

The ARCO Annual Conference

what next? 2021

Evolution / Revolution?

Join the debate at the UK's pivotal Retirement Community conference

3 & 4 November 2021

Day 1: IET London, Savoy Place

Day 2: Trowers & Hamlins, London

Sponsorship & Exhibitor Opportunities



Setting Standards for
Retirement Communities

The ARCO Annual Conference | #WhatNext

About



Recognised as the leading agenda-setting event in the Retirement Community sector, the **What Next? 2021 Conference**, organised by the Associated Retirement Community Operators will take place on 3rd & 4th November in Central London.

This is the event where ideas, data and analysis converge. It offers peerless networking and an opportunity for your company profile to reach the most influential people in the sector. Informative, influential and friendly, this is where the leading commercial players in the sector assemble to discuss today's landscape and tomorrow's opportunities.

“The ARCO Conference is the definitive forum for the Retirement Community sector in the UK and where to hear and meet leading operators, investors and suppliers to the sector. It's progressive and thought provoking.”

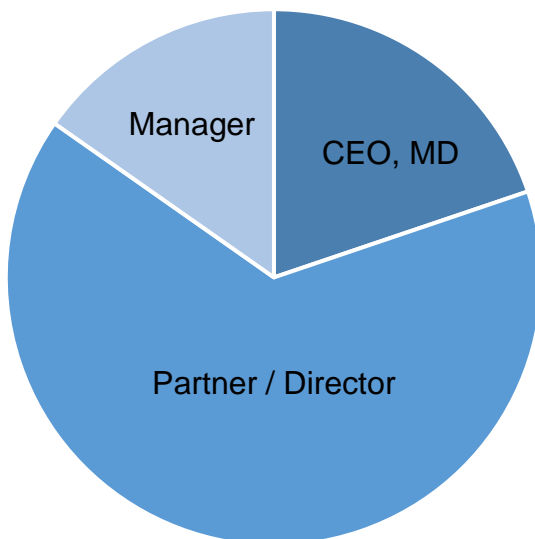
2019 Sponsor feedback

Why work with us?



With more than **82%** of respondents attending the 2019 event saying they would be **'very likely'** to attend again, the conference offers a unique opportunity for suppliers in the industry to network, achieve visibility and promote their businesses to key decision-makers in the Retirement Community sector.

In 2019, attendees included an extraordinarily high percentage of senior decision-makers including:



- **61** delegates at CEO, Managing Director or Board Chairman level, an **increase of 33%** from 2018.
- **200** delegates at Partner, Director or Head level.
- **47** delegates in Manager roles.

"We have sponsored ARCO for a number of years and it is always great working with them. The prominence of our brand we received at the event was excellent and the networking opportunities were brilliant"

2019 Sponsor feedback



75% of respondents rated their experience of sponsoring the 2019 conference as 'Excellent' with 25% rating 'Very Good'

2019 Sponsor testimonials

"We thoroughly enjoyed working with ARCO on their annual conference, their support throughout the process was exceptional"

Over 70% of respondents rated the 2019 conference as 'excellent' to 'very good' with 81% saying they would be very likely to attend again.

"Every year I enjoy the ARCO Conference. The advice and insight gained from speakers and workshop contributors is quite staggering - definitely one for the diary for anyone engaged in the retirement sector"

While sponsorship categories are fixed, there may be scope for some flexibility to accommodate your organisation's needs.

There are also discounts available on Platinum, Gold, Silver and Exhibitor packages for Strategic Partners, ARCO Supporters and Affiliates.

"We had a great day with lots of opportunity to network and make new connections, as well as listening to some excellent speakers"

Sponsorship packages



We are delighted to be able to offer the release of available sponsorship packages to ARCO partnered and affiliated organisations. The packages available for 2021 are below:

Platinum sponsorship	1 package available	£20,000 plus VAT
Gold sponsorship	1 package available	£15,000 plus VAT
Silver sponsorship	2 packages available	£9,000 plus VAT
Bronze sponsorship	3 packages available	£5,000 plus VAT
Tech Hub stand	4 stands available	£3,000 plus VAT

Sponsors benefits include:

- Logo placement on conference collateral, website and marketing campaigns
- Exhibition space in the main delegate break out areas
- The opportunity to host a workshop on the Knowledge Exchange Day (Silver and above)
- Complimentary tickets

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 workshop content adds informative and innovative thinking to the ARCO What Next? conversation. We do however reserve the right not to provide workshop spaces to sponsors.

	Platinum	Gold	Silver	Bronze	Tech Hub
Exclusive sponsorship element					
Opportunity to welcome delegates	Opportunity to play 3-minute corporate video or presentation at conference opening				
Prominent visibility on day	Sole visibility stage branding; double or 2 single stands in main exhibition rooms	Double or 2 single stands in main exhibition rooms	Favourable exhibition stand in main exhibition room	Exhibition stand in main exhibition room	Stand in delegate networking & refreshment space (from am break)
Special mention from Chair	✓	✓			
Opportunity to host an ARCO workshop at Knowledge Exchange Day*	✓	✓	✓		
Onsite promotion					
Evening drinks reception	Double stand	Single stand			
Exhibition stand in main area	✓	✓	✓	✓	Tech Hub stand
Prominent positioning within brochure and marketing materials	✓	✓	Visibility within brochure & marketing materials	Inclusion in sponsor section of brochure	Inclusion in Tech Hub section of brochure
Sponsor designation on badge	✓	✓	✓	✓	✓
Pre event advertising					
Logo placement	All event collateral	Website Sponsors page (with web link)	Website Sponsors page (with web link)	Website Sponsors page (with web link)	
Logo included in pre-conference campaigns	✓	Recognition with branding below Platinum	Recognition with branding below Gold	Recognition with branding below Silver	
Media relations & social media					
Promotion to media outlets as a major supporter	✓	✓			
Promotion via ARCO social media platforms	✓	✓	✓	✓	✓
Conference attendance					
Complimentary tickets (inc. stand representatives)	5 (Day 1 & 2)	4 (Day 1 & 2)	3 (Day 1 & 2)	2 (Day 1 only)	1 (Day 1 only)
Discounts	30% discount on further conference tickets (subject to availability)				

Venue: Day 1



This year's conference venue is the home of the **Institute of Engineering and Technology** who have occupied the building since purchasing the lease from the Duchy of Lancaster in 1909. Designed by architects, Stephen Salter and H Percy Adams originally as a joint Examination Hall for the Royal College of Physicians and the Royal College of Surgeons, the site has gone through various refurbishments, the most recent concluding in 2015 installing the latest cutting-edge technology to ensure the very best event experience.

The **What Next? 2021 Conference programme** will take place in the Kelvin Lecture Theatre.





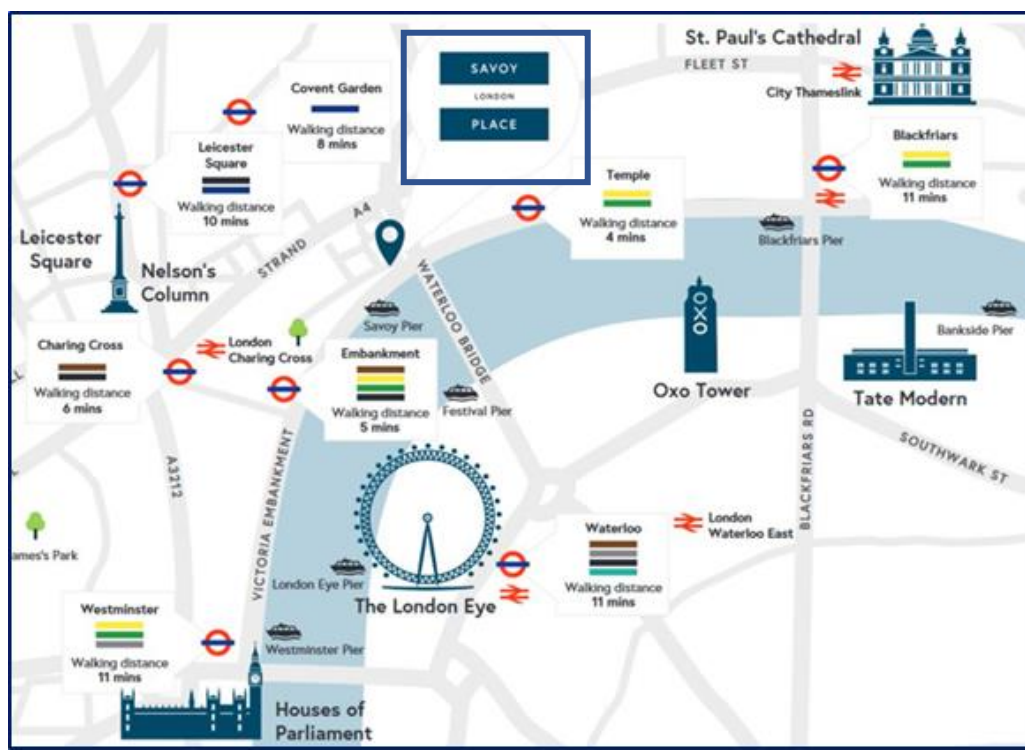
Example of stage branding

Venue features

- Central London location on the Embankment
- Cutting-edge IT, AV and wireless connectivity throughout the venue
- In-built USB charging points in lecture theatre seats
- Intelligent climate control systems in all event rooms
- Ability to live stream the conference into separate networking rooms and outside of the building creating a Hybrid event.

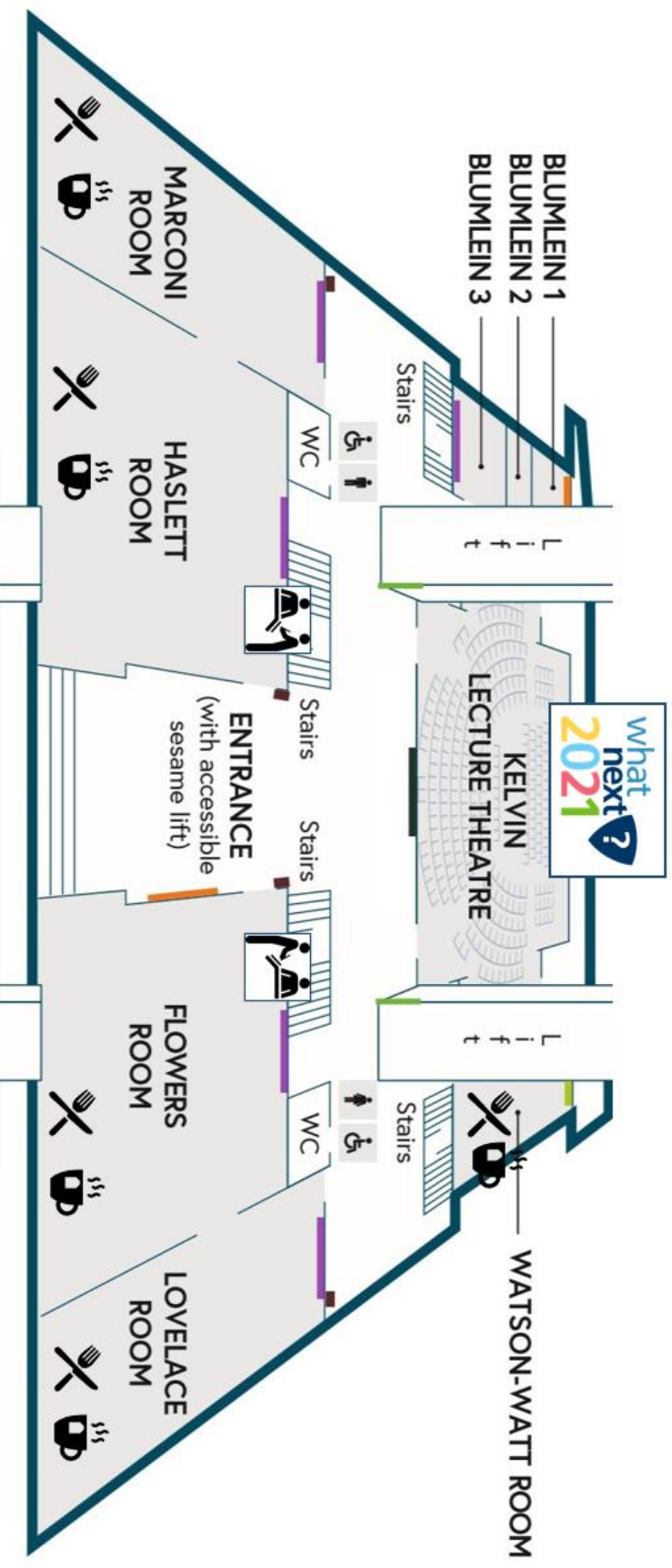
Why not take a fly through the venue on the IET website here: [Virtual Tour](#)

Location map

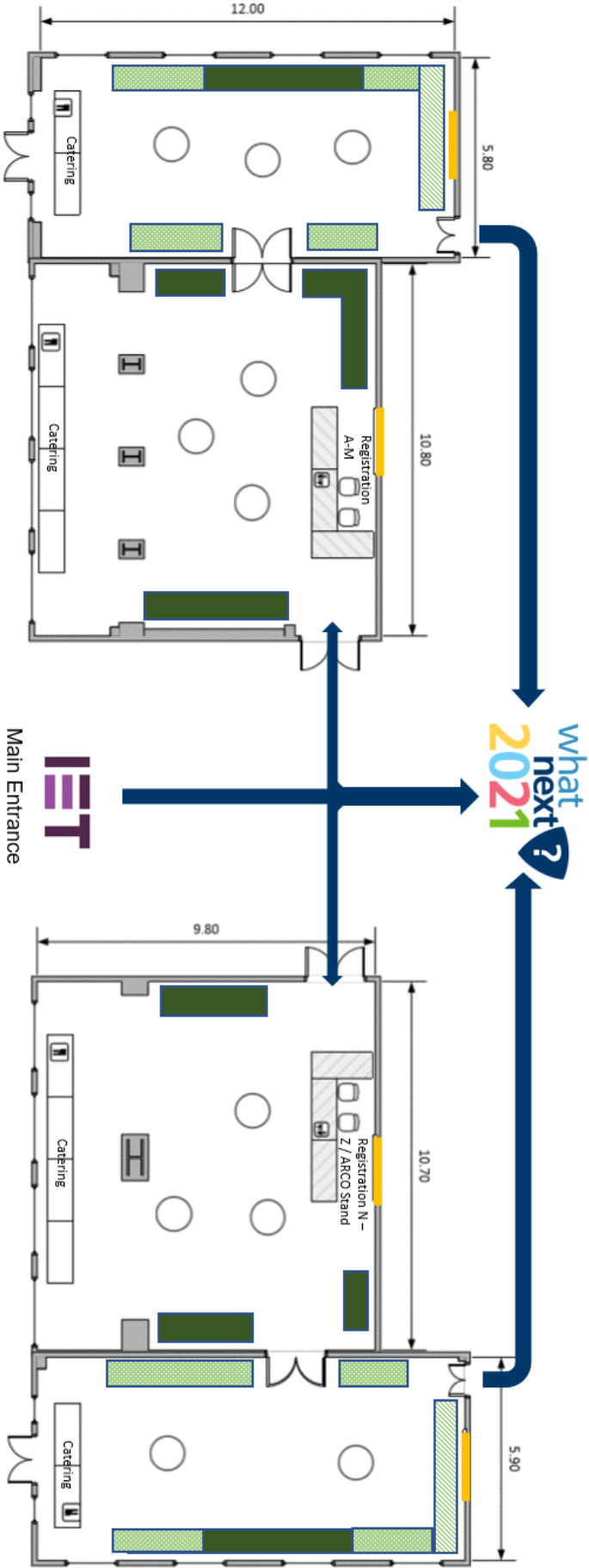


**IET London:
Savoy Place
2 Savoy Place
London
WC2R 0BL**

IET London: Savoy Place – ARCO Conference Layout



ARCO Conference 2021: Sponsor & Exhibitor Layout



Stand types:

A. Space & poseur table	B. Trestle table	C. Double Trestle table	D. Space only
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Space type	Package available to	Stand options
Tier 1	Platinum, Gold	A, B, C, D
Tier 2	Platinum, Gold, Silver	A, B, C*, D
Tier 3	Silver, Exhibitor	A, B, D

*Silver not eligible



Get in touch

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