



AAIC24

22 Years and Counting:

How Stage Right, Inc. Keeps Pace with Alzheimer's Association's Growth and Influence



AAIC is the world's largest gathering of researchers from around the world focused on Alzheimer's and other dementias.

Consider an anticipated 33 percent increase in the number of attendees at a global annual conference.

Normally, a spike like this might cause more than a bit of concern. It could mean the audio visual and event production partner making a panicked pivot in arrangements and equipment to make sure far more participants can see and hear the proceedings.

We said “could”.

Turns out the final audience numbers for the 2024 Alzheimer's Association International Conference (AAIC) were **far higher**.

But Stage Right, Inc. didn't flinch.

Over the course of its 22-year relationship working with Alzheimer's Association—the worldwide voluntary health organization dedicated to Alzheimer's care, support and research—Stage Right has consistently met the needs of producing the organization's massive AAIC meeting in 15 different landmark cities across the world.

AAIC is the world's largest gathering of researchers from around the world focused on Alzheimer's and other dementias. Held this year in Philadelphia's Pennsylvania Convention Center, Alzheimer's Association

anticipated 8,000 in-person attendees. More than 8,400 people turned out in person, while another 17,000 participated virtually.

“Last year's meeting in Amsterdam drew 6,000 attendees, so this was quite a jump,” says JR Urcina, Jr, a principal with Stage Right, Inc. “It shows Alzheimer's Association's growing relevance among dementia professionals.”

Held this year in Philadelphia's Pennsylvania Convention Center, Alzheimer's Association anticipated 8,000 in-person attendees. More than 8,400 people turned out in person, while another 17,000 participated virtually.

That the AAIC is drawing more attendees than ever before isn't surprising. News of new diagnostic criteria and guidelines, early detection breakthroughs, and promising new drug treatments is capturing greater attention from the industry, clinical medicine and academia from around the globe.



Making of a partnership

Long-term client relationships like this are increasingly exceptional. The rapid pace of business today often leads to shorter client engagements as companies and organizations seek new opportunities, and subsequently, habitually switch out partners and vendors.

Developing and maintaining a sustained affiliation in this climate is a significant

challenge. It requires a deep commitment from both parties. In this case, technical ability, flexibility, and earned trust have fueled a durable connection to meet those expectations.

“Over the years, we’ve established a show structure that enables both organizations to stay in sync with what’s necessary to produce a conference that consistently meets stakeholder expectations,” says JR. “It helps Alzheimer’s Association plan and execute its conference and allows us to stay adaptable in staging its signature event.”

In addition to the annual AAIC conference, Alzheimer’s Association shares information and knowledge with stakeholders in other locations during the year. Stage Right, Inc. is there.

Smaller, in-person meetings called AAIC Satellite Symposium is where dementia professionals gather to meet and discuss how advances in public health, diagnosis and treatment can be applied within their regions. Stage Right, Inc. has produced these regional meetings in Buenos Aires, Cape Town, Mexico City, Puerto Rico, São Paulo, Sydney, Tokyo, and Varna (Bulgaria).

Virtual meetings are also part of the company’s productions. Earlier in 2024, Stage Right, Inc. produced an online gathering that connected professionals from 11 countries spanning 12 different time zones.

“Playing a role in Alzheimer’s Association’s outreach over so many years has been gratifying, and our collaboration with the organization’s Conference Department is invaluable.” says JR. “Wherever and whenever the association needs to be, we’ll continue to do our part.”

AAIC 24 By The Numbers

While Stage Right, Inc. has an established show plan, flexibility in delivering not just a tightly produced “show” at the AAIC’s massive plenary sessions, it must deliver on breakout sessions. Here’s what was used to accommodate over 8,500 conference attendees and speakers during AAIC 24.

General Session

Video

- 1–20' x 120' Rear Projection Wide Screen with 8–20K Christie HD Projection Blend
- 2–15' x 26'.6" Side Screens with 4–21K Laser Projectors
- 3–15' x 26'.6" Delay Screens with 6–21K Laser Projectors
- Barco E2 Screen Management System
- Ross Carbonite HD/SD Live Video Switch System
- 2–Sony HXC Video Cameras
- 2–BirdDog PTZ Cameras
- 1–vMix Streaming System

Audio

- 1–Yamaha QL5 Digital Audio Console
- 1–RIO Dante Stage Box
- 22–Microphones, 8–Head Table Mics, 6–Q&A Mics, 6–Wireless Mics, 2–Podium Mics
- 18–JBL VerTec Line Array Speakers
- 32–JBL VRX Speakers

Breakout Rooms

- Eight, with seating for **1,500 attendees each**
- 2–15' x 26'.6" screens with 20K Laser Projectors
- 1–ATEM Production Live Video Switcher
- 1–BirdDog PTZ Camera
- 1–Sony HXC Video Camera
- 1–vMix Streaming System
- 18–Microphones each room, 6–Q&A Mics, 8–Head Table Mics, 2–Wireless Mics, 2–Podium Mics

Show Support Space

- **Over 30 rooms** at the convention center for offices, Zen rooms, Parents rooms, Interview rooms, and other specialty spaces

Workshops, Symposia, Scientific Sessions

- **Over 50 sessions in 20 rooms** at the Marriott connected to the convention center

Stage Right, Inc. is a Chicago-based global audiovisual and live event production company. It creates precision-crafted corporate and association events via light, sound, video, pre-production and production management services. The company's proprietary StageCraft™ production planning process delivers innovative, budget-conscious and flawless event execution that has satisfied hundreds of clients over thousands of events in North America, South America, Europe, and Asia since 1991.

For more information, visit [StageRightInc.com](https://www.StageRightInc.com).

**When planning your next corporate or association meeting,
the first place to go is Stage Right.**

For more information contact:

Scott Stedronsky

(888) 770-0576, ext. 1020

SStedronsky@StageRightInc.com



[StageRightInc.com](https://www.StageRightInc.com)

Copyright 2024, Stage Right, Inc.