

## SPONSORS – VISIBILITY PLAN

The following section summarizes the visibility plan that Symposium organisers are offering to businesses and organizations that support the event. The attached sponsorship grid presents the structure of the proposed visibility.

Using this sponsorship grid, Symposium organisers wish to recognize the participation of all organizations and companies who provide financial support and to base visibility on the magnitude of their sponsorship.

### THE AGREEMENTS

Specific visibility agreements will be arranged with each sponsor based on the level of financial participation. Contributions of goods and services may be considered as ad hoc arrangements and should respect the spirit of the sponsorship grid.

### THE SPONSORSHIP GRID

The sponsorship grid describes in detail what Symposium organisers will provide the sponsor according to the amount of its contribution. It sets out four levels of recognition:

<b>GOLD sponsor \$10 000</b>	<b>SILVER sponsor \$5 000</b>	<b>BRONZE sponsor \$2 500</b>	<b>Collaborators \$1 000</b>
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The level of contribution entitles different degrees of visibility:

#### Presentation at the opening statement of the Symposium

A contribution of \$10,000 or more automatically gives to the sponsor the opportunity to present a brief address to symposium participants during the official opening ceremony. For contributions of less than \$10,000, sponsors' contributions will be mentioned during the ceremony.

#### Website

A contribution of \$5,000 or more is recognized by the sponsor's logo, with a link to its own website, on the Symposium website. Sponsors of less than \$5,000 will be identified on the Symposium website, but without their logos or internet links.

#### Press conference

Support of \$10,000 or more will be acknowledged in a press conference announcing the Symposium and Gold sponsors will have the opportunity to make a brief address. The Symposium spokesperson will mention the participation of all other sponsors and they will be invited to attend this press conference.

#### News release

News releases will identify sponsors of \$10,000 or more.

## Written announcements

Written announcements of the Symposium, including posters posted during the event, will clearly indicate Gold and Silver sponsors. Announcements will bear the logos of Gold sponsors.

## Correspondence

Official Symposium letterhead will display logos of Gold sponsors.

## Kiosks

Gold and Silver sponsors will be provided a kiosk space at the Symposium. (Value \$ 1,000.)

## Access to the symposium

Gold sponsors will have one free access to the conferences.

## List of partners - power point presentation

Between conferences during the Symposium, a Powerpoint presentation will be continuously projected showing the logos of all sponsors with reference to their level of sponsorship.

## Conference program - summary of presentations

The logos of all sponsors will appear in the Symposium program containing a summary of the presentations. Size of sponsor logos will be proportional to the level of support (Gold, Silver, Bronze or collaborator). As this document is provided to participants at the beginning of the Symposium, sponsors must provide logos to the organizing committee well in advance to allow time for printing prior to the event.

## Special mentions – breaks and meals

Contributors will be identified as sponsors of specific health breaks (collaborators), breakfasts (Bronze sponsors), lunches (Silver sponsors) or dinners (Gold sponsors). As the number of breaks and meals is limited, this offer will be based on a “first confirmed – first acknowledged” basis until availability is completed. Finally, the biggest sponsor will be specifically identified as the main sponsor at the banquet dinner.

**Your contribution  
will ensure  
the success  
of this event!**



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## ANNEX – Visibility plan summary

Visibility		GOLD Sponsor \$10,000	SILVER Sponsor \$5,000	BRONZE Sponsor \$2,500	Collaborators \$1,000
Presentation at the opening statement of the Symposium	Brief address	✓			
	Mention	✓	✓	✓	✓
Website	Logo	✓	✓		
	Weblink	✓	✓		
	Mention	✓	✓	✓	✓
Press conference	Brief address	✓			
	Mention	✓	✓	✓	✓
	Invitation	✓	✓	✓	✓
News release	Participation	✓			
	Mention	✓	✓		
	Logo	✓	✓		
Written advertisement	Mention	✓	✓		
	Logo	✓			
Correspondence	Logo	✓			
Kiosk (stand)	---	✓	✓		
Access to the symposium (one person)	---	✓			
List of partners : Power Point presentation	Logo (size proportional to contribution level)	✓	✓	✓	✓
Symposium program – Summary of presentations	Logo (size proportional to contribution level)	✓	✓	✓	✓
Special mentions – breaks and meals	Dinner	✓			
	Lunch		✓		
	Breakfast			✓	
	Break				✓