The ALS Association
2018 National Clinical Conference
Tuesday, October 23 – Thursday, October 25, 2018
The ALS Association is the **only** national nonprofit organization fighting ALS on every front.

### Care Services
- Expanding access to consistent care, treatment, and community-based resource and support services to enhance quality of life for all affected by ALS.
- Funding and accrediting Certified Treatment Centers of Excellence nationwide that provide multidisciplinary care proven to extend the lives of people living with ALS.

### Public Policy
- Advocating for increased public and private awareness and support of ALS community needs.
- Advancing ALS care initiatives at both the state and federal level.
- Collaborating with government agencies to expedite drug development.

### Research
- Everything we do is to accelerate progress towards treatments and a cure.
- Investing in the most promising ALS research projects around the world - supporting over 180 projects in 11 countries in 2016.
- Igniting 9 global strategic initiatives, including 2 new initiatives this past year – ALS ONE-MAP and NeuroLINCS.

Our mission is to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.
THE FACES OF ALS

- Approximately **20,000** Americans are living with ALS at any given time.
- Approximately **5,000** people are diagnosed per year.
- Every 90 minutes, someone is diagnosed and someone passes away.
- **10%** of ALS cases are familial (*inherited through a gene mutation*).
- **90%** of ALS cases are sporadic (*occur without a family history*).
- The average life expectancy is **2-5 years** after diagnosis.
- Military veterans are **twice as likely** to get ALS than the general population.
Staggering ALS Statistics

• The cost to develop a drug to slow or stop the progression of ALS is between $1 and $3 billion.
• There is no cure for ALS.
• The annual estimated out-of-pocket cost for caring for a person with ALS is $250,000.
• The FDA approved Radicava, the first new treatment for ALS in more than 20 years, in May 2017.
• Prior to the discovery of Radicava, Riluzole, known to modestly extend survival, was the only other available treatment for people living with ALS.
The ALS Association’s National Clinical Conference will engage more than 420 ALS/MND healthcare professionals on Tuesday, October 23 – Thursday, October 25, in Fort Worth, Texas at the Worthington Renaissance located in downtown Forth Worth.

This biennial conference offers best practices and guidelines, multidisciplinary team care and coordination, ALS-relevant programs and services, research updates, technology for therapies, respiratory devices and augmentative communication, and will provide professional networking opportunities.
About the Clinical Conference

The primary purpose of this conference is to provide the most up-to-date training and education for professionals who work with people with ALS. There will be over 40 clinical presentations focusing on the primary challenges associated with ALS, including mobility obstacles, communication issues, and respiratory challenges.

ABOUT THE ATTENDEES:

- 420+ ALS care professionals from across the country:
  
  ALS Association Care Services Coordinators  
  Clinical Social Workers  
  Respiratory Therapists  
  Speech-Language Pathologists  
  Other Allied-Health Professional  
  ALS Clinic Coordinators  
  Nurses – RN, LPN  
  Physical/Occupational Therapists  
  Dieticians

- Primary referral sources for patients and families on issues surrounding treatment and care.
Logo recognition on all promotional materials and throughout conference
Verbal recognition at opening and closing sessions of conference
Insertion of approved print or promotional items in official attendee bag
Premium exhibit space
Two-time use of conference attendee list (once pre once post-conference)
Premiere listing on mobile event app and two banner ad opportunities:
  - Listing on Sponsor page standard logo
  - Company description (250 words)
  - Link to company URL
  - Social Media link (Twitter/LinkedIn/Facebook)
  - Link to downloadable PDF (brochure, company collateral)
  - Two specific alerts sent to all attendees
  - Home screen ad to company profile or website

Provide a waiver for two attendees to register as an attendee for the Clinical Conference. Conference attendees who are present during platform presentations are eligible for available CEUs, based on their certification or licensure.
2018 ALS Association Clinical Conference Series - Gold Sponsorship - $7,500

- Name recognition as exhibitor in conference promotional materials
- Larger exhibit space
- Standard listing on mobile event app:
  - Listing on Sponsor page standard logo
  - Company description (250 words)
  - Link to company URL
  - Social Media Link (Twitter/LinkedIn/Facebook)
  - Sponsor Ribbon
  - One specific alert sent to all attendees
  - One banner ad shown throughout the app
- One-time use of conference attendee list

- Provide a waiver for two attendees to register as an attendee for the Clinical Conference. Conference attendees who are present during platform presentations are eligible for available CEUs, based on their certification or licensure.
Name recognition as exhibitor in conference promotional materials

Listing in mobile event app:
- Listing on Sponsor page standard logo
- Company description (250 words)
- Social Media Link (Twitter/LinkedIn/Facebook)

Exhibit space
Unique Underwriting Opportunities

Conference Mobile App Sponsor $10,000
- Company logo prominently displayed throughout the app
- Ability to link to company page on home screen
- Logo recognition on select conference signage
- Exhibit space in exhibition hall
- One time use of conference attendee list
- Provide a waiver for two attendees to register as attendees for the Clinical Conference. Conference attendees who are present during platform presentations are eligible for available CEUs, based on their certification or licensure.

Charging Station Sponsor $3,000
- Company logo prominently displayed on each charging station
- Option to provide logo’d giveaway at each station
- Signage at each station
- Recognition on website
- Recognition on mobile app

Coffee Breaks Sponsor $4,500
- Recognition on signage at each coffee station
- Napkins with company logo provided at each station
- Recognition on conference website

Registration Area Sponsor $2,500
- Recognition on signage at registration
- Company logo displayed on registration laptops
- Recognition on conference mobile app
- Logo recognition on conference registration page

Wi-Fi Sponsor $2,500
- Recognition on signage
- Recognition on conference website
- Ability to choose Wi-Fi password that attendees will use throughout conference

SOLD
ALS ASSOCIATION

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