

**Dementia Action Alliance
2nd National Dementia Conference**

SPONSOR & EXHIBITOR OPPORTUNITIES

Re-Imagining Dementia

ENGAGE ♦ EMPOWER ♦ ENABLE



**Westin Buckhead Hotel ♦ Atlanta, Georgia
June 20–22, 2019**

Re-Imagining Dementia is hosted by the Dementia Action Alliance, a unique national organization of people living with dementia, care partners and other advocates, innovators and person- and relationship-centered thought leaders making our country a better place to live with dementia.



Dementia Action Alliance

Powered by People with Purpose

Re-Imagining Dementia

ENGAGE
EMPOWER
ENABLE

Our conference —

- ◆ Offers a front row seat to the **Dementia Arts Fest** — the premier Gallery event of juried artwork by individuals living with dementia and “Meet the Maker” sessions.
- ◆ Provides an exceptional experience for sharing, learning and connecting with insightful leaders living with dementia, innovators and other influencers.
- ◆ Gives you the chance to have hands-on experiences at the **Living Well Tech Expo** with cutting-edge innovators and technologists that support and engage individuals living with dementia including virtual reality.
- ◆ Is inspiring, interactive and provides opportunities to engage individually with renowned dementia specialists from across the country and Canada.





“The DAA conference changes your perception of living with dementia in a profound way. We go to dozens of conferences every year, and always look forward to this event as you wind up being educated and inspired.”

Jack York, President & Co-Founder,
It’s Never 2 Late

OUR CONFERENCE AUDIENCE

The Dementia Action Alliance conference is the **largest national gathering** of people committed to improving the support and care of individuals living with dementia. This unique event brings together a wide and diverse spectrum of participants including:

- ◆ Individuals living with dementia;
- ◆ Care partners;
- ◆ Providers of skilled nursing, assisted living, home care and adult day services;
- ◆ Healthcare practitioners;
- ◆ Community leaders of AAA’s, Dementia Friendly initiatives, and Memory Cafes;
- ◆ Researchers
- ◆ Local, state and federal government agencies;
- ◆ Academics and students.

Our conference participants are eager to engage with you and learn about the services and products you offer to support their efforts.

Here’s what some of the 2017 DAA conference participants had to say —

- ◆ “I go to many conferences and this was by far the most profound. Everything about it was superb.”
- ◆ “I have NEVER been to such an amazing conference. I am forever changed because of it and am carrying the lessons learned back to our initiative.”

Conference Participants

People living with dementia	10%
Care partners	10%
Service & support providers	50%
Community leaders	10%
Government agencies	8%
Healthcare practitioners	7%
Researchers and others	5%

EXHIBITING AT THE 2019 DAA CONFERENCE

Our exhibit hours are specially designed with dedicated opportunities for you to engage with conference participants so they can have time to learn about your products and services.

Our exhibitor packages include —

- ◆ Prime opportunities to connect with customers;
- ◆ Conference registration;
- ◆ Skirted 6-foot tables and two chairs; and
- ◆ Internet

Premium sponsorships and elite exhibit spaces are limited. Please reserve your space early so you won't miss out.

EXHIBITOR SCHEDULE

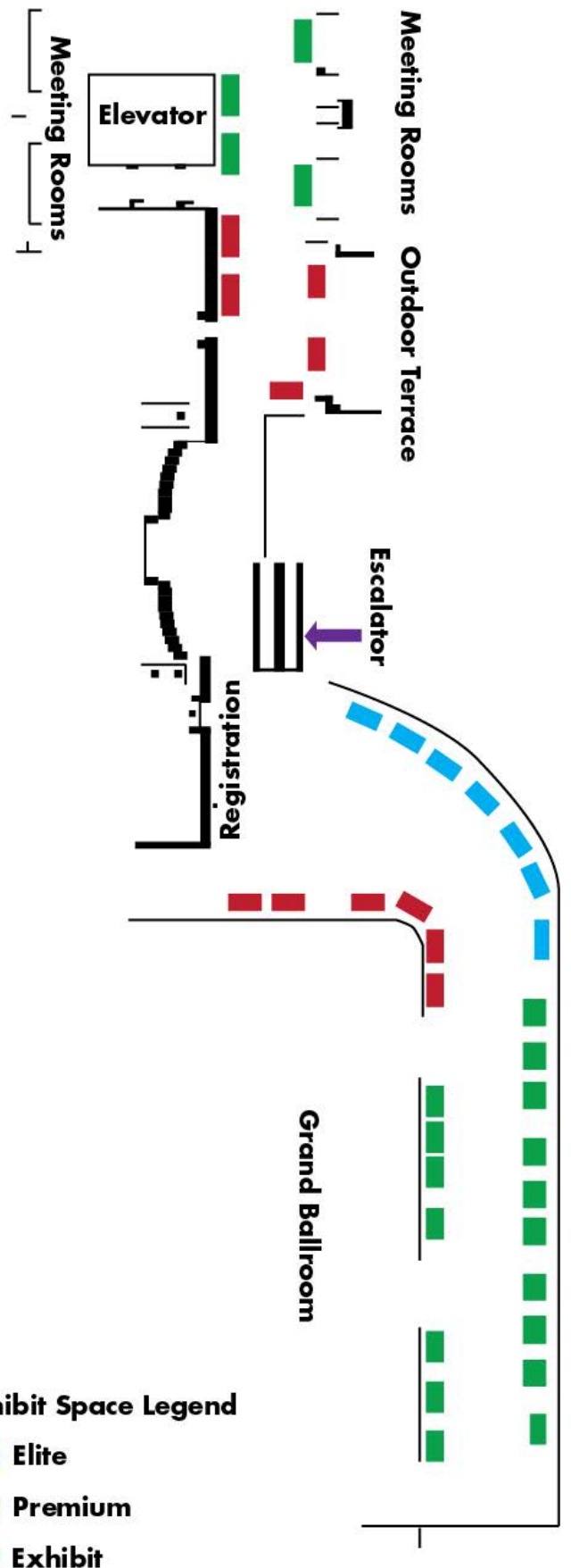
SET-UP

- ◆ Thursday, June 20 1:00–4:00 pm

EXHIBIT HOURS

- ◆ Thursday, June 20 4:00–8:00 pm
Grand Opening Gala & Reception
- ◆ Friday, June 21 12:00–1:30 pm
4:00–5:30 pm
- ◆ Saturday, June 22 8:00–9:00 am
12:30–1:30 pm

CONFERENCE LEVEL



SPONSORSHIP OPPORTUNITIES

All sponsors are prominently featured in the conference program, on the website, on monitors at the conference, and acknowledged during opening and closing programs.

DEMENTIA ARTS FEST

1 available \$20,000

1. Prominent signage as sponsor of this premier event.
2. Full page conference program ad.
3. Elite location in the exhibit area.
4. Three complimentary conference registrations.
5. Introduce Opening Keynote session Day 1 and offer brief remarks.

LIVING WELL TECH EXPO

1 available \$15,000

- Features 1–4 above.
- Introduce Opening Keynote session Day 2 and offer brief remarks.

OPENING NIGHT GALA & RECEPTION

1 available \$15,000

- Features 1–4 above.
- Introduce Closing Keynote session Day 2 and offer brief remarks.

MOBILE CONFERENCE APP

1 available \$10,000

- Company name and logo on conference apps.
- Features 1–3 above.
- Two complimentary conference registrations.

EXHIBITING OPPORTUNITIES

All exhibitors will have a 6-foot skirted table and two chairs.

Elite Exhibitor \$7,000

- Elite location in exhibit area.
- Half page ad in conference program.
- Company logo prominently featured in conference promotions and on conference website.
- Two complimentary conference registrations; additional company staff registrations for \$300/person.
- Company product or services featured exclusively in a pre-conference email blast.

Premium Exhibitor \$5,000

- Premium location in the exhibit area.
- Company logo prominently featured in conference promotions and on conference website.
- Two complimentary conference registrations; additional company staff registrations for \$300/person.
- Company product or services featured exclusively in a pre-conference email blast.

Exhibitor \$2,500

- Company logo prominently featured in conference promotions and on conference website.
- One complimentary conference registration; additional company staff registrations for \$300/person.

Inserts in Conference Tote Bag

- One item, \$350.

To learn more about these opportunities and to reserve your space, please contact Jackie Pinkowitz, jpinkowitz@gmail.com or (732) 212-9036.



SPONSOR & EXHIBITOR RESERVATION FORM



Dementia Action Alliance

**Please return to —
Dementia Action Alliance
2342 N. Oak Street
Falls Church, VA 22046**

Email: karenlove4@verizon.net

COMPANY NAME _____

COMPANY CONTACT NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ EMAIL _____

- Dementia Arts Fest Sponsor \$20,000
- Living Well Tech Expo Sponsor \$15,000
- Opening Night Gala Reception Sponsor \$15,000
- PBS Documentary & Discussion Bar Sponsor \$10,000
- Mobile App Sponsor \$10,000
- Elite Exhibitor \$7,000
- Premium Exhibitor \$5,000
- Exhibitor \$2,500
- Tote Bag Insert \$350
- Additional Exhibitor Personnel – per person \$300

This signed reservation form confirms our organization’s commitment to be a Sponsor/Exhibitor at the 2019 Dementia Action Alliance conference. I agree to participate in the conference and provide information and materials as needed. I understand that payment is due upon signing.

Signature _____ Date _____

