

## Sponsorship Levels

### Presenting Sponsor (\$2,000)

- **Exclusive level for one company**
- **Commitment must be received by January 1, 2013**
- Event naming rights (DEMENTIACARE2013 Presented by \_\_\_\_\_)
- Two complimentary tickets to conference
- Logo recognition on registration brochure, event signage, event resource guide, conference website with link back to company website
- Four-week logo placement in Chapter's weekly Friday local events e-newsletter with link back to company website
- Full-page color ad on outside back cover of event resource guide
- Speaking opportunity for company representative during welcome remarks (limited to three minutes)
- Recognition by CEO in her opening and closing remarks
- Banner recognition in expo room (company provides banner)
- Promotional item in attendee goody bag
- Complimentary vendor table with two complimentary vendor admissions and placement near expo area entrance
- Special callout on Facebook event linking to company Facebook page or website (at the discretion of the Chapter)
- Right of first refusal for presenting sponsorship at 2014 event (must commit by August 1, 2013)

### Meal Sponsor (\$1,200)

- **Sponsorships are exclusive to one company per meal served (breakfast or lunch)**
- Cards at each table recognizing your sponsorship at your specific meal
- One complimentary ticket to conference
- Logo recognition on registration brochure, event signage, event resource guide, conference website with link back to company website
- Two weeks of logo placement in Chapter's weekly Friday local events e-newsletter with link back to company website
- Special recognition by CEO during her mealtime remarks
- Special callout on Facebook event linking to company Facebook page or website (at the discretion of the Chapter)
- Right of first refusal for returning sponsorship at 2014 event (must commit by August 1, 2013)
- Complimentary vendor table with two complimentary vendor admissions
- Full-page ad in conference resource guide

### Event Sponsor (\$400)

- Non-exclusive sponsorship
- Name recognition in event journal, event signage
- Recognition by CEO during welcome remarks
- Logo recognition on conference website with link back to company website
- Complimentary vendor table with one complimentary vendor admission
- Promotional item in attendee goody bag
- Full-page ad in conference resource guide

## Vendor Expo

Tables at our vendor expo are available to any company for \$150. Vendors can distribute information and premiums, but may not conduct sales on site. Tables may not be shared. Sponsors will receive priority table placement. The Chapter will make every effort to distribute tables so that two like business (i.e. home care companies, assisted living facilities) are not next to one another.

## Program Advertising

Each person in attendance will receive a conference reference manual. This bound manual will include handouts and slides for each presentation, resource information, a section for notes and a section dedicated to ads from our supporters.

We expect 150 people to attend this conference and receive a manual, which will serve as an invaluable resource of tips, tactics and tools for their caregiving journey. Your investment of less than \$1 per attendee for a full-page advertisement pays dividends over time, as the notebook is reviewed and reread for helpful information.

Full-page ads are \$100 and measure 8 inches wide by 10.5 inches tall. Half page ads are \$50 and measure 8 inches wide by 5.25 inches tall. **All ads are color and should be submitted as PDFs (Microsoft Word files are not acceptable) to [jpaventi@alz.org](mailto:jpaventi@alz.org) by April 15.**

## Terms and Conditions

- Program ads should be designed to specified sizes, saved as PDF files (Microsoft Word files are not acceptable) and sent to [jpaventi@alz.org](mailto:jpaventi@alz.org) by April 15.
- Due to limited space, please let us know if you do not plan to use your vendor table.
- Please e-mail your logo (EPS preferred. TIFF and JPEG are acceptable. We cannot use Microsoft Word logos.) to [jpaventi@alz.org](mailto:jpaventi@alz.org).
- Booths must setup no later **7:15 a.m.** and staffed through **4 p.m.**
- Payment must be received by April 1, 2013 to guarantee the receipt of all benefits.

### Alzheimer's Association, Central New York Chapter

441 W. Kirkpatrick St. • Syracuse, NY 13204  
Phone: (315) 472-4201 • Fax: (315) 472-4202 • [www.alz.org/cny](http://www.alz.org/cny)

## Sponsor/Expo Commitment

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Please select one of the following options

- Event Sponsor:**
- Presenting Sponsor (\$2,000)
  - Meal Sponsor (\$1,200)
  - Event Sponsor (\$400)
    - I do not plan to use my vendor table.
    - I will use my vendor table

- Program Advertising:**
- Full-Page Ad (\$100)
  - Half-Page Ad (\$50)

- Vendor Table:**
- \$150

### Expo Vendor Information

Will you require: Electricity?  Yes  No

*Note: Every attempt will be made to arrange your table near an outlet, but access to power cannot be guaranteed. You must supply your own extension cords and/or power strips.*

Multiple people on site?  Yes  No

*Note: A \$50 fee will be charged for each additional staff member on site.*

### Payment Options

- Check is enclosed
- Please invoice me (payment must be received by April 1, 2013)

*Please make checks payable to Alzheimer's Association, Central New York Chapter. If you wish to pay by credit card, please contact us by phone at 315-472-4201 during business hours and, at the menu, please press 9.*

**Please Complete and Return This Form and Submit Payment by April 1, 2013**

### Agreement

Your signature below indicates that you have read this brochure and are authorized on behalf of your organization to agree to all terms, conditions and benefits.

**X** \_\_\_\_\_

## Central New York Chapter

### What is DEMENTIACARE2013?

More than 120 family and professional caregivers attended our inaugural DEMENTIACARE conference in 2012, hearing from lawyers, financial planners, physical therapists and other experts in the field of aging, and dementia care.

Companies face a future with Alzheimer's, with diagnosis being at a younger age and many adults working past the traditional age of retirement. Compounding the situation are the millions of people who provide primary care to people with a dementing illness. The Alzheimer's Association is uniquely positioned to assist individuals, families and caregivers navigate their course with the diseases under the umbrella of dementia.

Dementia's past has been written, but we can rewrite the future. Your investment in DEMENTIACARE2013 empowers dementia caregivers by offering practical information they can use in their journey with the disease.

### Conference Demographics

Our first conference boasted a capacity crowd of 120 people. This year we anticipate selling out the conference at 150 attendees.

According to a 2010 poll conducted by the Alzheimer's Association, 60 percent of Alzheimer's caregivers are female.

- More than half (56 percent) are over the age of 55, though 34 percent are between the ages of 35 to 54. Only 2 percent were 85 years old or more.
- 66 percent are married.
- One-third (34 percent) hold a bachelor's degree or better.
- 55 percent are the primary source of income in their household.
- Half of them live in the same house as the person for whom they care.
- One-quarter (26 percent) have children younger than 18 living with them.

# DEMENTIA CARE2013

Empowering Caregivers with Practical Solutions

## Sponsorship, Advertising and Expo Opportunities



**A Conference for Central New York  
Alzheimer's and Dementia Caregivers**

**May 16, 2013  
DoubleTree by Hilton Hotel Syracuse**