



Australian
Dementia Network
REGISTRY. CLINICS. TRIALS.



Platinum Partner
Australian Government
Department of Health
and Aged Care

Australian Dementia Research Forum 2025

Sponsorship & Exhibition Prospectus

A photograph of the Perth city skyline at night, with numerous skyscrapers illuminated and their lights reflected in the water of the Swan River. The sky is a mix of deep blue and orange from the setting or rising sun.

3 to 5 June 2025

Pan Pacific Perth, Western Australia

*The Future of Dementia
Prevention, Research and Care*

The Australian Dementia Research Forum (ADRF) is the premier scientific conference for knowledge leaders in dementia.

ADRF2025 brings together national and global experts to discuss the latest research, innovations and best practices in dementia. Under the theme ***The Future of Dementia Prevention, Research and Care***, ADRF2025 will showcase the exciting developments in dementia research, with particular focus on new and emerging therapies for Alzheimer's Disease.

The program will include presentations covering areas of discovery/basic science, diagnosis, treatment, prevention, and post-diagnostic care, with an exceptional range of Australian and international speakers, panel discussions, symposia, and a great debate.

Building on the success from the past two years, the Forum will again deliver Continuing Education sessions tailored to clinicians, general practitioners, psychiatrists and other medical practitioners.

Our sponsorship programs offer the opportunity to elevate your brand, develop and strengthen local partnerships and connections with our delegates and exhibitors. Your organisation will also benefit from increased exposure to dementia research leaders, clinicians, medical specialists in the areas of geriatric medicine, psychiatry and neurology, as well as policy makers.

We look forward to having your organisation onboard as a valued sponsor for ADRF2025.

There is an opportunity for sponsors and exhibitors of every budget to enhance your brand and connect with leading dementia researchers, key opinion leaders, clinicians and other professionals.

Supporting Partners



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DIRECT EXPOSURE TO STAKEHOLDERS

Attendees* represent the following disciplines/specialities:

- Neurology
- Neuroscience
- Pharmacology
- Clinical Psychology
- Social Work
- Radiology
- Geriatrics
- Biochemistry
- Neuropsychology
- Nursing
- Gerontology
- Geriatric Psychiatry
- Social/ Behavioural Care

*Students, people living with dementia and their carers also attend.

SPONSORSHIP BENEFITS

- 1 Networking Opportunities:** You will gain direct and exclusive access to decision makers and subject matter experts in the dementia research and care community, strengthening existing relationships and building new business connections.
- 2 Brand Visibility:** Sponsorship showcases your organisation's latest technology, new products and/or services. Prominent display of logos and branding will enhance your brand recognition and amplify your organisational message, whether through press releases, interviews, forum-related content, reaching a broader audience.
- 3 Knowledge Exchange:** Participating in ADRF2025 means your organisation can stay informed about the latest developments and challenges in dementia through interaction with world class researchers and presenters. You will receive not only immediate feedback on your products and services but also valuable insights into future products/service developments.
- 4 Credibility and Authority:** Sponsoring ADRF2025 positions your organisation as a supporter and contributor to the advancement of knowledge and solutions in the field of dementia.

SPONSORSHIP PACKAGES AND OPPORTUNITIES

PARTNERSHIPS

Platinum Partner
Diamond Partner
Gold Partner
Silver Partner
Bronze Exhibition Partner

ADDITIONAL EXPOSURE OPPORTUNITIES

Welcome Drinks
Coffee Cart Sponsor
Lanyard Sponsor
Conference Supporter

SPONSORSHIP PACKAGES AND OPPORTUNITIES

**AU\$100,000
(plus GST)**

PLATINUM PARTNER

CONFERENCE WEBSITE & SOCIAL MEDIA

- Recognition of your products and services throughout our Conference website
- Partner branding across all Conference branding (including logo recognition on the Conference homepage)
- 500-word profile on the webpage with a hyperlinked logo listed under the Sponsors page of the ADRF2025 website
- 6 social media posts



Forum Handbook-cover branding example

PROMOTION AND DIGITAL COMMUNICATION

- Opportunity to provide branded merchandise to all registered attendees
- Co-branding as event partner on all digital communication and collateral distributed to delegates

DIGITAL CONFERENCE HANDBOOK

- Co-branding across the Digital Conference Handbook
- 1 page advertisement
- Recognition in list of sponsors

Forum handbook-1 page Advertisement example



LIVE EVENT

- 5-minute live sponsor presentation prior to or after a session- symposium, keynote
- 60-second welcome video in opening plenary sessions (x 3 days)
- Panel Discussion in the main program - co-design session with the Australian Dementia Network
- Logo recognition in the program of sponsored Panel Discussion
- Video advertisement of choice (30 seconds) to be played before the Panel Discussion
- 1 Exhibition Stand (booth size 3m x 3m) first choice of location
- 6 Live alerts
- 2 exhibitor passes (includes exhibition and social events access, excludes conference sessions)
- 10 Conference registrations (in-person registrations include morning/afternoon tea and lunch as per standard delegate full registration ticket plus Welcome Drinks x 1 for 10 people)

Please note: Exhibitor booths will be exclusively in person.

Follow us on social media for all the latest ADRF2025 news and updates



SPONSORSHIP PACKAGES

GOLD PARTNER

**AU\$35,000
(plus GST)**

CONFERENCE WEBSITE & SOCIAL MEDIA

- Recognition of your products and services throughout the Conference website
- Logo recognition on the Conference home page
- 150-word profile on webpage with a hyperlinked logo listed under Sponsors page on the Conference website
- 2 social media posts

DIGITAL CONFERENCE HANDBOOK

- 1 page advertisement
- Recognition in list of Sponsors

*Session selection offered to Platinum and Diamond Sponsors first, followed by Gold

LIVE EVENT

- 2- minute live sponsor presentation prior to a session- symposium, keynote*
- Sponsored Session- promotional video prior to session
- Logo recognition on program
- Opportunity to provide branded merchandise to all registered attendees
- 1 exhibition stand (booth size 2.5m x1m)
- 2 live alerts
- 2 Exhibitor Passes (includes exhibition and social events access, excludes conference sessions)
- 3 conference registrations (in-person registrations include morning/afternoon tea and lunch as per Standard delegate full registration ticket plus Welcome Drinks x 1 night for 3 people)

SILVER PARTNER

**AU\$15,000
(plus GST)**

CONFERENCE WEBSITE & SOCIAL MEDIA

- Recognition of your products and services throughout the Conference website
- Logo recognition on Conference homepage
- 50-word profile on webpage with a hyperlinked logo listed under sponsors on the Conference website
- 1 social media post

DIGITAL CONFERENCE HANDBOOK

- 1/2 page advertisement
- Recognition in list of sponsors

LIVE EVENT

- 1 Exhibition Stand 2.5m x1m
- 1 Live alert
- 2 Exhibitor passes (includes exhibition and social events access, excludes conference sessions)
- 2 conference registrations (in person registrations includes morning/ afternoon tea and lunch as per standard delegate full registration ticket plus Welcome Drinks x 1 night for 2 people)



Handbook - 1/2 page advertisement example

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SPONSORSHIP PACKAGES

BRONZE EXHIBITION PACKAGE

8 opportunities available

**AU\$5,000
(plus GST)**

Exhibition booths play an integral part in the forum and the positioning of catering stations on the exhibition floor encourages strong delegate and exhibitor interaction. Boost your engagement, build your network, introduce new services or provide face-to-face product demonstrations while promoting your company onsite.

The Exhibitors area will be at its peak during morning/afternoon tea, lunch and during peak delegate traffic flow between sessions. To ensure you have the maximum exposure to delegates, the following steps have been taken:

- Welcome drinks on Tuesday night will be held in the Exhibitors area
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the Exhibitors area
- Posters will be displayed near the Exhibitors area



There is also an opportunity for exhibitors to provide branded merchandise to all registered attendees and bring a freestanding banner!

What you'll get*: (Exhibition stand specifications):

- 2.5m x 1m standard stand to be selected at time of booking (3m x 3m for Platinum and Diamond Partners only)
- Company logo and profile in the sponsors section in the official digital handbook and website along with a direct link provided to your chosen webpage
- 1 x clothed trestle table
- 1 x power board access
- Full access to delegates during networking events
- 2 x exhibitor passes (includes exhibition and social events access, excludes conference sessions)

Additional items such as monitors, free-standing TVs and conference registrations, can be supplied at an additional cost, to be discussed with the conference organisers.

Please note: Exhibitor booths will be exclusively in person.

SPONSORSHIP PACKAGES

WELCOME DRINKS SPONSOR

Gain added direct exposure at the networking drinks events in the exhibition hall (Day 1). This includes the opportunity to present for 5 mins.

**AU\$15,000
(plus GST)**

WEBSITE & SOCIAL MEDIA

- Logo recognition on the Conference home page
- 50-word profile on the Conference website and hyperlinked logo listed under sponsors on Conference website
- 1 x Social media post

DIGITAL CONFERENCE HANDBOOK

- 1/2 page advertisement
- Recognition in the list of sponsors

LIVE EVENT

- Prominent logo position on the platform
- 1 live alert
- 2 x in-person Conference registrations (including morning/afternoon tea and lunch as per standard delegate ticket plus Welcome Drinks x 2 nights for 2 people)



COFFEE CART SPONSOR

Great opportunity for exposure over the 3-day conference!

**AU\$15,000
(plus GST)**

Reach hundreds of attendees by having your company name at the exclusive coffee station. Barista-made coffee will be available free of charge to all delegates during breaks throughout the Conference. Your company/logo will be hard to miss with attendees keen for their caffeine fix.

TO BE ORGANISED BY THE SPONSOR:

- Stamp with logo for the coffee cups
- Freestanding pull up banner to be displayed in a prominent position beside the coffee cart

TO BE ORGANISED BY ADRF2025

- Coffee cart X 2.5 days
- Barista, coffee beans, cups
- Sponsor acknowledgment in the Digital Conference Handbook
- Recognition by the event host during welcome speech and listed on the ADRF2025 Sponsors page
- Sponsor acknowledgment in the Digital ¼ page advertisement



Available on confirmation from the venue * Digital screen provided near coffee station for your sole use, increase your brand presence and promote your business*

SPONSORSHIP PACKAGES

LANYARD SPONSOR

**AU\$8,000
(plus GST)**

Be an indispensable part of The forum with our Lanyard Sponsorship package.

Your logo will form part of delegates entry to the event, ensuring your brand is with them every step of the way!

Entitlements include:

- Your company logo **printed on cardboard insert** of each lanyard
- Your company logo and profile in the sponsors section of the official Conference program
- Logo and link to your website
- 2 x full Conference registrations



Website advertisement example

CONFERENCE SUPPORTER

Entitlements:

- Logo recognition and hyperlink to website on all digital communications to delegates

Unlimited opportunities

**AU\$3,000
(plus GST)**

**Australian Dementia
Research Forum
2025**

**3-5 June
Perth,
Western Australia**



**Australian
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EXAMPLE ADRF PROGRAM

Tuesday 3 June 2025

- 9:30am Welcome Address
Welcome to Country Ceremony
Keynote 1
- 11:00am Morning Tea
- 11:30am Keynote 2
Symposium and concurrent sessions
- 1:00pm Lunch
- 2:00pm Symposium and concurrent sessions
- 3:30pm Afternoon Tea
- 4:00pm Keynote 3
- 5:30pm Welcome Drinks

Wednesday 4 June 2025

- 9:00am Keynote 4
Symposium and concurrent sessions
- 11:00am Morning Tea
- 11:30am Symposium and concurrent sessions
- 12:30pm Lunch
- 1:30pm Panel Discussion
- 3:00pm Afternoon Tea
- 3:30pm Keynote 3
- 4:30pm Symposium and concurrent sessions
- 5:30pm The Great Debate

Thursday 5 June 2025

- 8:30am Continuing Education and concurrent sessions
- 10:00am Morning Tea
- 10:30am Continuing Education and concurrent sessions
- 12:00pm Lunch
- 1:30pm Prizes and Awards Announcement and Speeches
- 2:00pm Public Lecture
- 4:00pm Forum Close

SCIENTIFIC PROGRAM COMMITTEE



Professor Ralph Martins, AO
ADRF 2025 Convenor

Foundation Professor and Inaugural Chair in Ageing and Alzheimer's Disease, Edith Cowan University |

Professor in Biomedical Sciences, Macquarie University |

Director of Research & Founder, Alzheimer's Research Australia.

SCIENTIFIC PROGRAM COMMITTEE MEMBERS

Prof. Ralph Martins, Prof Kaarin Anstey, Prof. Michael Breakspear, Prof. Henry Brodaty, Prof. Tanya Buchanan, Prof. Elizabeth J Coulson, Prof. Jürgen Götz, Prof. Colin Masters, Dr Diana Matovic, Prof. Sharon Naismith, A/Prof Stephanie Rainey-Smith, Cherry Santos, Prof. Hamid Sohrabi, Prof Blossom Stephan, Prof. James Vickers