



GRAND CHALLENGES IN PARKINSON'S DISEASE

Genes and Pathways | VAN ANDEL INSTITUTE

SEPTEMBER 26–27, 2016

Sponsorship Opportunities

The event: This year's theme will focus on the role of genetics in Parkinson's, particularly how certain genes and pathways contribute to disease pathogenesis and how they can be targeted for diagnostic and therapeutic purposes.

For the third year, Van Andel Research Institute and The Cure Parkinson's Trust will host Rallying to the Challenge, a meeting for people with Parkinson's, advocates and caregivers that explores how the Parkinson's community can impact and accelerate research.

The audience: The symposium brings together global leaders in Parkinson's and neurodegenerative disease research, and features information sessions and presentations aimed at those in the research/medical field, caregivers and people with Parkinson's disease.

Title Sponsor (1) - \$25,000

- Receive equal billing with Van Andel Institute on all materials, recognition channels and press releases
- Exclusive recognition at and 6 invitations to VIP dinner
- 6 complimentary registrations
- Exhibit table at symposium

Presenting Sponsor (1) - \$20,000

- Receive top billing as Presenting Sponsor on all materials, recognition channels and press releases
- Exclusive recognition at and 4 invitations to VIP dinner
- 4 complimentary registrations
- Exhibit table at symposium

Partnering Sponsor (1) - \$15,000

- Featured billing as Partnering Sponsor on all materials and recognition channels and press releases
- 2 invitations to VIP dinner
- 4 complimentary registrations
- Exhibit table at symposium

Day Sponsor (2) - \$10,000

- Company name and logo on all materials and promotional channels
- Recognition in press releases
- Featured recognition throughout conference on sponsored day
- 2 invitations to VIP dinner
- 4 complimentary registrations
- Exhibit table at symposium



Van Andel Institute's campus in Grand Rapids, MI

Keynote Speaker



This year's keynote speaker and recipient of the Jay Van Andel Award for Outstanding Achievement in Parkinson's Disease Research is Stanley Fahn, M.D. Fahn is the founder and Emeritus Director of the Center for Parkinson's Disease and Other Movement Disorders at Columbia University and the H. Houston Merritt Professor of Neurology at Columbia University.

The Jay Van Andel Award for Outstanding Achievement in Parkinson's Disease Research is given to scientists who have made outstanding contributions to Parkinson's disease research and who have positively impacted human health.

Past Jay Van Andel Award for Outstanding Achievement in Parkinson's Disease Research have included:

- 2015 - Robert Nussbaum, M.D.
- 2015 - Maria Grazia Spillantini, Ph.D., FMedSci, FRS
- 2014 - Andrew John Lees, M.D., FRCP, FMedSci
- 2013 - Alim-Louis Benabid, M.D., Ph.D.
- 2012 - Andrew Singleton, Ph.D.

For more information, visit: grandchallengesinpd.org

Jay Van Andel Award Ceremony and Seminar (1) - \$7,500

- Featured recognition during award presentation and talk
- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Lunch Sponsor (2) - \$5,000 (SOLD)

- Exclusive recognition during lunch
- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Session Sponsor (6) - \$5,000

- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Poster Session and Reception Sponsor (1) - \$4,000

- Featured recognition during poster session and reception
- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Breakfast Sponsor (2) - \$2,500

- Exclusive recognition at breakfast
- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Refreshment Break Sponsor (4) - \$1,500 - \$3,000 (Exclusive)

- Featured recognition at refreshment break
- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Supporting Sponsor - \$1,000 (Unlimited)

- Company name and logo on all materials and recognition channels
- 2 complimentary registrations
- Exhibit table at symposium

Exhibits

All sponsors will have the opportunity to display at the conference with a standard 6' table and self-supplied free standing displays or banners.

Recognition

All sponsors will be recognized in the following ways:

- Symposium program
- Flat screen televisions throughout Van Andel Institute
- Van Andel Institute website and Grand Challenges in Parkinson's Disease conference website
- Banners and placards at registration

Event sponsors will receive additional recognition during the symposium including:

- Exclusive recognition slides for Hosting, Partner, Day and Van Andel Award sponsors
- Banners and/or placards for Lunch, Breakfast and Poster Session sponsors



For more information on sponsorship opportunities, contact:

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Scientific Program Committee

Dr. Darren Moore, Van Andel Research Institute (chair)

Dr. Patrik Brundin, Van Andel Research Institute

Dr. Jennifer Johnson, Annoah Discovery

Dr. Jie Shen, Harvard Medical School

Dr. Laura Volpicelli-Daley, University of Alabama

Dr. Ted Dawson, Johns Hopkins University

Dr. Zhenyu Yue, Icahn School of Medicine at Mount Sinai

Dr. Aaron Gitler, Stanford University

Dr. Brian Fiske, Michael J. Fox Foundation for Parkinson's Research

Dr. Soania Mathur, Designing a Cure, Inc.