

Positive Approach to Dementia Care Conference



2017 Positive Approach to Dementia Care Conference April 27, 2017

The Alzheimer's Alliance of Smith County is pleased to announce our annual conference featuring Teepa Snow, developer of the GEMS dementia classification model and the Positive Approach to Care training strategies. The Positive Approach to Dementia Care Conference will be held at Green Acres Baptist Church CrossWalk Conference Center on Thursday, April 27, 2017, from 8:00 a.m. to 5:00 p.m., and we would like to invite you to participate!

One of America's leading educators on dementia, Teepa Snow has brought together her clinical experiences, practical insight, and scientific knowledge of the brain, to develop practical strategies to help carepartners provide the best support for those diagnosed with Alzheimer's disease and other forms of dementia.

This conference is an opportunity for professional and family carepartners to receive a variety of tools, strategies, and resources needed to help everyone affected by dementias to live life fully and well. Teepa has created a unique way to look at brain change and a training system to help people:

- have a greater understanding of what Alzheimer's disease does to a person, physically and psychologically.
- learn practical strategies to use when dealing with a person living with dementia.
- connect with those living with dementias, throughout the stages of their disease.

This conference will offer a variety of continuing education credits and we are anticipating approximately 300 professional and family caregivers from across the region in attendance. This is an excellent platform for your company to reach an ever-growing population in East Texas, as well as the opportunity to support dementia-specific programming for our community. Because spaces are limited, sponsorship and exhibitor opportunities will be considered on a first-come basis; please return the attached application as soon as possible.

Feel free to contact the Alliance office if you have any questions. We look forward to having you join us at the *Positive Approach to Dementia Care Conference* in 2017!



Positive Approach to Dementia Care Conference



Sponsorship Packages

PEARL Sponsor: \$7,500

Includes:

- Inclusion in Alzheimer's Alliance of Smith County TV and media spots before and after the conference.
 - Recognition throughout exhibit hall and on conference materials.
 - Logo with hyperlink on Alzheimer's Alliance of Smith County website, main registration page, and exhibitor page.
 - Logo and sponsorship acknowledgement in E-news and print communications throughout 2017.
 - Prime booth space in exhibit hall.
 - Eight conference registrations.
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RUBY Sponsor: \$5,000

Includes:

- Recognition in exhibit hall and on conference materials.
 - Logo with hyperlink on Alzheimer's Alliance of Smith County website, main registration page, and exhibitor page.
 - Logo and sponsorship acknowledgement in E-news and print communications immediately before and after conference.
 - Booth space.
 - Four conference registrations.
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AMBER Sponsor: \$2,500

Includes:

- Sponsorship of lunch break.
- Exhibit hall promotion.
- Logo with hyperlink on Alzheimer's Alliance of Smith County website, main registration page, and exhibitor page.
- Acknowledgement in select pre-conference communications.
- Booth space.
- Two paid conference registrations

EMERALD Sponsor: \$1,000

Includes:

- Sponsorship of one break event (breakfast, snacks or coffee area), with signage at location.
- Exhibit hall promotion.
- Listing on Alzheimer's Alliance of Smith County website, main registration page, and exhibitor page.
- Booth space.
- One paid conference registration.



Positive Approach
to
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SPONSOR/EXHIBITOR APPLICATION

Business (as you would like it to appear in materials): _____

Contact name and title: _____

Mailing address: _____

Phone: _____ Email: _____

Website: _____

Brief description of business/services: _____

Sponsorship:

- ☐ We are interested in being a **PEARL** sponsor for this event for \$7,500
- ☐ We are interested in being a **RUBY** sponsor for this event for \$5,000
- ☐ We are interested in being an **AMBER** sponsor for this event for \$2,500
- ☐ We are interested in being an **EMERALD** sponsor for this event for \$1,000

Exhibitor ONLY: Exhibitor tables are available for \$175 (\$75 nonprofit rate). All exhibitors receive an 8 foot table and 1 conference registration (additional registrations can be purchased for \$75).

- ☐ We are interested in being an **EXHIBITOR** only for this event for \$175.
- ☐ We are a **NONPROFIT** and interested in being an **EXHIBITOR** only for this event for \$75.
- ☐ We would like to donate items for door prizes (Alliance staff will contact for more details).

Please return application to the Alliance office no later than February 28.

