



Active Living Research Conference 2017

26 FEBRUARY – 1 MARCH 2017

HILTON CLEARWATER BEACH, FLORIDA, USA



# Sponsorship and Exhibition Opportunities

## THE CONFERENCE

The Active Living Research Annual Conference brings together active living researchers and champions from over 30 disciplines to advance knowledge and action around active communities. The 2017 conference theme, "Active Living across the Life Span", places emphasis on the importance of promoting physical activity throughout the life-course, from childhood through mature adulthood, for optimal health and quality of life. The theme challenges us to consider the myriad of needs across age cohorts and how age affects opportunities for intervention and key settings for implementation. The conference is the premier venue for both cutting-edge research and for making findings useable by non-scientists.

The conference agenda has two focus areas: research and practice/policy. Integrating two focus areas provides opportunities for exchange on how to use evidence to increase physical activity in many settings, identify new policy-relevant research questions, and develop new collaborations across sectors. The program will be comprised of approximately two-thirds research-oriented and one-third practice/policy-oriented presentations, with some overlap.

A unique feature of this conference is our commitment to creating an active conference. We go beyond the rhetoric on active living and incorporate opportunities for physical activity into the conference program.

## TOPICS INCLUDE

The conference has a mix of workshops, oral, poster and plenary presentations on the following topics:

- Physical activity
- Public health
- Aging in Place
- Active transportation
- Urban planning for healthy communities
- Parks and recreation
- School policies and environments
- Policy and environmental strategies
- Rural environments
- Tools and measures of active environments
- Building partnerships
- Economic benefits
- Research translation

**For complete meeting details, please visit: [www.alr-conference.com](http://www.alr-conference.com)**

Organised by



Supporting Organization



[www.alr-conference.com](http://www.alr-conference.com)



## INFORMATION

### RAISE YOUR PROFILE

Elsevier's extensive global network in academia, business and government is being targeted to generate a highly qualified audience from the Active Living Research community.

The **Active Living Research Conference (ALR)** will bring together leaders to exchange and share their experiences, present research and project results, explore collaborations and to spark new ideas. Our aim is to make the ALR conference the premier venue for both cutting-edge research and for making findings usable by non-scientists.

### USE YOUR PRESENCE AT ALR 2017

- launch new products and highlight existing ones
- elevate your company profile in the active living research community
- network with specialists, build relationships for the future and form new alliances
- gain maximum exposure for your company and increase brand awareness
- communicate your message to a highly qualified scientific, practice, and advocacy community
- attract new customers and strengthen existing partnerships
- generate sales leads and educate the market
- learn the latest active living research trends

For further information on sponsorship and exhibition opportunities please contact:

#### Tom Faulkner

Head of Conference Sales, Elsevier, Amsterdam, The Netherlands  
Tel: +31 20 485 2175 | E-mail: t.faulkner@elsevier.com

<b>EXCLUSIVE PLATINUM SPONSOR</b>	<b>\$ 10,000</b>	<b>GOLD SPONSOR</b>	<b>\$ 6,000</b>
	<ul style="list-style-type: none"> <li>▪ Company acknowledgement on all official conference support signs, program, conference website and on all marketing collateral</li> <li>▪ Complimentary registration for 5 delegates</li> <li>▪ Complimentary 6ft table top</li> <li>▪ One set of promotional materials included in the registration material</li> <li>▪ A complimentary meeting room</li> <li>▪ Your logo on all delegate badges</li> <li>▪ After the event "Thank you email" to all attendees with company logo</li> <li>▪ Option to brand specific portions of the meeting, including 3 of the following*:                             <ul style="list-style-type: none"> <li>• Welcome reception and posters</li> <li>• Refreshment break</li> <li>• Lunch break</li> <li>• Congress bags</li> <li>• Physical activity breaks</li> <li>• Conference App</li> <li>• Lanyards</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral</li> <li>▪ Special recognition on the conference website</li> <li>▪ Complimentary registration for 4 delegates</li> <li>▪ Complimentary 6ft table top</li> <li>▪ One set of promotional materials included in registration material</li> <li>▪ Option to brand specific portions of the meeting, including 2 of the following*:                             <ul style="list-style-type: none"> <li>• Welcome reception and posters</li> <li>• Refreshment break</li> <li>• Lunch break</li> <li>• Congress bags</li> <li>• Physical activity</li> <li>• Conference App</li> </ul> </li> </ul>
<b>SILVER SPONSOR</b>	<b>\$ 4,000</b>	<b>EXHIBITION</b>	
	<ul style="list-style-type: none"> <li>▪ Company acknowledgement on all official conference support signs, program and on all marketing collateral</li> <li>▪ Special recognition on the conference website</li> <li>▪ Complimentary registration for 3 delegates</li> <li>▪ Complimentary 6ft table top</li> <li>▪ One set of promotional materials included in registration material</li> <li>▪ Option to brand specific portions of the meeting, including 1 of the following*:                             <ul style="list-style-type: none"> <li>• Refreshment break</li> <li>• Lunch break</li> <li>• Physical activity</li> </ul> </li> </ul>		<p>An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the active living research community.</p> <p>The exhibition package includes the listing of your logo and company name, short description and link on the conference website as well as on the Conference App.</p> <p>The following options are available:</p> <p><b>Table top (6ft table top exhibition stand) <span style="float: right;">\$ 1,200</span></b> (incl. ticket to the exhibition/posters/refreshment area)</p>

(\*) Based on first come first served receipt of commitments



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the program booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

		<b>CONTACT US</b>		
<b>JOURNAL ISSUE</b>	<p>Each year ALR generates a journal issue of selected papers from the conference. Past ALR issues have appeared in journals such as the American Journal of Preventive Medicine; Health &amp; Place; Preventive Medicine, etc. If you would like your organization to be associated with a journal issue or special section from ALR, please contact us for details.</p>			
<b>BRANDING AND VISIBILITY</b>	<p><b>DELEGATE BAG</b> <span style="float: right;"><b>\$ 2,900</b></span></p> <p>Have your company logo on the highly valued delegate bag. Used after the event this will ensure long lasting visibility for your company.</p>	<p><b>REGISTRATION DESK</b> <span style="float: right;"><b>\$ 3,000</b></span></p> <ul style="list-style-type: none"> <li>▪ Your company logo on poster and signage at the registration desk</li> <li>▪ Your company logo on pens distributed at the conference</li> <li>▪ 2 free delegate tickets</li> </ul>	<p><b>CONFERENCE APP</b> <span style="float: right;"><b>CONTACT US</b></span></p> <p>Sponsor Elsevier's new conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app.</p> <ul style="list-style-type: none"> <li>▪ Details of the program and speakers</li> <li>▪ Abstracts of all the talks and posters</li> <li>▪ Presentation and Poster files</li> <li>▪ Information on exhibitors and sponsors</li> <li>▪ Conference floor plans</li> <li>▪ Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors.</li> </ul>	
	<p><b>LANYARDS</b> <span style="float: right;"><b>\$ 2,900</b></span></p> <p>Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference.</p> <p><b>SPONSOR SESSION</b> <span style="float: right;"><b>\$ 2,300</b></span></p> <ul style="list-style-type: none"> <li>▪ Your company logo at the opening and closing of the sponsored session and on-site signage</li> <li>▪ Your company name and logo in the program booklet, next to the session listing</li> <li>▪ 1 free delegate ticket</li> </ul>	<p><b>DELEGATE BAG INSERT</b> <span style="float: right;"><b>\$ 950</b></span></p> <p>Your promotional material can be inserted into each delegate bag given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays. Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.</p>		
<b>NETWORKING OPPORTUNITIES</b>	<p><b>WELCOME RECEPTION AND POSTERS</b> <span style="float: right;"><b>\$ 3,000</b></span></p> <ul style="list-style-type: none"> <li>▪ Opportunity to give a short address at the beginning of the reception</li> <li>▪ Your company logo on available paraphernalia (eg napkins, doilies etc)</li> <li>▪ Your company logo on A1 sized foam-backed posters positioned around the reception area</li> <li>▪ Delegate bag insert</li> <li>▪ 2 free delegate tickets</li> </ul>	<p><b>COFFEE BREAK</b> <span style="float: right;"><b>\$ 1,500</b></span></p> <ul style="list-style-type: none"> <li>▪ Sponsorship of one of the Conference refreshment breaks</li> <li>▪ Your company logo on available paraphernalia (eg. napkins, doilies etc)</li> <li>▪ Your company logo on A1 sized foam-backed posters where the breaks will be taking place</li> <li>▪ Delegate bag insert</li> </ul>	<p><b>LUNCH SESSION</b> <span style="float: right;"><b>\$ 3,200</b></span></p> <ul style="list-style-type: none"> <li>▪ Sponsorship of one of the Conference Lunches</li> <li>▪ Your company logo on available paraphernalia (eg. napkins, doilies etc)</li> <li>▪ Your company logo on A1 sized foam-backed posters where the lunch will be taking place</li> <li>▪ Opportunity to give a short address at the beginning of the lunch</li> <li>▪ Delegate bag insert</li> <li>▪ 2 free delegate places</li> </ul>	



## SPONSORSHIP AND EXHIBITION ORDER FORM

### 1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.)	First Name
<hr/>	
Surname	
<hr/>	
Job Title	
<hr/>	
Organization	
<hr/>	
Address	
<hr/>	
State/Country	
<hr/>	
Post/Zip Code	
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Tel	Fax
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Email	
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### 2. ORDER DETAILS

- |   |           |
|---|-----------|
| <input type="checkbox"/> EXCLUSIVE PLATINUM SPONSOR | \$ 10,000 |
| <input type="checkbox"/> GOLD SPONSOR               | \$ 6,000  |
| <input type="checkbox"/> SILVER SPONSOR             | \$ 4,000  |

### EXHIBITOR OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Table top (6ft table top exhibition stand) | \$ 1,200 |
|---|----------|

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

#### BRANDING AND VISIBILITY

- |  |            |
|--|------------|
| <input type="checkbox"/> Delegate bag        | \$ 2,900   |
| <input type="checkbox"/> Lanyards            | \$ 2,900   |
| <input type="checkbox"/> Sponsor session     | \$ 2,300   |
| <input type="checkbox"/> Registration desk   | \$ 3,000   |
| <input type="checkbox"/> Delegate bag insert | \$ 950     |
| <input type="checkbox"/> Conference app      | Contact Us |

#### NETWORKING OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Welcome Reception and Poster Session | \$ 3,000 |
| <input type="checkbox"/> Coffee break                         | \$ 1,500 |
| <input type="checkbox"/> Lunch session                        | \$ 3,200 |

### 3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable \$ \_\_\_\_\_

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

### 4. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

### 5. RETURN TO

#### Tom Faulkner

Head of Conference Sales  
Elsevier, Amsterdam, The Netherlands  
Tel: +31 20 485 2175  
E-mail: t.faulkner@elsevier.com

#### TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US\$3,000,000) is required prior to the event.
- Price for up to 2 colour printing within logos