



ASNS ANNUAL PROVINCIAL CONFERENCE
Supporting Dementia in all its Diversity
OCTOBER 28, 2021

**Dementia has many faces.
Beyond a unique diagnosis, people hold
diverse identities. Let's talk about making
dementia care more inclusive for all.**

Sponsorship Opportunities

Save the Date

Thursday, October 28, 2021

Where: Virtually

Time commitment: 8:00 a.m.-5:00 p.m.

Soci  t   Alzheimer Society

N O V A S C O T I A

Why Sponsor the Alzheimer Society of Nova Scotia 2021 Provincial Conference?

If 2020 taught us anything, it's that we must be creative in finding ways to come together to share our knowledge and energy with others. Each year, we gather at our provincial conference to make a difference for those living with dementia.

When we moved into the virtual world last year, we weren't sure what to expect. But to our surprise and excitement, we welcomed over 300 attendees to the 2020 conference, an increase of 50% from 2019.

Now, with over a year of virtual learning experience, we know there is so much more we can do in our new world as we plan for 500 attendees in October 2021!

The ASNS 2021 Conference, Supporting Dementia in all its Diversity, is committed to giving our sponsors, attendees, and presenters the dynamic exchange they deserve. A way of virtually engaging and interacting, and connecting across the province.

In addition to the exciting new online delivery platform, 80% of our speakers will be presenting LIVE from our host hotel, giving everyone more of a real-time conference feeling.

Sponsorship at-a-Glance

1 Presenting Sponsorship \$5,000 - 1 spot available

Offers you exceptional visibility and unrivaled access to all registered attendees before, during and after the conference, an opportunity to expand your horizons and reach hundreds of potential new clients. Your two 60-second custom targeted video messages will play at the opening and closing of the conference, and you will personally welcome attendees to the conference in a pre-recorded message. Conference attendees will also enjoy a condensed version of your video during our lunchtime roundtable/break.

2 Embrace Sponsorship \$2,500 - 3 spots available

Offers your company the opportunity to reach hundreds of potential new clients. Your 30-second video message will be viewed by all conference attendees during a nutrition break. As well, your company brand will be featured as part of our new continuous sponsor recognition loop through the online platform.

3 Celebrate Sponsorship \$1,000 - 5 spots available

Offers your company an excellent opportunity to introduce or re-introduce yourself to our conference attendees. A company representative will have the opportunity to introduce one of our break activities on conference day.

4 Recharge Sponsorship \$750 - 5 spots available

We will need to recharge our batteries throughout the day and what better way than being hosted by your organization? You will have an opportunity to host a virtual booth as well as have a custom written message sent to all attendees.

The sponsorship benefits chart on page 4 highlights all of the recognition and attendee interaction opportunities available to you.

Our Audience

Over the years the Provincial Conference has hosted and presented to a dynamic dementia care audience from across Nova Scotia and beyond. From staff working in home support, long term care and acute care, allied health professionals, researchers, students and persons with lived experience of dementia.

Important notes: all video and written messaging to be approved by the Conference Committee. Deadlines will be provided and must be followed to ensure seamless recognition of your support.

Do you have unique thoughts about how to best feature your organization? We're open to exploring opportunities that will help your organization create a lasting impact.

Questions about our virtual platform or seeking tech support? We have a creative, knowledgeable ASNS virtual platform lead that can support you as needed as you build your virtual exhibit.

Contact:


Denise Collier, Sponsorship Lead
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902-229-6093

THANK YOU!

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Sponsorship benefits

	Presenting Sponsorship	Embrace Sponsorship	Celebrate Sponsorship	Recharge Sponsorship
Spots available	1	3	5	5
Investment	\$5,000	\$2,500	\$1,000	\$750
Complimentary conference registrations	6	4	2	1
Social media posts (grouped by sponsorship level)	On all posts	6	4	2
Pre-recorded welcome message to attendees	✓			
Pre-recorded promotional message to attendees	✓	✓		
Ad the November 2021 issue of our quarterly print newsletter, In the Loop (must be provided)	1/2 Page (7.5in x 4.5in)	1/4 Page (3.5in x 4.5in)		
Corporate recognition via signage in speaker's on-site green room	✓	✓	✓	
Your own online portal to share pre-recorded video, photos, written content and instant message with attendees	✓	✓	✓	✓
Customized electronic poster to help spread the word of your support	✓	✓	✓	✓
Opportunity to provide prize to attendees	✓	✓	✓	✓
Recognition on ASNS website with hyperlinked logo	✓	✓	✓	✓