



Sponsorship Pack



**The Bridgewater Hall
Manchester
17th – 18th November 2025**

In November 2025 Dementia Community will be holding its 19th UK Dementia Congress (UKDC) at Bridgewater Hall, Manchester. Last year our sector-leading two-day event attracted 300+ delegates over 80% of whom were very satisfied and recommended attending the next one! As usual we offer a range of excellent sponsorship and exhibition opportunities to suit a variety of organisations and companies. So do read through the brochure and get in touch as soon as you can to secure a sponsorship or to exhibit with us.

DEMENTIA COMMUNITY

We are a Charitable Community Benefit Society, a membership cooperative that provides learning and networking opportunities for the dementia care community. Individuals and organisations benefit from joining as Community members (for as little as £1) or becoming Investor members:

<https://journalofdementiacare.co.uk/membership-options>

We aim to improve dementia care and support for people living with dementia and their families and to do this we are building an inclusive organisation that enables its members to feel connected, informed, inspired, and empowered as well as providing opportunities for co-production. Check out our activities and resources that include:

- Organising major events including the Creative Dementia Conference, the National Dementia Awards and UK Dementia Congress.
- Publishing the Journal of Dementia Care, our bi-monthly specialist journal first produced in 1993, available via subscription
<https://journalofdementiacare.co.uk/subscribe>
- Hosting a bi-monthly webinar programme of topics related to dementia care, delivered by leading experts and organisations. You can view previous webinars on the Dementia Community YouTube channel
<https://www.youtube.com/channel/UC1ldMF6w4GodwdPbJfDH9tw>
- Our website full of news, resources, and Dementia Community voices
<https://journalofdementiacare.co.uk/>

Dementia Community members include people touched by dementia including individuals living with dementia and their family carers and those who provide services and support such as health, social care and housing professionals, care staff and volunteers as well as commissioners, managers, providers, third sector and community group leaders, academics, researchers, students and many others!

LOOK AT THE FEEDBACK FROM UKDC 2024

“Thank you, Dementia Community for the opportunity to share our work at the Centre for Applied and Inclusive Health Research at the University of Wolverhampton where we are making strides to reduce health inequalities in dementia care through research and education. Roll on Congress 2025!”

Dr Karan Jutlla, University of Wolverhampton, Centre for Applied and Inclusive Health and Research (Exhibitor)

“What a great event, inspiring and such a friendly and supportive environment. Loved it, well done to all who pulled it together.”

Debbie Carroll, Manager, Step Change Design (Exhibitor)

“A fabulous (and exhausting) 2 days! So valuable for those of us committed and connected to people living with dementia.”

Dr Isabelle Latham, Researcher in Residence, Hallmark Care Homes (Speaker)

“Thank you for such a well-structured, informative conference. The supportive environment facilitated open discussions and learning points throughout the 2 days. It’s the best conference I have attended all year!”

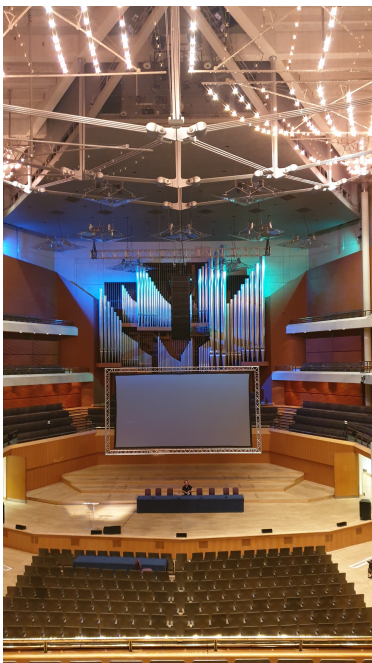
Carrie Pilgrim, Quality Assurance Director, Octopus Real Estate (Delegate)

Why not sponsor or exhibit and meet some of our members and hundreds of managers, professionals, and practitioners at UKDC 2025? Check out our UKDC Congress website for information and bookings

<https://journalofdementiacare.co.uk/events/uk-dementia-congress>

DEMENTIA COMMUNITY'S FLAGSHIP LEARNING EVENT

This year's UK Dementia Congress, being held in historic Bridgewater Hall, in the heart of Manchester, is already attracting interest from prominent dementia care initiatives including Greater Manchester's integrated approach to dementia care, research excellence and as the home of **UK's first Centre of Excellence for Music and Dementia** hosted by **Manchester Camerata** who will be showcasing their work at our event.



The two-day UKDC 2025 programme is filled with learning and inspiration. As usual, people who are experts by experience will be opening proceedings whilst our keynote speakers include **Andy Burnham**, Mayor of Greater Manchester, **Jeremy Isaacs**, National Clinical Director for Dementia and Older People's Mental Health at NHS England, **Vic Rayner**, Chief Executive of the National Care Forum, and **Stefan Kallee**, Deputy Director of Adult Social Care at Care Quality Commission (CQC).

Professor John Keady and colleagues at the University of Manchester will give the prestigious **Tom Kitwood Memorial Address**, a presentation which is unique to UK Dementia Congress.

Delegates can update their knowledge by attending cutting edge plenaries, expert panels and a huge choice of parallel sessions and workshops about key issues in dementia care. This year's programme themes are the NHS, social care, technology, end of life care, young people with dementia, support for family carers and arts and culturally appropriate services. As always there is ample time to network, visit exhibition stands and view posters: this year digitalised enabling them to be viewed via our website well after the end of the event.

For this year's UKDC, we are delighted to welcome back as Sensio as Headline Sponsor and Symphony Sound, joining us for the first time at UK Dementia Congress as Specialist Technology Partner.

WHY BECOME A SPONSOR OR EXHIBITOR?



When you sponsor UKDC 2025 or exhibit with us you are enabling Dementia Community to organise and run an outstanding and important event. Outstanding in terms of quality of presenters and important as it provides delegates with a rare opportunity to update knowledge and skills and gather a huge amount of information about different approaches and innovative products. Not only do delegates use this learning at work but, crucially, they share it with colleagues.

Sponsors and exhibitors also enable Dementia Community to organise and run our free webinars (with 200+ people now regularly logging in), support the publication of the Journal of Dementia Care and provide online resources for everyone involved in dementia care, helping to improve services and support for individuals and families.

In return for sponsoring or exhibiting with Dementia Community, we offer you a range of benefits that will enable you to showcase your organisation and raise your profile through our highly regarded print and digital outputs and social media before, during, and after UKDC. Sponsoring or exhibiting with us will enable you to reach a large, diverse, and vibrant audience and forge invaluable connections that will enhance your business and work post-UKDC.

We are delighted that Sensio, UKDC 2024 Headline Sponsor, has rebooked for 2025. Do look through the following pages at our **Gold, Silver or Bronze sponsorships** and our **exhibitor package**, or why not sponsor a **special issue of the Journal of Dementia Care** about technology or help a **person living with dementia and/or family carer** with their **travel and accommodation costs**?

If you would like further details about any of these sponsorship and/or exhibition opportunities, do get in touch with Maria Pasiecznik Parsons, Development Lead: maria@dementiapublishing.community

HEADLINE SPONSORSHIP (TAKEN)

The **Headline Sponsor** (already agreed for UKDC 2025) will receive:

High-profile company logo as Headline Sponsor for UKDC 2025 promotional material including:

- **Formal thanks** to you as Headline Sponsor at Congress opening plenary sessions each day.
- **Presentation of a session** in the UKDC programme.
- **Panel participation** – take part in a panel discussion relevant to your role and your company or organisation's work.
- **1 exhibition stand.**
- **8 complimentary full UKDC 2025 delegate places.**
- **Discount on UKDC places for delegates.** As the Headline Sponsor you can invite colleagues at a discounted delegate price.
- **Your company profile** in the Journal of Dementia Care.
- **Your company logo and profile on our website**
www.journalofdementiacare.co.uk from confirmation of sponsorship.
- **Your headline sponsorship profiled** in our monthly Dementia Community members newsletter.
- **Your headline sponsorship and logo included in UKDC social media promotion.**
- As Headline Sponsor you will be able to use the **UKDC 2025 Headline Sponsor logo**. This shows your commitment to supporting dementia care and can be used on all your marketing media and materials including signatures, until January 2026.
- **First option** on the Headline sponsorship of UKDC 2026.

GOLD SPONSORSHIP: £4,899 + VAT

There are two sponsorships available at this level.

Gold Sponsors will receive:

High-profile company logo as Gold Sponsor for UKDC 2025 promotional material including:

- **Formal thanks** to you as Gold Sponsor at Congress opening plenary sessions each day.
- **1 place on a panel discussion during a UKDC session.**
- **1 exhibition stand.**
- **6 complimentary full UKDC 2025 delegate places.**
- **Discount on UKDC places for delegates.** As a Gold Sponsor you can invite colleagues at a discounted delegate price.
- **Your company profile** in the Journal of Dementia Care.
- **Your company logo and profile on our website**
www.journalofdementiacare.co.uk from confirmation of sponsorship.
- **Your Gold sponsorship profiled** when confirmed in our monthly Dementia Community members newsletter.
- **Your Gold sponsorship and logo included in UKDC social media promotion.**
- As Gold Sponsor you will be able to use the **UKDC 2025 Gold Sponsor logo.** This shows your commitment to supporting dementia care and can be used on all your marketing media and materials including signatures, until January 2026.
- **First option** on the Gold sponsorship of UKDC 2026.

SILVER SPONSORSHIP: £3,799 + VAT

There are four sponsorships available at this level.

Silver Sponsors will receive:

High-profile company logo as Silver Sponsor for UKDC 2025 promotional material including:

- **Formal thanks** to you as Silver Sponsor at Congress opening plenary sessions each day.
- **1 exhibition stand.**
- **4 complimentary full UKDC 2025 delegate places.**
- **Discount on UKDC places for delegates.** As a Silver Sponsor you can invite colleagues at a discounted delegate price.
- **Your company profile** in the Journal of Dementia Care.
- **Your company logo and profile on our website** www.journalofdementiacare.co.uk from confirmation of sponsorship.
- **Your Silver sponsorship profiled** when confirmed, in our monthly Dementia Community members newsletter.
- **Your Silver sponsorship and logo included in UKDC social media promotions.**
- As Silver Sponsor you will be able to use the **UKDC 2025 Silver Sponsor logo**. This shows your commitment to supporting dementia care and can be used on all your marketing media and materials including signatures, until January 2026.
- **First option** on the Silver sponsorship of UKDC 2026.

BRONZE SPONSORSHIP: £2,699 + VAT

There are six sponsorships available at this level.

Bronze Sponsors will receive:

High-profile company logo as Bronze Sponsor for UKDC 2025 promotional material including:

- **Formal thanks** to you as a sponsor at opening plenary sessions each day.
- **1 exhibition stand.**
- **3 complimentary full UKDC 2025 delegate places.**
- **Discount on UKDC places for delegates.** As a Bronze Sponsor you can invite colleagues at a discounted delegate price.
- **Your Bronze sponsorship profiled** when confirmed in our monthly Dementia Community members newsletter.
- **Your company logo and profile on our website**
www.journalofdementiacare.co.uk from confirmation of sponsorship.
- As Bronze Sponsor you will be able to use the **UKDC 2025 Bronze Sponsor logo**. This shows your commitment to supporting dementia care and can be used on all your marketing media and materials including signatures, until January 2026.
- **First option** on Bronze sponsorship of UKDC 2026.

EXHIBITION OPPORTUNITIES TABLE: £1,220 + VAT

- A 1.83m (6 foot) standard table and plus 2 complimentary delegate places and 2 chairs.
- Co-located in the same areas of the venue as refreshments.
- Power is available for an additional cost. NB: this must be ordered in advance.
- HALF a table? This is an arrangement that suits many organisations. If you have a partner organisation to share with let us know, otherwise we can help link you with other solo exhibitors making enquiries!

JOURNAL OF DEMENTIA CARE SPONSORSHIP OPPORTUNITY



An amazing opportunity to sponsor a **special printed issue of the Journal of Dementia Care focusing on current technology used to support people living with dementia and future generation technologies.**

Featuring research, industry reports and company profiles, this issue will be available free of charge for all UKDC delegates and as a downloadable PDF from the Journal website.

We are pleased to announce that this issue will be co-edited by **Dr Arlene Astell**, a world leading researcher in technology and dementia care who is **Professor of CyberPsychology** at the **University of Northumbria**.

SPONSOR A PERSON LIVING WITH DEMENTIA AND/OR FAMILY CARER TO ATTEND UKDC 2025

We facilitate the participation of people living with dementia and family carers in UKDC by discounting delegate fees. However, for many people travel costs and overnight accommodation are a barrier. A contribution of £200 will enable a person with lived experience to join us at UKDC 2025.



First floor Bridgewater Hall

**Your organisation or company could be exhibiting in this space!
So do get in touch and join us at UKDC 2025**

For further information, to book, or to customise a sponsorship or exhibition package to suit your organisation or company's needs, contact Maria Pasiecznik Parsons, Dementia Community Development Lead: maria@dementiapublishing.community



Bluesky: [@dementiacommunity.bsky.social](https://dementiacommunity.bsky.social)

Facebook: [@JDementiaCare](https://www.facebook.com/JDementiaCare)

LinkedIn: [@dementia-community](https://www.linkedin.com/company/dementia-community)

Twitter (X): [@JournalofDementiaCare](https://twitter.com/JournalofDementiaCare)

YouTube: [@journalofdementiacare](https://www.youtube.com/channel/UCjournalofdementiacare)