lists, session ratings/voting, and a personalised scheduler, and is available on both the Apple App Store and Google Play.

- Mobile App sponsorship includes:
- Your company name/logo (excluding product logos) on the splash/pop-up screen with a “Supported by” acknowledgement.
- Two push notifications, providing a direct communication to attendees during the event.

POSTERS BOARDS

Kenes e-Posters offer a dynamic blend of scientific content and interactive engagement, showcasing electronic versions of traditional posters at designated digital stations. This innovative format creates unique networking opportunities, increasing the attendee interest, and provides excellent exposure for authors. Strategically placed, high-traffic terminals ensure attendees can easily access these presentations.

Support includes:

- Signage at the entrance to the e-Poster area with 'Supported by...' and your company logo.
- 'Supported by...' and your logo displayed on each individual e-Poster station.

PROMOTIONAL OPPORTUNITIES

PLENARY/PARALLEL SYMPOSIUM

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PRODUCT THEATER

Meet directly with attendees and industry leaders to showcase your latest research, share clinical protocols, and deliver live demonstrations of your innovative products and services. Product Theatre sessions, held during coffee breaks in a dedicated space within the exhibition hall, offer the perfect opportunity to captivate your target audience. Product Theatre sessions provide a premium platform to engage healthcare professionals eager for cutting-edge insights. Use this space to spark discussions on patient education, specific products, and therapeutic advancements.

- Present and demonstrate your newest and existing products to an audience of healthcare decision makers.
- Highlight the latest breakthroughs and clinical outcomes.
- Provide in-depth details to enhance understanding and interest in your products.
- Show your products in action, making a lasting impression.

PANEL DISCUSSANT IN FORA

These Fora aim to exchange novel insights, challenges, and solutions on the joint path to defining the future of high-quality innovative approaches in AD and PD therapeutics. The 60-minute moderated discussion without slides or formal data presentations will include selected questions from the audience submitted on written file cards, prioritized, and introduced to the debate by the moderator. The media will be allowed to attend the conference and to report on the progress made by the leaders in this field. Support of the Forum discussion includes the participation of a representative of your company, one complete registration to the Meeting, and acknowledgement of the support in all our publications/websites.

CHARGING STATION

Power up your brand by sponsoring a Charging Kiosk at the event! This high-visibility opportunity allows you to leave a lasting impression on attendees by providing a dedicated space for charging smartphones, tablets, and other devices.

- Feature your company name and logo prominently on the Charging Kiosk, ensuring maximum visibility as attendees use it to recharge their devices throughout the event.
- Every time participants plug in their devices, they’ll engage with your brand, creating continuous engagement and top-of-mind awareness.

PROMOTIONAL OPPORTUNITIES

COFFEE BREAK

Sponsor a coffee break in the exhibition area and enjoy prime brand visibility while attendees recharge and network.

- Showcase your company's logo at the catering point for an entire day, putting your brand front and centre where attendees gather.
- Maximise your impact by providing branded items, such as napkins or cups, ensuring continuous brand exposure.

E-ADVERTISEMENTS

Maximise your brand's impact with a featured advert in the official Congress Mobile App—an essential tool used by every attendee to navigate the event.

- Your advert will be prominently placed in a dedicated section of the app, ensuring continuous visibility as attendees plan their event experience.
- With the app downloaded by all participants, your brand gains a mobile presence that travels with them throughout the event.
- Promote your booth, industry session, or special offerings directly to attendees, driving traffic and increasing engagement at your event presence.

EXECUTIVE LOUNGE

Exclusive sponsorship of the Executive Lounge for speakers and organising committee! Position your brand where key decision-makers gather by sponsoring the Executive Lounge at the event.

- Your company's logo will be displayed on signage at the lounge entrance, ensuring visibility to all speakers and committee members.
- Provide your branded mouse pads at each workstation for continuous brand interaction.
- Feature your company's logo on the screensavers of all lounge computers, keeping your brand top of mind.

MINI PROGRAM (inside back page/inside page)

Boost your brand's visibility with the Mini Program, an essential, easy-to-carry guide that attendees will use throughout the event.

- The Mini Program is a compact, on-the-go resource distributed to all participants, ensuring your brand is seen repeatedly as attendees navigate the event.
- With key details like session times and locations, attendees will constantly refer to this guide, putting your brand front and centre at every glance.
- Your company will be recognised on the inside back cover with the statement "Supported by..." along with your company logo, ensuring your brand is noted by all attendees.

NOTEPADS AND PENS

Sponsor the official Notepads & Pens for the event and place your brand in the hands of every attendee.

- Your company's logo, alongside the event logo, will be prominently featured on the Notepads & Pens, ensuring visibility every time participants take notes.
- These branded items will be included in participants' bags, giving your brand continuous exposure throughout the event and beyond.

PROMOTIONAL OPPORTUNITIES

PHOTO BOOTH

Engage attendees in a fun and interactive way with a branded Photo Booth experience, creating moments they'll share long after the event.

- Your logo will be featured on the booth and every photo, ensuring your brand is shared via email, text, and social media.
- Photos will reach not only event attendees but also their friends and family, expanding your brand's visibility beyond the congress.

PROMOTIONAL MAILSHOT (exclusive for supporter)

Enhance your visibility and drive engagement for your industry session, company, or exhibition booth by sending out a Mail Blast to pre-registered delegates who have opted to receive promotional material. Coordinate the timing with the Congress Organiser for optimal impact!

Exclusive Mail Blast:

- Gain exclusive access to a dedicated mail blast, ensuring your message reaches all opted-in delegates.
- Provide your HTML design (following Kenes design requirements) and a preferred subject line, to be submitted 6 weeks prior to the Congress.
- The "From" field will feature the Congress Acronym + Year, enhancing brand recognition.

* In the case where the supporter cannot provide a compliant HTML file, they may provide one pdf/image, that will be embedded into the congress designed mailshot for an additional charge of \$250. Content received after the deadline may be processed for an additional fee of \$500.

Industry Support Disclosure – will be added to all mailshots.

This event is supported, in part, by funding from industry. All support is managed in strict accordance with CME/CPD accreditation criteria and standards for commercial support. Industry Sponsored Symposia are organised by industry and not included in the main event CME/CPD credit offering.

PROMOTIONAL MATERIAL FLYERS

Place your brand directly in the hands of every attendee with a high-visibility promotional insert in each delegate bag. This is a powerful way to ensure maximum exposure to a targeted and engaged audience.

- Your A4 flyer or up to 4-page insert will be included in every attendee's bag, giving you direct access to all participants.
- Attendees will engage with your product information as they explore their delegate materials, increasing awareness and driving interest in your brand.
- Simply provide your material, and we'll handle the rest. All content will be approved by the Secretariat, and you'll receive full guidance on the distribution process.

PUSH NOTIFICATION

Engage directly with Congress attendees to promote your company, booth, or session by sending a custom push notification through the official Congress Mobile App—an exclusive opportunity to capture attention in real-time!

- Reach participants instantly with a personalised message sent directly to their mobile devices.
- Your notification will reach all participants who have opted in, ensuring your message reaches a highly engaged audience at a key moment.
- Work with the Congress organiser to coordinate the ideal date and time for maximum impact.
- The Congress app will be downloaded by most attendees, giving your message wide exposure across the event.

PROMOTIONAL OPPORTUNITIES

SPEAKER'S READY ROOM

Align your brand with event speakers and abstract presenters by sponsoring the dedicated room where they review their presentations.

- Your company's name or logo will appear on all signage for the room, ensuring high visibility among key industry leaders.
- Display your logo on the screensavers at each workstation, offering continuous brand exposure as presenters check their work.

TWITTER WALL

Leverage the power of Congress social media to increase your brand's visibility and connect directly with participants and healthcare professionals worldwide!

- Gain exposure to a global audience by sharing your post across the Congress's official social media platforms, boosting your brand's visibility and engagement.
- Engage with participants and healthcare professionals in real time, fostering meaningful connections and increasing awareness of your products or services.
- Collaborate with the Congress organisers to select the optimal time and date for your post, ensuring maximum impact when your audience is most active.

WELCOME RECEPTION

Start the event in style with the much-anticipated Welcome Reception, a gathering of all registered attendees on the opening evening.

- Your logo will be prominently displayed on entrance signage, maximizing visibility as attendees arrive.

WORLD MAP

Promote your brand on an interactive global map that fosters networking and connects attendees based on their geographical origins. This unique feature brings participants together and creates meaningful engagement.

- Located in a prime area of the venue, the World Map ensures maximum visibility and serves as a hub for attendee interaction.
- Its interactive design encourages engagement, making it a powerful tool for driving global networking.
- Your logo will be prominently featured on the World Map, with the "Supported by..." acknowledgment ensuring clear, visible brand recognition.

For bookings and further information, please contact:
Victoria Eskenazi, Senior Industry Liaison & Sales Associate

[EMAIL ME](#)

AD/PD™ 2026

UNLOK AD/PD™ EDUCATION PORTAL

EDUCATIONAL GRANT FOR IME PORTAL (ACCREDITED ACTIVITIES)

An educational grant toward the AD/PD portal to organise a Live Event or an Asynchronous Course on a relevant AD/PD subject area. All live events are recorded and placed on UNLOK AD/PD portal.

JOURNAL CLUB

An interactive virtual meeting that enables healthcare professionals to discuss and analyse the latest research articles, with authors or other experts within the field. Participants can learn about AD/PD latest diagnostic and treatment insights, explore new approaches to patient care, and dive into the most up-to-date research. Event is recorded and placed on UNLOK portal.

WEBINAR

A virtual live symposium which can be accessed from anywhere in the world. It provides learners with the opportunity to ask questions and engage in real-time discussions. Event is recorded and placed on UNLOK portal.

CLINICAL ENCOUNTERS

A dynamic and interactive learning experience that allows healthcare professionals to explore real-life clinical scenarios. Through this format, participants can work through patient case studies alongside experts, using branching scenarios, polls and live quizzes, developing their diagnostic and treatment skills in a collaborative environment. Event is recorded and placed on UNLOK portal.

WORKSHOP

Through hands-on workshops with simulations and training sessions, participants can experience the functionality and benefits of these innovations firsthand. Users are split into breakout rooms with facilitators for a more dedicated experience. Clinical cases can be explored through scenarios and simulations. Event is recorded and placed on UNLOK portal.

ROUNDTABLE

A multidisciplinary live interactive learning format that explores a topic from multiple perspectives, interviewing a panel of experts with a complementary background. This format highlights the importance of collaborating between experts to tackle medical and research challenges.

VIDEOS & INFOGRAPHICS

Do you have a research publication, a scientific talk or a product that you want to summarise & showcase with simple, accessible language?

AD/PD creates short videos and one-page infographics, flowcharts and roadmaps that describe talks, research findings, drugs and technologies in the field of neurodegeneration.

MICROLEARNING COURSES

Do you have a research publication, a scientific talk or a product that you want to summarise & showcase with simple, accessible language?

AD/PD creates short videos and one-page infographics, flowcharts and roadmaps that describe talks, research findings, drugs and technologies in the field of neurodegeneration.

UNLOK AD/PD™ EDUCATION PORTAL

MASTERCLASS

An intensive online learning experience that provides healthcare professionals with advanced knowledge and skills in a particular area. These classes are led by experts in the field and provide participants with the opportunity to ask questions and engage in discussions. Classes are normally capped in numbers, have a variety of delivery modes and are held over multiple days. Event is recorded and placed on UNLOK portal.

MEET THE EXPERT

A live interactive learning format that allows healthcare professionals to ask questions and receive answers from experts in the field. This format can be used to provide clarification on complex topics or to explore real-life scenarios in more detail. Meet the expert can also be pre-recorded and placed on UNLOK portal.

PODCAST & WEBCAST EPISODE

A convenient and accessible learning format that can be accessed from anywhere, at any time. This format can be used to share expert insights, discuss the latest research, and provide training in a conversational format. Platforms include UNLOK portal, Spotify and Apple Podcast.

Each activity includes a marketing package. Additional costs such as targeted marketing, language translations, subtitles and speaker's honoraria can be added to the starting price. When multiple activities are chosen, a package discount applies.

Should you have any questions regarding the available partnership opportunities for the AD/PD™ educational portal, please contact:

Federica Landi, Industry Partnership & Grant Coordinator, Medical Education.

[EMAIL ME](#)

[VISIT AD/PD EDUCATIONAL PORTAL](#)

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