

2020 IPA
VIRTUAL CONGRESS
2-3 OCTOBER 2020



International Psychogeriatric Association
Better Mental Health for Older People



Sponsorship Opportunities

www.ipa-online.org



About IPA

Since 1982, the International Psychogeriatric Association (IPA) has been dedicated to improving the mental health of older people around the world by supporting mental healthcare professionals through programs, resources and services in education, research, professional development, advocacy, and health and service promotion. With members from more than 50 countries, the IPA global community encompasses all issues (health aging to the diseases of aging) and all disciplines – psychiatrists, neurologists, geriatricians, primary care physicians, scientists, epidemiologists, psychologists, nurses, occupational therapists, social workers and others working with the elderly.

Recently, IPA adopted a bold and ambitious strategic plan which will include more meetings each year as a means to impact and enhance more sharing of knowledge, research and effective care practices. We invite and ask you to support this effort as a strategy to address the exponential worldwide growth of the aged population. By working together, IPA with our sponsors – corporate, governments, foundations and individuals – we can make a difference in the care of our own family members and in our global family.

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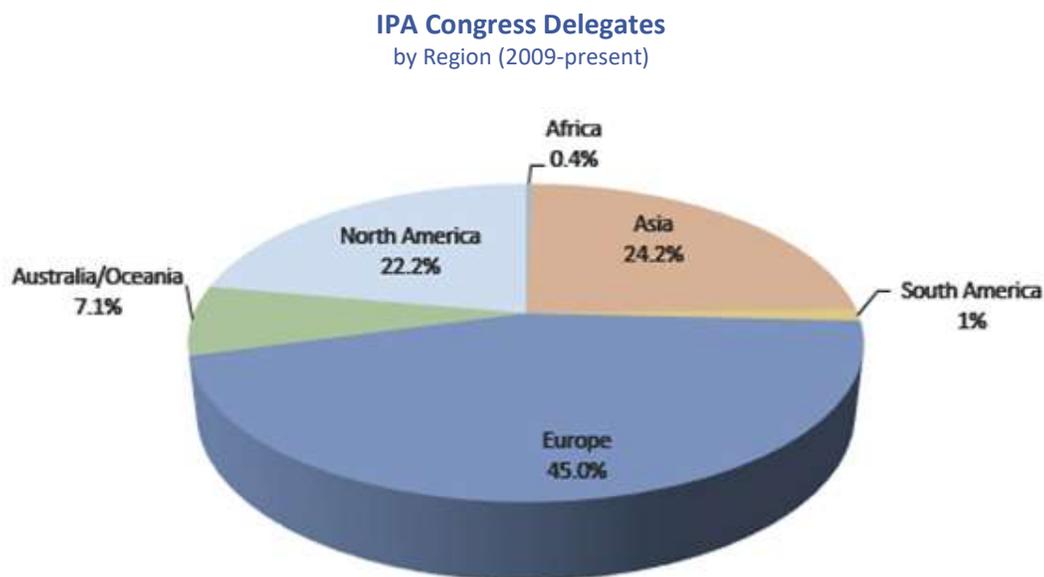
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About the Congress

In the past decade, the field of geriatric mental health has benefited from advances including the promise for a cure of major diseases impacting our patients and their families. Improved understanding of the biology of Alzheimer's and other dementia causing diseases, late life depression, sleep disorders, anxiety disorders, delirium and others, provides an optimistic view that, at least in some cases, "cures" might be forthcoming in the professional lifetimes of younger IPA members. At the same time, the well-known "silver tsunami" is a stark reminder of the staggering numbers of older people who will require mental health care in the decades to come. Hence, balancing races for the cure against the undeniable obligation we have as mental health professionals to care for our patients and their families is more prescient today than in the past. In fact, increasingly care and cure are blended in our professional lives such that the most effective interventions of today combine cure and care oriented approaches.

The 2020 IPA Virtual Congress theme is "*Mental health for people of Old Age in a rapidly changing world*". This theme reflects the impact that the modern world can have on the mental health of people of old age. This has been demonstrated by the effects of social distancing during the Coronavirus restrictions on older people. The conference will host live sessions with an interactive Q&A option, regular symposia and free communications, and interactive e-poster sessions.

Value and Impact of the Meeting



offers a unique opportunity to companies to:

- Reach top researchers and clinicians from all disciplines who are making a difference in geriatric mental health care around the world
- Promote knowledge and awareness of the importance of all mental health issues in our rapidly aging society
- Interact with leaders and emerging thought leaders from the key organizations who are influencing care and public policy on a global basis
- Distribute your information regarding the latest developments in health promotion, prevention, treatment and care

Sponsorship Overview

- Participate in the identification of current needs and issues in mental health and aging, in areas of research, education and treatment
- Collaborate with IPA to advance geriatric mental health in an environment supportive of our various roles and goals
- Benefit from online visibility throughout the entire pre-conference promotion
- Reach out to the entire IPA mailing list through IPA official event communication

The following prospectus will demonstrate how to make your organization top of mind with international healthcare professionals in the psychogeriatric and related diseases sector. Please note that we advise you to secure your participation early in order to gain longer-term exposure.

Marquee Virtual Congress Sponsor (Cost: \$15,000 USD)

Provide support for the Virtual Platform, enabling access to all attendees.

Recognition includes:

- Sponsorship acknowledged on an email announcing open registration to members
- Company name with option to link to your company website or virtual exhibit included in an e-blast to IPA Membership and registrants (est. 1,500)
- Virtual “Exhibit” space (details below)
- Acknowledgement as Marquee sponsor on the Virtual Platform

Poster Hall Sponsor (Cost: \$7,500 USD)

Provide support for the Poster Hall, which will host the more than 65 posters submitted to the 2020 Congress. Posters will be in a pdf format and include a short video presentation, indexed and searchable by key words.

Recognition includes:

- Sponsorship acknowledged on an email announcing the Poster Hall to attendees and registrants (est. 300)
- Company logos with option to link to your company website or virtual exhibit included on the poster hall platform

Virtual Sponsored Symposia (Cost: \$45,000 USD)

An opportunity to provide education and to demonstrate your company’s commitment to quality patient care while building your corporate brand. Each symposium is one hour long and is open to all registered meeting delegates. No CME is given for the symposia. Following the Congress, symposia will be hosted on the website for up to six (6) months.

The Virtual Sponsored Symposia includes:

- One Hour Session posted and hosted on platform for six (6) months with Chat features to interact and answer attendee questions
- Hosting of mock-live webinar with pre-recorded lectures and faculty / representatives live to answer questions.
- Company Specific Branding in “session” view
- Session information included in e-blast to IPA Membership and those registered for the virtual meeting (est. 1,500)

- Opportunity to collect names and email address for those that attend your Session
- Statistics Report

Virtual Exhibit (Cost: \$5,500 USD with 5 min Video, \$3,000 with no video)

A page within the portal where companies can list product or company information, link to resources, chat capabilities and company contact listings.

Recognition includes:

- Upload an up to 5-minute video on your company or products
- Opportunity to post links to your website or product information
- Company profile
- Chat features enable to interact and answer attendee questions
- Listed as an Exhibitor on the Virtual Congress website and in Congress materials
- Statistics Report

Advertisements Opportunities

- **Advertisement in Congress Daily e-newsletter (Cost: \$2,500 USD per Ad)**

This daily electronic newsletter will provide highlights of each day's activities and sessions. There will be space for two (2) static banner advertisements per day.

- **Advertisement in the pre-Congress e-newsletter (Cost: \$2,000 USD per Ad)**

Include your advertisements in the pre-Congress newsletter sent to IPA members and registrants one week before the Congress. There will be space for up to four (4) static banner advertisements.

Other Opportunities

We want to make the most out of your presence at the 2020 IPA Virtual Congress and will work with you to develop just the right options.

Please contact IPA Executive Director, Kate Filipiak at: kflipiak@ipa-online.org or +1 414.918.9889 with any questions.