



# Alzheimer's Society Annual Conference 2024



## Sponsorship and Exhibition Opportunities

Tuesday 14 May 2024

etc.venues, 155 Bishopsgate,  
London, EC2M 3YD

Hybrid Event



# Alzheimer's Society Annual Conference 2024

**Our flagship annual conference returns for 2024 during Dementia Action Week. The conference will bring together leaders in dementia from across the UK to discuss how we make dementia a priority for all, now, in the future and highlighting the scale of the issues and the opportunities for change.**

Together, we can make a difference to the lives of the 900,000 people living with dementia and their loved ones. Dementia is one of the greatest health challenges facing society, both in the UK and around the world. Of the top ten causes of death worldwide, dementia is the only one that can't be cured, stopped, or even slowed down. By 2040, it is estimated dementia will cost the UK economy £94.1 billion.

When we meet at our 2024 conference we will highlight priorities in these 3 key areas:

## Dementia Diagnosis

Getting a diagnosis can enable people living with dementia to plan for the future and gain access to care, symptomatic treatments, information, advice and opportunities to participate in dementia research. Yet over 300,000 people in England, Scotland and Wales do not have a diagnosis. This leaves them and their families at risk of crisis, such as unplanned hospitalisation, which can have an adverse effect on their health and wellbeing, as well as the wider health and social care system.

# Dementia Research

Only research has the potential to rapidly revolutionise how people with dementia are diagnosed, supported, and cared for, and is instrumental in working towards a cure. However, dementia research in the UK has been historically underfunded, hampering vital efforts that could support our health and social care system to respond to one of society's biggest healthcare challenges of our time.

## Social Care

With no current cure for dementia, quality social care is a lifeline to people with dementia and their families, with many people drawing on social care to support them in their daily lives. However, social care has been underfunded and neglected by governments over many years, and the result is care that is costly, difficult to access, and too often not personalised to people's needs. We continue to work with governments across the UK, asking them to follow through on their commitments and ensure the care system is reflective of the needs of people living with dementia.

## New Venue for 2024!

Alzheimer's Society Annual Conference 2024 will take place at a new venue on Tuesday 14th May at etc.venues, Bishopsgate in London as well as online throughout the day!





# Audience

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

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

The conference will attract audience members with a mix of diagnosis policy updates, debate on the issues in social care, emerging research and technology innovations that could transform dementia diagnosis.

It will be a brilliant chance to meet, network and encounter dementia professional from across the research, health and social care sectors, as well as many others who can offer an outside opinion.



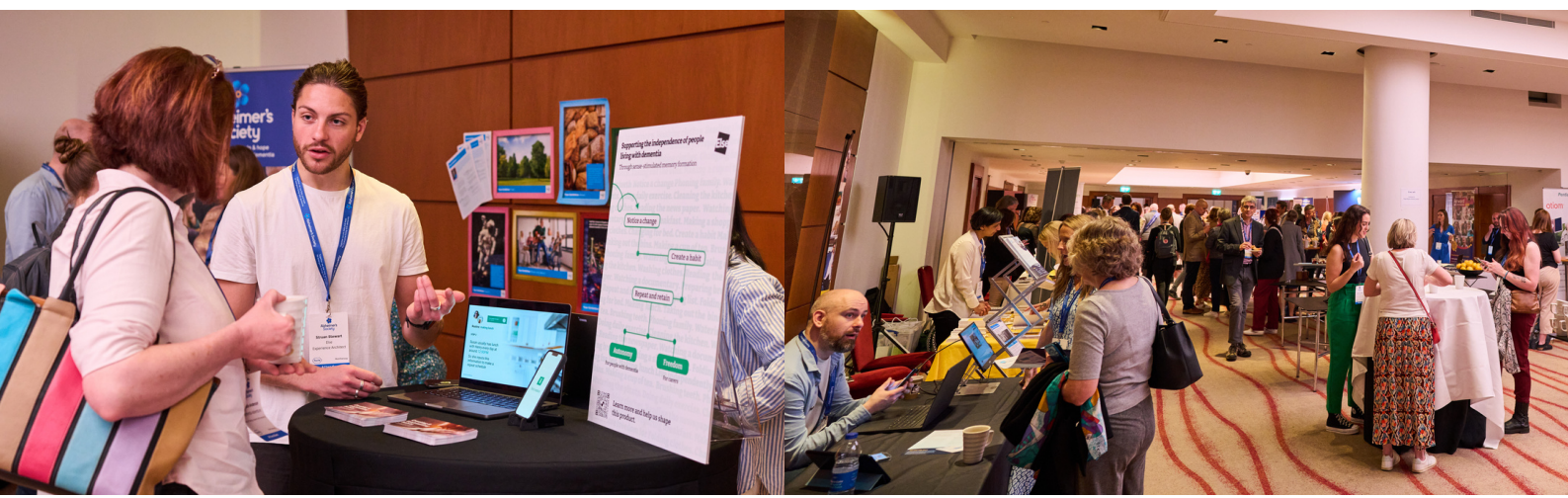


# Sponsorship Opportunities

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 affiliates 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 contracts
- 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 make dementia a priority for all.



# Headline Sponsor – £20,000 + 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 day
- Logo and recognition as ‘Sponsor’ on all promotional materials including registration email and e-tickets\*
- Acknowledgement as ‘Sponsor’ on Alzheimer’s Society X 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

\*Promotional emails got to approx 21,000 Alzheimer’s Society Contacts, there are 10 planned emails promoting the conference, plus stewardship emails to all those who sign up.

\*\* X account has approx 200,000 followers

# Breakfast Sponsor

## £5000 + 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.

If you require any bespoke add-ons to this package then please speak to us.





# Drinks Reception Sponsor

## £5000 + 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.

If you require any bespoke add-ons to this package then please speak to us.



# 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, a bigger space (to allow backboard stands) and two delegate places.

Additional tickets can be purchased at a reduced rate.

## What's Included

- 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
- Featured in social media post about the conference alongside other Platinum exhibitors

## Cost

- Early bird £1,100 + VAT
- Full rate £1,375 + VAT





# 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 table top, space for a pull-up banner and 2 delegate places.

Additional tickets can be purchased at a reduced rate.

## What's Included

- 6ft table top
- 2x chairs
- Space for 1 pull-up banner
- 2x delegate passes
- Electricity on request
- Listing in conference guide, app and website

## Cost

- Early bird £825 + VAT
- Full rate £1,100 + VAT





# Contact Us

**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:**

Nathan Bolton (Conference & Events Manager)  
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## Thank You!

