



**Care & Dementia Show**  
3-4 November 2015 NEC Birmingham



**International  
Dementia Conference**  
3-4 NOVEMBER 2015 | VOX BIRMINGHAM

PRESS RELEASE

30 July 2015

## **RANGE OF EXHIBITORS INCREASES AND DIVERSIFIES AT THE NEWLY BRANDED CARE & DEMENTIA SHOW**

- **Inspiration Tours and an Innovation Zone announced as new features to highlight the new and the exciting**

[www.careshow.co.uk](http://www.careshow.co.uk) / [www.internationaldementiaconference.co.uk](http://www.internationaldementiaconference.co.uk)

Organisers of the newly branded Care & Dementia Show – formerly known as Care Show, Birmingham – taking place 3 – 4 November in partnership with the Dementia Services Development Centre’s International Dementia Conference are assembling a significant and increasing number and variety of companies providing a solution for those affected by dementia today in their exhibition.

Because over 1 million people in the UK and 75 million people worldwide will have dementia by 2030, suppliers will attend Care & Dementia Show to target decision-makers from a wide number of sectors that have dementia firmly in their focus: the care industry, housing providers and associations, specialists in technology, planning and design, local authorities, GPs, CCGs and NHS professionals including occupational therapists and nurses and many more.

Chris Edwards, Event Director for UBM’s Care & Dementia Show comments:

*“The range of new exhibitors taking part in this year’s show is striking. From technology, health and safety, uniforms and utilities through to bathing, furniture and professional services, there will be a wealth of choice for all involved in addressing the needs of those affected by dementia at this year’s Care & Dementia Show.”*

With the annual cost of dementia care in the UK alone estimated at £26 billion, the DSDC's International Dementia Conference – a feature of their 25<sup>th</sup> anniversary celebratory Dementia Festival of Ideas in 2015 - will profile international experts highlighting success stories that are helping those affected by dementia across the world today. They include teleconferencing (from India), perceived best practices of what works for relatives (from Spain) as well as a preview of the impending American Strategy for Dementia.

Mr Edwards continued:

*"This year's event will introduce an 'Innovation Zone' for newly launched products to be judged by the event audience – one overall winner will be offered a free stand within this zone at the show. We will also introduce three dedicated Inspiration Tours to focus on Interior Design, Technology and also Assisted Living exclusively for conference delegate participants."*

And exhibitor Claire Shergold of furniture supplier Renray Healthcare added:

*"Attending Care Show Birmingham - now the Care & Dementia Show - is essential to our long term marketing strategy: as an ongoing exhibitor, we feel we have a continued presence in the UK's evolving care and dementia market. We are delighted that this year's event is partnering with the DSDC's International Dementia Conference and excited to meet the new audience this high profile event will bring to the exhibition. I would highly recommend the professional and thought-provoking Care & Dementia Show to any company looking to get the most out of their marketing budget in reaching the real decision makers and influencers for those affected by dementia today and in the future."*

For further information on taking part in the Care & Dementia Show's Innovation Zone and taking part in the show, please contact Jonathan Lancaster on [Jonathan.Lancaster@ubm.com](mailto:Jonathan.Lancaster@ubm.com) or +44 (0) 7921 8341. To register to attend either the International Dementia Conference or the Care & Dementia Show, please visit [www.careshow.co.uk](http://www.careshow.co.uk).

For more on the Dementia Festival of Ideas please visit [www.festivalofideas.org.uk](http://www.festivalofideas.org.uk)

## **ENDS**

For further press information, please contact CUT Communications:

Lucy Clifton

Tel: + 44 (0) 208 334 4008

Email: [lucy.clifton@cut-coms.co.uk](mailto:lucy.clifton@cut-coms.co.uk)

Alexandra Gore

Tel: + 44 (0) 208 334 4007

Email: [alexandra.gore@cut-coms.co.uk](mailto:alexandra.gore@cut-coms.co.uk)

## **Notes to editors**

- **Care & Dementia Show**

Care & Dementia Show is the biggest trade event in the UK for the care and dementia sector and takes place at the NEC, Birmingham on 3-4 November 2015. The show features dedicated suppliers, best practice ideas and technology showcases as well as providing education, products and services for those owning or running any organisation involved in the care of older people and/or affected by dementia. These include proprietors, directors and managers of care homes, nursing homes, domiciliary care agencies, sheltered accommodation, learning disability homes, local authorities, specialist care units, private hospitals and construction companies.

[www.careshow.co.uk](http://www.careshow.co.uk)

- **International Dementia Conference**

Running at The Vox, Birmingham 3-4 November 2015, the International Dementia Conference will bring together leading figures from around the globe and from a variety of different industry backgrounds to learn and share ideas on the best ways to tackle dementia as a global issue. Created for everyone involved in supporting people with dementia and their carers, both in the UK and internationally, the conference runs concurrently with Care & Dementia Show 2015, the largest health and social care exhibition in the UK.

[www.internationaldementiaconference.co.uk](http://www.internationaldementiaconference.co.uk)

- **Dementia Services Development Centre (DSDC), Stirling**

Dementia Services Development Centre is an international centre of knowledge and expertise dedicated to improving the lives of people with Dementia, drawing on research and practice from across the world, to provide a comprehensive, up-to-date resource on all aspects of Dementia. Based at the University of Stirling, DSDC works with individuals and organizations to improve the design of care environments, to make communities Dementia-friendly, to influence policy and to improve services for people with Dementia. 2015 - the

DSDC's 25th anniversary year - is marked by the Dementia Festival of Ideas which will explore the meaning of Dementia to us all, looking at the subject from as many different angles as possible and as creatively it deserves.

[www.dementia.stir.ac.uk](http://www.dementia.stir.ac.uk)

