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WEBSITE [www.alzbr.org](http://www.alzbr.org)

Dear Community Member

Alzheimer's Services is a local nonprofit organization dedicated to providing education and support to those affected by Alzheimer's in the Greater Baton Rouge Area. **Our mission is to teach, care for, and connect with those in the community with Alzheimer's or other memory-related brain impairments.** For over 34 years, the organization has been considered the authoritative information and resource center in the community.

One of our many successful programs is the Education Conference on Alzheimer's. The organization has been hosting this conference in the community for twenty-three years. The conference will be held on **Wednesday, March 29, 2017 from 8:00 am – 4:30 pm** at the **Belle of Baton Rouge Casino & Hotel**, 103 France Street, Baton Rouge, Louisiana 70802. The 2017 education conference theme is "*Finding the Inspiration to Thrive*".

**The standard attendance for the conferences ranges from 200+ participants from around the state of Louisiana with some attendees traveling from out of state.** Conference attendees consist of primarily family caregivers and healthcare professionals (registered nurses, social workers, speech and occupational therapists, counselors, physicians, nursing facility administrators, and audiologists).

We hope you consider participating in the conference either as a sponsor or exhibitor. Please visit our website at [www.alzbr.org](http://www.alzbr.org) for more information about our conference, other educational programs, support services, and our award winning program, Charlie's Place.

If have any questions or need more information, please contact, **Kristi Mellion at 225-334-7494 or [coordinator@alzbr.org](mailto:coordinator@alzbr.org).**

Sincerely,

*Kristi Mellion*

Kristi Mellion, MPH  
Program Coordinator  
Alzheimer's Services of the Capital Area  
Tel: (225) 334-7494  
Fax: (225) 387-3664  
Email: [coordinator@alzbr.org](mailto:coordinator@alzbr.org)

Alzheimer's Services of the Capital Area is proudly accredited by the **Standards for Excellence Institute**® as having met all the requirements of the *Standards for Excellence*®: *An Ethics and Accountability Code for the Nonprofit Sector*.



Alzheimer's Services of the Capital Area Presents  
24<sup>th</sup> Annual Education Conference on Alzheimer's Disease:  
***"Finding the Inspiration to Thrive"***

The Belle of Baton Rouge  
March, 29, 2017

FACT SHEET

**DATE:** Wednesday, March 29, 2017

**TIME:** 8:00 AM – 4:45 PM      Onsite registration begins at 7:30 am.

**REGISTRATION:** Pre-registration preferred. Onsite/late registration will be an additional \$25.00 for health professionals, family Caregivers, and students.

**FEE SCHEDULE:** Healthcare Professional-\$125.00, Family Caregiver-\$40.00  
Continuing Education Credit (CEU) offered for healthcare professionals.

**PRESENTATIONS TOPICS:** 1) Why Do They Do That? Understanding Symptoms and Behaviors in Dementia  
2) Sexuality and Intimacy – It's Time to Talk About It  
3) Learning the Art of Being an Advocate & Partner - Not an Adversary or a Boss AND Not Giving Up.  
4) Helping When Someone Has Young Onset Dementia

**PRESENTER BIOGRAPHY**



Today's Voice for Dementia, Teepa Snow is one of the world's leading advocates and educators for anyone living with dementia. Teepa's philosophy is reflective of her education, work experience, medical research, and first hand caregiving experiences. Her advocacy efforts led her to the development of the GEMS® dementia classification model and the Positive Approach® to Care training strategies.

An Occupational Therapist by trade, she graduated from Duke University and has an MS degree from the University of North Carolina in Chapel Hill. Teepa has over 35 years of clinical experience in the field of geriatrics and dementia care, as well as having provided care to family members with dementing illnesses. Currently, she has an independent practice as well as a clinical appointment with Duke University's School of Nursing & UNC-CH School of Medicine. She provides interactive and creative educational and practical hands-on training sessions to organizations and providers throughout the US, Canada, Australia and the UK. She has been actively involved in teaching and clinical research projects throughout her practice career. Teepa has impacted hundreds of organizations worldwide with her education, now sold in over 30 countries

Teepa's personal mission is to help others better understand how it feels to be living with dementia. She utilizes her gifts of role play to demonstrate behavioral states and stages of dementia. This results in greater understanding for her audiences.

Her company, Positive Approach, LLC, was founded in 2006 and offers person centered training opportunities in the United States, Canada, Australia and the UK.

Registration includes a breakfast, lunch, all conference materials, and access to exhibits. Registration as a Healthcare Professional will include certification of Continuing Education. **For more information about the conference or for Sponsorship/Exhibit Opportunities, contact: Kristi Mellion, (225) 334-7494 or (800) 548-1211. Email: [coordinator@alzbr.org](mailto:coordinator@alzbr.org)**

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March, 29, 2017

**SPONSORSHIP OPPORTUNITIES**

**PRESENTING SPONSOR**

**\$5000**

Presenting Sponsors receive recognition:

- Conference **brochure**
- Full page ad in conference booklet
- Featured in conference marketing materials
- Your website link on our conference webpage
- Featured on all press releases from January to conference date
- Alzheimer's newsletter (circulation 8,500+)
- Social media (Facebook and Twitter)
- **Free exhibit space outside the conference room**
- **Free conference Admittance for 2**

**GOLD SPONSOR**

**\$2500**

Gold Sponsors receive recognition:

- Conference **brochure**
- 1/2 page ad in conference booklet
- Featured in all conference materials
- Featured in all press releases from January to conference date
- Alzheimer's newsletter (circulation 8,500+)
- Social media (Facebook and Twitter)
- **Free exhibit space**
- **Free conference Admittance for 2**

**SILVER SPONSOR**

**\$1000**

Silver Sponsors receive recognition:

- Featured in conference marketing material
- 1/3 page ad in conference booklet
- Alzheimer's newsletter (circulation 8,500+)
- All press releases from January to conference date
- Social media (Facebook and Twitter)
- **Free exhibit space**
- **Free conference admittance for 1**

**BRONZE SPONSOR**

**\$500**

Bronze Sponsors receive recognition:

- Conference material as an sponsor.
- Listing in conference booklet
- Alzheimer's newsletter (circulation 8,500+).
- Social media (Facebook and Twitter)

To become a sponsor of the 24<sup>th</sup> Education Conference on Alzheimer's Disease, complete the enclosed Sponsorship Commitment Form and send to Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA 70806 or fax to (225) 387-3664. For more information, contact Kristi Mellion, Program Coordinator, at (225) 334-7494 or email to [coordinator@alzbr.org](mailto:coordinator@alzbr.org).

**Deadline for Sponsorships is February 1, 2017**

***No refunds will be issued for sponsorship cancellations.***

Food sponsorship opportunities are available for breakfast, lunch, and snacks for the conference. Please call the office for more details about this option.

**ALL FUNDS RAISED HERE, STAY HERE.**

Alzheimer's Services of the Capital Area Presents  
24<sup>th</sup> Annual Education Conference on Alzheimer's Disease:

***Finding the Inspiration to Thrive***

The Belle of Baton Rouge  
March, 29, 2017

**SPONSORSHIP COMMITMENT FORM**

To become a sponsor of the 24<sup>th</sup> Education Conference on Alzheimer's Disease, complete the enclosed Sponsorship Commitment Form with payment and send to Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA 70806 or fax to (225) 387-3664. For more information, contact Kristi Mellion, Program Coordinator, at (225) 334-7494 or email to [coordinator@alzbr.org](mailto:coordinator@alzbr.org).

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Name of Agency \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

Description of Organization/Company Services \_\_\_\_\_

As a **Presenting** or **Gold Sponsor** you will receive free admittance for two, and as **Silver** you will receive free admittance for one. Will you attend the conference sessions?  Yes  No

If yes, name of individual(s) attending: \_\_\_\_\_

**Sponsorship Fees** (please circle sponsor level:

Presenting Sponsor \$5000      Gold Sponsor \$2500      Silver Sponsor \$1000      Bronze Sponsor \$500.00

**TOTAL ENCLOSED \$** \_\_\_\_\_

**Method of Payment:**

Charge the following:  MasterCard     VISA     American Express     Discover

Check enclosed (made payable to Alzheimer's Services)

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security # (back of card): \_\_\_\_\_

Name that Appears on Card: \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

\_\_\_\_\_  
Name (Director or Manager giving approval)

\_\_\_\_\_  
Title

ALL FUNDS RAISED HERE, STAY HERE.

# What Sponsors and Exhibitors Are Saying About Our Past Education Conferences!

- We enjoyed attending the conference. It gives us an opportunity to share with “caregivers” and others that work with Alzheimer’s patients...2016 Education Conference.
- Conference is always a great idea and use of time for our services! Some can feel like it’s difficult to spend time with participants at events. But this allows ample opportunity to discuss services. Thanks for allowing us to be part of the conference... 2016 conference.
- We enjoyed being part of today’s conference. All aspects of the set-up were well done and everyone was very courteous. Thank you...2016 conference
- Fantastic opportunity for us to get the word out...2016 Education Conference
- Great Experience. I will be returning next year...2015 Education Conference.
- Wonderful experience, both professionally and personally...2015 Education Conference
- Thanks for having us. Excellent experience...2014 Education Conference
- Great Attendance and great exposure...2014 Education Conference
- Teepa Snow best speaker in years...2014 Education Conference
- Wonderful! Thoroughly enjoyable!..2013 Education Conference

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**EXHIBITOR COMMITMENT FORM**

**To become an exhibitor at the 24th Annual Education Conference on Alzheimer's Disease**, complete the enclosed form with your payment to: Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA 70806. This form can also be faxed to the office (225) 387-3664. For more information, please contact Kristi F. Mellion, Program Coordinator at (225) 334-7494; email to [coordinator@alzbr.org](mailto:coordinator@alzbr.org).

**Deadline to Reserve Your Space is February 1, 2017**

*No refunds will be issued for cancellations.*

Name of Agency \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

**Description of Organization/Company Services** \_\_\_\_\_

Description of Exhibit Content : \_\_\_ Brochures \_\_\_ Coupons \_\_\_ Demonstrations

**Fee for exhibit space for the conference is \$275**

**TOTAL ENCLOSED** \$ \_\_\_\_\_

**Method of Payment:**

Charge the following:  MasterCard  VISA  American Express  Discover

Check enclosed (made payable to Alzheimer's Services of the Capital Area)

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security # (back of card): \_\_\_\_\_

Name that Appears on Card: \_\_\_\_\_

Billing Address if different from above: \_\_\_\_\_

\_\_\_\_\_  
**Name (Director or Manager giving approval)**

\_\_\_\_\_  
**Title**

ALL FUNDS RAISED HERE, STAY HERE.