

Fighting for Breath Severe Asthma Conference

2016

The Event: **MAY 6-7th, 2016**

TORONTO ONTARIO

THE EVENT www.fightingforbreath.ca

In May 2016, the Asthma Society of Canada is bringing together researchers, clinicians, patients, policy makers and other stakeholders to examine the complex health, social and economic issues related to Severe Asthma.

Research in Severe Asthma, new treatment options now available or soon to be available, and the patient experience will be presented. Disease prevention and management issues, including environmental considerations will also be discussed.

Fighting for Breath will conclude with a considered call to action. It will be the first step towards establishing national, provincial and territorial responses to a debilitating disease. Severe Asthma can be better managed and controlled than it is today. If we rally against Severe Asthma, we will save lives and improve the quality of life for hundreds of thousands of patients and their family members.

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization options to be discussed with our sponsorship team.

ALL SPONSORSHIP LEVELS INCLUDE:

- Company logo or name recognition in all promotional and event material
- Hyperlinked company logo or name recognition on event website
- Personalized sponsorship acknowledgement suitable for display at your company
- Customized marketing benefits*

PRESENTING SPONSOR \$25,000

- 5 complimentary registrations to the Conference
- 2 complimentary tables for the Opening Reception and Awards Dinner
- Opportunity to introduce or thank a Keynote speaker
- Opportunity to suggest a speaker for a panel discussion or presentation
- Opportunity to include materials in registration kit for Conference attendees
- Booth in exhibit area
- Sponsor recognition at the podium during Conference
- Seating for one senior representative at Awards Dinner Head Table

GOLD SPONSOR \$20,000

- 3 complimentary registrations to the Conference
- 1 complimentary table for the Opening Reception and Awards Dinner
- Opportunity to introduce or thank a Keynote speaker
- Opportunity to include materials in registration kit for Conference attendees
- Booth in exhibit area
- Seating for one senior representative at Awards Dinner Head Table

SILVER SPONSOR \$10,000

- 2 complimentary registrations to the Conference
- 4 complimentary tickets for the Opening Reception and Awards Dinner
- Opportunity to include materials in registration kit for Conference attendees
- Booth in exhibit area

BRONZE SPONSOR \$5,000

- 1 complimentary registration to the Conference
- 2 complimentary tickets to the Opening Reception and Awards Dinner

EVENT SPONSOR \$2,500

* Customized marketing benefits include but are not limited to the following:

- Recognition on press release and in print advertising
- Hyperlinked banner advertising organizational website for 3, 6 or 12 months
- Company spotlight article in organizational e-newsletter
- One-time or ongoing social media recognition
- Photo opportunity with organizational leadership
- Opportunity for pre or post-event mailing to attendees

For sponsorship or partnership opportunities, please contact:
Noah Farber 416-787-4050 x100
or noah@asthma.ca


Asthma.ca
Asthma Society of Canada

2016 DATES

May 6: Opening Reception
2016 Awards Dinner
May 7: Conference Program

PLACE

Courtyard by Marriott Toronto
Downtown Hotel: 475 Yonge Street

DELEGATE FEES

Awards Reception & Dinner:

Early Bird - \$125
Regular - \$150

Conference: NGO/Student

Early Bird - \$100
Regular - \$150

Conference: Corporate/ Government/Medical Professional

Early Bird - \$200
Regular - \$250

Early Bird Registration is open until
February 28, 2016.

BACKGROUND

Asthma, the third-most common chronic disease in Canada, affects nearly 3 million Canadians. Severe Asthma, a more acute and lethal form of asthma, severely impacts the health and well-being of as many as 250,000 Canadians.

Severe Asthma reduces the social, financial and health outcomes for people with the disease. It is severe enough to have a noticeable impact on the Canadian economy. Direct and indirect costs associated with treating asthma tops more than \$1-billion a year in Canada.

Severe Asthma is generally not well-understood and often not correctly diagnosed. A recent patient study by the Asthma Society of Canada revealed that it is inconsistently managed by healthcare providers. Its treatment is also hindered by the availability of specialists in Canada and knowledge of new treatment options by patients and their healthcare providers.

The patient experience of Severe Asthma is diverse. This diversity suggests that it is not a single disease but there appears to be many types of asthma or phenotypes that may have similar symptoms but different physiological and biological characteristics. Treatments will need to be targeted to be effective.