



DemCon'24

International Conference
Bengaluru

Dementia Care:
Reaching the Unreached

9:00am - 5:00pm | 29th & 30th Nov
JN Tata Auditorium
Indian Institute
of Science



Organized by



Dementia
IndiaAlliance

In Collaboration with



Indian Institute of
Science, Bangalore



NIMHANS

PROPOSAL FOR SPONSORSHIP

www.demcon2024.com

Dementia and India

Dementia is an umbrella term for all progressive neuro-degenerative conditions, which affect the brain and are severe enough to interfere with a person's daily activities and normal functioning. It generally affects elderly population above the age of 60, but is not a normal process of ageing. Unfortunately, there is no cure for Alzheimer's and dementia, but certain conditions are reversible.

Presently, nearly 90 lakh people in India bear the weight of dementia care. Forecast of 2036 reveals a staggering estimate of 1.7 Crore Indians grappling with dementia.

For those living with Alzheimer's and their immediate families, this translates to enduring immeasurable suffering. The lack of a cure compounds the situation, heaping physical, financial, and emotional strains on caregivers. Their tireless devotion, as they watch their loved ones become dependent shadows of their former selves, is heart wrenching. The repercussions are far-reaching. Considering the impact on an average of two family members per person with dementia, we are confronted with a staggering reality: over 50 million Indians will become unwilling participants in this challenging journey.

DemCon 2024

DEMCON is centered on the theme "Reaching the Unreached in Dementia Care" and will serve as a platform for stakeholders from various disciplines to converge and deliberate on innovative interventions, advances in the field, and experiences from diverse perspectives. Through collaborative discourse, participants will collectively strategize and devise solutions to bridge existing gaps in awareness, diagnosis, care and support for persons with dementia. The conference will also facilitate discussions on policy frameworks, leveraging the expertise of policymakers and advocacy groups to shape inclusive and effective dementia care policies in India.

The Goals of the Conference are:

- Engaging experts in dialogue to craft effective strategies to support persons with dementia and their families
- Promoting collaborative discourse to identify gaps in dementia awareness, diagnosis, care and support, and solutions to bridge the gaps.
- Submitting a document on Dementia Care Regulations, Challenges, and Solutions to the Government of India.
- Fostering closer collaboration between Central and State governments, Corporates, NGOs, Researchers, Academics and service providers to offer greater respite to Indians with dementia and their family caregivers
- Providing a platform for stakeholders to exchange insights, address challenges, and highlight best practices
- Acknowledging hospitals with dementia-friendly practices.

Participants: Over 800 delegates comprising of a mix of Clinicians, Researchers, Allied Health Professionals, Carers, Persons living with Dementia, NGOs, Service Providers, Senior Citizens, Volunteers, Corporate Leaders who wish to play a role in improving dementia-care, Policy Makers and Experts in the field of Dementia, Faculty and Students of Psychology, Social Work, Nursing, Physiotherapy and other allied courses related to Geriatric care.

Themes:

- Access to information
- Early identification, screening and diagnosis
- Treatment strategies & current practices in management and care
- Capacity Building
- Research and Technology
- Policies, regulations, accreditations
- Role of Corporates and CSR
- Dementia Risk Reduction and Active Ageing
- Role of the student community
- Challenges in late stage care

Highlights

- Insightful plenaries, symposia and workshops by prominent national and international faculty
- Pre-conference workshops for service providers, students and family carers
- Theatre performance and Movie Screening
- Abstracts and Poster Presentations
- Competitions for students from various disciplines
- VR Dementia Experience
- Day Care for Persons with Dementia
- Robotics and technology in care
- DrumJam
- Dementia-friendly Hospitals

Dementia India Alliance

Dementia India Alliance (DIA) is a non-profit, family carer-centered organization under the Societies Act. With a strong focus on supporting family caregivers, DIA strives to connect, inspire, and empower individuals, organizations, and governments to enhance the well-being of those living with dementia and their families. By addressing the profound challenges faced by individuals and families affected by dementia in India, DIA aims to be at the forefront of the fight against this condition, working towards improving quality of life and fostering a compassionate and supportive environment.

DIA is dedicated to providing essential services, which not only benefit those directly impacted by dementia but also provide much-needed relief and hope to their family caregivers. These are:

1. The National Dementia Support Line
2. Online Memory Clinic
3. Caregiver training
4. Awareness campaigns
5. Model support services such as day care and residential care
6. Community outreach programs
7. Educational workshops / Conferences

**DIA's purpose is
To bring help and
hope to persons
with dementia and
their family
caregivers**

Collaborators

The **Centre for Brain Research** is an autonomous, non-profit research organization in the Indian Institute of Science. This is a unique initiative in the current research environment in India that will help in conducting cutting edge research on ageing brain and age-associated brain disorders.

National Institute of Mental Health and Neuro Sciences (NIMHANS) is world-renowned as a centre for mental health, neurosciences and allied fields. NIMHANS has been committed to training in basic sciences related to the brain and mind, behaviour in health and ill-health, translation of evidence from the bench to the bedside, as well as in the community.

The background of the page is a close-up photograph of a wood grain, showing concentric, wavy rings of various shades of brown, tan, and dark blue. A white rectangular box is centered on the page, containing the text. The text is in a blue, sans-serif font, arranged in four lines.

SPONSORSHIP
OPPORTUNITIES AT
DEMCON 2024

Headline Sponsors

There are 3 Headline Sponsorship Packages

Platinum, Diamond
and Gold

1. Platinum Sponsorship – Rs. 7,00,000

- Six complimentary registrations to the conference
- Inclusion of one promotional printed material in the conference kits
- Exhibit Stall space 3x3 at key area
- Centre spread advert in the Conference Booklet
- Inclusion of your company logo in communication through email,
- Prominent signage outside identifying the company as a Platinum Sponsor
- Featured Logo on backdrop, conference collaterals (schedule, notepads, badges)
- Featured Logo on Conference Website with link to company website
- Standee / Banner inside main conference venue
- Standee at lobby and Conference dinner
- Headline recognition in Opening and Closing Ceremonies
- 4 minute video presentation at Break times
- Privilege of being seated with the Chief Guest at the inaugural ceremony (one representative)

2. Diamond Sponsorship – Rs. 5,00,000

- Five complimentary delegate registrations
- Inclusion of one promotional printed material in the conference kits
- Exhibit Stall space 3x3
- Rear inside cover advertisement in the Conference Booklet
- Prominent signage identifying company as a Diamond sponsor
- Featured Logo on backdrop, conference collaterals (schedule, notepads, badges)
- Featured Logo on Conference Website with link to company website
- Standee / Banner inside main conference venue and at the lobby
- Headline recognition in Opening and Closing Ceremonies
- 3 minute video presentation at Break times

3. Gold Sponsorship – Rs. 3,00,000

- Four complimentary delegate registrations
- Inclusion of one promotional printed material in the conference kits
- Exhibit Stall space 3x2

- Full page B&W advertisement in Conference Booklet
- Prominent signage identifying company as a Gold sponsor
- Logo on Conference Website
- 2 minute video presentation at break times

Symposium Sponsorship

Rs. 1,50,000

Sponsor one of the symposia or workshops (should not be an invited symposia or sponsored symposia)

- Mention on the conference agenda in all kits
- Logo in the opening slide of the session
- Mention of the company during the session
- Standee / banner at the session hall
- Representative can felicitate the panel / speakers at the session

There are other smaller sponsorship options

Symposium sponsor, sponsor and Program sponsors

Program Sponsors

1. Sponsor a Quiet Room / Day Care Centre for Persons with Dementia – Rs. 1,50,000

- Recognition in Conference Booklet
- Recognition on the website
- Standee outside the Quiet Room
- Promotional Material to families who bring PwDs

2. Sponsor the attendance of Key Stakeholders – Persons with Dementia, Students and Researchers from deserving backgrounds, DIA Members, Faculty, VIPs – Contact us for details

3. Delegate Kits – Rs. 4,00,000

Your logo on the outside of kits given to all delegates and faculty. Kit includes notepad, pen, conference schedule, conference booklet, inserts (if any) and coupons for lunch and tea.

DEMCON 2024 - INTERNATIONAL DEMENTIA CONFERENCE

SPONSORSHIP FORM

To

Dementia India Alliance
8P6, 3rd A Cross,
Kasturinagar, Banaswadi,
Bengaluru 560 043

Dear DIA Team,

We are interested in partnering with Dementia India Alliance by being a Sponsor at DemCon 2024 – International Dementia Conference

Please find enclosed cheque / DD / Online Transaction no..... dated for Rs drawn in favour of “Dementia India Alliance” towards sponsorship fee. The sponsorship opportunity chosen by us is:

- Platinum Sponsor
- Diamond Sponsor
- Gold Sponsor
- Symposium Sponsorship
- Sponsoring a Quiet Room / Day Care Centre for PwDs
- Sponsoring _____ number of PwDs, Students, Researchers, etc
- Delegate Kits

Name of the organization:

Contact Person:

Address:

.....

.....

Tel No.:Fax:

Email :.....

Date:

Authorized Signatory with seal

Date:



Dementia
India *Alliance*

8P6, 3rd A Cross, Kasturinagar,
Banaswadi, Bengaluru 560043
+91 8585 990 990 | info@dementia-india.org
www.dementia-india.org

www.demcon2024.com