

NAVIGATING THE ROAD AHEAD

Sex, Drugs &
End of Life Care
Ethical Realities of Dementia

CONFERENCE SPONSORSHIP PACKAGE



OUR MISSION

The demand that dementia is placing on local communities and our health care system is now reaching critical levels. Over 564,000 Canadians currently live with the disease and within 15 years that number will grow to one million. In London and Middlesex, the Alzheimer Society's client base has increased by 134% over five years. Almost everyone knows someone who has been affected.

However, those living with dementia don't have to struggle alone. The mission of the Alzheimer Society London and Middlesex (ASLM) is to provide hope, relief and support as we partner with individuals and families throughout their journey with dementia. We are here to help.

THE EVENT

TUESDAY, NOVEMBER 19TH, 2019

BEST WESTERN LAMPLIGHTER INN AND CONFERENCE CENTRE

This annual full-day conference reaches over 200 formal caregivers and family care partners, allied health professionals and dementia care leaders, providing the latest innovations in dementia care in an educational setting.

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YOUR SUPPORT

Sponsorship of this event will provide your organization with promotional exposure to thousands of ASLM clients, partners and over 200 conference delegates from across Southwestern Ontario while providing care partners and healthcare professionals with access to education and practical tools to help them offer the best in dementia care.

SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR (1)	SESSION SPONSOR (4)	LUNCH SPONSOR (1)	BREAK SPONSORS (2)	EXHIBITOR
SPONSORSHIP VALUE	\$6,000	\$2,500	\$2,500	\$1,000	\$350 - For Profit \$175 - Not For Profit
Recognition as Presenting Sponsor in opening, closing remarks, on-screen and signage at venue throughout the day	✓				
Recognition as Presenting Sponsor on all media promotion	✓				
Opportunity to address conference delegates with opening remarks	✓				
Recognition on conference promotional materials	✓	✓	✓		
Recognition on ASLM website, social media and online ticketing platform	✓	✓	✓	✓	
Recognition in opening remarks, lunch/session introductions		✓	✓		
Recognition in billboard graphic as Session/Lunch Sponsor on-screen during segment		✓	✓		
Recognition as Morning/Afternoon Refreshment Sponsor on refreshment tables and on-screen during break				✓	
Advertisement in conference program	Full Page	1/2 Page	1/2 Page	1/4 Page	
Opportunity to place corporate promotional material in registration package	✓	✓	✓	✓	
Complimentary display table at conference	Premier Placement	✓	✓	✓	✓
Conference Registrations	5	2	2	1	1

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Alzheimer Society
LONDON AND MIDDLESEX™

AVAILABLE SESSIONS & SPEAKERS

MORNING KEYNOTE PRESENTATION: ETHICS IN DEMENTIA 101

Robert Sibbald, Director of Clinical and Corporate Ethics, London Health Sciences Centre.

MORNING PANEL DISCUSSION: END OF LIFE CARE AND ETHICAL DILEMMAS

Panelists will include: Robert Sibbald, Director of Clinical and Corporate Ethics, London Health Sciences Centre; Jackie Crandall, Nurse Practitioner and Palliative Care Specialist; Ron Posno, ASLM client and Medical Assistance in Dying Advocate. Moderated by Dr. Kathryn Hibbert.

AFTERNOON KEYNOTE PRESENTATION: SEXUALITY AND DEMENTIA

Dominique Williams MSW, Director, Person-Centred Care Strategies, Emmetros.

AFTERNOON PANEL DISCUSSION: DRUGS – CANNABIS, ALCOHOL AND POLYPHARMACY

Panelists will include: Dr. Joanne Ho, Cannabis & Dementia and geriatric pharmacology; Bonnie Purcell, Psychologist, Specialist in Alcohol Use and the Elderly. Moderated by Dr. Scott McKay.