



Embassy of France in the United States
Office for Science and Technology

SEMINAR 2010 FAID: SPONSORSHIP OPPORTUNITIES

*French-American seminar addressing scientific challenges in treating Alzheimer's disease
Boston, December 6, 2010 at Broad Institute*

The Office for Science and Technology (OST) of the Embassy of France (Boston section) is a non-profit organization. Its main mission is to promote bilateral FR-US collaboration in science and technology.

For this purpose, the Boston OST organizes each year a full-day seminar called “*French American Innovation Day*” (FAID). FAID is designed to emphasize a specific topic having a huge impact in terms of science, therapeutics and innovation.

In collaboration with the **MLSC (Mass. Life Sciences Center)**, the 2010 FAID seminar will be addressing « *Alzheimer's disease: Towards the Personalized Medicine* ». It will be held the 6 of December at the **Broad institute** and organized in 5 sessions dedicated to the latest scientific developments on Alzheimer's disease, both in France and Europe and in the US.

Two prominent experts will lead this seminar:

- **Prof. John H. Growdon**, Clinical Core Co-Leader and Founding Director at Massachusetts Alzheimer's Disease Research Center & Director, Memory and Movement Disorders Units at Massachusetts General Hospital & Professor of Neurology at Harvard Medical School
- **Prof. Philippe Amouyel**, CEO French National Foundation on AD, General Director of the Institut Pasteur de Lille and Professor of Epidemiology and Public Health at the University Hospital of Lille in France

The main goals of the FAID seminar are to **pave the way for new collaboration** between France and the USA, to **explore the latest research in Alzheimer's disease (AD) with the best scientists in the field** and to **address challenges of therapeutics in AD**.

The 2010 FAID seminar gathers approximately **150 participants** (scientists, investors, students, partners) and offers to the **sponsors**:

- A unique opportunity to **connect with the scientific community from France** involved in AD R&D
- A **connection with the coordinator** of the EADC¹ or GWAS², prof P. Amouyel
- the chance **to learn** about the latest medical discoveries in Alzheimer's disease (AD)
- **Networking** with decision makers in both communities
- **A better visibility in French communities** (12,000 subscribers to our French newsletter)
- An **increased visibility in Mass.** through our newsletter in English (2,000 subscribers) and the MSLC network (10,000 contacts)

¹ EADC: European Alzheimer's Disease Consortium <http://eadc.alzheimer-europe.org/introduction.html>

² GWAS : Genome-Wide Association Studies



Embassy of France in the United States
Office for Science and Technology

For the FAID seminar, the Office for Science and Technology (OST) offers **4 levels** of sponsorship opportunities. Your financial support is intended to cover the expenses related to the organization of the seminar (conference room, catering, etc.) and it will be spent **in USA**.

The OST is open to working with you to develop a sponsorship package that is tailored to your individual goals.

PLATINUM SPONSOR (from \$7,000)

- 10 minute pitch after the welcome address of the Ambassador of France
- A sequential advertising displayed on a 26-inches-plasma screen (two-minutes sequence)
- 6-feet exhibition table (x2)
- A full page advertisement in the seminar program book
- Advertisement and special thanks on our seminar website (logo, link and company description)
- Your banner as platinum Sponsor
- Invitation to a reception at the French Consul's residence and special thank you from the Consul
- 7% of your contribution will go to Alzheimer's organizations

DIAMOND SPONSOR (\$5,000)

- A sequential advertising displayed on a 26-inches-plasma screen (one minute-sequence)
- One 6-feet exhibition table
- A half page advertisement in the seminar program book
- Advertisement and special thanks on our seminar website (logo, link and company description)
- Your banner displayed with the other Diamond Sponsors
- Invitation to a reception at the French Consul's residence
- 5% of your contribution will go to Alzheimer's organizations

GOLD SPONSOR (\$3,000)

- One 6-feet exhibition table shared with other gold sponsors
- A quarter page advertisement in the seminar program book
- Advertisement and special thanks on our seminar website (logo, link)
- Your banner displayed with the other Gold Sponsors
- Invitation to a reception at the French Consul's residence
- 3% of your contribution will go to Alzheimer's organizations

SILVER SPONSOR (\$1,000)

- A business card-sized ad in the seminar program book
- Advertisement and special thanks on our seminar website (logo, link)
- Your banner displayed with the other Silver sponsors
- Invitation to a reception at the French Consul's residence
- 1% of your contribution will go to Alzheimer's organizations

Contacts

Antoine Mynard

Attaché for Science and technology
Consulate General of France in Boston
antoine.mynard@diplomatie.gouv.fr
attache-inno.mst@consulfrance-boston.org
Ph : +1 617 832 4464

Lynda Inséqué

Deputy Attachée for Science and Technology
Biotechnology and Technology Transfer
lynda.inseque@diplomatie.gouv.fr
deputy-inno.mst@consulfrance-boston.org
Ph : +1 617 832 4468