



PARTNERSHIP PLAN

De la recherche à l'impact
From Discovery to Impact

12 au 15 juin 2016
Palais des congrès de **Montréal**
June 12 to 15, 2016



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1. CONTEXTE

At the dawn of the 21st century, the most recent research in molecular biology, advances in genomics, and the resources available due to technological advances in data management enabled the development of a more specific medical approach focusing on the individual genetic make-up and his or her environment. This P4 Medicine (personalized, predictive, preventive and participatory health care) is expected to redefine health care management. However, the application of such a medical approach also raises certain questions regarding technological, financial, ethical and legal issues, as well as the integration of this approach into health systems already in place. The 1st International Congress on Personalized Health Care will be held in Montreal on June 12 to 14, 2016 in order to review all these questions and to evaluate the utility of this form of medicine.



The aim of this world première is to bring together more than 1000 specialists, researchers, academics, clinicians, managers, economists, representatives of patient associations, ethicists and experts from the pharmaceutical, biotechnology, information and communication technology (ICT) in health and medical technology fields in order to share ideas and pool resources with regard to the development of personalized medicine. The congress will also provide a unique opportunity to present the various research projects currently underway in Quebec for which more than \$ 400 million has been invested since 2009.

The **Organizing Committee** is composed of :

- **Centre de recherche du Centre hospitalier de l'Université de Montréal (CRCHUM)**
Pavel Hamet
Johanne Tremblay
- **Quebec Network for Personalized Health Care**
Daniel Bouthillier
- **Montréal In Vivo**
Nathalie Ouimet
- **Génome Quebec**
Marie-Kym Brisson
- **McGill University**
Yann Joly
- **Palais des congrès de Montréal**
Marie-France Polidori
Marie-Claude Roy
- **Tribu PCO**
Alain Brissette
Marilyn Lessard

The **Scientific Committee** is composed of :

- **Université de Montréal**
Pavel Hamet
Johanne Tremblay
John D. Rioux
Jean Lachaine
Janusz Kaczorowski
- **Génome Quebec**
Catalina Lopez Correa
- **Caprion**
Patrick Tremblay
- **McGill University**
Ma'n H. Zawati
Etienne Richer
- **Université Laval**
Jacques Simard

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

2. POSITIONING

By showcasing new research outcomes, best practices and innovative projects, this global hub will focus on the challenges of developing and implementing personalized health care. Its content and dynamic presentation format will make for an event that is truly unique.

While placing the individual at the centre of its discussions, the 1st International Congress on Personalized Health Care will highlight the importance and necessity of concerted action, in accordance with the hopes of all stakeholders from the field.

Focusing on the theme “Personalized Health Care: From Discovery to Impact” the International Congress will serve as a vast issue table where ideas and resources are shared.



3. OBJECTIVES

Holding the 1st International Congress on Personalized Health Care meets a number of objectives:

- Reviewing, on a global scale, the major issues related to the development of personalized health care and the challenges facing the main stakeholders.
- Informing all stakeholders, especially public authorities, concerning the importance and impact of personalized health care.
- Highlighting best practices from both here and abroad so as to foster the integration of personalized health care into health systems, taking into account an approach centred on the individual genetic makeup in the context of his or her environment..
- Discuss the impact of genetic testing on the individual, his or her family and society.
- Putting into perspective research, clinical experience, and information technologies development in order to enable a comprehensive and concerted approach that promotes the establishment of personalized health care.
- Taking full advantage of the extraordinary infrastructures offered by Montreal and the Palais des congrès as a destination for congresses and benefiting from know-how that has enabled Montreal to position itself as the leading host destination in North America for international events.

4. PROGRAM

Based on the presence of renowned speakers and supported by a call for papers process designed to take the pulse of the international community, the program intends to meet the aforementioned objectives by proposing three days of discussion, training and networking around such topics as:

Personalized Health Care: From Discovery to Impact

- Common & Rare/Orphan Diseases
- Detection, Prevention, Diagnosis, Treatment and Prognosis
- Breakthrough and New Challenges in Genomics and Other “OMICS” Technologies
- Clinical Utility and Health Technology Assessment
- Genetics Related Ethical, Environmental, Economic, Legal and Social issues (GE3LS)
- Reporting of Findings to Clinicians and Patients
- Cloud Computing / Big Data
- Education to Public, Professionals and Decision Makers
- Implementation Challenges in Public Health
- System Organization and Health Administration Policies
- Economic Impacts and Outcome Research
- Interdisciplinarity in Personalized Health Care

Exhibition and place of business

The 1st International Congress on Personalized Health Care will offer a true place to facilitate networking and maximize business opportunities. It will also host a dynamic exhibition, set up at the epicentre of the congress activities. This event will provide a venue for demonstrations, and technical workshops and also offer meeting areas where researchers, manufacturers and managers can connect. This approach is meant to create business opportunities, which will in turn ensure the development of the resources and tools required to establish personalized health care systems that are appropriate, effective and profitable.



Public Forum

An important Public Forum will raise public awareness on the importance of personalized health care and the impact of this new medical approach on our lives and health. A series of activities offered to citizens will highlight major social issues related to the implementation of personalized health care, while an public exhibition will showcase the most recent technological innovations in consumer health.

Participant Profile

Almost 1000 participants is expected to attend the first International Congress on Personalized Health Care. The multidisciplinary nature of the field of personalized health care enables many healthcare professionals, researchers, computer scientists, geneticists, managers and citizens to participate in the event. Through the concerted efforts of all stakeholders, participants is expected to come from all continents

5. PROMOTION

A CONGRESS WITH INTERNATIONAL EXPOSURE

In order to promote the 1st International Congress on Personalized Health Care (ICPHC 2016) there will be a finely orchestrated campaign in Quebec, North America and internationally, through the concerted efforts of several partners and associations with strong industry network.

The promotional campaign will rely in particular on the following channels:

- a bilingual website updated in real time which will form the congress' portal, leading to the online registration site, call for papers system, all program details and useful information for future participants
- a sustained presence on the interactive Web 2.0 social networks;
- targeted electronic mailings to potential participants, built specifically for the promotion of CISSP, 2016;
- Several professional political and business networks will be invited to relay information and disseminate messages about ICPHC 2016 in their respective community i.e. partners, associations, universities, patient associations, etc. .);
- cross-promotion with other industry related events and ICPHC website hyperlink on their respective websites;
- participation of ICPHC representative at high profile events with similar target market;
- ICPHC official congress' dates will be indicated in various industry agendas and electronic directories;
- print and electronic documents: first announcement, preliminary program and final program. Special efforts will be made to limit the amount of printed material and to promote electronic communication through the web and interactive social media;
- free advertising on ICPHC partners' web sites;
- promotional activities and an advertising campaign to invite the public to public forum.



6. DESTINATION

Montreal is an island located in the heart of North America. It is an island in many ways, geographically, linguistically and culturally. The second largest French-speaking city in the world, Montreal is not only a cosmopolitan city, but also a great international city and UNESCO City of Design.

Montreal has a sense of space and has a great artistic and cultural pride. Montreal is also a leading destination for congresses, the first destination for international associative events in North America, according to the recent results of the 2014 preliminary rankings of the International Congress and Convention Association (ICCA). All international congress held in Montreal therefore has an undeniable advantage conferred by its attractive destination reputation. A trip to Montreal is always unique because there is something for every tastes in an environment that is safe at any time of day or night.

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

7. PARTNERSHIP PLAN



1000 **Delegates** from medical, government management, pharmaceutical, biotechnology, information and communication technology (ICT) in health and medical technology fields.

50 **Innovative Exhibitors**

75 **International Speakers**

5000 **visitors** to the public exhibition

Organizing the 1st International Congress on Personalized Health Care requires the existence of a solid network of international partners to support the event, to help develop its program, and to promote it in their own circles.

In summary

1. GOLD LEVEL

Lead Partner - 50 000 \$

(including one choice in Bronze Level Category 1, 2 or 3)

2. SILVER LEVEL

Associate Partner - 35 000 \$

(including one choice in Bronze Level Category 2 or 3)

3. BRONZE LEVEL




Category 1 - 20 000 \$

Category 2 - 10 000 \$

Category 3 - 5 000 \$

Amounts are in Canadian dollars and applicable taxes apply.

Comparative table of partnership plans

| |  GOLD |  SILVER |  BRONZE | | |
|--|--|---|--|--|--|
| | Lead Partner 50 000\$ | Associate Partner 35 000 \$ | Category 1 20 000 \$ | Category 2 10 000 \$ | Category 3 5 000 \$ |
| Mention of partnership in the President's address during the Official Opening Ceremony | ✓ | ✓ | | | |
| Hospitality Suite for the Partner's private use | ✓ | ✓ | | | |
| Advertising on the ICPHC 2016 Web site | ✓ | ✓ | | | |
| Partner's logo on the Partner's Acknowledgement Web page | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit space rental | 20'x10' | 10'x10' | | | |
| Full registrations to the ICPHC 2016 | 8 | 4 | | | |
| Exhibit passes | 50 | 25 | | | |
| Hyperlink between ICPHC 2016 partner's websites | ✓ | ✓ | ✓ | ✓ | ✓ |
| Promotional insert in delegates' bags | 1 | 1 | | | |
| Partner's logo on all official ICPHC 2016 documents | ✓ | ✓ | | | |
| Partner's logo on all ICPHC 2016 signage | ✓ | | | | |
| Partner's logo on the ICPHC 2016 "save the date" official announcement | ✓ | | | | |
| Partner's logo on Official Program | ✓ | | | | |
| Web banner on e-newsletter | ✓ | ✓ | | | |
| Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Partner's logo on Partners Acknowledgement Panel located in the Registration area | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mentions of partnership specifying the Lead Partner status | ✓ | | | | |
| Mentions of partnership specifying the Associate Partner status | | ✓ | | | |
| A leader on the Congress Honour Committee | ✓ | | | | |
| Additional opportunity of visibility | A choice BRONZE Category 1, 2 or 3 → | A choice BRONZE Category 1, 2 or 3 → | A choice among Category 1 options : <ul style="list-style-type: none"> - Symposium (Lunch) - Book of Abstracts/ USB key - Mobile Application - Wi-Fi Network - Interactive Program Terminals - Internet Zone - Participant Bag - All Coffee Breaks | A choice among Category 2 options : <ul style="list-style-type: none"> - Symposium (breakfast) - Speakers Preparation Room - Posters sessions - Recharge Zone - Badges - Pocket-size Program | A choice among Category 3 options : <ul style="list-style-type: none"> - Airport Welcome Booth - Coffee Breaks (1) |

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GOLD LEVEL - Lead Partner - 50 000 \$

- Mention of partnership in the President's address during the Official Opening Ceremony
- Hospitality Suite (private room in the heart of the congress activities) for the Partner's private use
- Advertising on the ICPHC 2016 Web site
- Partner's logo on the Partner's Acknowledgement Web page
- Exhibit space rental of 20' x 10' (200 pi2)
- Eight (8) full registrations to the ICPHC 2016
- Fifty (50) exhibit passes
- Hyperlink between ICPHC 2016 partner's websites
- Promotional insert in delegates' bags (material provided by Partner)
- Partner's logo on all official ICPHC 2016 documents
- Partner's logo on all ICPHC 2016 signage
- Partner's logo on the ICPHC 2016 "save the date" official announcement
- Partner's logo on Official Program
- Web banner on e-newsletter (ad material provided by partner)
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area
- Mentions of partnership specifying the Lead Partner status

PLUS

A Bronze Level Partnership, Category 1, 2 or 3 with specific visibility (see description).

SILVER LEVEL - Associate Partner - 35 000 \$

- Mention of partnership in the President's address during the Official Opening Ceremony
- Hospitality Suite (private room in the heart of the congress activities) for the Partner's private use
- Advertising on the ICPHC 2016 Web site
- Partner's logo on the Partner's Acknowledgement Web page
- Exhibit space rental of 10' x 10' (200 pi2)
- Four (4) full registrations to the ICPHC 2016
- Twenty-five (25) exhibit passes
- Hyperlink between ICPHC 2016 partner's websites
- Web banner on e-newsletter (ad material provided by partner)
- Promotional insert in delegates' bags (material provided by Partner)
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area
- Mentions of partnership specifying the Associate Partner status

PLUS

A Bronze Level Partnership, Category 2 or 3 with specific visibility (see description)..

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BRONZE LEVEL - CATEGORY 1 - 20 000 \$

1

Symposium (lunch) - Maximum 2

Specific visibility:

- Possibility of presenting a symposium during meal hours. Symposia will be presented on an exclusive basis (one symposium per time period). Basic audiovisual equipment is included (sound system, data projection, computer. A detailed list is forthcoming). Any extra equipment as well as food services will be charged to the Partner
- Partner's logo on sign identifying the symposium room
- Support for ICPHC 2016 to promote the symposium
- Promotion of the symposium on Program Web page
- Mention of the symposium in the final program and in Pocket-sized program if applicable
- Possibility of supplying passes for outside guests

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area



Book of Abstracts/USB key

Specific visibility:

- Partnership of a USB key containing the Book of Abstracts and given out to all participants
- Partner's Home page on the USB key (Autorun function) and link to Partner's Website or dedicated web page
- Logo and mention of Partner on the Book of Abstracts Web page

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

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BRONZE LEVEL - CATEGORY 1 - 20 000 \$

1

Mobile Application

Specific visibility:

- Sponsorship of the mobile application for tablets and smart phones specially developed for the Congress. This application includes all the details about the event : program, speakers, sponsors and exhibitors, personal schedule, map of places, information about Montreal, social networks. This application will be available on the iOS and Android platforms.
- Partner's logo on the home page of the mobile application and on different pages of the main menu, and link to the partner's website (partner's site or page created for the occasion)
- Logo and mention of the partnership on the ICPHC 2016 website specifically where the Mobile Application information can be found.

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Wi-Fi Network

Specific visibility:

- Sponsorship of the wireless set up by the Palais des congrès de Montreal
- Logo and mention of the partner on the network login page, and link to the partner's website (partner's website or page created for the occasion)
- Access to the network via a network name and a personalized password chosen by the partner
- Logo and mention of the partner on the ICPHC 2016 website page describing the WIFI Network.

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

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BRONZE LEVEL - CATEGORY 1 - 20 000 \$

1

Interactive Program Terminals

Specific visibility:

- Partnership of a series of Interactive Program Terminals dedicated to Program and abstract consultation (number of stations to be determined)
- Partner's logo on signage placed close to the terminals
- Partner's Home page on the terminals (Partner's Website or dedicated Web page)
- Partner's logo or mention on screen savers
- Partner's logo and mention with the description of Interactive Program Terminals on the ICPHC 2016 Website

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Internet Zone

Specific visibility:

- Partnership of an Internet Zone consisting of computer stations with High-speed Internet access (number of stations to be determined)
- Partner's logo on Internet Zone signage
- Partner's Home page on the computers (Partner's Website or dedicated Web page)
- Partner's logo or mention on screen savers
- Partner's logo and mention with the description of the Internet Café on the ICPHC 2016 Website

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

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BRONZE LEVEL - CATEGORY 1 - 20 000 \$

1

All Coffee Breaks

Specific visibility:

- Partnership of four (4) coffee breaks
- Partner's logo on Coffee break area signage
- Possibility of using paper napkins with the Partner's logo (recycled paper only supplied by the Partner)

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Participant Bag

Specific visibility:

- Partnership of the Participants bags given out to all participants upon registration (bag made in Québec of recycled material)
- Exclusive Partner's logo on the bag next to the ICPHC 2016 logo

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

BRONZE LEVEL - CATEGORY 2 - 10 000 \$

2

Symposium (breakfast) - Maximum 2

Specific visibility:

- Possibility of presenting a symposium early morning prior to the official scientific program. Symposia will be presented on an exclusive basis (one symposium per time period). Basic audiovisual equipment is included (sound system, data projection, computer. A detailed list is forthcoming). Any additional equipment required by the partner as well as food and beverages services will be charged to the Partner
- Partner's logo on sign identifying the symposium room
- Support for ICPHC 2016 to promote the symposium
- Promotion of the symposium on Program Web page
- Mention of the symposium in the final program and in Pocket-sized program if applicable
- Possibility of supplying passes for outside guests

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area



Speakers Preparation Room

Specific visibility:

- Partner's Home page on the computers (Partner's Website or dedicated Web page)
- Partner's logo or mention on screen savers
- Partner's logo and mention with the description of the Speakers Preparation Room on the ICPHC 2016 Website

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

BRONZE LEVEL - CATEGORY 2 - 10 000 \$

2

Recharge Zone

Specific visibility:

- Partnership of recharge zones offering participants resting area and telephone and tablet charging stations
- Partner's logo on signage placed in the Recharge Zone
- Mention of the Recharge Zone in the final program and in Pocket-sized program if applicable

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Posters sessions

Specific visibility:

- Partnership of poster sessions (e-posters and posters)
- Partner's logo on signage placed in the poster presentation area
- Mention of poster sessions with Partner's logo in the Pocket-sized Program

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Pocket-size Program

Specific visibility:

- Partnership of the pocket-size program given to all participants at registration (full-color leaflet presenting the program's highlights)
- Partner's logo on the Pocket-size Program
- Mention of poster sessions with Partner's logo in the Pocket-sized Program

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

BRONZE LEVEL - CATEGORY 2 - 10 000 \$

2

Badges

Specific visibility:

- Partnership of badges worn by participants throughout the event (number of badges to be determined)
- Partner's logo printed on the badges
- Possibility to print Partner's logo and name on badge strings (cost charged to Partner)

General visibility:

- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area



BRONZE LEVEL - CATEGORY 3 - 5 000 \$

3

Airport Welcome Booth

- Partnership of Airport Welcome Booth used to greet foreign participants
- Partner's logo on booth signage
- Possibility for the Partner to place Greeting Messages on airport monitors in Arrival Hall (cost charged to Partner)
- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

Coffee Breaks - Maximum 4

- Partnership of four (1) coffee breaks
- Partner's logo on Coffee break area signage
- Possibility of using paper napkins with the Partner's logo (recycled paper only supplied by the Partner)
- Hyperlink from ICPHC 2016 Website
- Partner's logo on the Partner's Acknowledgement Web page
- Projection of Partner's logo on giant screens (logos of all Partners running in loop) during plenary sessions (except during conferences and speeches)
- Partner's logo on Partners Acknowledgement Panel located in the Registration area

1ST INTERNATIONAL CONGRESS ON PERSONALIZED HEALTH CARE

8. OTHER OPPORTUNITIES

If you wish to discuss other visibility opportunities, please do not hesitate to contact us. Our team is ready to design a personalized package on-demand

9. ADVERTISING RATES

Advertising banner on one (1) ICPHC e-newsletter 2 000 \$ CAD

Promotional insert in delegates' bags 2 000 \$ CAD
(material provided by Partner)

10. CONTACT

ICPHC 2016

Marilyn Lessard, CMP, CMM

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