



Allergy, Genes and Environment Network
Le réseau des allergies, des gènes et de l'environnement

Seventh Annual Research Conference

INNOVATION from cell to society⁷

February 5 - 7, 2012

Fairmont Royal York, Toronto, Ontario

Sponsorship Prospectus



Doug Brown, www.torontowide.com



AllerGen is supported by the Government of Canada through the Networks of Centres of Excellence program

About AllerGen NCE Inc.

Today over 50% of Canadian families are directly or indirectly affected by asthma and allergic diseases. Over the past six years, AllerGen has been enabling better mechanisms to prevent, manage and treat allergies, asthma, anaphylaxis and related immune diseases and has become a leader in mobilizing related Canadian research, social innovation and knowledge translation.

AllerGen NCE Inc. is a member of Canada's Networks of Centres of Excellence (NCE) programme.



AllerGen represents a co-ordinated Canadian response to the allergic and related immune disease epidemic. The Network continues to expand, bringing together 178 researchers and collaborators, and 426 research trainees and new professionals from across Canada and 34 academic institutions/research institutions and hospitals. The AllerGen network links Canada's leading allergic disease researchers with 109 partners from across Canada, the U.S.A., the U.K., Australia, India, Germany, Sweden, France, Netherlands, Switzerland and El Salvador.

AllerGen's goals are to:

- Catalyze and support **innovative research** that contributes to the **discovery** of the causes, prevention, control or elimination of allergies, asthma, anaphylaxis and related immune diseases.
- Create new opportunities for the **training** of future leaders in allergy and asthma research, patient care, innovation and the health system, and advance professional and lay knowledge about allergic and related immune diseases.
- Catalyze and facilitate the **development** of new research platforms tools, processes, products and services arising from discoveries, and promote their influence on public policy, commercialization and use.
- Develop and maintain **networking** and **partnership** arrangements that enable knowledge mobilization across Canada and internationally.
- Provide responsible, cost effective and accountable **management**, administration and support to all aspects of AllerGen's activities.

Our Target Audience

- Clinicians, researchers, clinician-scientists, pharmacists, respiratory therapists
- Federal and provincial policy makers and regulators
- Consumer and patient advocacy groups
- Representatives from pharmaceutical and bio-technological companies that invest in allergy, asthma and immune disease research and drug discovery
- Workplace health and safety managers
- School board and public health officials
- Food producers and over-the-counter product retailers
- Health entrepreneurs
- Students interested in pursuing a career in the field of allergic and immune disease

Our Commitment to Conference Sponsors

Sponsors have a vital role to play in AllerGen's Seventh Annual Research Conference, and we look forward to building on existing relationships and developing new long-term relationships with partners. The benefits of sponsorship have been designed to optimize your organization's potential to derive clear and immediate value from your investment. We would be pleased to review the benefits of sponsorship with you and respond to any questions that you may have.

Conference Programme

AllerGen's Seventh Annual Research Conference, *Innovation from cell to society*⁷, will showcase all areas of Network research with a special emphasis on birth cohort research and its impact on policy, clinical practice, disease management, prevention and commercial innovation.

Specifically, the program will feature:

- Scientific presentations by leading Network researchers, clinicians and trainees on issues and outcomes arising from AllerGen's nationally networked research program focusing on:
 - The Canadian Healthy Infant Longitudinal Development (CHILD) Study
 - Food Allergy and Anaphylaxis
 - Diagnostics and Therapeutics
 - Gene-Environment Interactions
 - Public Health, Ethics, Policy and Society
 - Mind-Body Interactions and Allergic Disease
 - Occupational and Work-related Allergy and Asthma
- Trainee and New Professionals welcome reception
- Keynote addresses by internationally renowned birth cohort experts
- Expert panel discussions featuring leading researchers, industry and government representatives
- Unique networking opportunities with AllerGen clinician-scientists, researchers, trainees and new professionals, industry members, research partners, patient advocacy group representatives and board members
- Trainee research poster competition and awards
- Conference Gala Dinner

How to Become a Conference Sponsor

Review the sponsorship opportunities on the next page and complete the enclosed Sponsorship Agreement, returning it by fax or mail to the AllerGen Administrative Centre.

Questions?

Contact Dr. Diana Royce, Managing Director and COO, AllerGen NCE Inc. to discuss these opportunities or to arrange a personal meeting.

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Mailing Address:

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Sponsorship Opportunities

ITEM DESCRIPTION		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Corporate Visibility	Introduce Keynote Speaker	✓				
	Introduce Panel or Speaker Session	✓	✓			
	Introduce Trainee Awards Event	✓	✓	✓		
	AllerGen Website	✓	✓	✓	✓	✓
	Conference Registration Brochure	✓	✓	✓	✓	✓
	On-Site Signage	✓	✓	✓	✓	✓
	Company Inserts in Delegate Packages	✓	✓	✓	✓	✓
Engagement Opportunities	Special Meeting with AllerGen Researcher (Topic of Interest to your Organization)	✓				
	Number of 3-day Conference Registrations (Valued at \$350 CDN/pass)	4	3	2	1	
Ad Size	Full page, full-colour, in Conference Programme	✓	✓			
	Half page, full-colour, in Conference Programme			✓		
	Quarter page, full-colour, in Conference Programme				✓	
	Card-sized, full-colour, in Conference Programme					✓
	Sponsorship Value	\$25,000	\$20,000	\$15,000	\$10,000	up to \$5,000

Media Sponsor

Media Sponsor status and press passes are available. Please contact us.



In addition, we are happy to discuss customized sponsorship packages tailored to your organization's needs. Please contact Marta Rudyk, Manager, Communications and Knowledge Mobilization at martarudyk@allergen-nce.ca or (905) 525-9140 ext. 26641.