

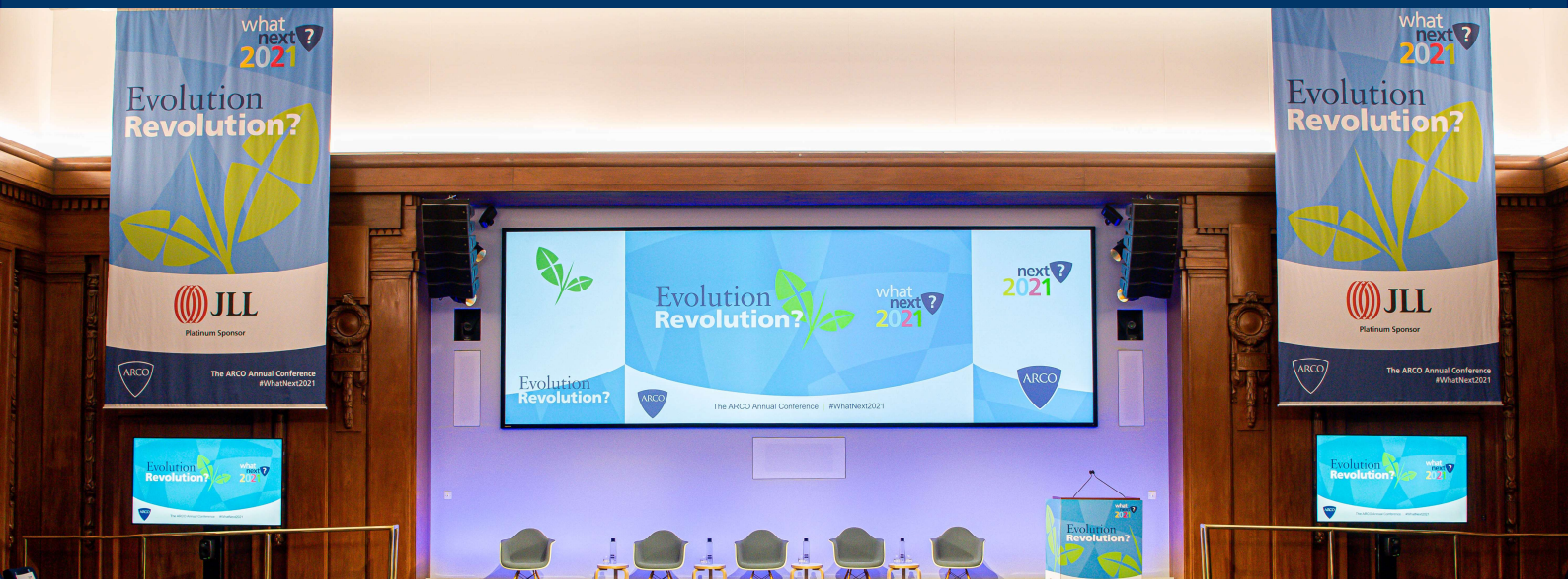
# what next? 2022

6 & 7 July 2022

Day 1: IET London: Savoy Place

Day 2: Trowers & Hamlins LLP

## Sponsorship & Exhibitor Opportunities



Setting Standards for Retirement Communities

The ARCO Annual Conference | #WhatNext2022

# About the ARCO Conference



Recognised as the main agenda-setting event in the Integrated Retirement Community Sector, the **What Next? 2022 Annual Conference**, organised by the Associated Retirement Community Operators (**ARCO**). ARCO's 6th annual conference will take place on the following:

**Main Conference Day and Annual Drinks Reception** – Wednesday 6 July 2022, The IET London: Savoy Place, London.

**Knowledge Exchange Workshop Day** – Thursday 7 July, Trowers & Hamblins LLP, London



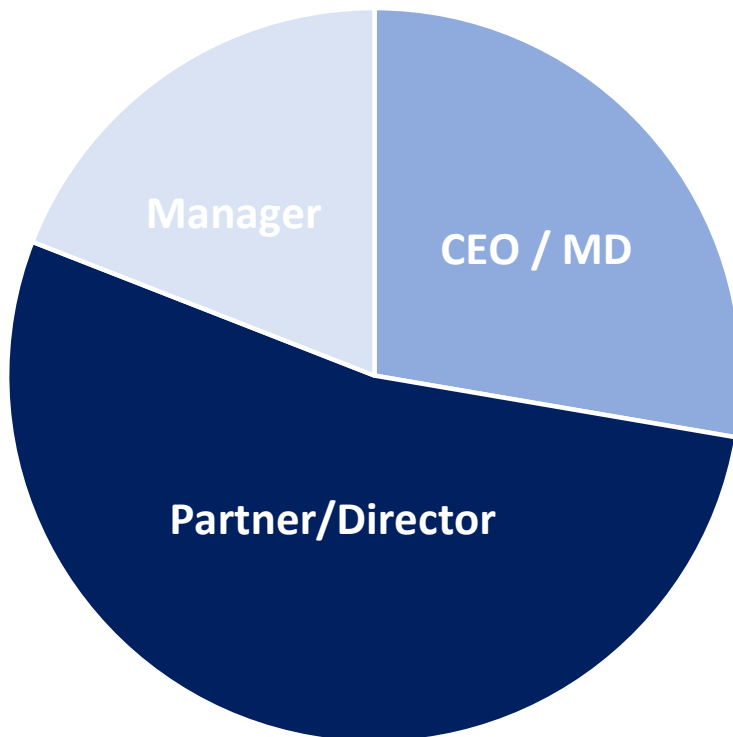
*“As always I found the content of the conference to be spot on and the opportunity to network with fellow providers invaluable...”*

*2021 Delegate feedback*

# Why work with us?

With more than **85%** of respondents attending at last year's conference 'very likely' to attend again this year, the conference offers a unique opportunity for suppliers in the industry to achieve brand visibility, to network and promote their businesses to key decision-makers in the Integrated Retirement Community sector.

Last year's **320+** attendees included a high compliment of senior decision-makers in the industry, including:



- **77** delegates at Founder, CEO, Managing Director or Board Chairman level, an **increase of 26%** from 2019 despite capacity of event lower due to Covid restrictions.
- **148** delegates at Partner, Director or Head of level.
- **53** delegates in Senior Manager roles an **increase of 13%** from 2019

*“Simply put: the absolute 'go to' conference in the annual calendar for the Integrated Retirement Community sector”*

*2021 Delegate Feedback*



**Networking opportunities** was rated by delegates as the second most enjoyable aspect about the conference, with **speakers** and **agenda** being the first.

**80%** of respondents rated the conference as 'excellent' to 'very good' with **85%** saying they would be *very likely* to attend again in 2022.

## 2021 Conference Testimonials

*"The collaboration across competing business to improve the quality of the sector was impressive to see, as was the key message of caring for the customers"*

*"A brilliantly organised and informative conference with great networking opportunities"*

*"As a prospective new entrant to this exciting market I found the day hugely valuable with a great balance of interesting topics and speakers and a lot of very valuable information. I met excellent contacts on the day and learned lots. it ticked every box!"*



# Be part of it

Our sponsorship packages and opportunities



We are delighted to be able to offer the early release of available sponsorship packages to ARCO partnered and affiliated organisations. The packages available for 2022 are below:

<b>Headline Sponsor</b>	<b>1 package available</b>	<b>£16,000 plus VAT</b>
<b>Event Partner</b>	<b>4 packages available</b>	<b>From £8,000 - plus VAT</b>
<b>Exhibitor space (Day 1 only)</b>	<b>3 packages available</b>	<b>£4,500 plus VAT</b>
<b>Supplier Hub space (Day 1 only)</b>	<b>4 stands available</b>	<b>£2,500 plus VAT</b>
<b>Annual Drinks Reception Sponsor</b>	<b>1 package available</b>	<b>£8,000 plus VAT</b>
<b>ARCO Goody Bag sponsor</b>	<b>1 package available</b>	<b>£2,500 plus VAT</b>
<b>Advert in Conference Brochure</b>	<b>4 placements available</b>	<b>Various - prices to be confirmed</b>

# Sponsor benefits

\*ARCO is committed to ensure that our programme is relevant, fresh and reflective of the complex operating environment of our Members. We will work with you to ensure your presentation/workshop content adds informative and innovative thinking to the ARCO *What Next?* conversation. We do however reserve the right not to provide speaking/workshop spaces to sponsors.

	Headline	Event Partner	Exhibitor	Supplier Hub
<b>Exclusive sponsorship element</b>				
Opportunity to welcome delegates	Opportunity to play 2-minute corporate video at conference opening			
Prominent visibility on day	Sole visibility stage branding; double or 2 single stands in main exhibition rooms	Favourable exhibition stand in main exhibition rooms	Exhibition stand in main exhibition rooms	Stand in delegate networking & refreshment space (from am break)
Special mention from Chair	✓			
Opportunity to present/talk during Day 1*	✓			
Opportunity to host a workshop at Knowledge Exchange Day*	Option to add for additional fee*	✓		
<b>Onsite promotion</b>				
Exhibition stand	Double stand or two single stands in main exhibition rooms	Single stand	Single stand	Supplier Hub stand
Delegate Goody Bag	Option to place promotional materials in goody bags			
Prominent positioning within brochure and marketing materials	✓	Visibility within brochure & marketing materials below official sponsor	Inclusion in Exhibitor section of brochure	Inclusion in Supplier Hub section of brochure
Sponsor designation on badge	✓	✓	✓	✓
<b>Pre-event advertising</b>				
Logo placement	All event collateral	Website - EP section	Website Exhibitor section	
Logo included in pre-conference campaigns	✓	Recognition with branding below Official sponsor	✓	✓
<b>Media relations &amp; social media</b>				
Promotion to media outlets as a major supporter	✓			
Promotion via ARCO social media platforms	✓ (sole)	✓ (as group)	✓ (as group)	✓ (as group)
<b>Conference attendance</b>				
Complimentary tickets (inc. stand representatives)	5 (Day1 & 2)	3 (Day1 & 2)	2 (Day 1 only)	1 (Day 1 only)
Ticket Discounts	30% discount on further conference tickets (subject to availability)			

# Sponsor Benefits: Annual Drinks Reception

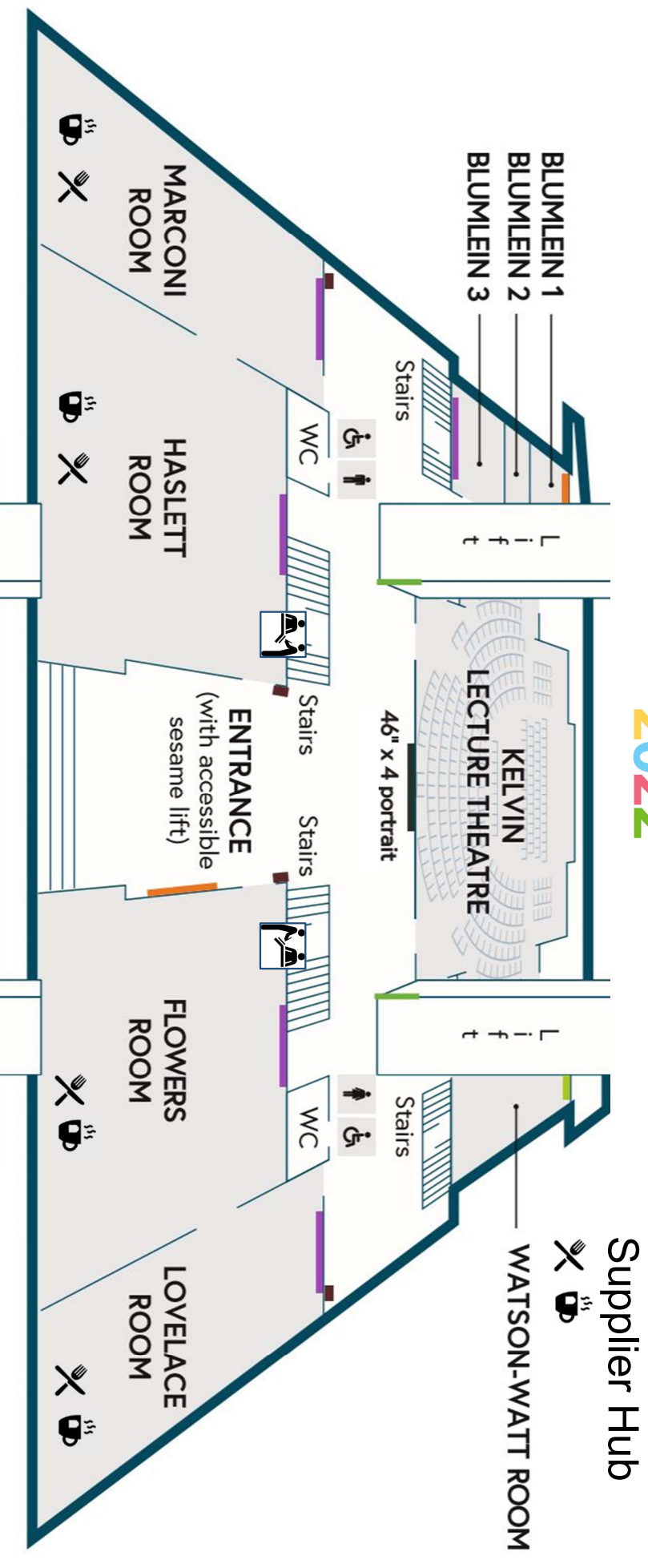


- 3-hour post conference drinks and canape reception with spectacular views of the London Embankment.
- Prominent branding of the room including 4 screens and opportunity to place pop-up banners.
- Opportunity to place collateral / literature on poseur tables and in delegate goody bags.
- Double exhibition stand space within the room.
- Sponsor name and logo on all pre-event marketing and in official conference brochure.
- Pre and post Sponsor thank you and images shared on ARCO social media channels.
- 4 Complimentary tickets to attend Main Conference Day

**£8,000 plus VAT**



# IET London: Savoy Place – ARCO Conference Layout







## Get in touch

To discuss opportunities and packages please contact:

Katie Draper, Head of Membership & Operations

T: 07539 533339

E: [katiedraper@arcouk.org](mailto:katiedraper@arcouk.org)



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Retirement Communities