

DEMENTIA CONFERENCE 2026

Exhibition and Sponsorship

Prospectus

4-5 June 2026 | Hilton Sydney | dementiaconference.com



# We were thrilled with our experience exhibiting at the International Dementia Conference in Sydney.

The return on investment exceeded our expectations, and the conference attracted a high-calibre audience of experts in dementia care from around the globe, including Europe, the US, and Asia.

The conference was a fantastic opportunity for us to connect with numerous attendees and potential customers from Australia and New Zealand. We even achieved a major milestone—a full sale confirmed on the event day itself, with a purchase order raised and an invoice sent within an hour of meeting an interested CEO of a healthcare provider. This was a first for us at an event, as the sales cycle usually takes a bit longer!

Thank you to the entire team for organising such a successful event. We look forward to being part of it again in 2026!

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**Exhibitor, IDC2024** 

## Introduction

Two days. Over 1,300 delegates. Speakers from around the world. A program packed with meaningful information and interaction about the whole realm of dementia and palliative care.

For those in the aged and health care industries, with an interest in transforming future care, the International Dementia Conference in Sydney is always a significant event on the calendar.

Drawing delegates from every corner of the sector - from leaders of key organisations to care workers and people with lived experience - #IDC2026 will be where the important conversations, powerful experiences and latest insights converge.

By sponsoring or exhibiting at the conference, #IDC2026 will also be a chance to raise your business profile, make new connections, and give engaged professionals access to your products and services.

Our delegates, sponsors and exhibitors tell us they all love the vibrant atmosphere, and the buzz around the exhibition spaces and unique sponsored activities is a big part of that - we couldn't do it without you!

We hope you'll consider this opportunity to speak face-to-face with the people who'll benefit from your business or organisation.

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 4-5 June 2026 at the Hilton, Sydney.



**Andrew Thorburn** CEO HammondCare



# What you'll find **at IDC2026**

- Extensive networking opportunities with sector leaders and decision makers
- Practice and insights from around the world relevant to your business
- The latest complex dementia, palliative care and positive ageing research
- Internationally regarded speakers
- Expert panels featuring industry leaders and those with lived experience
- A huge range of concurrent sessions

# Who attends IDC?

Our delegates come from all around the globe and range from health and aged care professionals, policy makers and academics to personal carers and people living with dementia.

These are the people who use your products and services – make sure you're in the room with them, strengthening connections and building new relationships.

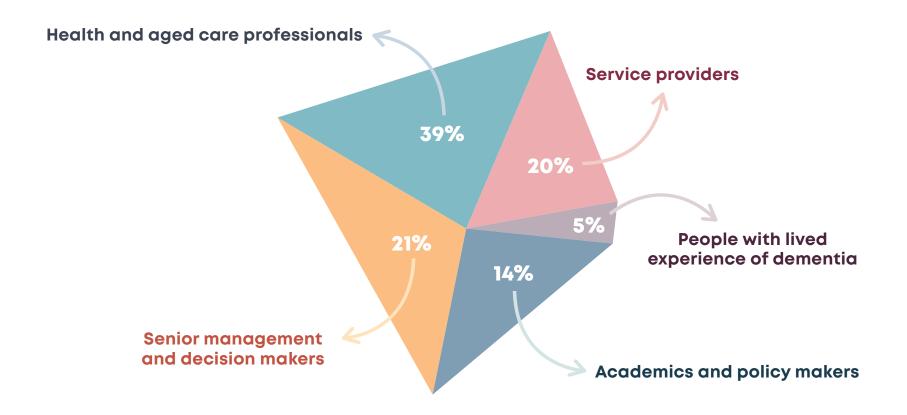






# You'll meet...

\*Based on IDC2024 attendees



# Sponsorship packages

IDC2026 offers a wide selection of packages, developed to maximise your exposure to a highly engaged professional audience from a diverse range of disciplines, all united in the goal of improving lives for people living with dementia.

Confirm early to ensure your place as a key partner of IDC2026.

Sponsorship	Cost ex GST	Number available		
Platinum	-	SOLD		
Gold	-	SOLD		
Silver	\$20,000	1		
Refuel me	\$23,000	1		
Social	\$20,000	1		
Coffee	-	SOLD		
Satchel "take note"	\$8,000	1		
Concurrent sponsor	\$7,000	6		
Video ad break (plenary)	\$5,000	2		
Satchel insert	\$3,400	4		

# Each package offers a unique opportunity to put your brand in front of the IDC2026 professional audience.

	Silver	Refuel me	Social event	Coffee	Take note	Concurrent	Video ad break (plenary)	Satchel insert
Exhibition stand	~							
Logo and profile in program	~	~	~	~	~	~		
Logo and profile on website	~	~	~	~	~	~		
Promotion via conference app	~	~	~	~				
Exclusive sponsorship or brand opportunity	~	~	~	~	~			
Full access to delegates during breaks	~	~	~	~				
Social media posts (details vary)	~	~	~					
Conference registrations (numbers will vary)	~	~	~	~	~	Discounted	Discounted	Discounted



# **Platinum** sponsor

Sold

Gold sponsor

Sold

# Silver sponsor

\$20,000

Silver sponsors receive a well-rounded package that includes an exhibition stand, your business profile in the program and website, your logo on the conference app, full access to delegates, and more.

#### What's included

- 3m x 3m stand to be selected at time of booking (level 3, stand 9)
- Exclusive sponsor opportunity (choice between a branded registration station OR branded snack station)
- 4 x full conference registrations including networking tickets
- 1 x ticket to our invite only executive dinner
- Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website
- Company logo on conference promotional material (printed and online)
- 1 x social media post across all channels promoting your company as silver sponsor
- Full access to delegates during catering breaks

# Refuel me sponsor

\$23,000

Who doesn't need a moment to relax at a busy conference? Jump on board as the Refuel Me sponsor and your logo will be all over the delegate rest stop, where they can receive a massage, juice shot and other treats. A perfect package for aligned organisations to put their name to.

#### **Physical items**

- Allocated floor space on level 4 with display TV
- Full access to delegates during catering breaks
- Branded Refuel Me station including snack station, recharge station and massage area with staff (opportunity to provide branded shirts for massage staff)
- 4 x full conference registrations including networking tickets

#### **Marketing and promotional**

- Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website
- Post on conference app each day during breaks to guide delegates to your area (final post timing to be advised by conference organiser)
- 1 social media post across all channels promoting your brand as sponsors of this event

# Social event

\$20,000

If you're a switched on organisation with something to say, becoming our social sponsor will allow you to connect - online and in-person – with our 1300 delegates.

#### **Physical items**

- Dedicated space to host networking for conference delegates
- Full access to delegates during networking session
- 4 x full conference registrations including networking tickets

#### **Marketing and promotional**

- Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website
- 3-minute sponsor welcome at the start of the event (no presentation or visual aids available)
- Theming of space and ability to advertise services
- 1 social media post across all channels promoting your brand as sponsors of this event

# Coffee sponsor

Sold

Reach hundreds of attendees by having your company name at the exclusive coffee station. Barista coffee will be available free of charge to all delegates in set breaks throughout the conference, located in hightraffic area outside the main entrance.

# Take note

\$8,000

With such an amazing line-up of speakers, our delegates will want to take notes, and your brand will be the first thing they see each time they pick up their pen. You will provide the notebooks and pens that each delegate receives in their satchels on arrival.

### **Physical items**

• 2 x full conference registrations including networking tickets

### **Marketing and promotional**

 Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

# Concurrent sponsor

\$7,000

Be at the right place at the right time, with a banner and video on screen at a concurrent of your choice. Connect with the most relevant delegates at the conference and make an impact where it matters.

#### **Physical items**

- A video to be played prior to concurrent session commencing (3 minutes max)
- Sponsor branding on room banner
- 2 x full conference registrations including networking tickets

#### **Marketing and promotional**

 Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

6 opportunities

# Video ad break (plenary)

\$5,000

It will be all eyes on your business, with your company video playing on the big screen as delegates walk into the plenary room after a break. What a way to make a splash at #IDC2026!

### **Physical items**

A video to be played prior to concurrent session commencing (3 minutes max)

### **Marketing and promotional**

 Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

2 opportunities

# Satchel insert

\$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 5 inserts.

#### **Physical items**

- Satchel insert in official conference bag (sponsor to pick item, merchandise is preferred).
- 20% off discounted registration fee for up to 2 x registrations

#### **Marketing and promotional**

 Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

\*\*All inserts must be ready for delivery to HammondCare by Friday 8 May, 2026.

5 opportunities



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. Full specs are available on enquiry.

All prices include GST.

# **Premium** 3m x 3m stand

\$5,460

### **Physical items**

- 3m x 3m premium infinity low wall stand located on level 3 or 4, furniture not included
- Full access to delegates during catering breaks
- 2 x full conference registration including networking, with opportunity to purchase additional 2-day registration passes at discounted rate

### **Marketing and promotional**

Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

### **Exhibitor options**

# Classic 3m x 3m stand

\$4,950

#### **Physical items**

- 3m x 3m infinity low wall stand located on level 3 or 4, furniture not included
- Full access to delegates during catering breaks
- 2 x full conference registration including networking, with opportunity to purchase additional 2-day registration passes at discounted rate

### **Marketing and promotional**

 Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website

### **Exhibitor options**

# 2m x 2m pod

\$3,150

### **Physical items**

- 2m x 2m infinity low wall pod located on level 4, furniture not included
- Full access to delegates during catering breaks
- 1 x full conference registration including networking, with opportunity to purchase 1 additional 2-day registration pass at discounted rate

### **Marketing and promotional**

• Company logo and profile will appear in the official conference program and on the website, along with a direct link to your company website



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