



Sponsors and Exhibitors Brochure

17th – 18th November 2026

Doncaster Racecourse

Bawtry Road, Doncaster DN2 6BB

Dementia Community invites your organisation to be part of UK Dementia Congress (UKDC) 2026 which takes place at Doncaster Racecourse on 17th and 18th November 2026.

Our Congress is one of the UK's most respected and influential events in the sector calendar that offers a unique programme of plenaries, parallel sessions and workshops looking hard at achieving quality in dementia care, evidence-based practice, policy developments and technological solutions to the challenges facing dementia care today.

That's why we anticipate welcoming more than 500 delegates to this year's inclusive event including people living with dementia, carers, professionals and practitioners along with sponsors and exhibitors from across health, social care, housing, academia, research, technology, voluntary organisations and the commercial sector.

About Dementia Community

Dementia Community is a charitable Community Benefit Society and membership cooperative dedicated to improving dementia care and support. We are building an inclusive and supportive community of members who include people living with dementia, family carers, practitioners, professionals, researchers, academics and organisations through our activities and services. Go to our information packed website to <https://journalofdementiacare.co.uk/> to find out about our membership offers and opportunities to invest in Dementia Community, our major events and webinar programme, subscriptions to Journal of Dementia Care and paid content opportunities as well as our extensive digital and social media engagement with key issues in dementia care.

UK Dementia Congress 2026

Come and join us at the 20th UK Dementia Congress in Doncaster Racecourse. One of the UK's most historic and prestigious courses that is celebrating the 250th anniversary of its first race, it is an outstanding setting for our milestone event offering:

- Modern accessible conference and exhibition facilities
- Multiple breakout and networking spaces and dedicated exhibition areas
- On-site accommodation at the Hilton Garden Inn
- Free parking for all delegates, sponsors and exhibitors
- Excellent national rail and road connections and with three airports within a 50-mile radius of Doncaster

Why sponsor or exhibit at UKDC 2026?

UKDC is more than a conference. It is a unique meeting place for the people, organisations and ideas that are shaping the future of dementia care. Over 500 delegates who took part in UKDC 2025 were full of praise for an exciting programme offering a unique platform for health and care leaders and people with lived experience, and participation in a wide-ranging choice of educational and networking opportunities.

We envisage our special 20th anniversary event will attract even more delegates with excellent speakers, cutting-edge symposia and workshops enabling those attending to reflect on the last 20 years of dementia care and discuss the challenges, choices and changes facing our sector in the next decade and beyond.

So, join us in Doncaster and get in front of our knowledgeable delegates from across the industry who are looking for high quality information about services, products and different approaches to dementia care.

UKDC has established itself as the leading forum for learning, innovation, collaboration and debate in dementia care. As we celebrate twenty years of UKDC, we invite organisations that share our commitment to improving the lives of people living with dementia and their families to join us as valued sponsors and exhibitors.

We offer a variety of sponsorship and exhibitor packages with opportunities to:

- Showcase your organisation to a highly engaged audience of dementia care leaders, practitioners, commissioners and decision-makers.
- Increase brand awareness with pre-event and on-the-day marketing.
- Build relationships with professionals and organisations across dementia care through meaningful conversations that shape policy, practice and innovation in this expanding sector.
- Demonstrate your commitment to improving dementia care by supporting our Journal and everyone involved in dementia care.

We are ready to help you book or to talk further about a sponsorship or exhibitor opportunity or create a more bespoke package.

For all enquiries, please get in touch with Maria Pasiecznik Parsons, Dementia Community Development Lead marketing@dementiapublishing.community

Headline Sponsor - £7,698 + VAT

Dementia Community will make available the following opportunities for the **Headline Sponsor**:

- **Welcome all delegates to UKDC 2026** as part of the Dementia Community Chair's welcome at the Congress plenary sessions each day.
- **Formal thanks** to you as Headline Sponsor at Congress plenary sessions each day.
- **Presentation opportunity:** Deliver a presentation in a parallel session. The sponsor should submit a proposal for the session to the UKDC Programme Manager.
- **Panel chair** opportunity to lead/chair a panel session about a topic relevant to your role and your company's work.
- **1 x exhibition stand.**
- **8 complimentary 2-day delegate places.**
- **Journal of Dementia Care:** Inclusion in all UKDC 2026 promotional content and one and a half pages of dedicated coverage for your company.

High-profile company logo as Headline Sponsor for UKDC 2026 on Dementia Community promotional material including:

- **Your company logo and profile on our UKDC 2026 web pages** from confirmation of sponsorship.
- **An advert section** for your marketing, alongside your profile on the UKDC 2026 website
- **Your Headline Sponsorship** announced in the first UKDC 2026 event mailshot following confirmation of your sponsorship and ongoing coverage in UKDC 2026 mailshots.
- **Your Headline Sponsorship and logo included in UKDC 2026 social media promotion.**
- As Headline Sponsor you will be able to use the **UKDC 2026 Headline Sponsor badge** on your marketing materials and signatures until 31st January 2027.
- The offer of **first option** on Headline Sponsorship of UKDC 2027.

Gold Sponsors - £5,388 + VAT

There are four gold sponsorship opportunities

Dementia Community will make available the following opportunities for **Gold Sponsors**:

- **Formal thanks** to Gold Sponsors at Congress plenary sessions each day.
- **Presentation opportunity:** Deliver a presentation in a parallel session. The sponsor should submit a proposal for the session to the UKDC Programme Manager.
- **Panel chair** opportunity to lead/chair a panel session about a topic relevant to your role and your company's work.
- **1 x exhibition stand.**
- **6 complimentary UKDC 2026 2-day delegate places.**
- **Journal of Dementia Care:** Inclusion in UKDC 2026 promotional content and one page of dedicated coverage for your company.

High-profile company logo as Gold Sponsor for UKDC 2026 on Dementia Community promotional material including:

- **Your company logo and profile on our UKDC 2026 web pages** from confirmation of sponsorship.
- **An advert section** for your marketing, alongside your profile on the UKDC 2026 website
- **Your Gold Sponsorship** announced in the first UKDC 2026 event mailshot following confirmation of your sponsorship, and ongoing coverage in UKDC 2026 mailshots.
- **Your Gold Sponsorship and logo included in UKDC 2026 social media promotion.**
- As a Gold Sponsor you will be able to use the **UKDC 2026 Gold sponsor** badge on your marketing materials and signatures until 31st January 2027.
- The offer of **first option** on Gold Sponsorship of UKDC 2027.

Silver Sponsor - £4,178 + VAT

There are six sponsorship opportunities available at this level.

Dementia Community will make available the following opportunities for **Silver Sponsors**:

- **Formal thanks** to you as Silver Sponsor at Congress plenary sessions each day.
- **Chair a parallel session** about a topic relevant to the Silver Sponsor representative or the sector in which they operate.
- **Deliver a mini presentation** in the UKDC 2026 programme. This session is 3 minutes long. As a Silver Sponsor you should submit a proposal for the session to the UKDC Programme Manager.
- **1 x exhibition stand.**
- **4 complimentary UKDC 2026 2-day delegate places.**
- **Journal of Dementia Care:** Inclusion in UKDC 2026 promotional content and a half page of dedicated coverage for your company.

High-profile company logo as Silver Sponsor for UKDC 2026 on Dementia Community promotional material including:

- **Your company logo and profile on our UKDC 2026 web pages** from confirmation of sponsorship.
- **An advert section** for your marketing, alongside your profile on the UKDC 2026 website pages.
- **Your Silver Sponsorship** announced in the first UKDC 2026 event mailshot following confirmation of your sponsorship and ongoing coverage in UKDC 2026 mailshots.
- **Your Silver Sponsorship and logo included in UKDC 2026 social media promotion.**
- As Silver Sponsor you will be able to use the **UKDC 2026 Silver Sponsor** badge on your marketing materials and signatures until 31st January 2027.
- The offer of **first option** on Silver Sponsorship of UKDC 2027.

Bronze Sponsor - £2,968 + VAT

There are eight sponsorship opportunities available at this level.

Dementia Community will make available the following opportunities for **Bronze Sponsors**:

- **Formal thanks** to Bronze Sponsor at opening plenary sessions each day.
- **1 x exhibition stand.**
- **3 complimentary UKDC 2026 2- day delegate places**
- **Journal of Dementia Care:** Inclusion in all UKDC 2026 promotional content.

High-profile company logo as Bronze sponsor for UKDC 2026 on Dementia Community promotional material including:

- **Your company logo and profile on our UKDC 2026 web pages** from confirmation of sponsorship.
- **Your Bronze Sponsorship** announced in the first UKDC 2026 event mailshot following confirmation of your sponsorship and ongoing coverage in UKDC 2026 mailshots.
- **Your Bronze Sponsorship and logo included in UKDC 2026 social media promotion.**
- As a Bronze Sponsor you will be able to use the **UKDC 2026 Bronze Sponsor** badge on your marketing materials and signatures until 31st January 2027.
- The offer of **first option** on Bronze Sponsorship of UKDC 2027.

Please note - deadlines will apply for supply of content for the Journal of Dementia Care in line with publication dates for each edition.

Exhibition Opportunities - £1,340 + VAT

Exhibitors at UKDC 2026 will receive:

- A 1.83m (6 foot) standard table and 2 chairs
- 2 complimentary 2-day UKDC delegate places

Dementia Community promotional material including

- **Your company logo and profile on our UKDC 2026 web pages**
- **Your company announced as an exhibitor** in UKDC social media channels and mailshots.
- **A Badge** for use on all your marketing materials and email signatures

Please note that a small additional charge of £15 is made for power to your stand if required

Would you like a one day rather than two-day place? Or half a table? Both come with one delegate place and offer economy and flexibility that suits many companies and organisations.

If you are interested in half a stand and have a partner company or organisation that you wish to share with, let us know, otherwise we can usually arrange for you to share with another company or organisation offering similar services or products. Great for networking!

Journal of Dementia Care - sponsorship opportunity £7,250 + VAT

To mark 20th anniversary of UKDC we are offering companies and organisations an amazing opportunity to sponsor a **special printed issue of the Journal of Dementia Care**. The Journal was digitalised a few years ago, but 2 special hard copy issues were published and distributed to delegates at previous UKDCs and sent to influential health and social care agencies. These were very well-received.

We can no longer publish hard copies for UKDC without substantial support. So, we are seeking sponsorship of £7,250 + VAT to cover the costs of design, production, and publication of 2000 copies of a Special Journal Issue of 48 pages. This anniversary issue will focus on Workforce Development, one of UKDC 2026 key themes, a topic we think is particular interest to universities, training organisations, recruitment agencies, care providers, technology companies and agencies providing services and support for people living with dementia and their families.

Although a single sponsorship of £7,250 +VAT is preferable we do welcome enquiries from companies or organisations interested in sponsoring sections of this Special Issue, e.g. leading articles, research reports, company profiles, or seeking paid content in this high-profile edition.

A single sponsorship would entitle the sponsor to have a special feature in the Journal.

Separate sponsorships of £1,000 +VAT or more would entitle the sponsors to have their company's profile (or other content, if preferred) published in the Journal with thanks for their support and their logo featured. If you are interested in forming a sponsorship consortium that pools funds to sponsor the whole journal, let us know as we may well be able to help by reaching out to other potential collaborators.

Do get in touch with the Journal Editor, Toby Williamson,
toby@dementiapublishing.community to discuss this offer further:

- If you feel you can offer to be the sole sponsor of the Special Issue or would like to offer to sponsor a section or have other ideas regarding its sponsorship.
- If you are interested in advertising in the Journal: we offer a range of spaces and rates.

Support a Person with Lived Experience to attend the Congress

Please ensure that we can make UKDC a truly inclusive event by funding a person with lived experience of dementia and/or a family carer.

We aim to facilitate the participation of as many people living with dementia and family carers in UKDC as possible by offering discounted delegate fees. Some people with lived experience take part in Congress as speakers and co-chairs as Experts by Experience – people whose voices we all need to hear. However, many people with dementia and family carers who wish to participate in UKDC 2026 are facing financial barriers.

Please make it possible for a person living with dementia and/or a family carer to attend UKDC 2026 by providing a charitable grant or contributing company funds (please note that we must add VAT to all company giving) or by making an individual donation. A sum of £200 would be very welcome but please give what you can afford. Funds are pooled and administered by Dementia Community, but all monies received will be used solely for this purpose.

In return for your support, we will offer you:

- **A UKDC 2026 Lived Experience Supporter Badge** This shows your commitment to supporting dementia care and can be used on all your marketing media and materials including signatures, until 31 January 2027.
- **Your company/organisation logo and profile on our UKDC 2026 web pages**
- **Acknowledgement of your kind support** in our UKDC 2026 mailshots and on our social media

Do get in touch and join us at UKDC 2026

We hope that one (or more) of the sponsorship or exhibitor opportunities has enthused and inspired you. We look forward to welcoming you as a valued sponsor or exhibitor at the 20th anniversary of UKDC. Book as soon as can so Dementia Community can start promoting your company or organisation across our digital and social media and feature you in the Journal of Dementia Care.

Contact: Maria Pasiecznik Parsons, Dementia Community Development Lead at marketing@dementiapublishing.community to book sponsorship or an exhibitor package, or to discuss or customise to suit your organisation.

All enquiries welcome.