

> Exhibition and Sponsorship Prospectus

Powered by The Dementia Centre.

It is not the critic who counts: not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

Theodore Roosevelt - 1910

When it comes to the theatres of life – whether it's work or play – there's a big difference between sitting by the sidelines watching the action, and being out on the field.

Over 100 years ago, Theodore Roosevelt famously praised the person in the arena – the one 'doing the deed', striving valiantly, who may make mistakes, but who gets up and continues the fight.

The International Dementia Conference 2024 will give a platform to those who are bold enough to 'dare greatly' in the difficult arena of complex dementia, palliative care and positive ageing.

They are the innovators, the boundary pushers, the people dealing day by day with the realities of dementia, who are taking action in response.

We're already putting together a program filled with these voices – agendasetting national and international speakers, researchers and individuals with lived experience who are 'doing the deed' in the hard, sometimes heart-breaking but incredibly rewarding field of dementia.

We want to offer you the opportunity to be part of this significant event – in fact, we can't do it without you.

Your contribution to the industry and to the experience of our delegates is crucial.

And, in turn, IDC 2024 will give you the chance to showcase your organisation and your achievements to a gathering of the most engaged industry professionals.

Our conference team is here to help make your experience a rewarding one. Please don't hesitate to get in touch should you have any questions.

I hope you can join us, and I look forward to seeing you on 5-6 September 2024 at the Hilton, Sydney.



Mike Baird CEO HammondCare

Exhibitor options

The exhibitor space provides your company with the opportunity to build your network, introduce new services or provide face-to-face product demonstrations, while promoting your company onsite. The exhibition area is open all day with peak delegate traffic flow between sessions. Connect to 1,000+ delegates from across the health and aged care sector, along with government, academics, researchers and people living with dementia and their carers.

All prices include GST.

OUR BOOTH OPTIONS ARE:

2m x 2m pod booth (8 opportunities) - \$3,000

What you'll get:

- > 2m x 2m stand (located on level 3 or level 4) to be selected at time of booking
- > Company logo and profile will appear in sponsors' section in the official conference program and website, along with a direct link to your website
- > Full access to delegates during catering breaks
- > 1 x full conference registration for both days at time of booking
- Additional registrations can be purchased via the exhibition manager at a cost of \$800 for a 2-day registration
- > Networking tickets can be purchased for an additional \$110 per person

Classic 3m x 3m booth (16 opportunities) - \$4,800

- > 3m x 3m standard stand to be selected at time of booking
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Full access to delegates during catering breaks
- > 2 x full conference registrations at time of booking
- > Additional registrations can be purchased via the exhibition manager at a cost of \$800 for a 2-day registration.
- > Networking tickets can be purchased for an additional \$110 per person

^{**}Furniture is not included

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Exhibitor options

Premium 3m x 3m booth (9 opportunities) - \$5,200

What you'll get:

- > 3m x 3m premium stand located near main traffic areas (level 3 or level 4)
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Full access to delegates during catering breaks
- > 2 x full conference registrations at time of booking
- > Additional registrations can be purchased via the exhibition manager at a cost of \$800 for a 2-day registration.
- > Networking tickets can be purchased for an additional \$110 per person
- **Furniture is not included

Exhibition stand specifications (TO BE CONFIRMED)

- > All stands are 3m x 3m
- > 2.4m high black walls of Velcro compatible fabrics (hook 'male' type)
- > Fascias are white with black uppercase letters unless exhibitors specify otherwise
- > 2 x 120 watt spotlights
- > 1 x 4 amp power board
- > Further design specifications to be provided at time of booking





Platinum sponsor (1 opportunity) - \$40,000

What you'll get:

- > 6m x 3m stand to be selected at time of booking (location to be discussed)
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Company logo on main stage and on promotional material (printed and online)
- > Rotational logo banner on conference app
- 2 social media posts across all channels promoting your company as platinum sponsor
- > Logo on conference website
- > Logo on conference delegate bag
- > 1 satchel insert in delegate bags
- > Full access to delegates during catering breaks
- > Chair a concurrent session
- > Sponsorship of our exclusive executive dinner
- > 6 x full conference registrations including networking drinks and 4 x tickets to executive dinner

Gold sponsor (2 opportunities) - \$30,000

- > 3m x 3m stand to be selected at time of booking (choice of premium location on level 3)
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Company logo on main stage and on promotional material (printed and online)
- > 2 social media posts across all channels promoting your company as gold sponsor
- > Full access to delegates during catering breaks
- Exclusive branded item (choose between branded water bottles or lanyards subject to availability)
- > 4 x full conference registrations including networking drinks and 2 tickets to executive dinner



Sponsorship options

Silver sponsor (2 opportunities) - \$18,000

What you'll get:

- > 3m x 3m stand to be selected at time of booking (choice of premium location on level 4)
- Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- Company logo on pre-conference and on day promotional material (printed and online)
- > 1 social media post across all channels promoting your company as silver sponsor
- > Full access to delegates during catering breaks
- Exclusive sponsor opportunity (choose between branded registration and name tag stations or branded snack station – subject to availability)
- > 2 x full conference registrations including networking drinks and 1 ticket to executive dinner

Destination sponsor - Refuel Me (1 opportunity) - \$20,000

What you'll get:

- > Allocated floor space to utilise on level 4 with display TV
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Full access to delegates during catering breaks
- Post on conference app each day during breaks to guide delegates to your area
- > Branded Refuel Me station including juice shots station, recharge station and massage area with staff
- > 4 x full conference registrations inclusive of networking drinks

Social sponsor (1 opportunity) - \$20,000

- > 3-minute sponsor welcome at the start of the networking event (no presentation or visual aids available)
- > Acknowledgement as a sponsor by the conference MC
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > Full access to delegates during networking session
- > Theming of space and ability to advertise services
- > 2 social media posts across all channels promoting the sponsorship of this event and marketing of this event
- > 4 x full conference registrations inclusive of networking drinks



Coffee sponsor (1 opportunity) - \$10,000

Reach hundreds of attendees by having your company name at the exclusive barista-run coffee station. Barista-made coffee will be available free of charge to all delegates in breaks throughout the conference. The coffee station will be located on level 4, just outside the main entrance to the conference where all delegates will pass. Coffee, standard single-use coffee cups and barista supplied by conference organisers.

What you'll get:

- > Company logo on coffee cups (one colour print)
- > 2 x pull up banners displayed next to coffee station (sponsor to supply)
- > 2 x full conference registrations including networking event

Recharge station sponsor (1 opportunity) - \$10,000

This is the go-to place for our delegates to recharge their devices. You'll be highly visible when you have your company name at the exclusive recharge station, showcasing what you have to offer!

What you'll get:

- Company logo on 3 recharge stations (artwork to be supplied by sponsor)
- > 1 x pull up banners displayed next to recharge station (sponsor to supply)
- > Free-standing TV screen provided near the coffee station for your sole use to increase your brand presence and promote your business products and services (sponsor to provide content)
- Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > 2 x full conference registrations including networking event

Satchel "Take Note" sponsor (1 opportunity) - \$7,000

With such an amazing line-up of speakers, our delegates will want to take notes. Your brand will be the first thing they see each time they open their notebook. Each attendee will receive a notebook and pen in their delegate satchels upon arrival. You are responsible for providing the printed notepads (must be a minimum of A4 size with cardboard backing) and pens.

- Company logo and profile will appear in sponsors section in the official conference program and website along with a direct link to your website
- > 2 x full conference registrations



Sponsorship options

Seat drop sponsor (2 opportunities) - \$3,800

This opportunity provides direct access to our delegates – make it a memorable seat drop with key information about your company! A strategic seat drop is a great way to have your company branded material get noticed by the delegates during the plenary sessions at the conference. We will distribute your material on attendees' seats at a designated time during the event.

What you'll get:

- > Conference organisers will distribute 1 x printed material on attendee seats on your company's behalf, one time only during the conference plenary sessions. Sponsor to provide material.
- > Company logo and profile will appear in sponsors' section in the official conference program and website along with a direct link to your website
- > 2 available day 1 and day 2 opening
- > Discounted registration fee for up to 2 registrations 20% off

Satchel insert (5 opportunities) - \$3,400

A great option to promote your products and services without the need for a physical presence at the conference. As this is an extremely popular opportunity, the limit is set at only five inserts.

What you'll get:

- > Inclusion of one item in the official conference bag (sponsor to provide, subject to approval). Merchandise is preferred delegates love to get something tangible.
- > Discounted registration fee for up to 2 registrations 20% off

Video ad break – plenary room – \$5,000

It will be all eyes on your business video when delegates return from breaks to the plenary room. Video length max 3 min (2 available).

What you'll get:

- > Standalone video played in the plenary room
- > Sponsor to provide the video content

Video ad break - concurrent rooms - \$5,000

A great way to showcase your business to delegates as they enter the concurrent room. Video length max 3 min (2 available).

- > Standalone video played in the plenary room
- > Sponsor to provide the video content

^{**}All inserts must be ready for delivery to HammondCare by mid-August 2024.

Terms & Conditions

International Dementia Conference 5 & 6 September 2024

Sponsorship & Exhibition Terms and Conditions

These terms and conditions (Terms) govern your participation in the Event as an exhibitor or sponsor. Please read the Terms carefully as they contain important information. You acknowledge that you have read and agree to be bound by these Terms.

1. Registrations

1.1 Your registration is subject to acceptance by The Dementia Centre which acceptance will be expressly confirmed in writing (including email) after The Dementia Centre has received your fully completed booking form, the fee related to your registration (Fee) and any required supporting documents. The Dementia Centre may in its absolute discretion and for any reason refuse to accept your booking form. Bookings will only be confirmed once a booking has been made online via the booking site. A tax invoice will then be generated. Payment terms are 30 days from the date the booking is made and can be made via credit card online or via bank deposit quoting the reference number.

1.2 The Fee for the Event is correct at the time of publication. The Dementia Centre reserves the right to change the Fee at any time but changes will not affect registrations, which have already been confirmed in writing by The Dementia Centre. All Fees are payable in Australian Dollars. The Australian Goods and Services tax (GST) is 10% and is applicable to all goods and services provided. All items in this package are subject to an additional 10% GST amount. The exhibition manager reserves the right to vary quoted GST price in accordance with any movements in the legislated rate of GST.

1.3 Following acceptance of your registration, The Dementia Centre will (at its discretion) issue you with an allocated area to set up your stand/exhibition at the venue where the Event is held (Venue). The floor size and location of your stand/exhibition will be at the Dementia Centre's discretion. You may set up your stand/exhibit strictly during the times and in the manner advised by The Dementia

The Dementia Centre reserves the right to alter or re-arrange the floor plan and or relocate an exhibitor without notice.

1.4 All monies received will contribute to the successful planning and promotion of the conference in addition to subsidising the cost of management, communications, invited speakers, programs and publications. No monies received are expended on any entertainment incurred which is incidental to the activities of the conference.

2. Cancellation by You

2.1 Notification of cancellation of your registration for the Event will be valid if made in writing (Notification) and sent to The Dementia Centre by mail or email to the attention of the Exhibition Manager Level 4 207B Pacific Highway St Leonards NSW 2065.

2.2 All cancellations received prior to 30 June 2024 in respect of packages valued at less than \$5,000 (including GST) will incur a cancellation fee of \$300. The balance of the Fee will be refunded to you by cheque. Subject to Clause 2.5, no refunds will be provided after this date.

2.3 All cancellations received prior to 30 June 2024 in respect of packages valued at \$5,000 or more (including

GST) will incur cancellation fee of 50% of the value of the package (including GST). The balance of the Fee will be refunded to you by cheque. Subject to Clause 2.5, no refunds will be provided after this date.

2.4 After a booking has been confirmed and accepted by The Dementia Centre, a reduction in the booking is considered a cancellation and will be governed by the same cancellation policy in clause 2.2 or clause 2.3 as applicable based on the value of the package being cancelled.

3. Modification / Postponement / Cancellation of the Event or any part of the Event

3.1 The Dementia Centre reserves the right at any time and without cause to: (a) change the format, participants, content, location and timing or any other aspect of the Event; (b) postpone the Event or any part of the Event; (c) cancel the Event or any part of the Event; or (d) cancel/ terminate your registration to the Event with 2 days' written notice to you. While The Dementia Centre will endeavour to provide you with prior notice, you acknowledge that it may not always be possible to provide such notice.

3.2 The Dementia Centre will not be liable to you for any damages, costs, losses or expenses of any kind incurred or suffered by you as a result of or in relation to The Dementia Centre modifying, postponing or cancelling the Event/part of the Event or cancelling/terminating your registration to the Event.

4. Your rights and obligations at the Event

4.1 You will comply with all applicable laws and regulations, including any policies and procedures reasonably issued by The Dementia Centre and/or the Venue operators.

4.2 You acknowledge and agree that it is your responsibility to ensure that you comply with any public health orders or mandates issued by either the NSW or Commonwealth Governments in force at the time of the Event. No refund of any moneys paid by you to The Dementia Centre will be given in the event you are unable to attend due to your non-compliance with said public health orders or mandates.

4.3 You agree to comply with all reasonable instructions issued by The Dementia Centre or the Venue operators at the Event.

4.4 All unauthorised photography and the recording or transmitting of audio or visual material, data or information is expressly prohibited at the Event and/or in or at the Venue.

4.5 You acknowledge that you may be filmed, sound recorded and/or photographed by The Dementia Centre, the media or any other party at the Event and The Dementia Centre may use or approve the use of the film, sound recording and/or photograph for any purpose and in any way whatsoever.

4.6 You acknowledge and agree that you will take all reasonable steps to mitigate and insure against any loss you may suffer as a result of the unforeseen cancellation of the Event pursuant to NSW or Commonwealth Government public health orders or mandates.'

5. Intellectual Property

5.1 A party's intellectual property (First Party) will remain the property of the First Party and the other party (Other Party) acknowledges that nothing in the Agreement will be construed as transferring title in or ownership of any First Party's intellectual property to the Other Party. 5.2 Nothing in the Agreement entitles the Other Party to display, use, publish or otherwise refer to the First Party's intellectual property (including its name, logo or Trade Mark) otherwise than strictly in accordance with these Terms.

5.3 You agree for the use/inclusion of your name, logo and/ or trade mark(s) on The International Dementia Conference website and marketing/advertising collateral of the Event. The inclusion of your name, logo and/or trade mark(s) on The International Dementia Conference website and/ or collateral is at The Dementia Centre option at its discretion. Booking entitlements including incorporation on the conference website and other marketing materials will be delivered upon receipt of payment.

5.4 Any proposed use of The Dementia Centre (International Dementia Conference inclusive) intellectual property (including its name, logo or any Trade Mark) by you must be first approved by The Dementia Centre in writing.

6. Confidential Information

6.1 A party (Receiving Party) may not, either during or after the Term, use or disclose, or cause or permit to be used or disclosed, any confidential information (or allow or assist or make it possible for any person to observe or have access to any such confidential information) of the other party (Disclosing Party), except in performing its obligations under the Agreement and then only with the prior written consent of the Disclosing Party. In these Terms "confidential information" means any information that relates to the Disclosing Party, its business and its members; which the Receiving Party ought to know is confidential; or information which is identified as confidential.

6.2 The Receiving Party must, immediately on demand by the Disclosing Party: (a) return confidential information to the Disclosing Party; (b) permanently delete all confidential information from every computer disk or electronic storage facility of any type owned or used by the Receiving Party, except that the Receiving Party may retain one copy for its own audit records; and (c) cease to make use of the confidential information, and must confirm promptly with the Disclosing Party when it has done so.

6.3 Clauses 6.1 and 6.2 do not apply to the following:
(a) information after it becomes generally available to the public other than because of: (i) a breach of these Terms; or (ii) any other misuse or unauthorised disclosure by the Receiving Party of any confidential information; (b) The disclosure of information in order to comply with any applicable law or legally binding order of any court, government, semi-government authority or administrative or judicial body or the applicable rules of any stock exchange.

7. Limitations of Liability and Indemnity

7.1 Provisions of the Competition and Consumer Act 2010 and other laws in force from time to time in Australia may impose guarantees, warranties, conditions and obligations on CPA Australia ("Implied Terms"). If any Implied Terms apply, to the extent permitted by law The Dementia Centre's liability and your sole remedy will be limited to the refund of the Fee (if any) paid to The Dementia Centre. Subject to any Implied Terms, all guarantees, representations, conditions and warranties of any nature are expressly excluded.

7.2 Subject to any Implied Terms and to the maximum extent permitted by applicable law, The Dementia Centre, its employees, agents and contractors will not be liable for personal injury or death, property damage, or any other loss (including without limitation, liability for negligence, breach of these Terms or any other agreement), damage, cost or expense (including, without limitation, loss of profits, business interruption, loss of information, indirect, special, punitive or consequential loss or damage) that You may incur or suffer arising out of or in connection with the Event.

7.3 You agree to fully indemnify and hold The Dementia Centre, its employees, agents, contractors and subcontractors (Representatives) harmless from any claim, cost, demand, liability or damage (including legal costs, professional costs and other expenses on a full indemnity basis) incurred by The Dementia Centre and/or its Representatives arising out of or in connection with the Event, including but not limited to: (1) a breach of these Terms; (2) your use of the Venue or attendance at the Event; (3) any damage to the Venue or any goods located at the Venue; or (4) the infringement of any intellectual property or other right of any third party (including the Venue).

7.4 All exhibitors and sponsors are to provide current Public and Liability insurance to a minimum of \$20 million.

8. General

8.1 The Dementia Centre reserves the right to amend these Terms from time to time and You will be subject to the Terms in force at the time The Dementia Centre registers you for the Event or you attend the Event if you do not need to register whichever is applicable.

8.2 The failure, delay, relaxation or indulgence on the part of a party in exercising, in part or whole, any power, right or remedy conferred upon that party by these Terms shall not operate as a waiver of that power, right or remedy.

8.3 If any provision of these Terms is invalid or not enforceable by a court of competent jurisdiction, the relevant Term is to be read down and shall otherwise be capable of being severed to the extent of the invalidity or unenforceability without affecting the remaining provisions of these Terms.

8.4 These Terms are governed by and are to be construed in accordance with the laws in force in New South Wales. Each party irrevocably and unconditionally submits to the non-exclusive jurisdiction of the courts of NSW and waives any objection that it may have that proceedings have been brought in an inconvenient forum.

8.5 No exhibitor shall assign, sublet or apportion the whole or any part of their booking without prior written consent from the Event manager.

B) PRIVACY STATEMENT

The Dementia Centre is committed to protecting your privacy and the confidentiality and the security of personal information provided by you. The personal information you provide is necessary to process your registration form which may include updating your record and profile information. Exhibitors and sponsors consent to their details being shared with suppliers and contractors of the Event and being sent information about other relevant events by The Dementia Centre.

