Australian
Dementia Network

REGISTRY. CLINICS. TRIALS.

Dementia Research:

Discovery, Innovation, Translation.

Australian Dementia Forum 2021

31 May – 1 June

SPONSORSHIP Opportunities

The Australian Dementia Forum is the premier annual Australian meeting for clinicians and researchers in the field of Alzheimer's disease and dementia. The virtual format in 2021 has given us the opportunity to include an unprecedented and exceptional range of international and national leading dementia researchers in the invited speaker program. Our partnership with Dementia Australia ensures high visibility and participation by government and the general community.

Australian Dementia Forum 2021 sponsorships offer the opportunity to be a part of this community with a range of options to give your company substantial exposure to key opinion leaders in dementia research, diagnosis, and care, including medical specialists from geriatric medicine, psychiatry and neurology, GPs, and researchers.

Virtual meetings have proven highly successful for meetings involving researchers and consumers, substantially increasing attendance compared to traditional face to face conferences.

Australian Dementia Forum 2021 will use an integrated virtual event platform that delivers an engaging experience to everyone

The virtual exhibits, interactive meeting hubs and online networking events, aim to encourage interaction and engagement with delegates helping you develop local partnerships and meet and make connections with participants.

We appreciate your support and are excited to offer you tailored sponsorship packages. We hope you see the added value in this offering and look forward to your feedback.

Sponsorship Packages

Sponsorship Opportunities and Packages

A virtual event provides your company with unique tools and more opportunities to engage and interact with attendees at the event.

Conference Website & Social Media

The conference website is the main source of information and a valuable tool to provide up to date material to all delegates. Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url.

Branded Merchandise – (Platinum Package only)

There is opportunity to provide branded merchandise to all registered attendees. The item will be posted nationally to attendees, giving them a tangible experience adding to your brand exposure.

Digital Communication

Co-branding on all digital communication sent to attendees throughout the lead up to the event going live will ensure every delegate sees your company logo.

Your logo will be available on the website and in various digital communications depending on the level of sponsorship.
Digital communication creates a higher delegate engagement pre, during and post event.

Virtual Conference Handbook

A soft copy of the Virtual Handbook will be sent out to all registrants in advance of the live event. The Handbook includes information on how to log in, ways to engage and participate in the event, sponsor advertising space and frequently asked questions.

Live Event – Virtual Platform

When the event goes live, sponsors will come to life in the virtual world. Depending on the sponsorship package, company representatives will have access to delegates through their virtual exhibition stand, through the meeting hub, exchanging contacts, seeing participation in the gamification activities, participating in sessions and much more.

Post Event

All material, recorded presentations, access to notes, exhibitor info, sponsor branding and handouts will all be available to paid registrants to access for 2 months after the event. Access to this information is also provided to sponsors allowing for lead generation and by using info collected to ensure return on investment.

Sponsorship Packages

AUSTRALIAN DEMENTIA FORUM 2021

	Platinum Event Partner $25,000 +GST	Gold Virtual Package $15,000 +GST	Silver Virtual Package $10,000 +GST	Exhibitor Virtual Package $2,500 +GST
Conference Website & Social Media				
Co-branding across all conference branding	✓			
Logo recognition on conference home page	✓	✓		
Logo listed under Sponsors/Exhibitors with hyperlink to business website	✓	✓	✓	✓
Social Media Post x 4	✓			
Social Media Post x 2		✓		
Social Media Post x 1			✓	
Promotion & Digital Communication				
Opportunity to provide branded merchandise to all registered attendees – posted via Aus Post *size and weight limitations apply, must be approved by organisers*	✓			
Co-branding as event partner on all digital communication and collateral distributed to delegates	✓			
Virtual Conference Handbook				
Co-branding throughout the Virtual Conference Handbook	✓			
1 page advertisement	✓	✓		
1/2 page advertisement			✓	
Recognition in list of Sponsors / Exhibitors	✓	✓	✓	✓

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Live Event - Virtual Platform				
Logo recognition on login page image	✔			
Prominent sponsor ad on top of virtual agenda (this rotates throughout the live event)	✔	✔		
Logo included on conference branding in top of virtual agenda * (this rotates throughout the live event)			✔	
Vendor Presentation *position with conference program and content of presentation to be approved by organisers*	✔			
Welcome video in opening plenary sessions (60 seconds)	✔			
Sponsored Session * Promotional video prior to session, logo recognition on agenda	✔	✔	✔	
Virtual Exhibition Stand	✔	✔	✔	✔
Attendee engagement prize	✔	✔	✔	✔
Meeting Hub access	✔	✔	✔	✔
Live alerts *	✔	✔	✔	✔
Virtual Registrations *	✔	✔	✔	✔
Post event				
Co-branding to on-demand access portal communication and sign portal (ie "on-demand program powered by XYZ Pty Ltd")	✔			
All material and branding to remain on the on-demand virtual platform (for 2 months)	✔	✔	✔	✔

* Number included vary – please refer to package details