

The  
Dementia  
Centre.

HammondCare  
Champion Life



# International Dementia Conference

11 & 12 June 2020, Hilton Sydney, Australia

Partnership and Exhibition Prospectus

[www.dementiaconference.com](http://www.dementiaconference.com)

#IDC2020

## Your Invitation.



We invite you to be a part of our biennial conference – the ‘not to be missed’ key event in the International Aged Care calendar. Attracting over 1200 national and international delegates our mission is to inform and provide thought leadership that shapes and informs the delivery of aged and dementia care in Australia. We achieve this through industry partnerships and sponsorships with organisations such as yourselves.

Bringing together keynote speakers from across the world delivers a provocative, interactive and challenging program which ensures this will again attract a high calibre audience and deliver a sell-out event. We closed our registrations early last year due to demand so you don’t want to miss out on the opportunity to promote to a broad and relevant audience for aged care from Australia and overseas.

Our partnership with you is key to the success of our conference. We take seriously the contribution your organisation makes to the industry and the experience of our delegates. In turn we provide you with the opportunity to showcase your organisation to a large targeted audience of industry professionals in a highly supportive environment.

Our conference team is here to help and answer any of your questions. I hope you can join us and we look forward to seeing you on the 11<sup>th</sup> and 12<sup>th</sup> June 2020 at the Hilton, Sydney.



A/Prof Colm Cunningham

Director, The Dementia Centre, HammondCare



“ Our partnership with you is key to the success of our conference. Our team is here to help and answer any of your questions. ”

# About HammondCare International Dementia Conference.

HammondCare's International Dementia conferences are designed to inform, challenge current thinking and enhance the practice and learning of anyone working in aged care, whether in a community, residential aged care, or hospital setting.

This major international event attracts an audience of visionary influencers and sector-shaping leaders, policy developers, key decision makers, managers, building, product and system designers, academics and clinicians; all engaged and united in the common cause of improving dementia care across the globe.

## Why Partner with us?

Partnership with IDC2020 provides a powerful business and marketing platform for your organisation to connect and engage with our delegates and showcase your products and services to a multi-disciplinary audience. HammondCare's International Dementia conference attracts the people who make important business decisions and control corporate budgets. This places you in the enviable position to have face-to-face conversations with qualified customers in your target audience.

The 2020 International Dementia Conference capitalises on a hugely successful 2018 event recognised by both delegates and exhibitors as one of the most successful in terms of delegate engagement and lead generation.

IDC2020 will allow your company, product and brand to be uniquely and actively highlighted at this exciting international forum. Your company will have opportunities to meet potential business partners, generate new ideas, obtain new knowledge and foster collaborations within a defined professional community.

For each conference, we choose all-encompassing themes to provide the content for a range of different forms of commercial participation and we will provide you with the opportunity to align your core value with those themes.

We are committed to looking after you – our sponsors and exhibitors, from bump in to bump out. **It's this differentiator that is acknowledged by our supporters in comparison to other industry events.** We also position our stands to enhance exposure to delegates and position attractions to maximise traffic flow around all areas.

“ We are committed to looking after you – **our sponsors and exhibitors** – from bump in to bump out ”



## Don't miss out on your opportunity to:

- Align with innovative current and next generation thinkers committed to improving the lives of people living with dementia
- Increase credibility, expand loyalty and strengthen opportunities with new and existing clients
- Reinforce and enhance your brand position within the international aged care community
- Connect directly with hard-to-reach influential business leaders
- Expose and promote your products, services and research to our international audience
- Secure a platform on which to profile your organisation to an international talent pool
- Capitalise on an ideal opportunity to inform and update delegates on new initiatives and developments in your organisation

### Be quick!

Due to our exhibitors and delegates placing such a high regard for our biennial International Dementia Conferences, our Exhibition and Sponsorship packages sell out within months of opening them up for offer.



## Who will attend?

We are looking forward to welcoming over 1,200 health care professionals and leaders from around the world. HammondCare's International Dementia conference – regarded within the aged care industry as the premier dementia conference – attracts over 15% international delegates.

Our targeted marketing campaign has always been one of our event's key differentiators. Through this we ensure we attract key influencers, decision makers and practitioners from many of Australia's leading services with the shared goal: improving aged care.

.....  
**Your ideal scenario – having access to qualified leads over the two conference days to make valuable connections and foster relationships whilst showcasing your latest products and services.**  
.....

We build an intensive press, social and digital media campaign that focuses on key 'call to action' messaging including our exhibitors.

Our participants are a range of aged care executives and decision makers, policy makers, managers, doctors, nurses, home care workers, academics, architects, psychiatrists, allied health professionals, frontline care staff, journalists as well as people living with dementia and their carers.

.....  
**HammondCare staff develop and deliver the conference – it's our investment ensuring our delegates, sponsors and exhibitors get the best value for money.**  
.....



“ We are looking forward to welcoming over 1,200 health care professionals and leaders from around the world. ”

# Sponsorship and Exhibition Packages

All prices are GST exclusive. All artwork to be provided by the sponsor.

ENJOY MULTIPLE BENEFITS IN ONE PACKAGE

## Principal Partner Package ★★★★★

\$35,000 (Two opportunities)



A range of rights and benefits will be agreed which to optimise the benefits of a Principal Partner and to meet your organisation's business and marketing objectives. We have identified an extensive list of components in this Principal Package outlined below. There is a high degree of flexibility within this package, to ensure that your organisation's specific partnership requirements are achieved and we are more than happy to discuss these requirements with you.

### As a Principal Partner you will receive the following:

A 3m x 6m Exhibition stand in a prominent location

Verbal recognition of your sponsorship in plenary and workshop sessions

Logo to appear on the fold out program along with the Dementia Centre and Hammond Care logos

Company logo and profile to feature in the Sponsor & Exhibitors section of the official conference, app and website along with a direct link to your chosen website section

Company logo to appear on main plenary conference banner

Video, white paper, past presentation/webinar provided by you will be promoted on the official conference website

Strategic seat drop of 1 x company-branded printed material distributed by conference team on company behalf for one-time only during conference. (Sponsor to supply printed material)

4 x full conference registrations

4 x complimentary day parking vouchers per day at the Sydney Hilton

### Enjoy official designation as Principal Partner of IDC2020:

- Coverage for your organisation on all IDC2020 promotional materials in the run up to the congress, which includes printed announcements and all e-zine campaigns
- Branding on the IDC2020 Sponsors page of the website to include your organisation's logo and biography
- Use of the IDC2020 image in your organisation's promotional activities tied to IDC2020, once agreed with the IDC2020 organisers

### Complimentary conference lunch partnership including:

- Acknowledged in the conference program as one of our dedicated lunch partners
- 15 minute lunchtime speaking opportunity in the plenary hall on the day of your lunch sponsorship
- A5 branded signage at catering areas recognising you as our lunch partner
- Opportunity to display your pop-up banners at the catering points, announcing that your company is today's lunch partner
- Opportunity to distribute a branded gift or piece of collateral to all attendees at this lunch

Additional Value

## Water Bottle Sponsor: \$15,000 (One opportunity)



This must have product has become a favourite with our delegates. Have your logo on all the reusable water bottles that delegates will enjoy using long after the conference ends. All delegates will receive a high-quality water bottle (selected by conference organisers) branded with your company logo in the delegate satchels.

Company logo (one colour – one placement) on water bottle

Your logo branding of water re-fill stations

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

2 x full conference registrations

Sponsor to supply all artwork in accordance with specifications provided by Exhibition Manager

## Coffee Sponsor: \$9,500 (One opportunity)



Reach hundreds of attendees by having your company name at the exclusive barista run coffee station. Barista made coffee will be available free of charge to all delegates in breaks throughout the conference. The coffee station will be located just outside the main entrance to the conference where all delegates will pass. Coffee, standard one use coffee cups and barista supplied by Hilton Sydney.

Company logo on coffee cups

2 x Pull up banners displayed next to coffee station

Free-standing TV screen provided and placed near the coffee station for your sole use to increase your brand presence and promote your business products & services (Sponsor to provide content)

Logo and company profile will appear in Sponsors section on the conference app and website with a direct link to your chosen website section

2 x full conference registrations

Sponsor to supply all artwork and banners in accordance with specifications provided by Exhibition Manager



## Wellbeing Sponsor: \$9,500 (One opportunity)



This exclusive area is always a must attend opportunity. Located on Level 4 it's the ultimate space for those who want to take a moment for themselves. Delegates will leave feeling refreshed and rejuvenated during the conference, and have you to thank for it.

3 Minute "Angels" massaging from this location

Fruit & Veg "shots" provided to participating delegates

Opportunity for bathroom product placement (discuss with Exhibition Manager)

Free standing TV screen provided and placed in the lounge area for your sole use to increase your brand presence and promote your business products & services

Pull up banner placement in the Wellbeing area (Sponsor to provide a pull-up banner)

Company logo displayed on stand fascia

Company logo and profile will appear in Sponsors section of conference app and website along with a direct link to your chosen website section

2 x full conference registrations

To discuss a sponsorship opportunity that isn't listed here, please contact the Exhibition Manager at [conference@dementia.com.au](mailto:conference@dementia.com.au) or call +61 (2) 8437 7355

NEW OPPORTUNITY

## Delegate down time area: \$9,500 (One opportunity)



Industry events can be a lot of hard work, but everyone deserves a break. You can sponsor this area where people can unwind – with a giant chess set or a VR headset – We'll also offer a score board for those competitive players which will keep people coming back to during breaks.

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

Pull up banner placement in the area (Sponsor to provide banner)

2 x full conference registrations



## Lanyard

**Sponsor: \$9,500**

**(One opportunity)**



All delegates and speakers will receive a lanyard with your company branding. These lanyards will be included in all conference photography and videoing ensuring continued exposure for your brand.

Company logo  
(one colour – multiple prints)  
on lanyard

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

2 x full conference registrations

Sponsor to supply all artwork in accordance with specifications provided by Exhibition Manager

## Satchel Stationery

**Sponsor: \$7,500**

**(One opportunity)**



Have your company logo on all the conference notepads and pens for the delegates use long after the conference ends. Each delegate will receive the stationery items in their satchel upon arrival. Sponsor is responsible to provide the imprinted notepads and pens. Notepads must be a minimum of A5 sized with cardboard backing.

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

1 x full conference registration

**The packages listed in this document can be tailored to your specific marketing needs. If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Conference Sponsorship and Exhibition Manger.**





## Wi-Fi Network:

\$7,000

(One opportunity)



Wi-Fi and phone coverage can be spotty at some events, so setting up your own network can be beneficial to other attendees whilst providing great exposure for your brand. Set up the network name to include your company so everyone's reminded of you when they go online.

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

1 x full conference registration

Sponsor to supply all artwork in accordance with specifications provided by Exhibition Manager

Wi-Fi



YOUR NAME HERE



## Seat Drop Sponsor:

\$6,500

(Two opportunities)



A strategic seat drop is a great way to have your company branded material get noticed by the delegates during the plenary sessions at the conference. We will distribute your material on attendees' seats at a designated time during the event.

Conference organisers will distribute 1 x printed material on attendee seats on your company's behalf for one-time only during the conference plenary sessions. Sponsor to provide printed material.

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

conference@dementia.com.au

+61 (2) 8437 7355

## Internet & Recharge Sponsor: \$5,000

(One opportunity)

With technology a key feature for accessing the program, this area is an important aspect of our conference allowing delegates to have access to a range of technologies they require. Located on Level 4, the internet and recharge lounge will provide computers with high-speed internet access, printers and a docking station with a range of mobile phone and tablet chargers.



Full branding of charging stations

Pull up banners, flyers and posters to be displayed in the lounge area. (sponsor to provide)

Trestle table provided for collateral display in the lounge area

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

NEW OPPORTUNITY

## Concurrent Room Sponsor:

\$5,000

(Multiple opportunities)



Sponsoring a session is a great way to add your brand and support to this event, as everyone attending will see your name. Your company and logo on will be on timetables and maps for this event.

Company logo and profile will appear in Sponsors section in the official conference app and website along with a direct link to your chosen website section

Pull up banner placement in the room (sponsor to provide banner)

## Satchel Insert Sponsor:

\$1,800

(Five opportunities)



A great option to promote your products & services without the need of having a physical presence at the conference. As this is an extremely popular opportunity, the limit is set at only five inserts.

Product samples preferred.

Exhibition manager will have final say on approval of inserts

All inserts must be ready for delivery to the Dementia Centre by 1st June 2020

NEW OPPORTUNITY

## Virtual Satchel Insert Sponsor:

\$1,500

(Multiple opportunities)



In keeping with our efforts to reduce the greenhouse gas emissions associated with the production of the event, the virtual insert is an alternative to providing printed flyers to delegates at the conference.

The virtual satchel is available on the conference website pre and post conference and also available via the conference app.

Exhibition manager will have final say on approval of virtual inserts

“HammondCare’s International Dementia conference attracts the people who make important business decisions and control corporate budgets. This places you in the enviable position to have face-to-face conversations with qualified customers in your target audience.”

For general enquiries and further information please contact the Exhibition Manager:

✉ [conference@dementia.com.au](mailto:conference@dementia.com.au) ☎ +61 (2) 8437 7355

# Exhibition Opportunities.

## Stand Exhibitor: \$4,400 (multiple opportunities)

The exhibitor space provides your company with the opportunity to build your network, introduce new services or provide face-to-face product demonstrations while promoting your company on-site. The exhibition area is open throughout the entire conference hours.



3mx3m standard stand to be selected at time of booking

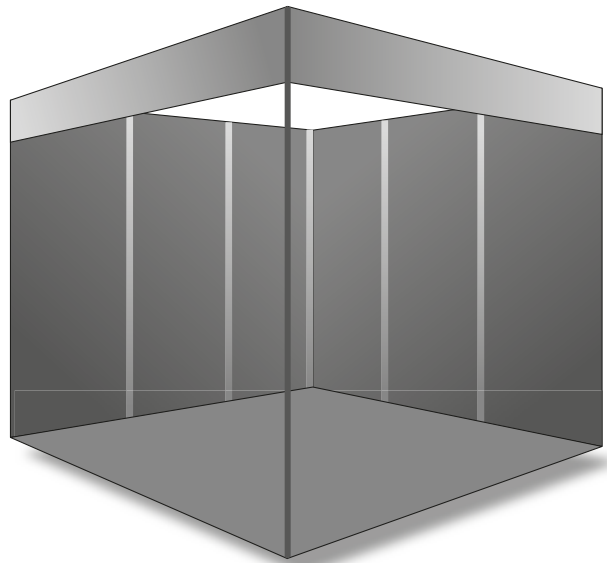
Company logo and profile will appear in Exhibitors section in the official conference program and website along with a direct link to your chosen website section

2 x full conference registrations which include name badges, conference satchels, catering for all morning tea/afternoon teas and lunches and networking function held in the Exhibition Areas Day 1 early evening

1 x complimentary car parking voucher per day at near by parking.

### Exhibition Stand Specifications

- All stands are 3m x 3m (stand shown is a corner stand with 2 openings)
- 2.4m high white walls
- Fascias are white with Black Upper case letters unless exhibitors specify otherwise
- 2 x 120 watt spot lights
- 1 x 4 amp power board





## The Venue.

The 2020 International Dementia Conference will be held at the Hilton Sydney. The Exhibition will run across two custom designed conference levels, with escalators connecting the two exhibition spaces, creating a unique conference biosphere.

Cradled in the heart of the CBD, the Hilton Sydney offers extensive city views, and immediate access to one of the world's greatest cities. Located opposite the charming Queen Victoria Building, Hilton Sydney is close to shopping, entertainment and business, and is a short walk from Darling Harbour, China Town and Cockle Bay.

The Hilton Sydney has a strict loading dock policy to ensure the smooth bump in / out of all exhibitor materials. Detailed information will be provided in the exhibition guide once booking has been confirmed.



“The Exhibition will run across two custom designed conference levels, with escalators connecting the two exhibition spaces, creating a unique conference biosphere.”



## Accommodation.

There is a range of accommodation available including rooms at the Hilton. If you would like to book a room at the Hilton you will be able to do so via [www.dementiaconference.com](http://www.dementiaconference.com) at the end of 2019.

# International Dementia Conference

11 & 12 June 2020, Hilton Sydney, Australia

## Sponsorship and Exhibition booking form

To book please complete this form then email it to:

 [conference@dementia.com.au](mailto:conference@dementia.com.au)

### Sponsorship and/or Exhibition Packages Requested

1.	<input type="text"/>	Cost \$	<input type="text"/>
2.	<input type="text"/>	Cost \$	<input type="text"/>
3.	<input type="text"/>	Cost \$	<input type="text"/>

Please note your 3 preferred exhibit locations. Please note stand locations are allocated based on first come first served basis, as well as product conflicts

1.  2.  3.

### Your contact details

Organisation Name:

Address:

City  State  Postcode  Country

Website (linked from conference website)

Contact Person. Title  First name  Last name

Phone  Mobile

Email

### Payment Details

EFT Transfer. Bank details will be provided to you with your tax invoice

Credit Card:  Visa  Mastercard  Amex

Card Number  Expiry  CVV

Name on card  Cardholder signature

I give consent for my details to be used for marketing purposes

By signing this document you agree to the terms and conditions located on our conference website:

Signature

### Conference Contact information

For all enquiries please email the Exhibition Manager on [conference@dementia.com.au](mailto:conference@dementia.com.au) or call +61 (2) 8437 7355. For the most up to date information on available floor plans, please contact the Exhibition Manager.



Book **today** and  
**secure your place** at  
the **2020 International  
Dementia Conference.**

We're **looking forward to  
seeing you** in Sydney  
on **11 & 12 June!**



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