

what
next? 
2025

The ARCO Annual Conference



Sponsor & Exhibitor Opportunities
2 & 3 July 2025, London



Setting Standards for
Retirement Communities

ARCO Annual Conference
#WhatNext2025

About the ARCO Conference

Recognised as the main agenda-setting event in the Integrated Retirement Community Sector, the **9th Annual Conference, *What Next? 2025*** is organised by the **ARCO**, the **Associated Retirement Community Operators**



The Conference at a glance

400+

Delegates attended the 2024 ARCO Conference

96%+

Delegates were owner, or at senior level

200+

Sector leading organisations were represented last year

97%+

Respondents were 'likely' or 'very likely' to attend again this year

The Venue

Wednesday 2 July

Conference programme and Annual Drinks Reception

The IET London: Savoy Place, London

Thursday 3 July

Knowledge exchange and in-depth workshop day
Trowers & Hamlin LLP, London



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



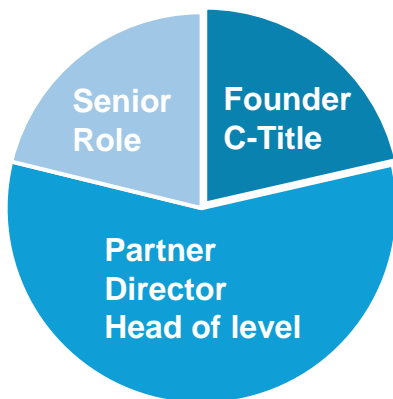
95% of respondents attending the **2024** conference rated the event as '**excellent or very good**'



Respondents rated the '**Speakers**', '**Content**', and '**Networking opportunities**' as the most enjoyable elements of the event



Our delegates



- **84** delegates at Founder, C-Level, Managing Director or Board Chairman level
- **225** delegates at Partner, Associate, Director or Head of level,
- **83** delegates in Senior Manager roles an **increase of 10%** from 2022

2024 Conference Testimonials



'Very well organised, professional event providing access to target audience' –
Sponsor feedback, 2024



'Good brand exposure and seminar attendance' –
Sponsor feedback 2024



'Having our brand in the hands of all of the delegates and how that opened up conversations' -
Sponsor feedback, 2024



'Two days full of learning, interesting conversation and sharing knowledge. It's the 2nd year that I've attended and I'm already looking forward to 2025 – such a valuable event!' –
Delegate feedback, 2024



'Highly informative event both in terms of knowledge sharing and networking across different professions and fields of interest involved in IRCs. Highly recommend attending, and will do so again next year' –
Delegate feedback, 2024



'A very well organised and professional event that brings together the key senior people within the sector, providing unparalleled opportunities to meet key players and understand future developments' –
Sponsor feedback, 2024



'It was an absolute privilege to attend the ARCO 2024 conference. The event brilliantly showcased innovative strategies and insights that are vital for anyone operating in the retirement living sector. The sessions were enlightening, offering actionable advice that is directly applicable to operators, developers, funders and advisors. Networking with fellow professionals provided valuable connections that will undoubtedly generate new business in the quarter ahead. This conference is a must-attend for those committed to excellence and forward-thinking in the IRC space' - Delegate feedback, 2024






Be part of the largest event of the sector!



Our sponsorship packages and exhibitor 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 2025 are below*:

	Headline	1 package available	£16,800
	Annual Drinks Reception Sponsor (Day 1 only)	SOLD OUT	
	Event Partner	only 2 packages available	£8,200
	Exhibitor space (Day 1 only)	3 packages available	£4,500
	Supplier Hub space (Day 1 only)	only 2 packages available	£2,000

* All packages are excluding VAT

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

Sponsor package benefits

	Headline	Event Partner	Drinks Reception
Exclusive sponsorship element			
Prominent visibility on day	Sole visibility on stage branding (digital stage banners) + prime stand location	Favourable exhibition stand location 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*	✓	✓	✓
Onsite event promotion			
Logo placement on main stage slides	✓	✓	✓
Exhibition stand (Day 1 only)	Double stand space in day exhibition rooms	Single stand space in day exhibition rooms	Single stand in day exhibition rooms. Stand space in drinks reception room.
Prominent positioning within brochure (digital and/or printed) and marketing materials	✓	Visibility within brochure & marketing materials below headline sponsor	Visibility within brochure & marketing materials below headline sponsor
Sponsor designation on badge	✓	✓	✓
Pre-event advertising			
Logo placement on conference website	✓	✓ (below headline)	✓ (below headline)
Logo included in pre-conference campaign emails	✓	✓ (below headline)	✓ (below headline)
Official Conference Supporter assets (social cards, email banner)	✓	✓	✓
Media relations & social media			
Promotion to media outlets as a major supporter via Press release	✓	-	-
Promotion via ARCO social media platforms	✓ (solo)	✓ (as group)	✓ (solo)
Conference attendance			
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
Exclusive exhibitor element		
Onsite event promotion		
Exhibition stand in networking / catering rooms	Single stand	Poseur table + banner space
Prominent positioning within conference brochure (digital and/or printed)	Inclusion in Exhibitor section of brochure (digital and/or printed)	Inclusion in Supplier Hub section of brochure
Exhibitor designation on delegate badge	✓	✓
Pre-event advertising		
Logo placement on conference website	Conference website - exhibitor section	
Logo included in pre-conference campaign emails	✓ (below Event Partners)	✓ (below Exhibitors)
Official Conference Exhibitor assets (social cards, email banner)	✓	✓
Media relations & social media		
Tagged via ARCO social media platforms (pre and post conference)	✓ (as group)	✓ (as group)
Conference attendance		
Complimentary tickets (inc. stand representatives)	2 (Day 1 only)	1 (Day 1 only)
Ticket Discounts	30% discount on further conference tickets (subject to availability)	

Sponsors and exhibitors are able to hire various sizes of LED screens and dedicated wifi connections from the venue via ARCO

The ARCO Annual Drinks Reception, 2 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.



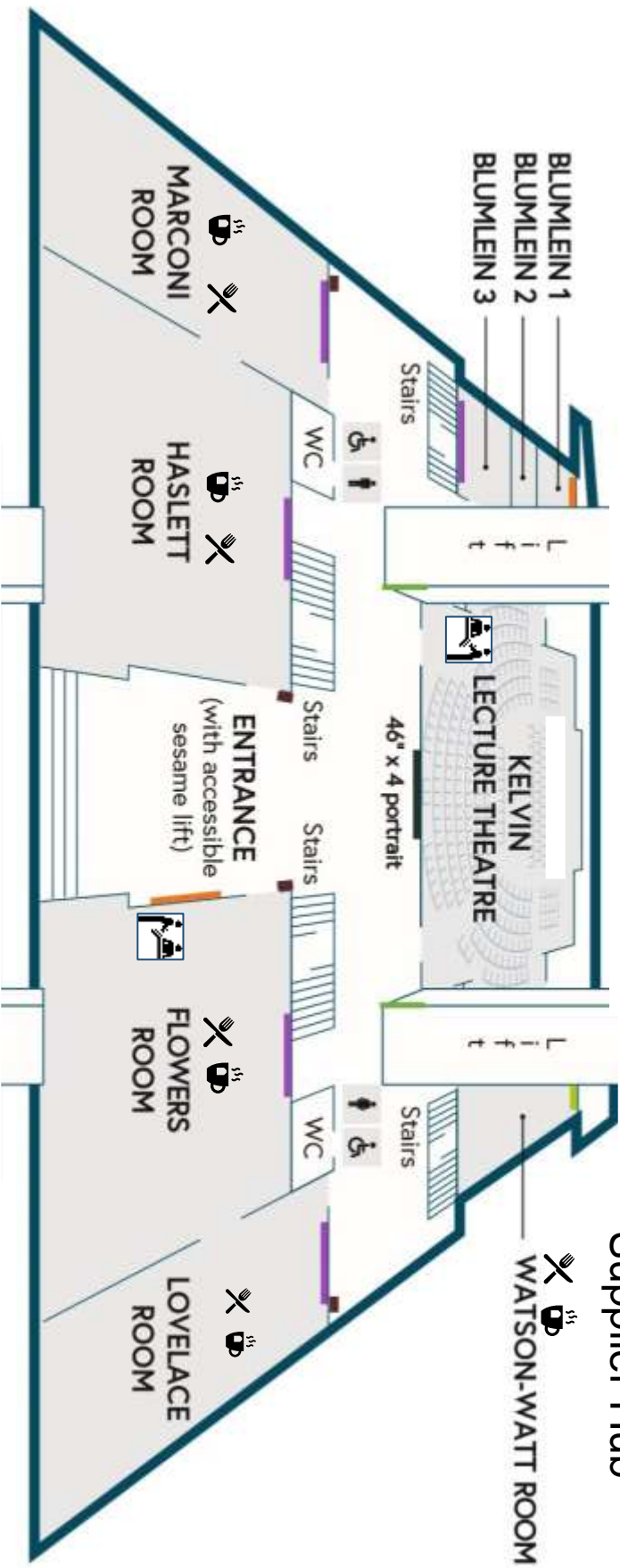
This package includes:

- 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 exhibition stand space within the room.
- Opportunity to place collateral/literature on poseur tables and in the room.
- Sponsor name and logo on all pre-event marketing and in the official conference brochure (printed and/or digital)
- Pre and post sponsor thank you and images shared on ARCO social media channels.
- 4 Complimentary tickets to attend Conference Day 1 on 2 July

IET London: Savoy Place – ARCO Conference Layout – 2 July



Supplier Hub



The ARCO Annual Conference



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



Setting Standards for
Retirement Communities