“Re-Imagine Life With Dementia”

“We need people to support us to live beyond the diagnosis of dementia. We need to be enabled, not further disabled.”

~ John Sandblom, sales professional living with atypical young onset Alzheimer’s

You’ll want to be in Atlanta, GA for this important gathering to:

• ENGAGE with others who are changing attitudes and understanding about LIVING with dementia.
• EMPOWER others by sharing your knowledge, insights and other resources.
• ENABLE people living with dementia through supportive, relational-based practices and adaptive technology.

Westin Buckhead Hotel ♦ Atlanta, Georgia
June 25-27, 2017

“Re-Imagine Life with Dementia” is convened by the Dementia Action Alliance, a unique national organization of people living with dementia, care partners and other advocates, innovators and person-centered thought leaders.

Powered by People with Purpose
As a sponsor/exhibitor, you will:

1. Be recognized as a CORPORATE CHAMPION making a difference NOW in the lives of people with dementia & those who care about them.
2. Connect with individuals living with dementia & their care partners and learn what truly matters most to them NOW.
3. Demonstrate that your organization is a committed partner to the dementia community.
4. Interact with other influential innovators and thought leaders who are re-imagining life with dementia NOW.
5. Be at the vanguard and learn what changing attitudes and understanding about living with dementia means for your organization NOW.

Conference Participants

The conference program is designed for diverse stakeholders. This chart shows a breakdown of anticipated participants:

- People living with dementia: 10%
- Care Partners: 15%
- Home Care Leaders: 20%
- Assisted Living Leaders: 20%
- Nursing Home Leaders: 15%
- Healthcare Providers: 10%
- Government & Aging Leaders: 10%
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>Premier Champion $25,000</th>
<th>Platinum Champion $20,000</th>
<th>Gold Champion $15,000</th>
<th>Silver Champion $10,000</th>
<th>Bronze Champion $5,000</th>
<th>Exhibitor $2,500</th>
<th>Supporter $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement in printed conference materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit table</td>
<td>Prominent 12-foot</td>
<td>Prominent 12-foot</td>
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<tr>
<td>Complimentary conference registrations for:</td>
<td>3 people</td>
<td>2 people</td>
<td>2 people</td>
<td>2 people</td>
<td>1 person</td>
<td>1 person</td>
<td></td>
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<tr>
<td>Verbal appreciation expressed during opening and closing sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition and appreciation on the DAA website</td>
<td>Logo, web link, company description until 5/2018</td>
<td>Logo, web link, company description until 5/2018</td>
<td>Logo and company description until 12/2017</td>
<td>Logo and company description until 12/2017</td>
<td>Logo and web link to 12/2017</td>
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<tr>
<td>Signage displayed</td>
<td>Prominent in registration, exhibit areas and ballroom</td>
<td>Prominent in registration and exhibit areas</td>
<td>Prominent in exhibit areas</td>
<td>Prominent in exhibit areas</td>
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<tr>
<td>Company ad in conference program</td>
<td>Prominent full-page</td>
<td>Full-page</td>
<td>Half-page</td>
<td>Quarter-page</td>
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<tr>
<td>Recognized sponsorship of:</td>
<td>Welcome Reception</td>
<td>Featured Round-tables</td>
<td>Afternoon Break</td>
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<tr>
<td>Acknowledgement of registration scholarship for an individual living with dementia and his/her care partner</td>
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<tr>
<td>Opportunity to include a promotional item or flyer in registration packet</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Introduction of a Keynote speaker</td>
<td>✓</td>
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<tr>
<td>Sponsorship of exciting raffle prizes such as a smart watch and sound-cancelling Bose® headphones awarded to conference attendee present at the Closing Session</td>
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<td></td>
<td>✓</td>
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</table>
Key Exhibiting Features

✓ A prominent, open location next to the main Ballroom offering excellent exposure to participants throughout the conference.
✓ 12 hours of exhibit time during the conference — much of it dedicated exhibit time — ensuring you have maximum interaction with conference participants.

4:30 – 6:30 pm Sunday, June 25th Opening Reception & Exhibits
10:00 am – 4:00 pm Monday, June 26th
10:00 am – 2:00 pm Tuesday, June 27th

Exact times and events may vary slightly.

Exhibit spaces come with skirted 6-foot tables and two chairs. Internet is accessible throughout the exhibit area via WiFi. If your exhibit booth requires electricity, you will need to contract separately for it with the Westin Hotel.

Shipping, Storage and Handling

The Westin Hotel will store exhibitor’s conference materials free of charge beginning on June 22 through June 26, 2017. The hotel charges a storage fee of $400.00 per day for items that need storage before June 22nd. Exhibitors who send conference materials to the hotel will be charged a handling fee by the hotel based on the weight/size of the materials. See rates below:

☐ 0 – 5 pounds $5.00 each  ☐ 6 – 20 pounds $10.00 each
☐ 21 – 50 pounds $15.00 each  ☐ Over 50 pounds $25.00 each
☐ Crates $50.00 each  ☐ Pallets $75.00 each
The baby boomer and younger generations of people living with dementia are loudly speaking out about the need for understanding of LIFE with dementia. They want to live free of prejudice, with full inclusion, dignity and necessary accommodations.

“Re-Imagine Life with Dementia” is specifically designed to engage diverse stakeholders in valuable interactions, learning experiences, and inspiring conversations so all can leave with actionable takeaways!

The conference will:
♦ Provide opportunities to engage with renowned experts including people living with dementia.
♦ Be inspiring, interactive and provide practical information, resources and tools.
♦ Offer an exceptional experience for learning, sharing and connecting with innovators, influencers and other insightful leaders.

Key Leadership of the Dementia Action Alliance
Sponsoring/Exhibitor/Supporter Registration Form

Please return to:
Dementia Action Alliance
2342 N. Oak Street
Falls Church, VA 22046
Phone: (703) 533-3225
Email: karenlove4@verizon.net

Company Name: _____________________________________________________________________
Contact Name: _____________________________________________________________________
Address: __________________________________________________________________________
Telephone: ___________________________ Email: _______________________________________

I, ______________________________________ (name of the contact person above), agree to participate in the 1st Annual North American Dementia Conference and provide information and materials as needed for the Sponsor/Exhibitor/Supporter level selected below. I understand that payment is due upon signing.

□ Premier Champion $25,000
□ Platinum Champion 20,000
□ Gold Champion 15,000
□ Silver Champion 10,000
□ Bronze Champion 5,000
□ Exhibitor 2,500
□ Supporter 1,000

Signature: ______________________________________ Date: _______________________

For more information, please contact Cheryl Tatreau at ctatreau@daanow.org.