



Alzheimer's Society Annual Conference 2025



Sponsorship and Exhibition Opportunities

11 September 2025

Convene, 155 Bishopsgate,
London, EC2M 3YD
and online



Alzheimer's Society Annual Conference 2025

Our flagship annual conference returns in autumn 2025. This year, the event focuses on health inequalities.

Where people live, their level of deprivation, age, culture and ethnicity should not affect their experience of dementia. Yet people with dementia and their carers face healthcare inequalities from their first diagnosis to the end of their lives. Alzheimer's Society Annual Conference 2025 will bring together researchers, policy makers, health and social care professionals, as well as community groups and involvement groups, to take a hard look at the realities of our healthcare systems, and practices already underway in tackling inequalities, to ensure everyone gets a fairer deal throughout their dementia journey.



Audience

There will be 350 attendees in person with more joining 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 policymakers
- NHS and third-sector organisations
- Clinicians and practitioners
- Central and local government leaders
- Innovators in the health and care sector
- People affected by dementia
- Providers of community health services

The conference will attract audience members with a mix of updates on recent evidence on health inequalities in dementia, debate on the issues people face, and current research that could transform the dementia landscape.

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 at levels to suit all requirements and budgets. Beyond that we have a range of exhibition packages to suit every need.

Benefits

- 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
- Maximise exposure for your organisation - engaging directly with delegates to develop high level, long-term contacts
- Communicate with key influencers and decision makers within the health and social care sector
- Add your voice to the dementia debate and influence change:
- 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 are sent to approximately 21,000 Alzheimer's Society Contacts, there are ten planned emails promoting the conference, plus stewardship emails to all those who sign up.

** X account has approximately 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 four 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 to sponsor the drinks reception at the end of the conference.

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 four delegate tickets.

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



Exhibition Packages

Platinum Package

Our premium option, providing a larger stand in a prime position in the exhibition area, giving increased visibility. Two delegate places are included, and additional tickets can be purchased at a reduced rate.

What's Included

- Premium location and larger space in the exhibition area (up to 3m wide, with space for backboards)
- 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 (until 31 March) £1,100 + VAT
- Full rate £1,375 + VAT



Gold Package

Our standard option, providing a table top stand with space for one pull-up banner. Two delegate places are included, and 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 (until 31 March) £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 us:

Jess Worsdale (Senior Conferences & Events Lead)

Jessica.worsdale@alzheimers.org.uk

Thank you!

