

**M Northwestern Medicine**<sup>®</sup>  
Feinberg School of Medicine

31<sup>st</sup> Annual  
**Alzheimer Day**

Sponsorship Opportunities



**Mesulam Center**  
for Cognitive Neurology & Alzheimer's Disease



# About Alzheimer Day

Northwestern Alzheimer Day was established to showcase aging and dementia research conducted throughout Northwestern and to bring this information to the community.

# 31<sup>st</sup> Annual Alzheimer Day

May 15, 2025 | 10:30 AM - 4 PM  
Embassy Suites - Chicago Downtown River North

## Why Should You Participate?

As a vendor, you will have the opportunity to connect with community members, researchers, and clinicians throughout the day during the Alzheimer Day Vendor Fair. Dr. Alan Levey will provide our Mendelson Lecture followed by a poster session, lunch, and the Quality of Life Symposium.

By participating in the 31st Annual Alzheimer Day, you can promote your organization's programs, products, or services to over an anticipated 400 attendees, including persons living with dementia, families, clinicians, scientists, and members of the general community.

Attendees will have multiple opportunities to visit resource tables throughout the day, providing them a chance to connect and interact with vendors.

## Alzheimer Day Agenda


Time	Event
10:30 - 11:30 AM	<b>Registration and Vendor Fair</b>
11:30 AM - 12 PM	<b>Welcome, State of the Center, and Duncan Prize</b>
12 - 1 PM	<b>Mendelson Lecture</b> Presenter: Allan Levey, MD, PhD
1 - 2:30 PM	<b>Lunch, Research Poster Session, and Vendor Fair</b>
2:30 - 4 PM	<b>Quality of Life Symposium</b> Sponsored by the Glen and Wendy Miller Family Foundation



### Allan Levey, MD, PhD

Director, Goizueta Alzheimer's Disease Research Center

Professor and Chair, Department of Neurology Emory University

 [Learn More About Dr. Levey](#)



# About the Mesulam Center

At the Mesulam Center for Cognitive Neurology and Alzheimer's Disease at Northwestern University, we work to investigate the causes and clinical characteristics of neurodegenerative diseases, ensure that our patients are the beneficiaries of the latest advances and explore the neural foundations of behavior and cognition in health and disease.

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## Clinical Services

The Northwestern Medicine Neurobehavior and Memory Clinic is designed to meet the needs of persons experiencing memory loss or other symptoms of dementia and their families. Over 1,500 patients are seen each year at our clinic by a staff of behavioral neurologists, neuropsychiatrists, neuropsychologists, social workers, and nurse and physician assistance. Services include:

- › Initial evaluation and continued care by behavioral neurologists who specialize in the diagnosis and treatment of dementia syndromes
- › Evaluation of memory and other thinking abilities with the use of specialized tests given by clinical neuropsychologists
- › Management of medication for memory disorders
- › The opportunity to participate in clinical research and clinical drug trials
- › Psychiatric evaluation and treatment for mood and behavior disorders caused by neurological disease
- › Education and counseling for patients and families
- › Symptom specific interventions and strategies
- › Information and referral to other support services

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## Research

Scientific directions at the Mesulam Center include:

- › Conducting research on the neurobiology of brain aging, Alzheimer's, and related dementias
- › Treatment and prevention of dementia including clinical trials of new drug therapies for Alzheimer's disease (AD) and Frontotemporal dementia (FTD), or those at risk for AD
- › Determining causes, risks and treatments for primary progressive aphasia (PPA), FTD, and other younger onset dementias
- › Identifying brain, genetic, and lifestyle factors associated with "SuperAging"
- › Understanding the nature of cognitive and behavioral changes in mild cognitive impairment (MCI), AD, and related dementias
- › Developing personalized diagnostic, clinical care, and intervention modalities

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## The Glen and Wendy Miller Family Buddy Program

The Glen and Wendy Miller Family Buddy Program pairs first-year medical students with people living with early-stage dementia for a mutually-enriching experience over the course of an academic year. The program provides a mentorship opportunity and social engagement for persons with Alzheimer's and other forms of cognitive impairment.

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## Education and Community Engagement

The Mesulam Center has a long history of working with diverse and traditionally underrepresented minority communities to raise dementia awareness and engage in mutually-beneficial partnerships. Our educational mission is to disseminate knowledge related to dementia to communities; including research scientists, clinicians, and persons living with dementia and their families with a particular emphasis on engaging communities historically underrepresented in research.

Our partnerships are a central component of our education and community engagement efforts. We have strong partnership with several organizations in Chicago who serve under-resourced communities.

In addition to our annual Alzheimer Day, the Mesulam Center offers programs tailored to a community stakeholder's needs such as:

- › Brain health/healthy aging
- › What is Dementia? Medical and non-medical treatments
- › Family caregiving for persons living with dementia
- › Community resources for individuals and families living with dementia
- › Research opportunities in aging and dementia
- › Creative arts, including music programming



# Sponsorship Opportunities

Explore sponsorship opportunities for the 2025 Alzheimer Day event and showcase your organization's support for groundbreaking research, education, and community outreach.

# Sponsorship Levels

Completed applications and advertisement files are due by **March 15, 2025**.  
Resource table space is limited, apply early.

There will be a designated area at our Vendor Fair for sponsors to publicize their programs and services to attendees. Price includes skirted table and two (2) chairs. It does not guarantee access to an electrical outlet.

The abstract book is 8.5" X 11" with advertisements printed in black and white, unless otherwise noted. Advertisements must be sent as high-resolution PDF files. Logos should be sent as vector (.eps) or image (.jpg or .png) files.

**Full-Page  
8.5" x 11"**

**Half-Page  
8.5" x 5.5"**

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## Platinum: \$10,000

### Everything in Gold, plus:

- › Logo featured prominently on signage at AD Day lunch
- › Opportunity to present one (1) research poster during the Alzheimer Day Research Poster Session
- › Featured three (3) times with written recognition/logo on conference PowerPoint Slide
- › Full page ad at the front of abstract book, in color

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## Gold: \$5,000

### Everything in Silver, plus:

- › Two (2) invitation to pre-AD Day dinner with distinguished Northwestern faculty, physicians, and researchers
- › Acknowledgment on AD Day invitation (deadlines permitting)
- › Acknowledgment on AD Day email announcement
- › Verbal acknowledgement at pre-AD Day dinner
- › Resource table in a premier location at Vendor Fair
- › Logo on conference PowerPoint slide
- › Verbal acknowledgment from Alzheimer Day podium

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## Full Page Ad: \$750

- › Full page ad in abstract book

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## Silver: \$3,000

### Everything in Bronze, plus:

- › Logo on Mesulam Center website
- › Written recognition on signage at event
- › Full page ad in abstract book
- › Logo and website promoted on Mesulam Center social media accounts

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## Bronze: \$1,500

- › Written recognition on Mesulam Center website
- › Resource table at Vendor Fair
- › Half page ad in abstract book
- › Written recognition in abstract book
- › Written recognition on conference PowerPoint slide

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## Lunch Sponsor: \$1,000

- › Logo featured on signage at AD Day lunch
- › Half page ad in abstract book
- › Written recognition in abstract book
- › Written recognition on conference PowerPoint slide

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## Half Page Ad: \$500

- › Half page ad in abstract book

# 31<sup>st</sup> Annual Alzheimer Day

Presented by the Mesulam Center for Cognitive Neurology and Alzheimer's Disease

## Sponsorship Application

### Sponsorship

Please check one of the boxes below. All packages include one advertisement.

Platinum: \$10,000    Gold: \$5,000    Silver: \$3,000    Bronze: \$1,500    Lunch: \$1,000

### Advertisement

If you are not choosing a sponsorship package, please check one of the boxes below. These will be in black and white only.

Full Page: \$750    Half Page: \$500

### Contact Information

Company / Organization Name \_\_\_\_\_

Contact First Name \_\_\_\_\_ Contact Last Name \_\_\_\_\_

Email Address \_\_\_\_\_ Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_


City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_


Company / Organization Website \_\_\_\_\_

### Payment

Please make checks payable to Northwestern University or the Mesulam Center. **We are unable to accept credit card payments at this time.** Please email advertisements and/or logo files to [ingrid.fowler@northwestern.edu](mailto:ingrid.fowler@northwestern.edu).

Completed applications can be sent via email, fax, or mail. **Applications and advertisement files must be received by March 15, 2025.**

 **Mail:** Mesulam Center of Cognitive Neurology and Alzheimer's Disease, FSM  
Attention: Ingrid Fowler-Wrathner  
300 E. Superior Street, Tarry 8  
Chicago, Illinois, 60611

 **Fax:** 312.908.8789

 **Email:** [ingrid.fowler@northwestern.edu](mailto:ingrid.fowler@northwestern.edu)

**Total Amount Due:** \$ \_\_\_\_\_





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## Join Us at the Mesulam Center

Whether virtual or in-person, we offer a variety of events, including conferences and seminars for our community.

Learn more at [brain.northwestern.edu](http://brain.northwestern.edu).

## Stay Connected

 [facebook.com/NUMesulamCenter](https://facebook.com/NUMesulamCenter)

 [x.com/NUMesulamCenter](https://x.com/NUMesulamCenter)

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