

what next 2023

5 & 6 July 2023

Day 1: IET London, Savoy Place
Day 2: Trowers & Hamlins LLP London

Sponsorship & Exhibitor Opportunities



Setting Standards for
Retirement Communities

The ARCO Annual Conference | #WhatNext2023

About the ARCO Conference

what
next? 
2023



Recognised as the main agenda-setting event in the Integrated Retirement Community Sector, the **What Next? 2023 Annual Conference** is organised by the Associated Retirement Community Operators (**ARCO**). ARCO's 7th annual conference will take place on the following:

Main Conference Day and Annual Drinks Reception – Wednesday 5 July,
The IET London: Savoy Place, London.

Knowledge Exchange Workshop Day – Thursday 6 July, Trowers & Hamlins
LLP, London



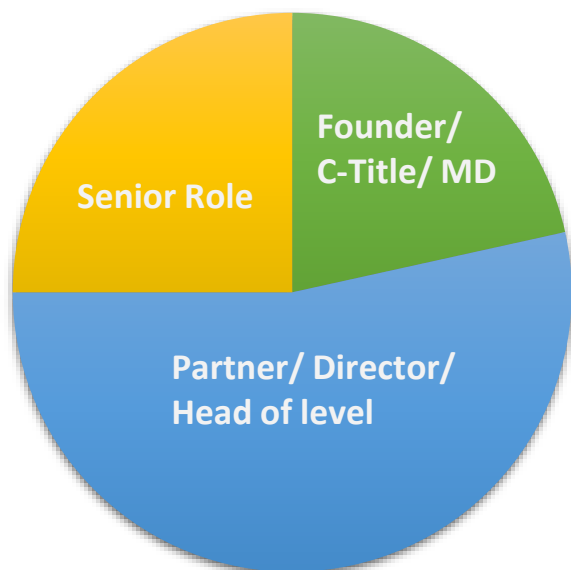
"As always the ARCO conference was informative. It is the best conference for older people's housing as it delves into the current issues which our sector faces".

2022 Delegate feedback

Why work with us?

With more than **93%** of respondents attending last year's conference **'likely or 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 sold out conference welcomed over **400** attendees that included a high complement of senior decision-makers in the industry, including:



- **81** delegates at Founder, C-Level, Managing Director or Board Chairman level, an **increase of 5%** from 2021
- **201** delegates at Partner, Associate, Director or Head of level, an **increase of 35%** from 2021
- **94** delegates in Senior Manager roles an **increase of 77%** from 2021

“Sponsoring the ARCO conference puts your organisation at the centre of an exciting a rapidly expanding sector. If you want meaningful conversations with leaders in the Retirement Living Sector then without question it is the right place to be”



86% of respondents rated the conference as **‘excellent’ to ‘very good’**.

‘Networking opportunities’ and **‘speakers’** were rated by delegates as the most enjoyable aspect of the conference, with **‘topics and content’** being the second.

2022 Conference Testimonials

This was an excellent event - with a great balance of thought-provoking content and discussion, and ample time and opportunity to network and build new relationships

As always, a very relevant and interesting conference with excellent networking opportunities!

A great opportunity for a new person in this arena to meet specialists

The conference always successfully brings together people from different parts of the industry working towards a common goal. I always leave the conference more informed than I arrived and having met a host of new potential business partners, so will look forward to next year's conference



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 2023 are below:



| | | |
|---|----------------------|--------------------------|
| Headline Sponsor | 1 package available | £16,000 plus VAT |
| Event Partner | 4 packages available | £8,000 - plus VAT |
| Exhibitor space (Day 1 only) | 3 packages available | £4,500 plus VAT |
| Supplier Hub space (Day 1 only) | 4 stands available | £2,500 plus VAT |
| Annual Drinks Reception Sponsor (Day 1 only) | 1 package available | £8,000 plus VAT |

*ARCO Network benefit from 10% off sponsorship and exhibitor rates

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 |
|---|--|---|--|--|
| Exclusive sponsorship element | | | | |
| 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 do on stage conference welcome on Day 1 | ✓ | | | |
| Opportunity to host a workshop at Knowledge Exchange Day* | ✓ | ✓ | | |
| Onsite promotion | | | | |
| Exhibition stand | 1 double stand or 2 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 | ✓ | ✓ | ✓ | ✓ |
| Pre-event advertising | | | | |
| Logo placement | All event collateral | Website - EP section | Website Exhibitor section | |
| Logo included in pre-conference campaigns | ✓ | Recognition with branding below Official sponsor | ✓ | ✓ |
| Media relations & social media | | | | |
| Promotion to media outlets as a major supporter | ✓ | | | |
| Promotion via ARCO social media platforms | ✓ (sole) | ✓ (as group) | ✓ (as group) | ✓ (as group) |
| Conference attendance | | | | |
| 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



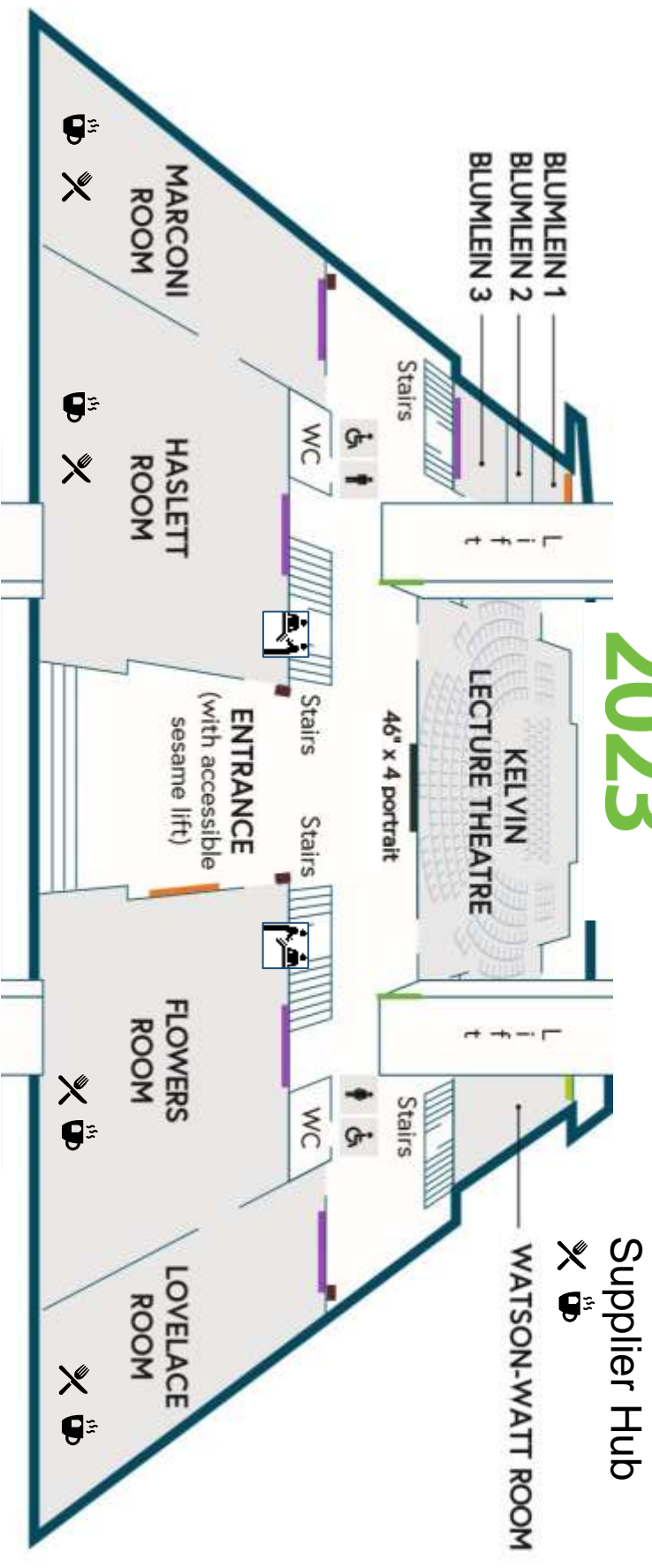
- 2-hour post conference drinks and canape reception with spectacular views of the London Embankment.
- Prominent branding of the room including screens and the opportunity to place pop-up banners.
- Opportunity to place collateral/literature on poseur tables and in delegate goody bags.
- Double exhibition stand space within the room.
- Sponsor name and logo on all pre-event marketing and in the 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

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Get in touch with us

To discuss opportunities and packages please contact:
Katie Draper, Director of Membership & Operations

T: 07539 533339

E: katiedraper@arcouk.org



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