



Alzheimer's Society Annual Conference 2020

Sponsor and Exhibition
Opportunities

Monday 18 and Tuesday 19 May 2020
etc.venues, 133 Houndsditch, London, EC3A 7BX



Alzheimer's Society Annual Conference 2020

Alzheimer's Society's flagship annual conference returns in 2020. With dementia increasingly taking centre stage in the news agenda, some major issues are coming to the fore – from the ongoing search for a cure, the desperate need for social justice for people living with dementia, to how we can help people live well with dementia, on both an individual and societal level.

The theme for this year's conference is 'Innovation and Impact: Addressing the Big Questions for Dementia'. We are seeking your support at the conference, through a whole range of sponsorship options, to support our vital work and build towards our vision of a world without dementia.

Our conference programme for 2020 will be built around the first-hand experience of dementia at all stages and will consider the big questions for people affected by dementia, those who support them and the wider society. Alzheimer's Society Annual Conference will showcase the latest innovations in research, policy, care practice and technology, with a focus on initiatives that will make a sustained and impactful change.



Big Questions in Dementia

Across the two days, delegates will have the opportunity to engage with the big challenges in dementia and hear how these are being addressed in innovative ways across the UK. These are the issues that we will be addressing:

- **‘Big Questions in Brain Health’** – From biomarkers improving diagnosis to increasing resilience, how can we predict and reduce the future cases of dementia?
- **‘Big Questions in Making Society Dementia Friendly’** – Looking at businesses, culture and reaching out to young people, how can we reduce isolation, stigma and barriers faced by people living with dementia?
- **‘Big Questions in the Dementia Pathway’** – From diagnosis to end of life care, how can we improve support levels across the dementia pathway and be truly influential on a policy level?
- **‘Big Questions in Technology’** – From adapting and evaluating the suitability of current technologies to harnessing the power of emerging technologies, how can technology deliver for people living with dementia?

The Venue

Alzheimer’s Society Annual Conference 2020 will take place at etc.venues, 133 Houndsditch, London on Monday 18 and Tuesday 19 May. This is an exciting new venue for us. The conference will be our biggest yet, featuring plenaries, parallel breakout sessions, exhibition space, poster display and a drinks reception at the end of the first day.



The Audience

There will be 500 attendees on each day, which will include a mix of:

- Leading influencers in health and social care
- International and national dementia researchers and organisations
- NHS and third sector organisations
- Clinicians and practitioners
- Policy makers
- Local authorities
- Central and local government
- Commissioners
- People affected by dementia
- Providers of community health services

Sponsorship Opportunities

We have opportunities for corporate sponsorship for this educational and informative event at two key levels – Lead Sponsors and Sponsors. Beyond that we have a whole series of different sponsorship and exhibition options to suit all requirements and budgets. Below are a list of general benefits and specific features of the sponsorship opportunities, but we can discuss your objectives and tailor accordingly.

Benefits

- Affiliation with the UK's leading dementia charity, providing information and support, improving care, funding research, and creating lasting change for people affected by dementia
- Maximise exposure and the opportunity to engage with a large proportion of the delegates directly and develop high level, long term contacts with them
- Communication with the key influencers and decision makers within health and social care
- Add your voice to the dementia debate and influence change: Your involvement will not only help raise your company's visibility, but it will also help propel dementia to the top of the health agenda.
- Recognition as being part of the Dementia Movement



Lead Sponsor Rights

£35,000 + VAT

- Exclusive opportunity to co-develop a breakout session with Alzheimer's Society, including co-designing a theme of mutual interest, jointly inviting speakers, and having a speaker from your company on the panel. We will have no more than two Lead Sponsors as there will be a maximum of two breakout sessions that we will co-develop
- Primary logo presence on screen in the main hall and all breakout rooms
- Acknowledgement as 'Lead Sponsor' during the opening / closing remarks on event days
- Full page in programme including recognition as 'Lead Sponsor', logo and company profile
- Logo and recognition as 'Lead Sponsor' on the Conference App
- Prominent logo positioning and recognition as 'Lead Sponsor' on all promotional materials including registration email and e-tickets
- Logo and recognition as 'Lead Sponsor' on a dedicated web page
- Primary logo positioning on printed name badges
- 7 complimentary tickets including staff to exhibit
- 3 x 2m exhibition stand
- Opportunity to hand out branded materials on stand
- Insert in the delegate bag



Sponsor Rights

£25,000 + VAT

- Logo presence on screen in the main hall and all breakout rooms
- Acknowledgement as 'Sponsor' during the opening / closing remarks on event days
- Full page in programme including recognition as 'Sponsor', logo, and company profile
- Logo and recognition as 'Sponsor' on the Conference App
- Logo and recognition as 'Sponsor' on all promotional materials including registration email and e-tickets
- Logo and recognition as 'Sponsor' on a dedicated web page
- Logo on printed name badges
- 5 complimentary tickets including staff to exhibit
- 3 x 2m exhibition stand
- Opportunity to hand out branded materials on stand
- Insert in the delegate bag



Additional venue branding options are available on request

Drinks Reception sponsor

£10,000 + VAT

This package offers a premium opportunity as the first day of the conference closes, to sponsor the evening drinks reception. This opportunity provides a greater platform to engage with delegates and to address delegates as the reception begins. We can combine this exclusive opportunity with one of our exhibition stands to engage with our delegates during the entire conference, while your branding would also be displayed around the room during the reception.

The package includes the above, and the Silver exhibition stand package, with a total of 5 delegate tickets.

Breakfast sponsor

£8,000 + VAT

This package guarantees a high-profile position at the conference, with an opportunity on the morning of Day 2 to hold an invitation-only, or open breakfast reception for delegates. This opportunity means that delegates start the day with your product or service in mind. You can combine this exclusive opportunity with one of our exhibition stands to engage with our delegates during the entire conference while your branding would also be displayed in the room during the breakfast.

The package includes the above, and the Silver exhibition stand package, with a total of 5 delegate tickets.

Conference App sponsor

£5,000 + VAT

As a Conference App sponsor, when delegates log-in to the app your logo will appear alongside your stand number. The app will be co-branded with Alzheimer's Society and your logo/rolling banners at every opportunity.

The package includes the above, and the Silver exhibition stand package.

Delegate Bag sponsor

£5,000 + VAT

On the reverse of Alzheimer's Society branded delegate bag, given to each delegate you can display your logo for increased exposure, at the event and beyond.

This is an exclusive opportunity and the package includes the above, and the Silver exhibition stand package.

Conference Notebook sponsor

£5,000 + VAT

Each delegate at registration is given a notebook to use during the conference that shows the sponsor logo on the front.

This is an exclusive opportunity and the package includes the above, and the Silver exhibition stand package.

Conference Lanyard sponsor

£4,000 + VAT

On the conference lanyards, given to each delegate, you can display your logo for increased exposure across the two days of the event.

This is an exclusive opportunity and the package includes the above, and the Silver exhibition stand package.



Exhibition packages

Package Option

What's Included

Costs

Gold package

- Prime location, 3x2m space (table and chairs available on request)
- 3x delegate passes
- Speaking opportunity – product demonstration in the exhibition hall *(this is subject to confirmation by the programme board. The final decision on inclusion rests with the Alzheimer's Society).*
- 1x 13 amp plug socket (included)
- Listing in the conference guide, app and website
- Push notifications about your organisation on the app
- Logo to appear on venue screens
- Optional leaflet in delegate pack
- Insert in the delegate bag

Early bird
£2,250+VAT

Standard
£2,500+VAT

Silver package

- Good location 2x2m space (table and chairs available on request)
- 2x delegate passes
- 1x 13 amp plug socket *(included)*
- Listing in the conference guide, app and website
- Optional leaflet in delegate pack

Early bird
£1,350+VAT

Standard
£1,500+VAT

Bronze package

- 6ft tabletop
- 2x chairs
- Space for 1 pull-up banner
- 1x delegate passes
- Electricity on request *(additional cost)*
- Listing in the conference guide, app and website

Early bird
£999 +VAT

Standard
£1,150+VAT

Contact

To discuss your interest in the packages above, or to tailor something specifically to your needs, please contact one of our team:

Sponsorship packages

James Baulk – **07483 133 869** or james.baulk@alzheimers.org.uk

Exhibition packages

Emma Breeze – **020 7423 5151** or emma.breeze@alzheimers.org.uk

Nathan Bolton – **020 7423 5113** or nathan.bolton@alzheimers.org.uk



**Thank
you**