



# MEMORY CARE FORUM

**2016** MARKETING OPPORTUNITES

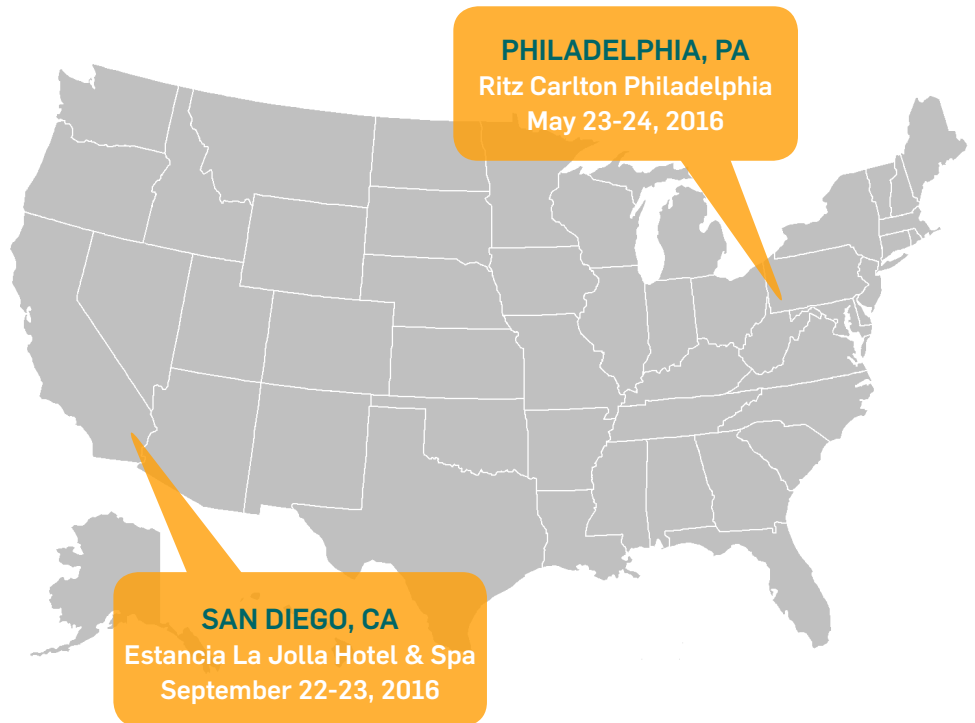


# MEMORY CARE FORUM

The Memory Care Forums are ideal opportunities for product and service providers who partner with long-term care facilities to engage their clients and potential clients in an intimate and informative setting. Numerous speaking, exhibiting, sponsoring, and custom developed opportunities are available to meet a variety of marketing and lead generation needs.

## ABOUT THE CONFERENCE

Founded and produced by the Institute for the Advancement of Senior Care (IASC), the Memory Care Forums are focused, intensive, events designed to equip and empower business and clinical professionals with the latest innovations, research, and best practices they need to care for residents with impaired cognitive function, Alzheimer's, and other types of dementia.



**“SMALL ENOUGH TO DEVELOP NEW RELATIONSHIPS BUT LARGE ENOUGH TO HAVE A TERRIFIC GROUP OF HIGHLY DIVERSE, EXPERIENCED PROFESSIONALS.”**

# WHY MEMORY CARE?

For the foreseeable future, nothing will challenge senior care delivery more than dementia. More than 5 million Americans over age 65 already live with some form of cognitive decline. By 2040, barring treatments to slow or stop the disease progression, that number could skyrocket to 11.6 million for Alzheimer's disease alone.

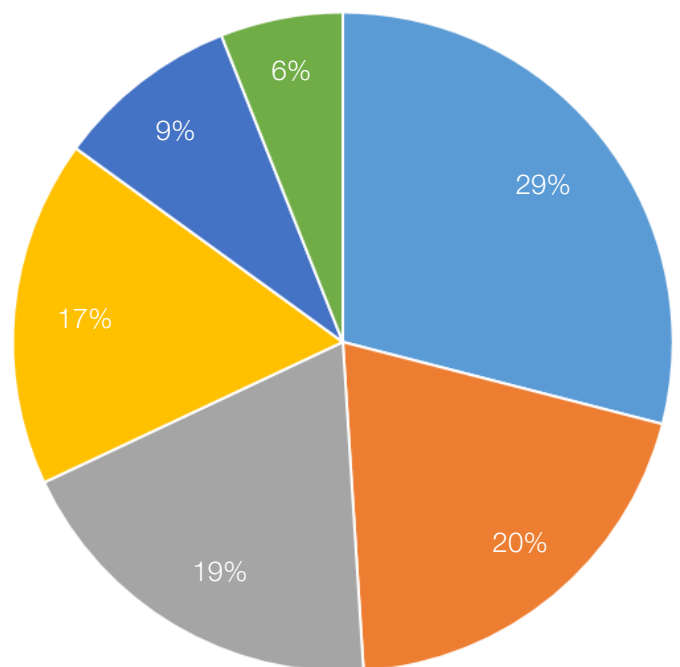
# WHO ATTENDS?

Each regional Memory Care Forum will bring together:

- Administrators
- Executive Directors
- Directors of Nursing/Nursing Supervisors
- Memory Care Directors
- Facility Owners and Operators
- Long-Term Care Nurses (SNFs and ALFs)
- Gerontologists
- Social Workers
- Activities Professionals
- Nurse Practitioners
- Certified Dementia Practitioners (CDP, CADDCT, and CDCM)

# ATTENDEE DEMOGRAPHICS

- **29%** Owner, CEO, CFO, COO, VP, President
- **20%** Directors of Rehab, Nutrition, Social Services, Activities, Physical/Occupational Therapy, Memory Care, Medical
- **19%** DON, VP Nursing, Assistant DON, Nursing Supervisor, RNAC, MDS Coordinator
- **17%** Administrator, Executive Director, Assistant Administrator
- **9%** Managers
- **6%** Others allied to the field



# MARKETING OPPORTUNITIES

## PRESENTING SPONSOR

ONE AVAILABLE

Memory Care Forum Presenting Sponsors are marquee sponsors whose expertise and thought leadership is highlighted before, during, and after the conference. Presenting Sponsors are recognized as field leaders and receive multiple brand strengthening, lead generation, lead nurturing, and thought leadership benefits. Presenting Sponsors stand out not only at the conference but across the field as leading supporters of the highest-quality education on the market's most intriguing and pressing topics.

- » Sponsor appoints a speaker to a high-profile position during the conference
- » Full contact information on all Forum attendees, including two weeks before event so you can arrange onsite meetings
- » Exclusive sponsor of Opening Plenary Session
- » Your literature or attendee gift at place settings
- » Your representative welcomes Memory Care Forum attendees and introduces the opening plenary speaker(s)
- » Opportunity to introduce one keynoter speaker
- » Sponsor representative receives five-minute speaking spot to promote your organization
- » Company highlighted in Forum opening video shown daily prior to the opening keynote speaker
- » Four complimentary Memory Care Forum registrations (discount on additional registrations)
- » One tabletop display in premium position
- » Memory Care Forum attendee list with full contact information
- » Your logo on the website, marketing materials, and onsite signage
- » Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## EDUCATION TRACK SPONSOR

TWO AVAILABLE

Put your organization in front of your target audience and secure a significant role in the Memory Care Forum by sponsoring the Executive or Clinical Track.

- » Exclusive sponsor of one track
  - » Your representative welcomes attendees and introduces each speaker in the track
  - » Your literature in the session room
  - » Your logo on track signage
  - » One tabletop display
  - » Memory Care Forum attendee list
  - » Two complimentary Memory Care Forum registrations (discount on additional registrations)
  - » Your logo on the website, marketing materials, and onsite signage
- Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## NETWORKING RECEPTION SPONSOR

ONE AVAILABLE

Bring attendees together and continue the day's conversations in an informal setting as the sponsor of the Memory Care Forum's evening reception. As the exclusive sponsor of the Opening Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads.

- » Exclusive sponsor of the Networking Reception
- » Your logo on napkins and reception signage
- » One tabletop display
- » Memory Care Forum attendee list
- » Two complimentary Memory Care Forum registrations (discount on additional registrations)
- » Your logo on the website, marketing materials, and onsite signage
- » Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## COFFEE BREAK SPONSOR

ONE AVAILABLE

Everyone comes together over a cup of coffee at a conference. Highlight your presence in the market during these key, informal networking times.

- » Exclusive sponsor of coffee stations throughout the Memory Care Forum
- » Your logo on napkins at coffee stations
- » Your logo on coffee sleeves and signage at coffee stations
- » One tabletop display
- » Memory Care Forum attendee list
- » Two complimentary Memory Care Forum registrations (discount on additional registrations)
- » Your logo on the website, marketing materials, and onsite signage
- » Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## BADGE/LANYARD SPONSOR

ONE AVAILABLE

This sponsorship provides front-and-center visibility for one organization aiming to influence the Forum's attendees.

- » Exclusive sponsor of conference lanyard used to hold required badge for all event attendees
- » Sponsor logo included on attendee lanyards
- » One tabletop display
- » Memory Care Forum attendee list
- » Two complimentary Memory Care Forum registrations (discount on additional registrations)
- » Your logo on the website, marketing materials, and onsite signage
- » Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## LUNCH SPONSOR

TWO AVAILABLE

Attendees will network and enjoy lunch during both days of the conference while exploring the opportunities offered by exhibitors. The sponsor will be a prominent presence during this important networking time.

- » Your logo on signage throughout exhibit area, such as table cards on buffet or seating tables
- » Your logo included on napkins
- » Sponsor acknowledgement during announcement before lunch break
- » One tabletop display
- » Memory Care Forum attendee list
- » Two complimentary Memory Care Forum registrations (discount on additional registrations)
- » Your logo on the website, marketing materials, and onsite signage
- » Recognition as a Founding Sponsor and use of the Founding Sponsor seal in your marketing materials

## TABLETOP SPONSOR

MULTIPLE AVAILABLE

- » One tabletop display
- » Two complimentary Memory Care Forum registrations (discount on additional registrations)

# INSTITUTE FOR THE ADVANCEMENT OF SENIOR CARE

The Institute for the Advancement of Senior Care (IASC) is dedicated to fostering continuous innovation and best practices for business and clinical professionals working throughout continuum of senior care. The Institute is a multi-disciplinary community of administrators, policy advocates, educators, researchers, gerontologists, and clinical professionals. Through its leading-edge research, educational programs, and resources, the Institute works to improve quality of care and lifestyle, operational efficiency, and resident safety and satisfaction for seniors and the professionals who care for them.



[www.iadvanceseniorcare.com](http://www.iadvanceseniorcare.com)

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## CONTACT

For more information about Memory Care Forum sponsorships—or to create a custom sponsorship package, please contact:

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**MEMORY  
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