



Alzheimer's Society Annual Conference 2022

Sponsorship and
Exhibition Opportunities

Tuesday 17 May 2022

Park Plaza Victoria, London, SW1V 1EQ

Hybrid Event



Alzheimer's Society Annual Conference 2022

Our flagship annual conference returns in 2022 during Dementia Action Week. A force for change, the conference will highlight the biggest problems facing dementia diagnosis at the moment.

Not everyone who has dementia is able to get the vital diagnosis that we know is the key to them getting the help and support they need to stay in control. A diagnosis is hard to get because stigma is still rife, 1 in 5 people still think that developing dementia is a natural part of getting older. Meaning that we chalk up memory and other problems to old age rather than something significantly more problematic. A diagnosis can be life-changing, but knowing that you have dementia facilitates access to vital care and support that enables people to live well with the condition.

When we meet in 2022, we will showcase what is being done to improve diagnosis and consider what still needs to be done for people affected by dementia. Incorporating information on the latest innovations, we will hear from a combination of keynote speakers in the plenary sessions, work together to find solutions in the workshop sessions, view an exhibition with up to 20 stands, and get to know each other at a drinks reception.

Venue

Alzheimer's Society Annual Conference 2022 will take place at the Park Plaza Victoria in London on Tuesday 17th May as well as online throughout the day! We're excited to embrace a new hybrid model for the conference this year - allowing us to welcome many more delegates than in previous years!



Why are we focusing on dementia diagnosis?

Throughout the conference delegates will have the opportunity to engage with the big questions around dementia diagnosis and policy and hear how these are being addressed in innovative ways across the UK. It is important for us to discuss dementia diagnosis because:

- There are still many barriers to accessing a diagnosis such myths around dementia. Many believe that you'll be stopped from driving or working immediately, you'll have to move into a care home straight away and that there is nothing that can be done.
- Without a diagnosis people affected by dementia can't access the financial, health and social care support they are going to need. They won't get any treatment for symptoms, have no idea what's in store and as a result no idea how to plan ahead so that they can stay in control.
- The COVID-19 pandemic has caused a huge fall in diagnosis rates. In some areas of the UK, only 50% of people with dementia symptoms will ever get an accurate diagnosis. To get back to pre-pandemic levels of diagnosis, 33,000 people now need to receive a diagnosis who have not so far.
- We are living with a dementia crisis, so it is time for us to come together to discuss, challenge and work together to improve the lives of those affected by dementia.

These key drivers affecting dementia diagnosis will be explored in more detail throughout the conference.

Audience

There will be 350 attendees in person with more joining in online in our first ever hybrid conference. You can expect to meet:

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

The conference will attract audience members with a mix of diagnosis policy updates, cutting edge research, and technology innovations that could transform dementia diagnosis. It will be a brilliant chance to meet, network and encounter dementia professionals from across the research, health and social care sectors, as well as many others who who can offer an outside opinion.



Sponsorship Opportunities

We have opportunities for corporate sponsorship for this educational and informative event at a whole series of different sponsorship levels to suit all requirements and budgets. Beyond that we have a range of exhibition packages to suit every need.

Benefits

- You will be affiliated with the UK's leading dementia charity, providing information and support, improving care, funding research, and creating lasting change for people affected by dementia.
- You will maximise exposure for your organisation - engaging directly with delegates to develop high level, long term contacts.
- You will communicate with the key influencers and decision makers within health and social care.
- You can 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.
- You will be recognised as being part of the dementia movement, helping to reduce the stigma and mystery around a diagnosis.



Sponsorship - £15,000 + VAT

By choosing to come on board as an official conference sponsor, you will receive:

- Logo presence on the screen in the main hall and in all breakout rooms
- Acknowledgement as 'Sponsor' during the opening and closing remarks on event days
- Logo and recognition as 'Sponsor' on all promotional materials including registration email and e-tickets*
- Acknowledgement as 'Sponsor' on Alzheimer's Society Twitter account**
- Full page in the programme including recognition as 'Sponsor', logo, and company profile
- Logo and recognition as 'Sponsor' on the Online Events Platform (for virtual attendees)
- Logo and recognition as 'Sponsor' on the dedicated web page
- Logo on printed name badges
- 5 complimentary tickets including staff to exhibit
- 3 x 2m exhibition stand to display branded materials
- An insert in the delegate bag

*Promotional emails go to approx. 21,000 Alzheimer's Society Contacts, there are 11 planned emails promoting the conference, plus stewardship emails to all those who sign up.

**Twitter account has approx. 195,000 followers.

Breakfast Sponsor

Starting at £5,000 + VAT

This package guarantees a high-profile position at the conference, with an opportunity on the morning of the conference 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.

This exclusive package includes the above, and the Platinum exhibition stand package, with a total of 4 delegate tickets.

Drinks Reception Sponsor

Starting at £5,000 + VAT

This package offers a premium opportunity at the end of the conference, to sponsor the drinks reception. This opportunity provides a greater platform to engage with delegates and to address delegates in the exhibition hall 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.

This exclusive package includes the above, and the Platinum exhibition stand package, with a total of 4 delegate tickets.

Conference App Sponsor

Starting at £2,500 + 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 each opportunity.

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

Delegate Bag Sponsor

Starting at £2,500 + VAT

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

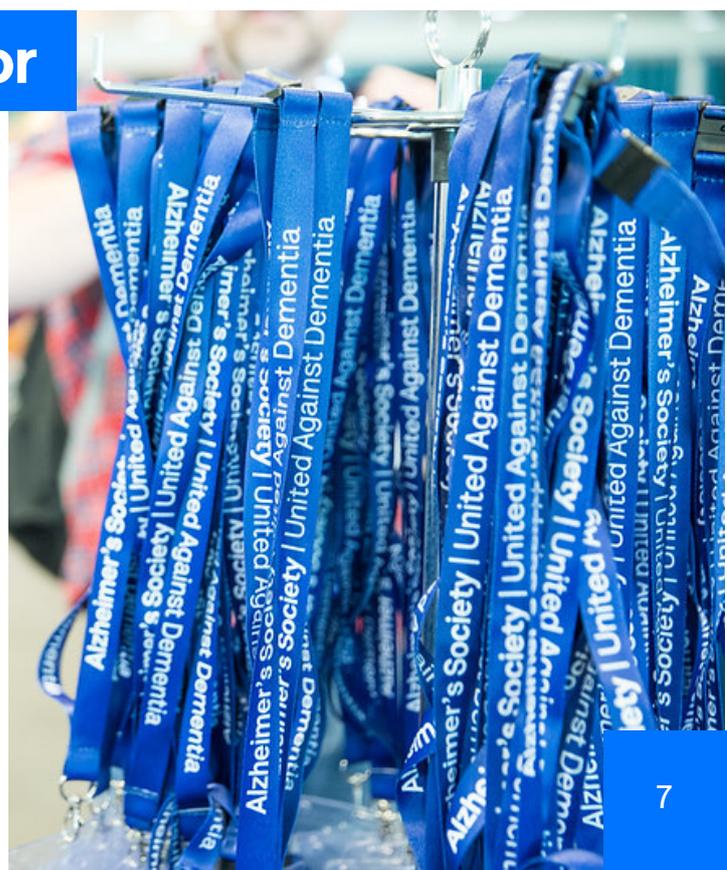
This is an exclusive opportunity and includes the above and the Platinum exhibition stand package.

Conference Lanyard Sponsor

Starting at £2,500 + VAT

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

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



Exhibition Packages

Platinum Package

Space for up to 3m wide stand. This option provides a larger space to include larger stands and also increased visibility (through the delegate pack), a bigger space (to allow backboard stands) and two delegate places.

Additional tickets can be purchased at a reduced rate.

What's included	Cost
<ul style="list-style-type: none">■ Premium location and larger space in the exhibition area■ 2x delegate passes■ Electricity on request■ Listing in conference guide, app and website■ Featured in pre-conference email to delegates alongside other Platinum exhibitors■ Optional leaflet in delegate pack	<p>Early bird £999 + VAT</p> <p>Full rate £1,250 + VAT</p>



Gold Package

This is our basic package for involvement at the conference. The Gold package is intended for smaller exhibitors and we can offer exhibitors a tabletop, space for a pull-up banner and 2 delegate places.

Additional tickets can be purchased at a reduced rate.

What's included	Cost
<ul style="list-style-type: none">■ 6ft table top■ 2x chairs■ Space for 1 pull-up banner■ 2x delegate passes■ Electricity on request■ Listing in conference guide, app and website	<p>Early bird £750 + VAT</p> <p>Full rate £999 + VAT</p>



Contact

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

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**Thank
you!**