



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

Sixth Annual Research Conference

INNOVATION from cell to society⁶

February 6 - 8, 2011

The Westin Bayshore, Vancouver, British Columbia



Sponsorship Prospectus

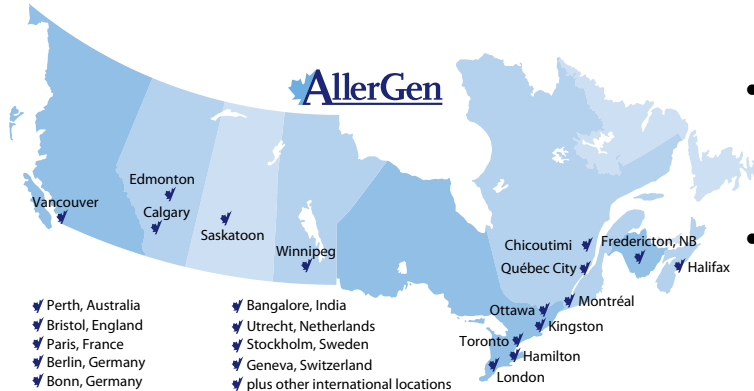


Canada

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

About AllerGen NCE Inc.

AllerGen NCE Inc. is a member of Canada's Networks of Centres of Excellence (NCE) programme. AllerGen's mandate is to contribute to reducing morbidity, mortality and socio-economic impact of allergic and related immune diseases nationally and globally by supporting discovery, development, networking, commercialization, knowledge translation and capacity building activities.



AllerGen represents a co-ordinated Canadian response to the allergic and related immune disease epidemic. The Network continues to expand, bringing together 269 researchers and clinician-scientists, and 400 research trainees, technicians and new professionals from across Canada and 42 academic institutions/research institutions and hospitals.

The AllerGen network links Canada's leading allergic disease researchers with 164 partners from across Canada, the U.S.A., Europe, the U.K., Australia, India and Latin America.

The Network's goals are to:

- Catalyze and support **innovative research** that contributes to the **discovery** of the causes, prevention, control or elimination of allergic and related immune diseases.
- Create new opportunities for the **training** of highly qualified personnel in allergy 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 and technology exchange and exploitation (KTEE).
- 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
- Patients, consumer and patient advocacy groups
- Representatives from pharmaceutical and bio-technological companies that invest in allergy, asthma and related 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 allergy and related immune diseases

Our Commitment to Conference Sponsors

Sponsors have a vital role to play in AllerGen's Sixth 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 Sixth Annual Research Conference, *Innovation from Cell to Society*⁶, will showcase all areas of Network research with emphasis on the impact of this research on policy, clinical practice and disease management. 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:

Programme A - **Gene-Environment Interactions**

Programme B - **Diagnostics and Therapeutics**

Programme C - **Public Health, Ethics, Policy and Society**

In addition, four cross-programmatic, multidisciplinary research teams fostered by AllerGen since its inception will be presented as part of the 2011 showcase.

Cross-programmatic research teams in priority areas:

Established Cross-programmatic Teams

The Canadian Healthy Infant Longitudinal Development (CHILD) Study
Food Allergy and Anaphylaxis

Emerging Cross-programmatic Teams

Mind-Body Interactions and Allergic Disease
Occupational and Work-related Allergy and Asthma

- Trainee-hosted welcome reception
- Keynote addresses by internationally renowned experts
- Expert panel discussions featuring leading researchers, industry and government representatives
- Unique networking opportunities with AllerGen clinician-scientists, researchers, trainees, industry members, research partners and board members
- Trainee research poster and awards
- Conference Gala Dinner

How to Become a Conference Sponsor

Simply 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, AllerGen NCE Inc. to discuss these opportunities or to arrange a personal meeting.

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info@allergen-nce.ca

Mailing Address:

AllerGen NCE Inc.

Michael DeGroot Centre for Learning and Discovery - Room 3120

McMaster University

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Hamilton ON L8N 3Z5

Sponsorship Opportunities

ITEM DESCRIPTION		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Name and Logo Display	Keynote Speaker or Other Special Event by Request	✓				
	AllerGen Website	✓	✓	✓	✓	✓ Name Only
	Conference Registration Brochure	✓	✓	✓	✓	✓ Name Only
	On-Site Signage	✓	✓	✓	✓	
	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	
	Promotional Display Space	✓	✓	✓ Poster Boards		
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				✓	
	Name Mention in Conference Programme					✓
	Company Inserts in Delegate Packages	✓	✓	✓	✓	✓
	Sponsorship Value	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000

Media Sponsor

Please contact Jordan Moore, AllerGen Communications Manager at (905) 525-9140 ext. 26641 or jmoore@mcmaster.ca to discuss media sponsorship opportunities.



In addition, we are happy to discuss customized sponsorship packages tailored to your organization's needs. Please feel to contact us at info@allergen-nce.ca or (905) 525-9140 ext. 26502.