



Dear Community Member,

Alzheimer's Services is a local nonprofit organization dedicated to providing education and support services to those affected by Alzheimer's. Our mission is to teach, care for and connect with those in the community with Alzheimer's or other memory-related impairments. With over 20,000 individuals impacted by the disease in Baton Rouge and the nine surrounding parishes, the organization works diligently to increase access to programs and services that address direct needs such as educational programs, support groups, and respite services.

One of our most successful programs is the Annual Education Conference. The next conference will be held on Wednesday, April 17, 2024 from 8:00 am to 4:30 pm at the Crowne Plaza Executive Center located at 4728 Constitution Avenue in Baton Rouge. We will host Adria Thompson, SLP, Owen Carmichael, PhD, and a dementia professionals panel. We have been hosting this conference for 29 years, and we are very excited to welcome attendees for education on topics like practical dementia care tips and Alzheimer's and dementia drugs.

The standard attendance for the conference ranges from 300-350 family caregivers and healthcare professionals (registered nurses, social workers, speech and occupational therapists, counselors, physical therapists, nursing facility administrators, and audiologists). However, the conference is open to all who are eager to better understand and provide care for individuals with Alzheimer's and other memory impairments.

We invite you to participate in the conference as an attendee, a sponsor and/or an exhibitor. We seek to provide a wide array of community services to those caregivers and professionals attending. We ask you to join us in this effort through our Sponsor Program and Exhibitor Show. The attached packet contains event details for Sponsors and Exhibitors. You may also visit our website at [www.alzbr.org](http://www.alzbr.org) for information about the conference, our other educational programs, support services, and our award-winning activity and respite programs at Charlie's Place in Baton Rouge and Gonzales.

Please contact me with any questions and for more information. We look forward to hearing from you soon and working with you to support those affected and their families.

Sincerely,  
Brook Kitto  
Programs Coordinator  
[Programs3@alzbr.org](mailto:Programs3@alzbr.org)  
Phone: 225-334-7494  
Fax: 225-387-3664

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SAMPLE POSTER

Alzheimer's®  
SERVICES  
of the Capital Area



Education  
Conference

APRIL 17, 2024

8:00 AM – 4:30 PM

CROWNE PLAZA

4728 Constitution Ave., BR, 70808

Keynote Speaker



Owen Carmichael, PhD  
Professor & Director of Imaging,  
Pennington Biomedical  
Research Center



Adria Thompson, SLP  
Founder,  
Be Light Care Consulting



Discussion panel  
of dementia care  
professionals

Online registration opens February 1!

Visit [alzbr.org](http://alzbr.org) or scan



for more information

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COULD BE HERE!



## ADRIA THOMPSON, SLP

### Founder, Be Light Care Consulting

Adria Thompson is a speech language pathologist, a Certified Dementia Practitioner, Certified Montessori Dementia Care Professional and is the founder of Be Light Care Consulting. She has 8 years experience providing one-on-one speech therapy services with adults but found her passion and purpose in specifically working with people with dementia. She has spent the last 3 years developing dementia programs for therapy companies and training other therapists to increase their effectiveness and confidence. She now creates daily videos for those who care for individuals with dementia to provide practical tips and knowledge in hopes of making the caregiving journey a little easier. Please visit [www.belightcare.com](http://www.belightcare.com) for more information.



## OWEN CARMICHAEL, PHD

Professor & Director of Imaging,  
Pennington Biomedical  
Research Center

Dr. Owen Carmichael is a Professor and Director of Biomedical Imaging at Pennington Biomedical. He received his PhD in Robotics from Carnegie Mellon University in 2003 and has been at Pennington Biomedical for the past 10 years. Please visit [www.pbrc.edu/research-and-faculty/faculty/Carmichael-Owen-PhD.aspx](http://www.pbrc.edu/research-and-faculty/faculty/Carmichael-Owen-PhD.aspx) for more information.

## AGENDA

7:30 AM - 8:00 AM	REGISTRATION/BREAKFAST/EXHIBITS OPEN
8:00 AM - 8:15 AM	INTRODUCTION
8:15 AM - 10:15 AM	<i>Adria Thompson</i>
10:15 AM - 10:30 AM	BREAK
10:30 AM - 12:30 PM	<i>Adria Thompson</i>
12:30 PM - 1:00 PM	LUNCH
1:00 PM - 1:15 PM	INTRODUCTION
1:15 PM - 2:15 PM	<i>Owen Carmichael, PhD</i>
2:15 PM - 2:30 PM	BREAK
2:30 PM - 3:30 PM	<i>Discussion Panel of Dementia Care Professionals</i>
3:30 PM - 4:30 PM	CONCLUSION/EVALUATION/EXHIBITS OPEN





APRIL 17, 2024  
8:00 AM - 4:30 PM  
CROWNE PLAZA EXECUTIVE CENTER

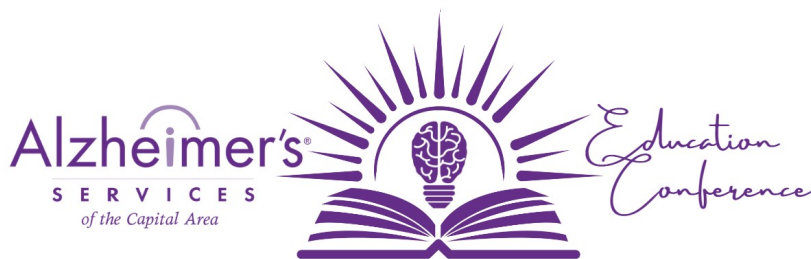
## SPONSOR & EXHIBITOR OPPORTUNITIES

### GOLD SPONSORS \$2000

- Logo recognition in conference materials—brochure (10,000+ distributed), poster, newsletter (circulation 8,500+), social media, giveaway bag, etc.
- Half page color ad in conference booklet
- Sponsor signage at your exhibit space at the conference
- Special spotlight recognition during conference breaks
- Your website link with company logo on our webpage
- Recognition in press releases (from date of commitment to conference date)
- Free exhibit space in vendor tradeshow
- Free admittance for 2

### EXHIBITORS \$250

- Listing in conference materials—newsletter (circulation 8,500+), social media, etc.
- Listing on our webpage
- Free exhibit space in vendor tradeshow



APRIL 17, 2024  
8:00 AM - 4:30 PM  
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## SPONSOR/EXHIBITOR COMMITMENT FORM

To become a sponsor or vendor, please submit this form along with payment to:  
Alzheimer's Services of the Capital Area, 3772 North Blvd., Baton Rouge, LA, 70806  
email to Brook at [programs3@alzbr.org](mailto:programs3@alzbr.org) or fax to (225) 387-3664  
For more information, contact Brook at [programs3@alzbr.org](mailto:programs3@alzbr.org) or (225) 334-7494

**Deadline for Sponsorships is February 9, 2024**

**Deadline for Exhibitor is March 18, 2024**

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

Description of Exhibit Content (please place ✓ by each one):

\_\_\_\_\_ Brochures \_\_\_\_\_ Coupons \_\_\_\_\_ Demonstrations \_\_\_\_\_ Door Prize (s)

**Gold Sponsors** receive free admittance for **2** attendees.

Each sponsor will receive a registration code for their 2 free registrations upon confirmation of sponsorship.

**SPONSORSHIP/EXHIBITOR FEES** (please ✓ appropriate box below):

☐ **Gold Sponsor — \$2000**

☐ **Exhibitor (Exhibit only) — \$250**

### METHOD OF PAYMENT:

\*\*\*Credit Card\*\*\* ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

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

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

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

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

\*\*\*Check\*\*\* ☐ (Make check payable to Alzheimer's Services of the Capital Area)

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

\_\_\_\_\_  
Title

*No refunds will be issued for cancellation or no-show at conference.*