



Photo: Tourism Victoria

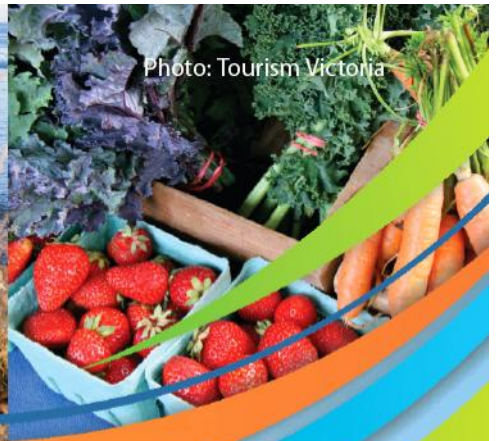


Photo: Tourism Victoria



INVITATION TO SPONSOR



VICTORIA
CANADA
7-10 JUNE

2017

ISBNPA 2017

JUNE 7 - 10, 2017
VICTORIA, CANADA

www.isbnpa2017.org

Contact Details

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A booking form can be found at the end of this document and should be used to confirm a sponsorship or exhibition package.

Introduction

The **International Society of Behavioral Nutrition and Physical Activity (ISBNPA)** will host its 16th Meeting in Victoria BC, one of Canada's most historic and enchanting cities. The meeting will be held in the Victoria Conference Centre (VCC), a first class purpose built conference centre situated in the heart of the city centre on the harbor and attached to the world famous Empress hotel.

The mission of ISBNPA is to "stimulate, promote and advocate innovative research and policy in the area of behavioral nutrition and physical activity toward the betterment of human health worldwide".

The scientific programme will consist of keynote plenary lectures from world leading researchers. Parallel sessions of symposia, short orals and workshops will provide key updates and debate on recent progress in theory, methods and new findings related to physical activity and nutrition behaviour. Scientific poster sessions will also be key sessions of scientific exchange both informally during coffee breaks and lunchtimes.

The Audience

The meeting attracts:

- Academics from all over the world, with particularly strong representation from the USA, Europe, Canada and Australia
- Leading researchers
- PhD students from multiple disciplines with an interest in physical activity and/or nutrition behaviour modification
- Registered dietitians
- Medical professionals
- Allied health practitioners
- Policy-makers

Many of our attendees are leading figures in their organizations and not only have the capacity to influence the selection of products and services but also influence policies and practices in their country.

Our Meeting has been growing over the years and the attendance has averaged between 700 and 1200 delegates depending on location, and we are expecting to exceed 800 attendees in Victoria in June 2017.

ISBNPA Annual Meetings in Numbers

Year	City & Country	Total No. of Participants
2002	Seattle, USA	±150
2003	Quebec, Canada	±200
2004	Washington, USA	±250
2005	Amsterdam, Netherlands	±400
2006	Boston, USA	±400
2007	Oslo, Norway	±500
2008	Banff, Canada	±500
2009	Cascais, Portugal	±700
2010	Minneapolis, USA	±600
2011	Melbourne, Australia	±700
2012	Austin, USA	780
2013	Ghent, Belgium	870
2014	San Diego, USA	790
2015	Edinburgh, Scotland	1220
2016	Cape Town, South Africa	580

The Organizing Committee

This committee comprises members from the ISBNPA Executive Committee and from local research teams, namely from the University of Victoria. The committee is co-chaired by Ryan Rhodes (from the local team) and Jo Salmon (ISBNPA President).

The Opportunity

A wide range of sponsorship opportunities are available, and all have been designed to ensure sponsors achieve their objectives by participating in the Meeting. Specifically, for companies with products and services there will be an exhibition area located in the pre-Function area that is located near the plenary room. The exhibition area will provide an excellent opportunity for delegates to interact with industry and to familiarize themselves with the latest advances and technologies while the exhibitors will be able to demonstrate their products in a face-to-face environment. In addition to the commercial exhibits, lunch and refreshment breaks will be located in the exhibition/pre-function area.

Various levels of involvement are outlined in this document which we are certain will assist you to achieve your objectives. However, if there are other ways in which you would like to participate, the Meeting Managers would be happy to consider your suggestions and discuss these with you.

Invited Speakers

The invited plenary speakers are all leading world experts in their fields. The group of invited speakers includes:

- Kerry S. Courneya
- Denise de Ridder
- Paul Estabrooks
- Lucie Levesque
- Cliona Ni Mhurchu

Topics will focus on the behavioral change approach to nutritional and physical activity in obesity, cancer and other non-communicable diseases.

Summary of Benefits

There are several key sponsorship opportunities both in support of the Meeting as a whole and also in relation to individual elements of the Meeting and social programme. It is the express intention of the Conference Organizing Committee to ensure that participating organizations benefit in return for their generous support.

Amongst the benefits of being associated with ISBNPA as a Meeting Sponsor, you will find the following and many more:

- Each Sponsor will gain exposure to key decision makers in the commercial, not-for-profit, government and post-secondary education sector and Higher Education establishments
- Chance to increase a brand awareness of your organization
- High visibility on the website and promotional materials as well as during the conference (depending on the sponsorship level chosen)
- Recognition in programme materials and on signage
- Tickets to social events
- Opportunity to meet the attendees during sessions and social events to allow for networking and opening new partnership opportunities

We are open to discussing and negotiating benefits and if you are interested in supporting this and would like to discuss a tailored sponsorship package, then please get in touch with us.



Meeting Sponsorship, Exhibiting Opportunities and Associated Benefits

	Platinum	Gold	Silver	Bronze
	\$20,000	\$12,000	\$5,000	\$2,500
Organization logo displayed on all promotional Meeting announcements	✓	✓	✓	
Organization logo on the ISBNPA 2017 web site with link to organization site	✓	✓	✓	✓
Organization logo in the Meeting programme book	✓	✓	✓	✓
Organization profile in the Meeting programme book	150 words	100 words	50 words	50 words
Organization logo in the Meeting app	✓	✓	✓	✓
Acknowledgement and recognition throughout the Meeting (<i>verbal at the opening session and on onsite signage</i>)	✓	✓	✓	✓
Exhibition space in the exhibit hall (<i>location to be negotiated mutually</i>)	Double booth	Single booth	Single booth	
Opportunity to be recognized as a sponsor at a keynote lecture (<i>subject to speaker's agreement, with no control over the presentation content</i>)	✓			
Opportunity to be recognized as a sponsor at a session or a workshop (<i>subject to speaker's agreement, with no control over the presentation content</i>)	✓	✓		
Advertisement in the Meeting programme book (<i>artwork to be provided by the sponsoring organization</i>)	Full page	Full page	Half page	
Complimentary full delegate registrations	5 registrations + 5 tickets for all Social Events	3 registrations + 3 tickets for all Social Events	2 registrations + 2 tickets for all Social Events	1 registration + 1 ticket for all Social Events
Complimentary staff registration to manage the exhibition booth (<i>includes refreshment breaks, lunches as well as welcome reception, but no access to Meeting sessions</i>)	2 registrations	1 registration	1 registration	
Complimentary e-mail shots to all registered delegates with the sponsor named in the email. The text provided by the sponsor is to be approved by the Committee	2	1		
Opportunity to include a promotional leaflet or material in the delegate bag (<i>at Meeting Organizer's discretion</i>)	2	1		


EXHIBITOR \$1,500

- Exhibition space in the exhibition hall (inclusive of a table and 2 chairs)
- 100-word organization profile and a logo in the Meeting programme book
- Organization logo on the ISBNPA 2017 website with link to organization site
- Two complimentary staff registration to manage the exhibition booth
- (includes refreshment breaks, lunches as well as welcome reception, but no access to Meeting sessions)

Please note that the priority in allocating sponsorship packages and exhibition stands will be given to organizations depending upon the level of sponsorship and on a first come, first served basis. The benefits in each category reflect the level of financial commitment.

Payments must be in Canadian dollars. Priority amongst sponsors in each category will depend on the order in which they commit and on prompt payment of contributions.

Organizations may boost their package and exposure to delegates by choosing additional sponsorship items. In order to give an indication of expenditure the following costs are based on 800 delegates.

MEETING APP (Limited to 1 sponsor)	A meeting “app” will contain all key information for ISBNPA 2017. The app sponsor's logo will be featured prominently in key areas of the app, including the home screen. This ensures that every attendee who accesses the app will have a direct, impactful interaction with the sponsor's brand. This is an exclusive sponsorship item and will be very high-profile for the sponsor.	\$5,000
LANYARDS (Limited to 1 sponsor)	This high-visibility sponsorship puts your organization's logo on the lanyards used for the official Meeting materials. 	\$4,000
SCIENTIFIC SESSIONS (Limited to 1 sponsor per session or speaker)		
RECOGNITION OF SPONSORSHIP AT A KEYNOTE LECTURE	Subject to the agreement of the Conference Organizing Committee and the speakers. While organizations will have no control over the content of the session, they will be acknowledged as a sponsor by having their organization logo slide at the beginning and end of the lecture and on signage outside the room, plus acknowledgement in the programme book.	\$1,500
RECOGNITION OF SPONSORSHIP AT A SYMPOSIUM OR WORKSHOP	Subject to the agreement of the Conference Organizing Committee. While organizations will have no control over the content of the session, they will be acknowledged as a sponsor by having their organization logo slide at the beginning and end of the lecture and on signage outside the room, plus acknowledgement in the programme book.	\$1,000
SOCIAL EVENTS		
WELCOME DRINKS RECEPTION (Limited to 1 sponsor)	Wednesday, June 7th 2017 Location: Royal BC Museum Drinks and snacks during reception The Welcome Reception will give delegates the chance to mingle with their colleagues, while drinks and snacks are provided. The sponsor's logo will appear on the Meeting website next to details of the Welcome Reception, in the Meeting programme book, and on signage during the event.	\$5,000
GALA DINNER (Limited to 1 sponsor)	Friday, June 9th 2017 Location: Crystal Garden \$12,000 One of the highlights of ISBNPA 2017 will be the Gala Dinner and entertainment which will take place in the magnificent surroundings of the Conference Centre. The sponsors' logos will appear on the Meeting website next to details of the Dinner and entertainment, in the Meeting programme book, on the tickets for the event, and on the dinner menus.	\$12,000
LUNCH CATERING	Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the Meeting programme book and also at the catering points for the duration of the lunch break.	\$8,000
MORNING OR AFTERNOON BREAK CATERING (Per break)	Catering points will be located within the exhibition area for the duration of the Meeting. Catering will be carefully considered to reflect the health promotion ethos of ISBNPA. Sponsors will have their logo displayed in the Meeting Programme and also at the catering points for the duration of the refreshment break.	\$4,000
MEETING PROGRAM ADVERTISING	Inside Cover, full page, full colour, price per page	\$750
	Full page, full colour price per page	\$500
DELEGATE GIFTS	e.g. umbrellas, water bottles, paperweights, etc. An organization can provide objects that may enhance the delegates' Meeting experience. It is the sponsor's responsibility to comply with national legislation regarding delegate gifts and the item must be pre-approved by the Meeting Organizers.	TBD

If you have any other ideas on sponsorship, please do not hesitate to contact us.

Please contact the ISBNPA 2017 Secretariat at isbnpa2017secretariat@venuewest.com or email Dr. Patti-Jean Naylor at pjnaylor@uvic.ca should you wish to sponsor any of the above item(s) or for further details.

Payment Schedule

Deposit:

50% minimum at time of booking.

This non-refundable deposit will secure your package/exhibition space.

Second Installment:

50% by 28 February 2017

A different schedule may be planned by mutual agreement.

The Meeting Organizers would be happy to invoice for the full amount upfront if preferred or to agree an alternative payment schedule if appropriate.

Cancellations

Cancellations received before 28 February 2017 – 50% of the total amount (non-refundable) will be retained.

Cancellations received on or after 28 February 2017 – the full amount will be due unless the package can be resold.



Victoria, BC

ISBNPA 2017 Sponsorship and Exhibition Booking Form

Organization name (for invoices):

Address:

City:

Province/State:

Postal Code:

Country:

Contact Name:

Phone:

Email:

Payment Option (please indicate):

Bank Transfer

Cheque

Sponsorship Levels	Price	Contribution	Other Opportunities	Price	Contribution
Platinum Sponsor	\$20,000		Gala Dinner	\$12,000	
Gold Sponsor	\$12,000		Welcome Reception	\$5,000	
Silver Sponsor	\$5,000		Refreshment Break	\$4,000	
Bronze Sponsor	\$2,500		Lunch	\$8,000	
Exhibition space	\$1,500		Meeting App	\$5,000	
			Lanyards	\$4,000	
			Recognition at Keynote Lecture	\$1,500	
			Recognition at Symposium or Workshop	\$1,000	
			Advert in Meeting Programme Book - full page inside cover	\$750	
			Advert in Meeting Programme Book - full page inside the program	\$500	
			Product donation	value	
TOTAL CONTRIBUTION		\$			

**Payments must be in Canadian currency. Priority amongst sponsors in each category will depend on the order in which they commit and on prompt payment of contributions.*

I agree to the terms and conditions in the prospectus brochure. ☐ (please tick)

Signature: _____

Name: _____

Date: _____

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Please return this form to the address shown as soon as possible, as packages are available on a first come, first served basis. Please note, no sponsorship packages, items or exhibition booths will be confirmed until this form has been received and a confirmation letter issued to you.