



7th and 8th November 2023
Aston University, Birmingham

Sponsorship, exhibition and advertising opportunities

For UKDC 2023 - the largest annual
multi-disciplinary dementia care-focused
event and exhibition in the UK

The Journal of
DementiaCare



#UKDC2023

17th UK DEMENTIA CONGRESS

7th and 8th November 2023
Aston University, Birmingham

This November, we are excited to be holding our 17th UK Dementia Congress (UKDC). Over the years the Journal of Dementia Care has invited thousands of people as passionate about dementia care as we are to network, learn and share knowledge.

After the success of last year's UKDC, with over 300 attendees, we are again holding the event at Aston University, Birmingham.

We welcome attendees from all over the UK from those working in dementia care, researchers, caregivers and those with lived experience.

The feedback every year is overwhelmingly positive, and this is all possible through the generosity of our incredible sponsors. This year there are three main levels of sponsorship, with additional one-off opportunities available. We really look forward to working with you this year to continue to provide this invaluable event that unites the whole dementia care community.

For more information, please contact Isabella Barclay, Sales and Marketing Executive at isabella@dementiapublishing.community



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Sponsorship Levels

Sponsorships allow us to help make this event happen each year. By purchasing one of the opportunities below you will not only get the listed benefits, but also the knowledge you are helping progress dementia care and improve the lives of those with dementia. If you would like a customization of the package, we are more than willing to have a conversation to accommodate this, just contact Isabella.

Gold/Main Sponsor - £4,499 + vat

- Only one available
- Advertisement as our main sponsor, complimentary larger exhibition stand AND eight free attendee places
- Opportunity to provide lanyards for attendees with your logo on them

Silver Sponsor - £2,999 + vat

- Only two available
- Advertisement as a silver sponsor, complimentary exhibition stand AND six free attendee places
- Opportunity to be our official UKDC 2023 app sponsor

Bronze Sponsor - £1,999 + vat

- Limited availability
- Advertisement as a bronze sponsor, complimentary standard exhibition stand AND 4 free attendee places

Additional Opportunities include:

- Sponsorship of a satellite symposium – £2,699 + vat
- Exhibition stands - starting at £1,020 + vat
- Various advertisement opportunities

More information can be found below



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Main/Gold Sponsorship - £4,499 + vat

- There is only **one** sponsorship available at this level.
- **High-profile** company logo as Main Sponsor on all promotional material for UKDC 2023 including:
 - Magazine advertising
 - Website (www.journalofdementiacare.co.uk)
 - Newsletters
 - Social media
- **High-profile company logo** as Main Sponsor on all signage within the complex at UKDC 2023, including on screens.
- **Company logo** on the official congress app.
- **Formal thanks** to you as Main Sponsor at opening plenary sessions each day
- Opportunity to provide **branded lanyards** with your logo on them
- **One-page advertisement** on the official congress app worth £375 + vat
- A **6 x 2 metres stand** in the exhibition worth £2,145 + vat
- **8 complimentary full UKDC 2023 delegate places** worth £270 + vat per person. Total value £2,160 + vat
- **Discounted** full UKDC 2023 places for **guests** you may wish to invite at a rate of £215 + vat per person
- **Double-page company profile** in the Journal of Dementia Care in the issue of your choice worth £970 + vat
- **Banner ad** on our website (www.journalofdementiacare.co.uk) for 12 months from confirmation of sponsorship worth £1290 + vat
- As Main Sponsor you will be entitled to use the **UKDC 2023 Main Sponsor logo** (below) 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 UKDC 2024.



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Silver Sponsorship – £2,499+ vat

- There are only **two** sponsorships available at this level.
- **Sponsorship of Official UKDC 2023 App** – The UKDC 2023 App will be downloadable across all mobile platforms and will provide complete information on the whole congress. The sponsor receives recognition on the splash page of the mobile app and in all app promotional materials.
- **Company logo** as Silver Sponsor on all promotional material for UKDC 2023 including:
 - Magazine advertising
 - Website (www.journalofdementiacare.co.uk)
 - Newsletters
 - Social media
- **Company logo** on all signage within the complex at UKDC 2023, including on screens.
- **Company logo** on the official congress app.
- **Formal thanks** to you as a sponsor at opening plenary sessions each day
- **One-page advertisement** on the official congress app worth £375 + vat
- A **3 x 2 metres stand** in the exhibition worth £1,615 + vat
- **6 complimentary full UKDC 2023 delegate places** worth £270 + vat per person. Total value £1,620 + vat
- **Discounted** full UKDC 2023 places for **guests** you may wish to invite at a rate of £215 + vat per person
- **One page company profile** in the Journal of Dementia Care in the issue of your choice worth £485 + vat
- As Silver Sponsor you will be entitled to use the **UKDC 2023 Sponsor logo** (below) 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** of the Silver Sponsorship of UKDC 2024.



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Bronze Sponsorship – £1,499 + vat

- There is a **limited number** of sponsorships available at this level.
- **Company logo** as Bronze Sponsor on all promotional material for UKDC 2023 including:
 - Magazine advertising
 - Website (www.journalofdementiacare.co.uk)
 - Newsletters
 - Social media
- **Company logo** on all signage within the complex at UKDC 2023, including on screens.
- **Company logo** on the official congress app.
- **Formal thanks** to you as a sponsor at opening plenary sessions each day
- **Half-page advertisement** on the official congress app worth £215 + vat
- A **3 x 2 metres stand** in the exhibition worth £1,615 + vat
- **4 complimentary full UKDC 2023 delegate places** worth £270 + vat per person. Total value £1,080 + vat
- **Discounted** full UKDC 2023 places for **guests** you may wish to invite at a rate of £215 + vat per person
- **One page company profile** in the Journal of Dementia Care in the issue of your choice worth £485 + vat
- As Bronze Sponsor you will be entitled to use the **UKDC 2023 Sponsor logo** (below) 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** of the Bronze Sponsorship of UKDC 2024.



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Sponsorship of satellite symposium - £2,699 + vat

- **Sponsorship of satellite symposium** and hire of room including AV
- **Scheduled satellite symposium to be timetabled** into the UKDC 2023 programme and to be agreed with Sue Benson .
- **Company logo** as Satellite Symposium Sponsor on all promotional material for UKDC 2023 including:
 - Magazine advertising
 - Website (www.journalofdementiacare.co.uk)
 - Newsletters
 - Social media
- **Company logo** on the official congress app as Satellite Sponsor
- As a UKDC Sponsor, you will be entitled to use the **UKDC 2023 Sponsor logo** (below) 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** of the Satellite Sponsorship of UKDC 2024.
- **In addition:** the opportunity to book a **3 x 2 metres stand with 2 personnel** in the exhibition at half price: £510 + vat



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Exhibition Opportunities - Standard free standing exhibition space- £1,020 + 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 £375 + vat
- Electricity is available at £95 + vat and should be booked at the time you confirm your stand

Advertising opportunity - Advertising in official congress programme – digital (on the official UKDC 2023 app)

- ¼ page colour = £135 + vat
- ½ page colour = £215 + vat
- Whole page colour = £375 + vat

Note: this year in the interest of reducing our carbon footprint there will not be an official printed programme or delegate bags. However, there will be some printed materials available in order to increase accessibility to those without access to the internet or devices.



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Thank you for helping play a part in the continuing journey of improving dementia care, and expanding our dementia care community. We look forward to working with you in 2023.

Any questions, enquiries or suggestions don't hesitate to get in touch with Isabella at isabella@dementiapublishing.community



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