



#UKDC2022



8th – 9th November 2022
Aston University, Birmingham

**SPONSORSHIP, PARTNERSHIP,
EXHIBITION AND
ADVERTISING OPPORTUNITIES**

WE WELCOME ENQUIRIES

For Sponsorship and Partnerships please contact
richard@dementiapublishing.community

For Exhibition and Advertising bookings please contact
melanie@dementiapublishing.community



SPONSORSHIPS

MAIN SPONSOR/PLATINUM PACKAGE – £7,500 + vat

- Dominant company logo as Main Sponsor on all promotional material for Congress including magazine advertising, website www.journalofdementiacare.co.uk, newsletters and social media once sponsorship agreed
- Dominant sponsorship of Registration Area at Congress
- Dominant company logo as Main Sponsor on all signage within the complex at Congress
- Formal thanks to you as Main Sponsor by chair each day at opening plenary sessions
- Opportunity to provide branded lanyards with your logo as sponsor on them
- Dominant company logo as the Main Sponsor on holding slide in main hall as well as on the screens in the parallel session rooms
- Full page advertisement on the Outside Back Cover of the Official Congress Programme worth £600 + vat
- A 6 x 2 metres stand in the Exhibition in area of your choice and 2 complimentary places for stand personnel worth £1,500 + vat
- Insert in the Delegate Pack worth £500 + vat
- 4 complimentary full Congress delegate places worth £250 + vat per person. Total value £1000 + vat
- Discounted full Congress places for guests you may wish to invite at a rate of £199 + vat per place
- Double Page company profile in Journal of Dementia Care in issue of your choice worth £900 + vat
- Banner ad on our website www.journalofdementiacare.co.uk for 12 months from confirmation of sponsorship worth £1,200 + vat



- As Main Sponsor you will be entitled to use the UKDC 2022 Main Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Main Sponsorship of UK Dementia Congress 2023.

Summary

Being Main Sponsor of UK Dementia Congress, the largest annual dementia care conference in the UK, is a prestigious role. In addition, the immediate Financial Benefit of this sponsorship as described above totals £5,700. So as Main Sponsor you are getting all the prestige and recognition of being the Main Sponsor for just £1,800.



SPONSORSHIPS

GOLD SPONSOR – £6,250 + VAT

- Sponsorship of Official UKDC 2022 App – The UKDC2022 App will be downloadable across all mobile platforms (iPhone, iPad, Android, BlackBerry etc) and will provide complete information on the whole congress including the programme, speaker information, exhibitor information, venue maps etc the sponsor receives recognition on the splash page of the mobile app and in all electronic print materials where the app is promoted
- Dominant company logo on all promotional material for Congress including magazine advertising, website www.journalofdementiacare.co.uk, newsletters and social media once sponsorship agreed
- Dominant company logo on Front Cover of the Official Congress Programme.
- Dominant company logo on all signage within the complex at Congress.
- Full page advertisement FIRST right hand facing matter of the official congress programme worth £400 + vat
- A 6 x 2 metres stand in the Exhibition and 2 complimentary places for stand personnel worth £1,500 + vat
- Insert in Delegate Pack worth £500 + vat
- 4 complimentary Full Congress places worth £250 + vat per person. Total value £1000 + vat
- Discounted Congress places for guests you may wish to invite at a rate of £199 + vat per person
- Double Page Company Profile in Journal of Dementia Care worth £900 + vat
- Banner on website www.journalofdementiacare.co.uk for 12 months' worth £1,200 + vat following confirmation of sponsorship



- As Gold Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Gold Sponsorship of UK Dementia Congress 2023.

Summary

1. All the prestige and recognition of being the Gold Sponsor of the largest annual Dementia Care conference in the UK
2. Special recognition as the Sponsor of the popular UKDC2022 App
3. Immediate Financial benefit in addition to all other benefits: £2,900.



SPONSORSHIPS

SILVER SPONSOR - £3,950 + vat

- Sponsorship of the Congress Drinks Reception which takes place on 8th November between 5.45 – 6.45pm in the Exhibition Area. The Drinks Reception will be attended by all delegates and is an excellent networking opportunity. Sponsor will also be offered the opportunity to say a few words at the beginning of the Reception
- Company logo on all promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media
- Company logo on all signage within the complex at Congress.
- Company logo on the front cover of the Official Congress Programme
- A 3 x 2 metres stand in the Exhibition and 2 complimentary places for stand personnel worth £950 + vat
- Insert in Delegate Pack worth £500 + vat.
- 2 additional complimentary Congress places worth £250 + vat per person. Total value £500 + vat
- Full page advertisement in the Official Congress Programme worth £350 + vat.
- Discounted Congress places for guests you may wish to invite at a rate of £199 + vat per person
- Whole page Company Profile in Journal of Dementia Care worth £600 + vat



- As Silver Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Silver Sponsorship of UK Dementia Congress 2023.

Summary

1. All the prestige and recognition of being the Silver Sponsor of the largest annual Dementia Care conference in the UK
2. Special recognition as the Sponsor of the Congress Drinks Reception
3. Immediate Financial benefit in addition to all other benefits: £2,900.



SPONSORSHIPS

Technology Sponsorship – £3,400 + vat

- Promotion of your organisation as Congress Technology Sponsor on all marketing material for Congress including magazine advertising, website and direct mail. magazine advertising, website www.journalofdementiacare.co.uk, newsletters and social media once sponsorship agreed
- Sponsor of the Technology Area within the Exhibition at Congress
- A 3 x 2m stand at a position of your choice within the Technology Area including 2 stand personnel worth £950 + vat
- 2 additional complimentary delegate places worth £250 + vat each. Total value £500 + vat
- Logo as Technology Sponsor on front cover of official Congress programme
- Whole page ad in the official Congress programme worth £350 + vat
- Logo as Technology Sponsor on all promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media



- As Technology Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Technology Sponsorship of UK Dementia Congress 2023.

Summary

1. This sponsorship is ideal for a technology-based organisation which wishes to make a major impact in this capacity, particularly emphasising the benefits of technology
2. Immediate Financial benefit in addition to all other benefits: £1,800.



PARTNERSHIPS

Partner Package 1 - £2,450 + vat

- Company logo as Partner on all promotional material for Congress including magazine advertising, website and direct mail. magazine advertising, website www.journalofdementiacare.co.uk, newsletters and social media once sponsorship agreed
- Company logo on all signage within the complex at Congress.
- A 3 x 2 metres stand in the Exhibition and 2 complimentary places for stand personnel worth £950 + vat
- Company logo on all promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media.
- Company logo on front cover of Official Congress Programme
- Whole page advertisement in Official Congress Programme worth £350 + vat
- 2 complimentary Congress places worth £250 + vat per person. Total value £500 + vat
- Discounted Congress places for guests you may wish to invite at a rate of £199 + vat per person
- Insert in Delegate Pack worth £500 + vat
- Whole page Company Profile in Journal of Dementia Care worth £600 + vat



- As a Congress Partner you will be entitled to use the UKDC 2022 Partner logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Partner Package 1 of UK Dementia Congress 2023.

Summary

The immediate Financial Benefit of this Partnership totals £2,900 so you are benefitting from all the Partner benefits as described above plus the prestige and recognition of being a Partner of the largest annual Dementia Care conference whilst saving yourself £450.



PARTNERSHIPS

Partner Package 2 – £1,995 + VAT

- Hosting of breakfast meeting on the second day of Congress which would take place between 8.30-9.30am.
- A 3 x 2 metre stand in the Exhibition including 2 stand personnel worth £950 + vat
- 2 additional complimentary delegate places worth £250 + vat per person. Total value £500
- Company logo on official Congress programme
- Full page advertisement in the official Congress programme worth £350 + vat
- Company logo on all promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media
- Insert in delegate bag worth £500 + vat
- Discounted full congress places for guests you may wish to invite at a rate of £199 + vat per person



- As a Congress Partner you will be entitled to use the UKDC 2022 Partner logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Partner Package 2 of UK Dementia Congress 2023.

Summary

1. This partnership is ideal for an organisation wanting to take a full part in Congress including the Exhibition as a Congress Partner as well as having the added advantage of hosting the breakfast meeting on the second day.
2. The immediate Financial Benefit of this sponsorship totals £2,300 so you are benefitting from all the Partner benefits as described above plus the prestige and recognition of being a Partner of the largest annual Dementia Care conference while saving yourself £305.



PARTNERSHIPS

Partner Package 3 - £1,450 + vat

- A 3 x 2m stand in the Exhibition including 2 stand personnel worth £950 + vat
- 2 additional complimentary free places worth £250 + vat each. Total value £500
- Logo on front cover of official Congress programme
- Logo on all promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media.
- Discounted full Congress places for guests you may wish to invite at a rate of £199 + vat per person
- Insert in delegate bag worth £500 + vat



- As a Congress Partner you will be entitled to use the UKDC 2022 Partner logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Partner Package 3 of UK Dementia Congress 2023.

Summary

1. This partnership is ideal for an organisation eager to demonstrate that it is a key dementia care organisation by supporting Congress and all those who attend
2. The immediate Financial Benefit of this sponsorship totals £1,950 so you are benefitting from all the additional Partner benefits as described above plus the prestige and recognition of being a Partner of the largest annual Dementia Care conference whilst saving yourself £500.



ADDITIONAL ONE-OFF MARKETING OPPORTUNITIES

SPONSORSHIPS

SPONSORSHIP OF OFFICIAL CONGRESS PROGRAMME £950 + vat

- The Congress and Exhibition guide and programme is an essential tool to enable delegates to navigate their way around the conference and Exhibition. The programme is invaluable both during Congress and afterwards as it includes detailed programmes for both Congress days, speaker biographies as well as exhibitor profiles and contact details. Each delegate receives a copy on arrival in their delegate bags and it has a print run of 800 for the Congress.
- Prominent brand presence as sponsor on the front cover of the programme.
- Full page colour advertisement in the programme itself worth £350 + vat
- Entry in the supporters' section of the Congress guide
- Insert in delegate pack worth £500 + vat
- Logo on promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media



- As a Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Main Sponsorship of UK Dementia Congress 2023.
- In addition: Opportunity to book 3 x 2m stand in the Exhibition including table, chairs and 2 stand personnel worth £950 + vat at half price: £475 + vat

SPONSORSHIP OF SATELLITE SYMPOSIUM - £2,500 + vat

- Sponsorship of satellite symposium and hire of room including AV
- Scheduled satellite symposium to be timetabled into the Congress programme and to be agreed with Sue Benson
- Logo on all signage at the complex at Congress
- Logo on promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media.
- Logo on front cover of the Official Congress Programme as Satellite Sponsor



- As a Congress Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Sponsorship of Satellite Symposium at UK Dementia Congress 2023

In addition: Opportunity to book 3 x 2m stand in the Exhibition including table, chairs and 2 stand personnel worth £950 + vat at half price: £475 + vat



ADDITIONAL ONE-OFF MARKETING OPPORTUNITIES

SPONSORSHIP OF DELEGATE BAGS – £1,500 + vat

- Full colour Sponsor logo on all delegate bags given out at registration (approximately 750 bags)
- Insert in delegate bags worth £500 + vat



- As a Congress Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Sponsorship of Delegate Bags at UK Dementia Congress 2023.
- In addition: Opportunity to book 3 x 2m stand in the Exhibition including table, chairs and 2 stand personnel worth £950 + vat at half price: £475 + vat

SPONSORSHIP OF PRIZE FOR MOST OUTSTANDING POSTER - £1,250

- You will be the Sponsor of a Prize which will be awarded to the author(s) of the most outstanding poster as decided by a distinguished Poster Committee including the sponsor
- Logo on promotional material for Congress including Journal of Dementia Care marketing, website www.journalofdementiacare.co.uk, newsletters and social media.
- Sponsor Representative will be invited to present the Prize
- 2 free delegate places worth £250 + vat each. Total value: £500
- Logo on the front of the Official Congress Programme



- As a Congress Sponsor you will be entitled to use the UKDC 2022 Sponsor logo (as used above) on all your marketing materials including signatures for as long as you wish thus demonstrating widely your commitment to supporting dementia care
- You will be entitled to First Option on the Sponsorship of the Prize for Most Outstanding Poster at UK Dementia Congress 2023

INSERTS IN DELEGATE BAGS - £500 + VAT

- This opportunity is based on us putting together 750 delegate bags and you placing one insert into each one.



EXHIBITION OPPORTUNITIES

STANDARD FREE STANDING EXHIBITION SPACE - £950 + VAT

- The minimum stand space is 3 x 2 metres which would include a table and two chairs plus 2 complimentary places for stand personnel who have full delegate status.
- Each extra metre booked would cost £350 + vat
- Electricity is available at £90 + vat and should be booked at the time you confirm your stand
- In addition: Option to book inserts into all delegate bags at half price (£250 + vat)

ADVERTISING OPPORTUNITY

ADVERTISING IN OFFICIAL CONGRESS PROGRAMME

- ¼ page colour £195 + vat 125 plus vat
- ½ page colour £375 + vat 200 plus vat
- Whole page colour £600 + vat 350 plus vat

WE WELCOME ENQUIRIES

For Sponsorship and Partnerships please contact
richard@dementiapublishing.community

For Exhibition and Advertising bookings please contact
melanie@dementiapublishing.community