



H&SCA



48th International Conference on Health & Science Communication

June 14-16, 2007
Toronto, Ontario, Canada

Sponsorship Opportunities

Hosted by
St. Michael's Hospital and Credit Valley Hospital



A Letter of Introduction

The Health and Science Communications Association (HeSCA) and the Association of Biomedical Communications Directors (ABCD) – the premier associations representing communications professionals in health and sciences – will join forces for a truly unique conference focusing on the latest communications technology and its innovative applications in science and medicine.

We invite you to be a part of this exciting event!

We are pleased to provide you with information on a variety of sponsorship opportunities, as well as a list of the distinguished organizations represented by our members – those who will be in attendance at the conference. Excitement is building around HeSCA 2007, as this year's focus will be on Videoconferencing and Telemedicine, Facilities Planning, Media Production, Project Management and Copyright Law and how they affect the delivery of healthcare communication.

We are contacting a number of federal, provincial and municipal governments and businesses to help us welcome visitors from North America, United Kingdom, Australia and Japan.

There will also be a vast selection of workshops, conferences, lecture sessions, tours as well as social and networking sessions during this three day event.

Sponsorship increases your visibility and enhances the quality of programs and activities at the single most important conference attended by health and science communications professionals. Don't miss the extraordinary opportunity to involve your business in their education!

I look forward to discussing these sponsorship opportunities with you.

Sincerely,

Wallace Goodwin, Sponsorship Co-ordinator,
HeSCA 2007, 48th International Conference on Health & Science Communications
Health & Science Communications Association
Tel: 416-234-0770
Email: wallace.goodwin@sympatico.ca



Sponsorship Opportunities

There are three primary levels of sponsorship, Gold, Silver and Bronze, as well as many additional sponsorship opportunities from which your organization can choose. HeSCA will work with you to ensure appropriate exposure and achieve your marketing objectives. You may choose specific meeting components to sponsor, provide an unrestricted contribution, or work with us to customize a sponsorship package that meets your goals.

Suggested sponsorship opportunities:

Program Support:

Keynote speaker honoraria, travel, lodging
Technical audiovisual equipment and support
Program books, design and printing

Food & Beverage Support:

Welcome Reception
Continental Breakfast
Networking or Business Luncheon
Breaks
Auction
Media Festivals Awards Reception and Banquet

Miscellaneous:

Delegate Bags
Conference memento



Sponsorship Benefits

As a sponsor, your company will receive prominent recognition including:

- A listing on HeSCA's web page and annual meeting web page
- An exhibits table where you can meet attendees and demonstrate your products
- Listings in the preliminary and official programs
- Sponsor names acknowledged from the podium at event(s)
- Special "Sponsor" ribbons for your staff attendee's badges
- A listing in the post-meeting HeSCA newsletter

Added benefits based on sponsor level as shown below:

Premium Benefits	Gold	Silver	Bronze	Sponsor
Value of Contribution (Canadian dollars/US dollars) (conversion rate as of March 29, 2007)	\$5,790/ \$5,000	\$2,894/ \$2,500	\$1,157/ \$1,000	\$ 868/ \$ 750
Complimentary HeSCA "sustaining" membership (including voting rights, eligibility to run for office and subscription to our journal)	3	2	1	1
Fixed logo placement (with link) on the HeSCA website and annual meeting website recognizing your level of support	Yes (top tier)	Yes	Yes	Yes
Complimentary meeting registration (banquet extra)	3	2	1	1
Free banner ad (1 year) on HeSCA website	Yes	No	No	No
Article in Feedback (HeSCA's newsletter) featuring your products and/or services	Yes	Yes	No	No
Access to meeting attendee mailing list for one-time mailing	2	1	1	1
Access to HeSCA member mailing list for one-time mailing	2	1	1	0



HeSCA Sponsorship Policies and Procedures

1. Sponsorship agreements will be negotiated on a first-come, first-served basis according to the date the application is received.
2. Once a sponsorship agreement has been negotiated, a letter of agreement will be issued specifying the nature and the amount of the sponsor's participation, as well as the payment schedule.
3. The performance of a sponsorship agreement may be terminated, without penalty, by the Conference Committee due to events which would make holding the Conference impossible, impractical, or inadvisable. Such situations would include the impossibility of the Sheraton Hotel to host the Conference; reasons of fire, catastrophe, Acts of God, major international travel disruption, strikes or labor disputes directly affecting Conference attendance. In such a situation, sponsors' deposits will be returned, less a 'pro-rata' share of planning costs, incurred prior to the date of cancellation.
4. There will be no refunds should an organization cancel its sponsorship contract.
5. The Conference Committee retains the right of final approval, production and editorial control over sponsored events, products or services.
6. There shall be no suggestion - explicit or implied - of the endorsement or recognition of a product or service by the Conference.



HeSCA and ABCD members work for these and other prestigious organizations:

Annenberg Center for Health Sciences	Lister Hill National Center for Biomedical Communications
Baylor University Medical Center	Leicester General Hospital, United Kingdom
Boston University School of Medicine	National Library of Medicine
Butler University	Nemours Center for Children's Health
Dartmouth-Hitchcock Medical Center	Norman Regional Health Authority, Canada
George Washington University	Logan College of Chiropractic Medicine
Kaiser Permanente	UCLA Health Science Center
PDL BioPharma	University of Arizona Health Science Center
Loyola University Health System	University of Colorado Health Science Center
LSU School of Medicine	UMDNJ-Robert Wood Johnson Medical School
MD Anderson Cancer Center	University of Massachusetts
Medical College of Virginia	University of Pennsylvania
St. Louis University	University of Sheffield, United Kingdom
St. Michael's Hospital, Canada	University of Tennessee
Texas Scottish Rite Hospital	University of Wales College of Medicine, UK
The Credit Valley Hospital, Canada	Virginia Commonwealth University School of Medicine
The Royal Children's Hospital, Australia	Veterans Healthcare System
Tufts-New England Medical Center	World Health Organization, Switzerland
Memorial Sloan-Kettering	Yale University Medical School
Merck & Co.	W.L. Gore & Associates



Sponsor Information

Contact Name:		
Position:		
Company Name:		
Address:		
City:	Province/State:	Postal Code:
Phone:	Fax:	
Email:		

Level of Sponsorship	We would like to sponsor the following events:
<input type="radio"/> Gold	<input type="radio"/> Unrestricted
<input type="radio"/> Silver	<input type="radio"/> Program support:
<input type="radio"/> Bronze	<input type="radio"/> Food/Beverage:
<input type="radio"/> Sponsor	<input type="radio"/> Miscellaneous:

Amount: _____

Please make checks payable to "Health and Science Communications Association (HeSCA)" in US dollars and send to:

HeSCA
 c/o Wallace Goodwin
 63 Eagle Road
 Toronto, Ontario
 Tel: 416-234-0770

The Sponsor has read and agrees to abide by all guidelines, rules and regulations listed in this contract.

ALL FEES MUST BE PAID BY MAY 15, 2007

Accepted and Agreed to by: _____ Date: _____

Signature and Title: _____

Please note: Sponsorship and proposals will be negotiated on a first-come, first-serve basis