In 2024, the Australian Dementia Research Forum will again be held on the sunny Gold Coast, Queensland, Australia. There is opportunity for sponsors and exhibitors of every budget to achieve all your marketing objectives.

Join us and enhance your brand with leading dementia researchers!

ADRF2024 brings together national and global experts to discuss the latest research, innovations and best practices in dementia. Under the theme **Turning the Tide on Dementia**, ADRF2024 will showcase the latest developments in dementia research, with particular focus on new and emerging therapies for Alzheimer’s Disease.

The program will include presentations covering areas of discovery/basic science, diagnosis, treatment, prevention, and post-diagnostic care, with an exceptional range of Australian and international speakers, panel discussions, symposia, and a great debate.

For a second consecutive year, the Forum will deliver Continuing Education sessions tailored to clinicians, general practitioners, psychiatrists and other medical practitioners.

Our sponsorship programs offer the opportunity to elevate your brand, develop and strengthen local partnerships and connections with our delegates and exhibitors. Your organisation will also benefit from increased exposure to dementia research leaders, including general practitioners, researchers and medical specialists in the areas of geriatric medicine, psychiatry and neurology, as well as policy makers.

We truly look forward to having your organisation onboard as a valued sponsor for ADRF2024.
Attendees* represent the following disciplines/specialities:

- Neurology
- Neuroscience
- Pharmacology
- Clinical Psychology
- Social Work
- Radiology
- Geriatrics
- Biochemistry
- Neuropsychology
- Nursing
- Gerontology
- Geriatric Psychiatry
- Social/Behavioural Care

*Students, people living with dementia and their carers also attend.

SPONSORSHIP BENEFITS

1. Networking Opportunities: You will gain direct and exclusive access to decision makers and subject matter experts in the dementia research and care community, strengthening existing relationships, and building new business connections.

2. Brand Visibility: Sponsorship showcases your organisation's latest technology, new products and/or services. Prominent display of logos and branding will enhance your brand recognition and amplify your organisational message, whether through press releases, interviews, forum-related content, reaching a broader audience.

3. Knowledge Exchange: Participating in ADRF2024 means your organisation can stay informed about the latest trends, developments and challenges in dementia research through interaction with world class researchers and presenters. You will receive not only immediate feedback on your products and services but also valuable insights into future products/service developments.

4. Credibility and Authority: Sponsoring ADRF2024 positions your organisation as a supporter and contributor to the advancement of knowledge and solutions in the field of dementia.

SPONSORSHIP PACKAGES AND OPPORTUNITIES

PARTNERSHIPS
- Platinum Partner
- Diamond Partner
- Gold Partner
- Silver Partner
- Bronze Exhibition Partner

ADDITIONAL EXPOSURE OPPORTUNITIES
- Exhibition Packages
- Welcome Drinks
- Coffee Cart Sponsor
- Stationery Sponsor
- Lanyard Sponsor
- Awards and Prizes
- Video Ad Break
- Conference Supporter
PLATINUM PARTNER
CONFERENCE WEBSITE & SOCIAL MEDIA
- Recognition of your products and services throughout our Conference website
- Partner branding across all Conference branding (including logo recognition on the Conference homepage)
- 500-word profile on the webpage with a hyperlinked logo listed under the Sponsors page of the ADR2024 website
- 6 social media posts

PROMOTION AND DIGITAL COMMUNICATION
- Opportunity to provide branded merchandise to all registered attendees
- Co-branding as event partner on all digital communication and collateral distributed to delegates

DIGITAL CONFERENCE HANDBOOK
- Co-branding across the Digital Conference Handbook
- 1 page advertisement
- Recognition in list of sponsors

LIVE EVENT/ VIRTUAL STREAMING
- 60-second welcome video in opening plenary sessions (x 3 days)
- Panel Discussion in the main program – co-design session with the Australian Dementia Network
- Logo recognition in the program of sponsored Panel Discussion
- Video advertisement of choice (30 seconds) to be played before the Panel Discussion
- 1 Exhibition Stand (booth size 3m x 3m) first choice of location
- 6 Live alerts
- 10 Virtual delegate registrations*
- 2 exhibitor passes (includes exhibition and social events access, excludes conference sessions)
- 10 Conference registrations (in-person registrations include morning/afternoon tea and lunch as per standard delegate full registration ticket plus Welcome Drinks x 1 for 10 people)

Please note: * Virtual exhibitor booths will not be available for ADRF2024; exhibitor booths will be exclusively in person. Virtual registrations include live stream from the Plenary room of the Main program- Continuing Education, Welcome Session and Keynotes over the three days.
DIAMOND PARTNER

CONFERENCE WEBSITE & SOCIAL MEDIA
- Recognition of your products and services throughout the Conference website
- Co-branding across all Conference branding, including logo recognition on the Conference home page
- 300-word profile on the webpage with a hyperlinked logo listed under sponsors page on ADRF2024 website
- 4 social media posts

PROMOTION AND DIGITAL COMMUNICATION
- Opportunity to provide branded merchandise to all registered attendees
- Co-branding as event partner on all digital communication and collateral distributed to delegates

DIGITAL CONFERENCE HANDBOOK
- Co-branding across the Digital Conference Handbook
- 1 page advertisement
- Recognition in list of sponsors

LIVE EVENT / VIRTUAL STREAMING
- 15-second welcome video in opening plenary sessions (x 3 days)
- Sponsored symposium session (includes 15 second promotional video prior to session and logo recognition on the program)
- 1 exhibition stand (booth size 3m x3 m) second choice of location (after Platinum Partner)
- 4 live alerts
- 6 virtual delegate registrations*
- 2 exhibitor passes (includes exhibition and social events access, excludes conference sessions)
- 6 conference registrations (in-person registrations include morning/afternoon tea and lunch as per standard delegate full registration ticket plus Welcome Drinks x 1 night for 6 people)

Please note: * Virtual exhibitor booths will not be available for ADRF2024; exhibitor booths will be exclusively in person. Virtual registrations include live stream from the Plenary room of the Main program-Continuing Education, Welcome Session and Keynotes over the three days.
GOLD PARTNER

CONFERENCE WEBSITE & SOCIAL MEDIA
- Recognition of your products and services throughout the Conference website
- Logo recognition on the Conference homepage
- 150-word profile on webpage with a hyperlinked logo listed under Sponsors page on the Conference website
- 2 social media posts

DIGITAL CONFERENCE HANDBOOK
- 1 page advertisement
- Recognition in list of Sponsors

LIVE EVENT / LIVE STREAMING
- Sponsored Session – promotional video prior to session
- Logo recognition on program
- Opportunity to provide branded merchandise to all registered attendees
- 1 exhibition stand (booth size 2.5m x 1m)
- 2 live alerts
- 3 virtual delegate registrations*
- 2 Exhibitor Passes (includes exhibition and social events access, excludes conference sessions)
- 3 conference registrations (in-person registrations include morning/afternoon tea and lunch as per Standard delegate full registration ticket plus Welcome Drinks x 1 night for 3 people)

SILVER PARTNER

CONFERENCE WEBSITE & SOCIAL MEDIA
- Recognition of your products and services throughout the Conference website
- Logo recognition on Conference homepage
- 50-word profile on webpage with a hyperlinked logo listed under sponsors on the Conference website
- 1 social media post

DIGITAL CONFERENCE HANDBOOK
- 1/2 page advertisement
- Recognition in list of Sponsors

LIVE EVENT
- 1 Exhibition Stand 2.5m x 1m
- 1 Live alert
- 2 Virtual delegate registrations
- 2 Exhibitor passes (includes exhibition and social events access, excludes conference sessions)
- 2 conference registrations (in-person registrations include morning/afternoon tea and lunch as per standard delegate full registration ticket plus Welcome Drinks x 1 night for 2 people)

Silver Sponsorship Opportunities

AV Technology Sponsor
- MC Acknowledgment
- Conference and virtual registration
- Logo recognition
- 50 word profile (+hyperlink to website)
- 1/2 page advert
- Logo on virtual streaming platform
- Opportunity for pull up banner

Bursary Partner
- 10 delegates with lived experience from remote/rural areas will have opportunity to attend the conference (registration only).
- Logo and organisation’s name to be used on all pre-conference materials relating to bursaries
- Logo recognition on website plus hyperlink to organisation website
- 2 minute speaking opportunity at commencement of morning tea in Exhibitor’s Hall
- Conference registration (x 2)
- Logo recognition
- 50-word profile (hyperlink to website)
- Opportunity for pull up banner on stage during morning tea

Morning Tea Address
- 2 opportunities available

AU$15,000 (plus GST)

Silver Sponsorship Opportunities

AV Technology Sponsor
- MC Acknowledgment
- Conference and virtual registration
- Logo recognition
- 50 word profile (+hyperlink to website)
- 1/2 page advert
- Logo on virtual streaming platform
- Opportunity for pull up banner

Bursary Partner
- 10 delegates with lived experience from remote/rural areas will have opportunity to attend the conference (registration only).
- Logo and organisation’s name to be used on all pre-conference materials relating to bursaries
- Logo recognition on website plus hyperlink to organisation website
- 2 minute speaking opportunity at commencement of morning tea in Exhibitor’s Hall
- Conference registration (x 2)
- Logo recognition
- 50-word profile (hyperlink to website)
- Opportunity for pull up banner on stage during morning tea

Morning Tea Address
- 2 opportunities available

AU$35,000 (plus GST)

Additional options for Silver Sponsorship are available, such as the AV Technology Partner, Bursary Partner, or Morning Tea Address Sponsor.

Sponsors may receive recognition through their logo on pre-conference materials, pull up banners or a 2-minute speaking opportunity at the morning tea. (These options do not include an exhibitor’s booth).

Please contact Alida: alida.a@unimelb.edu.au for Silver Sponsor opportunities
Exhibition booths play an integral part in the forum and the positioning of catering stations on the exhibition floor encourages strong delegate and exhibitor interaction. Boost your engagement, build your network, introduce new services, or provide face-to-face product demonstrations while promoting your company onsite.

The Exhibitors area will be at its peak during morning/afternoon tea, lunch and during peak delegate traffic flow between sessions. To ensure you have the maximum exposure to delegates, the following steps have been taken:

- Welcome drinks on Monday night will be held in the Exhibitors area
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the Exhibitors area
- Posters will be displayed in the Exhibitors area

There is also an opportunity for exhibitors to provide branded merchandise to all registered attendees and bring a freestanding banner!

What you’ll get*: (Exhibition stand specifications):

- 2.5m x 1m standard stand to be selected at time of booking (3m x 3m for Platinum and Diamond Partners only)
- Company logo and profile in the sponsors section in the official digital handbook and website along with a direct link provided to your chosen webpage
- 1 x clothed trestle table
- 1 x power board access
- Full access to delegates during networking events
- 2 x exhibitor passes (includes exhibition and social events access, excludes conference sessions)

- Additional items such as monitors, free-standing TVs and conference registrations, can be supplied at an additional cost, to be discussed with the conference organisers.

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WELCOME DRINKS SPONSOR

Gain added direct exposure at the networking drinks events in the exhibition hall (Day 1). This includes the opportunity to present for 5 mins.

WEBSITE & SOCIAL MEDIA

- Logo recognition on the Conference home page
- 50-word profile on the Conference website and hyperlinked logo listed under sponsors on Conference website
- 1 x Social media post

DIGITAL CONFERENCE HANDBOOK

- 1/2 page advertisement
- Recognition in the list of sponsors

LIVE EVENT

- Prominent logo position on the platform
- 1 live alert
- 2 x virtual delegate registrations
- 2 x in-person Conference registrations (including morning/afternoon tea and lunch as per standard delegate ticket plus Welcome Drinks x 2 nights for 2 people)

COFFEE CART SPONSOR

Great opportunity for exposure over the 3-day conference! Reach hundreds of attendees by having your company name at the exclusive coffee station. Barista-made coffee will be available free of charge to all delegates during breaks throughout the Conference. Your company/logo will be hard to miss with attendees keen for their caffeine fix.

TO BE ORGANISED BY THE SPONSOR:

- Stamp logo for the coffee cups
- Freestanding pull up banner to be displayed in a prominent position beside the coffee cart

TO BE ORGANISED BY ADRF2024

- Coffee cart X 2.5 days
- Barista, coffee beans, cups
- Sponsor acknowledgment in the Digital Conference Handbook
- Recognition by the event host during welcome speech and listed on the ADRF2024 Sponsors page
- ¼ page advertisement

Available on confirmation from the venue * Digital screen provided near coffee station for your sole use, increase your brand presence and promote your business*
1 opportunity available

Get your logo into every set of hands at the Conference! With our stationery sponsorship package, a notebook, branded with your logo, will be provided to each delegate on arrival.

To be organised by ADRF:
- Branded notepads (A5 size with a cardboard backing, recycled paper)
- Unbranded pens (branded pens extra cost)

In Addition:
- Your company logo and profile will feature in the sponsors section of the official Conference program
- Logo and link to your website
- 2 x full Conference registrations

AU$8,000 (plus GST)

1 opportunity available

Be an indispensable part of the forum with our Lanyard Sponsorship package. Your logo will form part of delegates entry to the event, ensuring your brand is with them every step of the way!

Entitlements include:
- Your company logo printed on cardboard insert of each lanyard
- Your company logo and profile in sponsors section of the official Conference program
- Logo and link to your website
- 2 x full Conference registrations

AU$8,000 (plus GST)
# AWARDS AND PRIZES

**LIVE EVENT / LIVE STREAMED**

**Entitlements:**
- Convenor acknowledgement at completion of ADRF 2024
- Awards and prize announcements throughout the Conference with acknowledgment as a sponsor
- Logo recognition and hyperlink on the Conference website
- Pull up banner on stage at time of the Awards Ceremony

**AWARDS AND PRIZES SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Cost (AU$) (plus GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete an Expression of Interest</td>
<td>AU$7,000</td>
</tr>
<tr>
<td>Video Ad Break</td>
<td>AU$5,000</td>
</tr>
</tbody>
</table>

**Sponsorship Opportunities:**

- **Video Ad Break**:
  - 3 opportunities available
  - Sponsor to provide:
    - Video (max 3 mins length)

**Conference Supporter**

**LIVE EVENT**

**Entitlements:**
- Logo recognition and hyperlink to website on all digital communications to delegates

Please note: *Virtual exhibitor booths will not be available for the year 2024; exhibitor booths will be exclusively in person.* Virtual registrations include live stream from the Plenary room of the Main program-Continuing Education, Welcome Session and Keynotes over the three days.

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**We are looking forward to partnering with you for ADRF2024 to advance the conversation and action on dementia.**

*Read the Terms & Conditions*
Morning tea, lunch and afternoon tea provided for all delegates between conference sessions in the Exhibitor Booth area.

### Australian Dementia Research Forum

#### DAY 1: MONDAY 3\(^{rd}\) JUNE 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30AM - 12:30PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>12:30PM - 1:30PM</td>
<td>LUNCH (Exhibitor area)</td>
</tr>
<tr>
<td>1:30PM - 3:30PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>3:30PM - 4:00PM</td>
<td>Afternoon Tea (Exhibitor area)</td>
</tr>
<tr>
<td>4:00PM - 5:30PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>5:30PM - 7:00PM</td>
<td>Welcome Drinks (Exhibitor area)</td>
</tr>
</tbody>
</table>

#### DAY 2: TUESDAY 4\(^{th}\) JUNE 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>9:00AM - 11:00AM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>11:00AM - 11:30AM</td>
<td>Morning Tea (Exhibitor area)</td>
</tr>
<tr>
<td>11:30AM - 12:30PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>12:30PM - 1:30PM</td>
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</tr>
<tr>
<td>1:30PM - 3:00PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>3:00PM - 3:30PM</td>
<td>Afternoon Tea (Exhibitor area)</td>
</tr>
<tr>
<td>3:30PM - 6:00PM</td>
<td>Conference sessions</td>
</tr>
</tbody>
</table>

#### DAY 3: WEDNESDAY 5\(^{th}\) JUNE 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>9:00AM - 10:40AM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>10:40AM - 11:10AM</td>
<td>Morning Tea (Exhibitor area)</td>
</tr>
<tr>
<td>11:10AM - 1:20PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>1:20PM - 2:10PM</td>
<td>LUNCH (Exhibitor area)</td>
</tr>
<tr>
<td>2:10PM - 3:30PM</td>
<td>Conference sessions</td>
</tr>
<tr>
<td>3:30PM - 4:00PM</td>
<td>Afternoon Tea (Exhibitor area)</td>
</tr>
<tr>
<td>4:00PM - 4:10PM</td>
<td>Closing Remarks</td>
</tr>
</tbody>
</table>
Convenor
Professor Sharon Naismith
ADRF 2024 Chair and ADNeT Memory Clinics Lead
MAPS CCN | Leonard P Ullmann Chair in Psychology |
NHMRC Leadership (L2) Fellow | Director, Healthy Brain Ageing Program |
Faculty of Science | Charles Perkins Centre and Brain & Mind Centre |
The University of Sydney, NSW, Australia

Organising Committee Members
Prof Kaarin Anstey | A/Prof Scott Ayton | Prof. Michael Breakspear | Prof. Henry Brodaty | Prof. Elizabeth J Coulson | Dr. Jurgen Fripp | Prof. Jürgen Götz | Assoc Prof. Michelle Lupton | Maree McCabe | Prof. Ralph Martins | Prof. Colin L Masters | Dr Johannes C Michaelian | Prof. Peter Nestor | Prof. Christopher Rowe | Prof. Perminder Sachdev | Cherry Santos | Dr Edwin Tan | Prof. James Vickers | Dr Stephanie Wong

For more information or enquiries related to the Australian Dementia Research Forum 2024 please email: alida.a@unimelb.edu.au