

GLOBAL PERSPECTIVES ON

CHRONIC DISEASE: PREVENTION & MANAGEMENT

CALGARY CONFERENCE 2007

SPONSORSHIP PROGRAM

OCTOBER 29TH

NOVEMBER 1ST

2007

RE: Major International Conference on Chronic Disease Management

Dear Sir or Madam,

Building on the success of our 2005 conference, The Calgary Health Region, in partnership with the Public Health Agency of Canada, is pleased to draw your attention to an upcoming international conference on chronic disease entitled "Global Perspectives on Chronic Disease: Prevention & Management, The Calgary Conference 2007." The conference will be held from October 29th to November 1st, 2007 in Calgary, Alberta, Canada and we would like to encourage your corporate support for this major international event.

According to the World Health Organization, 60% of all deaths are due to chronic disease. Chronic diseases include heart disease, stroke, cancer, chronic respiratory diseases and diabetes to name just a few.

Of the total 58 million deaths from all causes which occurred in 2005, chronic disease related deaths accounted for 35 million. Over the next 10 years, the number of expected deaths due to chronic diseases is projected to increase by 17%, which means that 388 million people world wide will die in the next 10 years due to chronic diseases.

With these statistics, it is clear that chronic disease is a world wide epidemic that will affect someone we know personally. The Calgary Health Region is recognized as a worldwide leader for its Chronic Disease Management Programs and is pleased to once again host this global event. As was the case in 2005, the conference is expected to draw physicians, nurses, policy administrators and a variety of allied health-care professionals both locally and from around the world.

For your quick reference, please note a few important facts relating to the 2007 conference:

- 1,000 international delegates are expected
- The conference will be held at the Hyatt Regency Calgary Hotel
- Keynote speakers from India, Canada, USA, Australia and Central America are confirmed
- Invitations have been extended to speakers from the UK, Turkey and Switzerland
- For the first time, Canadian and International Awards for Excellence will be presented
- We are proud to be working in partnership with the Public Health Agency of Canada

We believe your involvement in this significant international event will provide benefits to both your organization and the delegates attending the conference. We look forward to your participation in this exciting conference.

For more information on the conference, please visit our website at: www.cdmcalgary.ca.

Sincerely,

Sandra MacDonald Goy

Chair, Sponsorship Committee

Overall Conference Sponsorship Benefits

Level	Number Available	Cost
PLATINUM	2 sponsors	\$20,000.00 each
GOLD	3 sponsors	\$15,000.00 each
SILVER	3 sponsors	\$10,000.00 each
BRONZE	Unlimited	Minimum \$2,000 each

Core Benefits	PLATINUM	GOLD	SILVER	BRONZE
Acknowledgement at Opening and Closing Conference Ceremonies	✓	✓	✓	✓
Corporate Logo on Conference Website	✓	✓	✓	✓
Corporate Logo Linked to Company Site	✓	✓	✓	✓
Corporate Logo in Conference Program	✓	✓	✓	✓
1/4 Page Colour Ad in Conference Program	✓	✓	✓	
Recognition Tent Cards at Selected Event	✓	✓ Stampede Bkfst	✓ Chosen event	
Conference Registration (#/sponsor)	3	2	1	
Gala Dinner Ticket(s)	3	2	1	
Parking Pass(es)	3	2	1	
Booth Space	1 Premium	1	1	
First Right of Refusal for 2009 Conference	✓	✓		
Gala Dinner: Seats Reserved at a VIP Table	✓			

Sponsorship Opportunities	PLATINUM	GOLD	SILVER	BRONZE
Gala Dinner Event	✓			
Poster Showcase Reception	✓			
Conference Print Material		✓		
Audio Visual and Staging Services		✓		
Stampede Breakfast		✓		
Open Public Forum			✓	
Cyber Café			✓	
Welcome Reception			✓	
Purchase 1/4 Page Ad in Conference Program				✓
Delegate Bag Inserts				✓
Pre-conference Workshop (9 available)				✓
Refreshment Breaks (3 available)				✓
Booth Space (4 available)				✓

PLATINUM

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PLATINUM LEVEL SPONSORSHIP • \$20,000

AT OUR MOST PRESTIGIOUS LEVEL, YOUR ORGANIZATION WILL HAVE THE MOST COMPREHENSIVE SPONSORSHIP PACKAGE AVAILABLE.

The Platinum Level sponsorship package includes the following core benefits:

Core Benefits	Platinum
Acknowledgement at Opening and Closing Conference Ceremonies	✓
Corporate Logo on Conference Website	✓
Corporate Logo Linked to Company Site	✓
Corporate Logo in Conference Program	✓
1/4 Page Colour Ad in Conference Program	✓
Recognition Tent Cards at Selected Event	✓
Conference Registration (#/sponsor)	3
Gala Dinner Ticket(s)	3
Parking Pass(es)	3
Booth Space	1 premium
First Right of Refusal for 2009 Conference	✓
Gala Dinner: Seats at Reserved at a VIP Table	✓

Included in the Platinum Level Sponsorship package is your choice of ONE of the following pre-designed packages:

A. GALA DINNER EVENT

Those who attend this event will remember it as the 'special event' of the conference.

This is an exclusive opportunity for your organization's logo to be showcased at the Gala Dinner Event to be held on Wednesday October 31, 2007 in the Hyatt Regency Calgary Ballroom. Tent cards with your company's logo will be placed on each table at the dinner. In addition, your company's support will be acknowledged during the dinner's opening remarks and your logo will be displayed on the two large screens in the ballroom near the centre stage during the opening remarks. You will also have reserved seats at a VIP table during the Gala Dinner.

B. POSTER SHOWCASE RECEPTION

This unique event will provide an opportunity for conference delegates and authors of the scientific posters to mix and mingle. This reception will be held on the night of Tuesday, October 30, 2007 from 5:00 to 6:30 p.m.. This interactive evening is designed specifically for delegates to network over cocktails and appetizers. As the sponsor of this event, you will have the chance to meet privately with all of the authors following the reception from 6:30 to 7:30 p.m.

Your company's support will be acknowledged through signage displayed at this event's entrance and throughout the reception area.

G O L D

SPONSORSHIP OPPORTUNITIES

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GOLD LEVEL SPONSORSHIP • \$15,000

GOLD LEVEL SPONSORSHIP GUARANTEES YOUR ORGANIZATION A HIGH LEVEL OF RECOGNITION AND VISIBILITY AS A SUPPORTER OF OUR CONFERENCE.

The Gold Level sponsorship package includes the following core benefits:

Core Benefits	Gold
Acknowledgement at Opening and Closing Conference Ceremonies	✓
Corporate Logo on Conference Website	✓
Corporate Logo Linked to Company Site	✓
Corporate Logo in Conference Program	✓
1/4 Page Colour Ad in Conference Program	✓
Recognition Tent Cards at Selected Event	✓ Stampede Breakfast
Conference Registration (#/sponsor)	2
Gala Dinner Ticket(s)	2
Parking Pass(es)	2
Booth Space	1
First Right of Refusal for 2009 Conference	✓

Included in the Gold Level sponsorship package is your choice of ONE of the following pre-designed packages:

A. CONFERENCE PRINT MATERIAL

Depending on the time of your confirmed sponsorship, your organization may be recognized on the following conference print material: advance schedule and the delegate conference program that will be distributed to the potential 1,000 registered delegates. In addition, you will be invited to include an approved corporate brochure in the delegate bags.

B. AUDIO VISUAL AND STAGING SERVICES

A critical component of the conference is the use of audio-visual and staging equipment. Your company will have the opportunity for recognition of audio visual sponsorship through signage at all of the sessions taking place in the ballroom which includes the opening and closing conference ceremonies and all plenary sessions.

C. STAMPEDE BREAKFAST

The Stampede Breakfast will be offered the morning of Tuesday October 30, 2007 in the Hyatt Regency Hotel Ballroom. A western band, photos with the Mounties and a delicious buffet breakfast will all add to the excitement of this event. Acknowledgement of your sponsorship will be made through tent cards with your company's logo placed on each table in addition to signage that will be placed at the entrance to the event.

SILVER

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SILVER LEVEL SPONSORSHIP • \$10,000

AT OUR SILVER LEVEL OF SPONSORSHIP, YOUR ORGANIZATION WILL HAVE SIGNIFICANT RECOGNITION OF YOUR ROLE AS A SUPPORTER OF CHRONIC DISEASE PREVENTION AND MANAGEMENT.

The Silver Level sponsorship package includes the following core benefits:

Core Benefits	Silver
Acknowledgement at Opening and Closing Conference Ceremonies	✓
Corporate Logo on Conference Website	✓
Corporate Logo Linked to Company Site	✓
Corporate Logo in Conference Program	✓
1/4 Page Colour Ad in Conference Program	✓
Recognition Tent Cards at Selected Event	✓ Chosen event
Conference Registration (#/sponsor)	1
Gala Dinner Ticket	1
Parking Pass	1
Booth Space	1

Included in the Silver Level sponsorship package is your choice of ONE of the following pre-designed packages:

A. OPEN PUBLIC FORUM

The public event will be offered the night of Tuesday October 30, 2007 at the Hyatt Regency Hotel. It will be the only event offered to target a wider audience as it will be open to the public at no charge. The presentations/workshops will be offered by a variety of recognized health care leaders from both the Calgary Health Region and the International speakers already presenting at the conference. Your company's name and logo will be printed on signage that will be displayed during the public event.

B. CYBER CAFÉ

The cyber café will be located in the grand foyer areas of the Hyatt Regency Hotel which allows for open interaction between the conference delegates. It is a high traffic, highly visible area. The Cyber Café will allow delegates to check their e-mail or surf the net as required and obtain a coffee or tea refreshment in a casual lounge setting. Your organization's logo will be printed on the signage posted at the Cyber Café.

C. WELCOME RECEPTION

The welcome reception will be held on Monday October 29th, 2007 at the Hyatt Regency Hotel. This will be the first social event of the conference and the first chance for the delegates to mix and mingle. Tent cards will be placed on all cocktail tables with your company's name and logo in addition to signage that will be placed at the entrance to the event. The two hour event will include appetizers, refreshments and entertainment.

BRONZE

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BRONZE LEVEL SPONSORSHIP • MINIMUM \$2,000

THE BRONZE LEVEL WILL PROVIDE RECOGNITION OF YOUR ROLE AS
A SUPPORTER OF OUR CONFERENCE.

The Bronze Level sponsorship package includes the following core benefits:

Core Benefits	Bronze
Acknowledgement at Opening and Closing Conference Ceremonies	✓
Corporate Logo on Conference Website	✓
Corporate Logo Linked to Company Site	✓
Corporate Logo in Conference Program	✓

The Bronze Level sponsor is able to choose any of the following pre-designed packages at the listed price.

A. BOOTH SPACE (FOUR AVAILABLE) • \$3,000

Booths will be on display for the entire conference (October 29 – November 1, 2007) in the Grand Foyer of the Hyatt Regency Hotel. Four 8'x10' spaces with skirted table are available.

B. PURCHASE ¼ PAGE AD IN CONFERENCE PROGRAM • \$2,500

For sponsors who want to make an impression and directly target all registered delegates who receive the conference program, this sponsorship item will allow you to place a quarter-page colour ad in the conference program.

C. DELEGATE BAG INSERTS • \$2,000

Have delegates remember your company by inserting a promotional item in their conference delegate bag. Items are paid for and selected by your company, but must be approved by the conference steering committee. Please note that individual groups will need to comply with their professional codes of ethics around promotional material.

D. PRE-CONFERENCE WORKSHOPS (NINE AVAILABLE) • \$2,000

Nine pre-conference workshops will be offered on Monday, October 29, 2007 from 8:30 to 11:30am at the Hyatt Regency Hotel. Themes of the pre-conference workshops include:

- Workshop 1: Innovative Chronic Disease Delivery in Primary Care
- Workshop 2: Information Systems in Chronic Disease Care
- Workshop 3: Self Management Support for Health-Care Providers
- Workshop 4: Calgary Health Region's Living Well with a Chronic Condition Program
- Workshop 5: Self Management Refresher Workshop for Leaders and Trainers
- Workshops 6-9: Clinical Applications for Major Chronic Diseases

Your company's name and logo will be printed on signage to be displayed in each room of the selected workshop.

E. REFRESHMENT BREAKS (THREE AVAILABLE) • \$2,000

Take advantage of your opportunity to reach all conference delegates by sponsoring a refreshment break during the conference program. Choose one of the three (3) refreshment breaks that are interspersed throughout the conference and have your company's name printed on the signage located near the food and beverage table.