

# Sponsorship Opportunities

Dementia Care  
2017

**MARCH 6 & 7, 2017**  
Canad Inns, Polo Park, Winnipeg, MB

**Alzheimer Society**  
MANITOBA  
Dementia Care & Brain Health

A two-day conference for health care professionals.

**FEATURING:** Keynote speaker Teepa Snow, who will lead conference attendees through enlightening, witty and in-depth discussions of best practices in dementia care. Teepa is an advocate for people living with dementia and has made it her personal mission to uphold the idea that “Life with dementia can be lived fully.”

## WHY SUPPORT THIS EVENT?

By becoming a sponsor for Dementia Care 2017, your company is supporting educational opportunities for professionals who provide care to people diagnosed with dementia and their caregivers. Through this educational conference, the Alzheimer Society of Manitoba strives to create a more person-centred culture of care that brings greater quality of life to all impacted by dementia.



Teepa Snow, MS, OTR/L, FAOTA  
Dementia Care and Training Specialist  
Positive Approach, LLC

The Alzheimer Society's conference attracts over 500 health care professionals from all across Manitoba.

### Breakdown of Conference Participants

Nurses: 43%  
Other Health Care (physicians, OTs, etc): 20%  
Health Care Aides: 7%  
Recreation Professionals: 6%  
Social Workers: 8%  
Administrators: 9%  
Pharmacists: 4%  
Family Caregivers: 3%

### Breakdown of Where Participants Work

Long Term Care: 57%  
Acute Care: 14%  
Community: 19%  
Other (private care agencies, counselling services, etc): 10%

[alzheimer.mb.ca](http://alzheimer.mb.ca)



<b>Sponsorship Package Perks</b>	<b>Event Sponsor \$6,000**</b>	<b>Platinum \$4,000</b>	<b>Gold \$2,500</b>	<b>Silver \$1,000</b>	<b>Exhibitor \$500</b>
One free admission to the two-day conference, including complimentary buffet lunch (\$200 value), plus a discounted rate of \$100 for one additional representative to attend <i>*Event, Platinum &amp; Gold Sponsors receive one free additional admission</i>	✓	✓	✓	✓	✓
Exhibitor booth located in a high traffic area with access to all attendees	✓	✓	✓	✓	✓
Recognition as a sponsor/exhibitor in the Alzheimer Society of Manitoba's annual report distributed to stakeholders, clients, donors, sponsors and volunteers	✓	✓	✓	✓	✓
Company logo on conference website sponsor page (from website launch until June 30, 2017) <i>*Event Sponsor also receives logo on conference website home page</i> <i>*Event, Platinum &amp; Gold Sponsors receive hyperlinks to their company website</i>	✓	✓	✓	✓	✓
Company logo to accompany conference promotional ad in the Alzheimer Society Jan., Feb. & Mar. 2017 e-newsletters (distributed to over 18,000 clients, volunteers & donors via email)	✓	✓	✓	✓	
Company logo on sponsor screens at the event	✓	✓	✓	✓	
Company logo on large signage at the event	✓	✓	✓	✓	
Public thank you during conference opening remarks daily	✓	✓	✓	✓	
Company logo on two targeted emails sent to approx. 1,500 recipients <i>*Event Sponsor on "Save the Date" email</i>	✓	✓	✓		
Company name mention in Facebook and Twitter posts acknowledging company participation as Event, Platinum or Gold Sponsor of the conference	✓	✓	✓		
Company logo in conference thank you ad featured in a Winnipeg Free Press insert (circulation: 108,648)	✓	✓	✓		
Company logo printed on 600 conference bags – distributed to all conference participants including registrants, speakers, volunteers & exhibitors	✓	✓			
Company logo on Alzheimer Society outdoor electronic sign (located at 120 Donald Street) for a one month period (approx. 20,700 drive by views in a 24 hour period)	✓	✓			
Company logo on conference registration brochure – 4,000 printed and distributed across the province	✓				
Company logo as Event Sponsor on Alzheimer Society tax receipts stuffers	✓				
Company name as Event Sponsor in all Alzheimer Society staff email taglines from Feb. 7 to Mar. 8, 2017.	✓				

Event Sponsor confirmed for 2017 (one available per year)

# Information for Sponsors



## Exhibit Details

- 10' x 6' display booth
- 8' back wall
- 3' high side arms
- 6' decorated table
- Flame resistant draping

- Exhibitors will be required to abide by all rules and regulations, as established by Canad Inns and/or Conference 2016 management.
- Management reserves the right to reject or prohibit exhibits or exhibitors whom they consider to not meet the goals of the Conference, or to relocate exhibitors when, in management's opinion, such moves are necessary to maintain the quality, traffic flow, character and good order of the exhibits.
- Exhibit space may not be transferred or sublet without written permission of management.
- Exhibits must be wholly contained within the exhibit space.
- Exhibitors are not permitted to supply or sell food or beverages within exhibit space.
- Reasonable security will be provided at all times on the Canad Inns premises, primarily to assure public safety. Exhibitors' property is displayed at its own risk and management assumes no liability for loss or damage thereto.
- Exhibits must comply with fire regulations, and exhibitors will adhere to smoking area restrictions.
- This contract may be cancelled by either party, provided notice in writing is received by the other at least sixty (60) days prior to move-in day.

## Hours of Operations

### Move-in:

Sunday, March 5	Time to be confirmed one week prior
Monday, March 6	6 am - 8 am

### Exhibit Hours:

Monday, March 6	8:00 am - 4:30 pm
Tuesday, March 7	8:00 am - 4:30 pm

### Move-out:

Tuesday, March 7	4:30 pm - 6 pm
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**Not Included:** Booth price does not include electricity, additional tables, chairs or extension cords. These services and items must be arranged through Central Display. Contact: Tony Pare, Telephone: 204-237-3367 or Fax: 204-235-1063.

**Insurance:** Exhibitors will provide the Alzheimer Society of Manitoba with a Certificate of Insurance issued by your insurance agent/broker (this certificate is generally available at no additional cost). The certificate must certify that the Exhibitor has third party General Liability Insurance for no less than \$1,000,000.00, stipulating the move-in and move-out dates and location of the event.