



# 3 & 4 July 2024

Day 1: IET London, Savoy Place

Day 2: Trowers & Hamlin LLP London

## Sponsor & Exhibitor Opportunities



Setting Standards for  
Retirement Communities

ARCO Annual Conference | #WhatNext2024

# About the ARCO Conference



what  
next?   
2024

Recognised as the main agenda-setting event in the Integrated Retirement Community Sector, the **What Next? 2024 Annual Conference** is organised by the **Associated Retirement Community Operators (ARCO)**. The 8th annual conference will take place on the following:

- **Main Conference Day and Annual Drinks Reception** – Wednesday 3 July, The IET London: Savoy Place, London
- **Knowledge Exchange Workshop Day** – Thursday 4 July, Trowers & Hamlin LLP, London

*"A pivotal event in the retirement industry sector, providing, insights, support, advocacy, camaraderie & a passion for progress and growth"*

*2023 Delegate feedback*

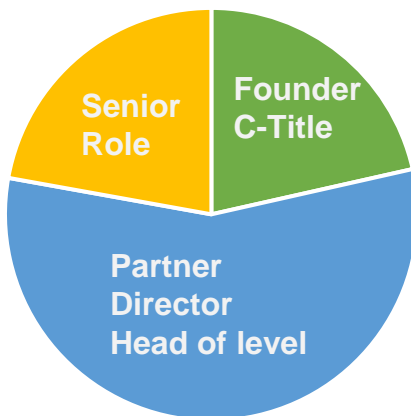




# Why work with us?



- ❑ The conference offers a unique opportunity for industry suppliers to achieve brand visibility, to network, and promote their businesses to key decision-makers in the IRC sector.
- ❑ **89%** of respondents attending the **sold-out 2023** conference rated the event as **'excellent or very good'**.
- ❑ **Over 91%** of respondents were **'likely or very likely to attend again this year'**.
- ❑ Respondents rate **'Speakers'**, **'Content'**, and **'Networking opportunities'** as the most enjoyable elements of the event.
- ❑ Last year's annual conference welcomed over **400** attendees that included a high complement of senior decision-makers in the industry, including:



- **93** delegates at Founder, C-Level, Managing Director or Board Chairman level, an **increase of 15%** from 2022
- **244** delegates at Partner, Associate, Director or Head of level, an **increase of 22%** from 2022
- **94** delegates in Senior Manager roles an **increase of 10%** from 2022



*"ARCO's conference delivered the variety of speakers to address the importance of the later living sector and why we need to get on with delivering more if we are to truly deliver appropriate housing choices for older people. We are delighted to have been an Event Partner for the 2nd year running"*

2023 Sponsor

# 2023 Conference Testimonials



*"An excellent two days spent with professionals who are passionate about Integrated Retirement Living. What Next? influences government policy across multiple departments for the benefit of all ages. Raising the profile and understanding of what IRCs can deliver"*

*"A wonderfully insightful and thought-provoking conference. There is a real feeling of collaboration and community, even though many (attending) are 'competitors' that is put aside to drive up standards and help deliver ARCO's and its member's important purpose!"*



*"Fantastic conference - great content, speakers and great opportunities for networking"*

*"Best networking opportunity of the year"*

*"A fantastically informative couple of days that left me feeling energised over the future of the sector"*

*"A great event to learn more about the sector, network with peers and reaffirm the importance of our collective purpose. I left with not only lots of ideas but a bigger network that I know I will reconnect with to collaborate and work together"*



# 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 2024 are below\*:

Headline Sponsor	<b>SOLD OUT</b>	<b>£16,800</b>
<b>Annual Drinks Reception Sponsor</b> (Day 1 only)	1 package available	<b>£10,250</b>
<b>Event Partner</b>	3 packages available	<b>£8,200</b>
<b>Exhibitor space</b> (Day 1 only)	3 packages available	<b>£4,500</b>
<b>Supplier Hub space</b> (Day 1 only)	4 stands available	<b>£2,000</b>
<b>Welcome Tote Bag Sponsor</b>	1 package available	<b>£3,000</b>

\* All packages are excluding VAT

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



# Sponsor package benefits

	Headline	Event Partner	Drinks Reception
<b>Exclusive sponsorship element</b>			
Prominent visibility on day	Sole visibility stage branding; double or 2 single stands in main exhibition rooms	Favourable exhibition stand in main exhibition rooms	Sole branding on screens in Drinks Reception room
Special mention from ARCO Chair	✓	-	-
Opportunity to do on stage conference welcome / presentation on Day 1*	✓	-	Opportunity to deliver drinks reception welcome
Opportunity to host a workshop at Knowledge Exchange Day*	✓	✓	✓
<b>Onsite event promotion</b>			
Logo placement on main stage slides	✓	✓	✓
Exhibition stand	Double stand or 2 single stands in main exhibition rooms	Single stand	Double stand space in Riverside Room (DR venue)
Delegate Welcome Tote Bag (450)	Option to place promotional materials in welcome bags		
Prominent positioning within brochure and marketing materials	✓	Visibility within brochure & marketing materials below official sponsor	Visibility within brochure & marketing materials below official sponsor
Sponsor designation on badge	✓	✓	✓
<b>Pre-event advertising</b>			
Logo placement on website	✓	✓ (below headline)	✓ (below headline)
Logo included in pre-conference campaign emails	✓	✓ (below headline)	✓ (below headline)
Official Conference Supporter assets (social cards, email banner)	✓	✓	✓
<b>Media relations &amp; social media</b>			
Promotion to media outlets as a major supporter via Press release	✓	-	-
Promotion via ARCO social media platforms (LinkedIn, X and Instagram)	✓ (solo)	✓ (as group)	✓ (as group)
<b>Conference attendance</b>			
Complimentary tickets (inc. speakers & stand representatives)	5 (Day1 & 2)	3 (Day1 & 2)	4 (Day 1 & 2)
Ticket discounts	30% of ARCO Network rate (subject to availability)		

\*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.

# Exhibitor package benefits

	Exhibitor	Supplier Hub	Goody Bag
<b>Exclusive exhibitor element</b>			
Prominent visibility on day	-	-	Logo placed on front of WN2024 Tote Bag (2 colour max)
<b>Onsite event promotion</b>			
Exhibition stand	Single stand	Poseur table + banner space	
Prominent positioning within conference brochure	Inclusion in Exhibitor section of brochure	Inclusion in Supplier Hub section of brochure	Inclusion in Supplier Hub section of brochure
Delegate Welcome Tote Bag (450)	-	-	Option to place promotional materials in welcome bags
Exhibitor designation on badge	✓	✓	✓
<b>Pre-event advertising</b>			
Logo placement on website	Website exhibitor section		
Logo included in pre-conference campaign emails	✓ (below Event Partners)	✓ (below Exhibitors)	✓ (with Supplier Hub)
Official Conference Supporter assets (social cards, email banner)	✓	✓	✓
<b>Media relations &amp; social media</b>			
Tagged via ARCO social media platforms (LinkedIn, X and Instagram) (up to 2 tags)	✓ (as group)	✓ (as group)	✓ (as group)
<b>Conference attendance</b>			
Complimentary tickets (inc. stand representatives)	2 (Day 1 only)	1 (Day 1 only)	2 (Day 1 only)
Ticket Discounts	30% discount on further conference tickets (subject to availability)		

# The ARCO Annual Drinks Reception – 3 July



ARCO's Annual Drinks Reception takes place following the close of the programme on the first day of the conference. Set against the stunning London skyline on the Embankment, this is the sector networking event not to miss. Supporting the drinks reception places your brand front and centre of this much-loved and popular event. The package includes:

- Enjoy a 2-hour post conference drinks and canape reception with spectacular views of the London Embankment.
- Benefit from prominent branding of the room including screens and the opportunity to place your own branded pop-up banners and double exhibition stand space within the room.
- Opportunity to place collateral/literature on poseur tables and in delegate welcome Tote bags.
- 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 & Knowledge Exchange Day.

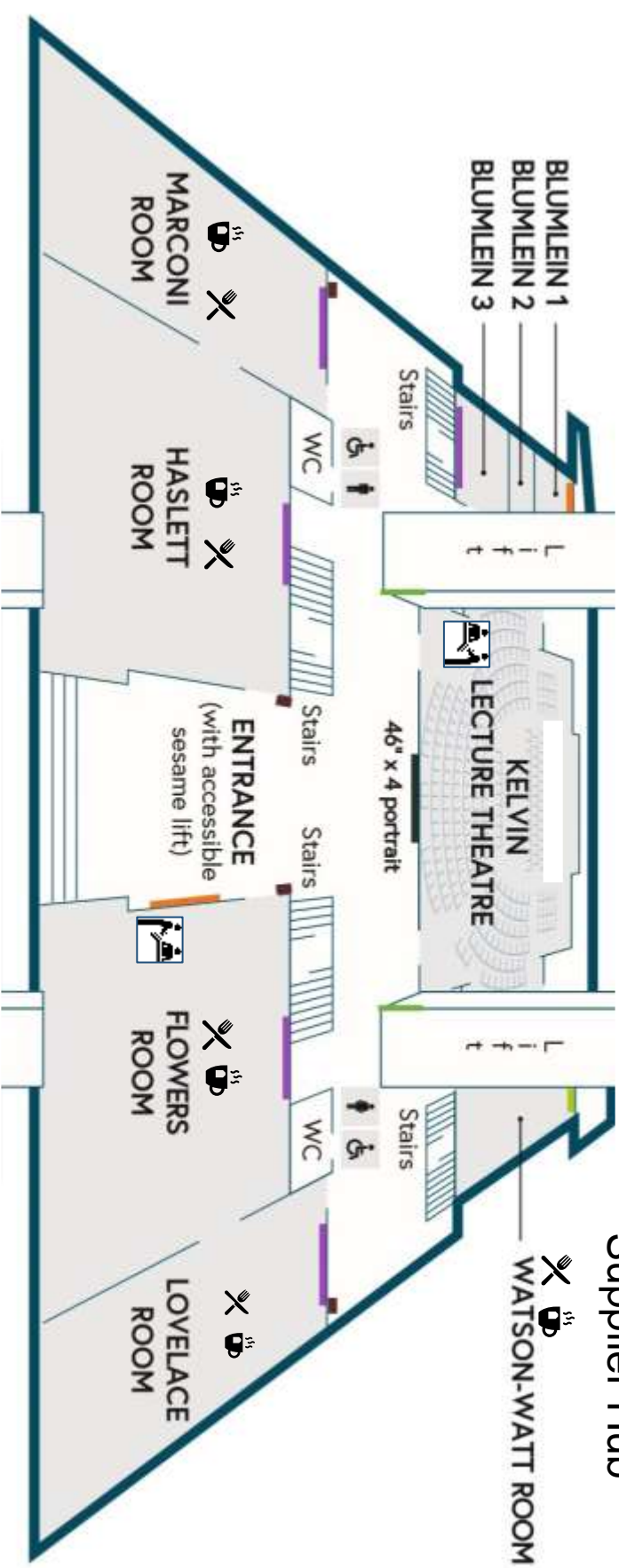




IET London: Savoy Place – ARCO Conference Layout

what  
next  
2024

Supplier Hub



# The ARCO Annual Conference



## Get in touch with us

To discuss opportunities and packages please contact:  
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