



Alzheimer Scotland

Annual Conference 2020

Celebrating **40 years** of action on dementia



Monday 1 June

Edinburgh International Conference Centre, Edinburgh

Exhibition and promotional opportunities

The Conference

Alzheimer Scotland's Annual Conference 2020 will bring together a diverse audience of over 600 delegates at the Edinburgh International Conference Centre, including people with dementia, carers, policy makers, national and local government staff, academics, health and care professionals, staff from Alzheimer Scotland and dementia associations, along with representatives from the pharmaceutical industry and financial, legal, property and technology sectors.

The innovative programme will feature a variety of key Scottish and international speakers in plenary, breakout sessions and workshops, as well as our largest dedicated exhibition space, which will also host the conference catering, ensuring all 50 exhibitors benefit from maximum exposure during multiple breaks.

Conference promotion

Here are just some of the ways we extensively promote our conference prior to the event;

- Fortnightly communications including direct emails and newsletters to a database of over 60,000+ people
- Regular social media communications, which last year generated over 205,000 impressions on Twitter, as well as a reach of 76,000 across Facebook, Instagram and Twitter, with our conference hashtag trending in Glasgow and Edinburgh
- Promoted prominently across the Alzheimer Scotland website which attracts 20,000+ visits each month
- Featured prominently in the Spring edition of our membership magazine, Dementia in Scotland, which reaches an audience of over 11,000 people via our print and digital versions
- Promoted across national and trade press titles at targeted times in the run up to the event
- Collaboration with multiple partner organisations to ensure information is shared with tens of thousands of staff within the health and social care sector and local authorities

Book today

For all bookings and enquiries – call 0141 410 0104 or email conference@alzscot.org.
Alternatively visit www.alzscot.org/conference for further details.

Exhibition and promotional opportunities

Advertising Packages	Includes	Fee
Advert A	A full page advert in this year's conference programme	£450
Advert B	A half page advert in this year's conference programme	£300
Advert C	Organisation leaflet included in delegate packs	£200
Advert D	A & C	£550

Exhibition Packages	Includes	Fee
Exhibition A	<ul style="list-style-type: none"> Exhibition stand in prime location Two places at the full conference Full page advert in programme or leaflet in delegate pack Logo and link on the conference website Small logo to appear on screens during tea and coffee breaks and lunch 	£850
Exhibition B	<ul style="list-style-type: none"> Exhibition stand Two places at the full conference Half page advert in the programme or leaflet in delegate pack Logo and link on the conference website Small logo to appear on screens during tea and coffee breaks and lunch 	£750
Exhibition C	<ul style="list-style-type: none"> Exhibition stand Two places at the full conference Half page advert in programme 	£700
Exhibition D	<ul style="list-style-type: none"> Exhibition stand Two places at the full conference 	£550
Exhibition E	<ul style="list-style-type: none"> Exhibition stand One place at the full conference 	£450



Celebrating **40 years** of action on dementia



If you have any queries, or would like to book any of the exhibition or advertising packages, please call 0141 410 0104, email conference@alzscot.org or visit www.alzscot.org/conference