



Alzheimer's Society Annual Conference 2023

Sponsorship and Exhibition Opportunities

Thursday 18th May 2023

Park Plaza Victoria, London, SW1V 1EQ

Hybrid Event



Alzheimer's Society Annual Conference 2023

Our flagship annual conference returns in 2023 during Dementia Action Week. The conference will bring together local leaders in dementia from across the UK to share best practice, challenge and progress towards ambitions in diagnosis.

Getting a diagnosis can be daunting, but the sooner people receive one the sooner they can plan for the future and gain access to treatment, care, and support. 91% of people Alzheimer's Society surveyed (in 2022) said they benefitted from getting a dementia diagnosis. It is likely that new, revolutionary treatments and diagnostic tools for some dementias will be made available in the coming years. It's important that the healthcare system is ready for these, and that the innovative work already going on to improve the timeliness and accuracy of dementia diagnosis are understood, shared and replicated.

When we meet in 2023, we will showcase what is being done to improve diagnosis across the country, understand the importance of engagement with people affected by dementia in service design and improvement, and be more aware of the opportunities and challenges in dementia locally. 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 2023 will take place at the Park Plaza Victoria in London on Thursday 18th May as well as online throughout the day! We're excited that the conference will once again be hybrid, after the success of 2022 - allowing us to welcome many more delegates!



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
- Innovations
- 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 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 day
- 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

*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. 200,000 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.

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

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:

James Baulk (Corporate Development Manager)
07483 133 869 or james.baulk@alzheimers.org.uk

Nathan Bolton (Senior Exhibition and Events Officer)
020 7426 5113 or nathan.bolton@alzheimers.org.uk

Thank You!

