



Chronic Societal
Cardiometabolic
Diseases

PARTNERSHIP AND EXHIBITION PROSPECTUS

8 TO 12 JULY 2015
QUÉBEC CITY
QUÉBEC, CANADA

DRINK
WELL

MOVE

EAT
WELL



Welcome to Québec City!
Bienvenue à Québec!



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GENERAL INFORMATION

Date and Venue

July 8 to 12, 2015

Québec City Convention Centre
1000, boulevard René-Lévesque Est
Québec (Québec) G1R 5T8
Canada

Tel.: +1 418 644 4000
Toll free (Canada and U.S.): 1 800 679 4000

Congress Organiser

Conferium
580, Grande Allée Est, bureau 140
Québec (Québec) G1R 2K2
Canada

Tel.: + 1 418 522 8182 Ext. 36
Toll free (Canada and U.S.): 1 800 618 8182
pierre.bolduc@conferium.com

ICCR Contact Information

2725, chemin Sainte-Foy, A2017
Québec (Québec) G1V 4G5
Canada

Tel.: +1 418 656 8711, Ext. 3183
Fax: +1 418 656 4953
isabelle.martineau@criucpq.ulaval.ca

ORGANISED BY



ABOUT THE ICCR AND ITS CONGRESS

The International Chair on Cardiometabolic Risk (ICCR) is an independent, academic, multidisciplinary organisation affiliated with Université Laval and located at the Centre de recherche de l'Institut universitaire de cardiologie et de pneumologie de Québec, in Québec City, Canada. It is composed of an executive council and a scientific council.

The members of both councils have been chosen based on their expertise, their remarkable scientific contributions, and their status as world leaders in their discipline. The makeup of both councils exemplifies the multidisciplinary the Chair has sought to achieve, with all members active in complementary areas of expertise. The Chair provides a forum for them to share their knowledge and expertise regarding diverse pathologies—some of which are new—but all of which lead inevitably to cardiovascular disease.

A key aspect of the Chair is its international and multidisciplinary character, with the following disciplines represented: cardiology, diabetology, lipidology, endocrinology and metabolism, obesity, nutrition, physical activity, and basic research.

First called the *International Congress on Abdominal Obesity*, the ICCR International Congress has rapidly become the international platform to discuss novel approaches and share scientific and clinical data to benefit healthcare professionals, clinicians and scientists. The new name of the meeting, the *ICCR Congress on Chronic Societal Cardiometabolic Diseases*, reflects the Chair's evolving mission to fight a lifestyle epidemic of sedentary behaviours and low quality nutritional habits leading to chronic societal diseases.

For more information, please visit: <http://www.myhealthywaist.org/>



PROGRAM COMMITTEE OF THE 5TH ICCR CONGRESS 2015

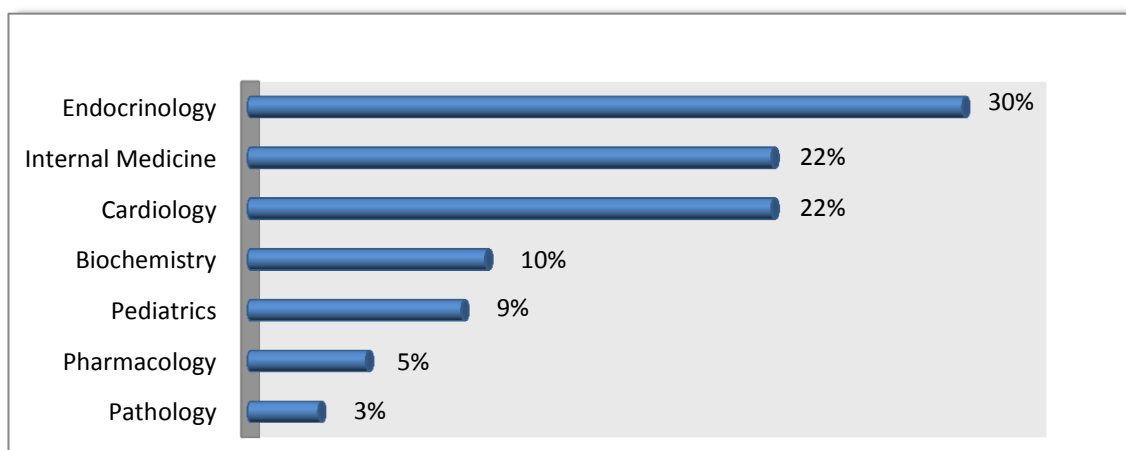
Jean-Pierre Després, *Canada*
 Jean-Claude Coubard, *France*
 Philip Barter, *Australia*
 Bryan Brewer, *USA*
 André Carpentier, *Canada*
 Lise Gauvin, *Canada*
 Frank Hu, *USA*
 Eric Larose, *Canada*
 Peter Libby, *USA*
 Paul Poirier, *Canada*
 André Tchernof, *Canada*

PREVIOUS CONGRESS STATISTICS

Participating Countries

■ Algeria	■ Argentina	■ Australia	■ Belgium
■ Brazil	■ Canada	■ Chile	■ China
■ Colombia	■ Czech Republic	■ Denmark	■ Egypt
■ Finland	■ France	■ Germany	■ Greece
■ India	■ Iran	■ Iraq	■ Israel
■ Italy	■ Japan	■ Jordan	■ Kuwait
■ Lithuania	■ Luxembourg	■ Malaysia	■ Mexico
■ Nigeria	■ Norway	■ Portugal	■ Republic of Korea
■ Romania	■ Russia	■ Saudi Arabia	■ Singapore
■ Slovenia	■ South Africa	■ Spain	■ Sri Lanka
■ Sweden	■ Switzerland	■ Taiwan	■ Thailand
■ Trinidad and Tobago	■ United Kingdom	■ USA	■ Venezuela

Participants by Professional Expertise



PRELIMINARY LIST OF TOPICS

- Abdominal Obesity/Body Fat Distribution
- Adipokines
- Adipose Tissue
- Age
- Cardiometabolic Risk
- Cardiovascular Disease
- Childhood Obesity
- Clinical Cardiology
- Clinical Trials
- Diabetes
- Ectopic Fat
- Epidemiology
- Ethnicity
- Gender Differences
- Genetics
- Hypertension
- Inflammation
- Insuline Resistance
- Interventional Cardiology
- Lipids/Lipoproteins
- Metabolic Surgery
- Metabolic Syndrome
- Nutrition
- Obesity
- Pathophysiology/Basic Science/Animal Studies
- Pathophysiology/Clinical Science/Human Studies
- Physical Activity/Exercise
- Population Health
- Prevention
- Smoking
- Steroid Hormones
- Thrombosis
- Weight Loss



SUPPORTERS OF THE 3RD ICCR CONGRESS HELD IN QUÉBEC CITY IN 2012

GOLD SUPPORTERS



NUTRITION
LES PRODUCTEURS LAITIERS DU CANADA
DAIRY FARMERS OF CANADA

SILVER SUPPORTERS



SUPPORTERS



Gold Support Package

Exhibition Space (one double 10'x20' (18.58 m²)) CAD 20,000

- Recognition as Gold Supporter (with company logo) in the congress printed and electronic program.
- Recognition as Gold Supporter (with company logo) on the congress website Support and Exhibition page, including a hyperlink to your company's website.
- Recognition as Gold Supporter on the official partnership acknowledgment board on site and on the presentation room screen before the start of every session.
- Supporter's company brochure will be inserted in the participant congress bags (document to be provided by supporter).
- Four (4) full congress registrations.

Plenary Satellite Symposium* (optional, at additional cost) CAD 20,000

*For Gold Supporters only

- Opportunity to organise an official satellite symposium in a plenary hall, up to 90 minutes (program subject to the approval of the congress scientific committee).
- Flexible time slots are available.
- Room rental, standard audiovisual equipment and display table.
- Permission to use the phrase: "5th ICCR Congress on Chronic Societal Cardiometabolic Diseases 2015" and/or "5th ICCR Congress 2015".
- Symposium program and abstracts will be included in the congress program (subject to receipt by publishing deadline).
- Full colour page symposium advertisement in the program (advertisement to be provided by supporter and subject to receipt by publishing deadline).
- Invitation to the satellite symposium will be inserted in the participant congress bags (invitation to be provided by supporter).
- In addition to the support fee, the supporting company must cover all the symposium speakers' and chairs' expenses including registration, accommodation and travel expenses. This applies even in the case where the symposium speakers and chairs are also invited by the congress.

Silver Support Package

Exhibition Space (one standard 10'x10' (9.29 m²))

CAD 15,000

- Recognition as Silver Supporter (with company logo) in the congress printed and electronic program.
- Recognition as Silver Supporter (with company logo) on the congress website Support and Exhibition page, including a hyperlink to your company's website.
- Recognition as Silver Supporter on the official partnership acknowledgment board on site and on the presentation room screen before the start of every session.
- Supporter's company brochure will be inserted in the participant congress bags (document to be provided by supporter).
- Two (2) full congress registrations.

Plenary Satellite Symposium* (optional, at additional cost)

CAD 15,000

*For Silver Supporters only

- Opportunity to organise an official satellite symposium in a plenary hall, up to 60 minutes (program subject to the approval of the congress scientific committee).
- Flexible time slots are available.
- Room rental, standard audiovisual equipment and display table
- Permission to use the phrase: "5th ICCR Congress on Chronic Societal Cardiometabolic Diseases 2015" and/or "5th ICCR Congress 2015".
- Symposium program and abstracts will be included in the congress program (subject to receipt by publishing deadline).
- Full colour page symposium advertisement in the program (advertisement to be provided by supporter and subject to receipt by publishing deadline).
- Invitation to the satellite symposium will be inserted in the participant congress bags (invitation to be provided by supporter).
- In addition to the support fee, the supporting company must cover all the symposium speakers' and chairs' expenses including registration, accommodation and travel expenses. This applies even in the case where the symposium speakers and chairs are also invited by the congress.

For the above satellite symposiums, the following applies:

- Special time slots have been designated and will be allocated on a "first-come, first-served" basis;
- The supporting company for the satellite symposium may select speakers and topics, (subject to the approval of the congress scientific committee). In the case where the scientific committee disapproves of the satellite symposium program, each party will be entitled to cancel the satellite symposium booking without paying any penalty for the cancellation or for any prejudice caused by the cancellation to the other party. Accordingly, upon such cancellation, neither of the parties will have any claims, demands, suits, towards the other.

EXHIBITION

The exhibition floor plan will be posted at a later date. In the meantime, as companies are expressing an interest in securing their preferred exhibition spaces, we are pleased to receive your preliminary bookings. All spaces will be allocated on a first-come, first-served basis as soon as the official floor plan becomes available.

One double 10'x20' (18.58 m²) Exhibition Space

CAD 8,500

- 100-word supporter/product profile in the program
- Recognition on the congress website, including a hyperlink to your company's website
- Printed booth sign with name of company
- Rear pipe and drape
- One (1) draped table with two (2) side chairs
- One (1) wastebasket
- One (1) electrical outlet (15A)
- Material handling and storage during the event
- Invitation to the welcome reception for registered exhibitors
- Four (4) complementary registration passes to exhibit area only (additional passes at CAD 175 each)
- Cleaning of public areas and gangways

Customized options available

*Please note: Additional services at extra cost will be available to order in the exhibitor's technical manual.

One standard 10'x10' (9.29 m²) Exhibition Space

CAD 4,500

- 100-word supporter/product profile in the program
- Recognition on the congress, including a hyperlink to your company's website
- Printed booth sign with name of company
- One (1) draped table with two (2) side chairs
- Rear pipe and drape
- One (1) wastebasket
- One (1) electrical outlet (15A)
- Material handling and storage during the event
- Invitation to the welcome reception for registered exhibitors
- Two (2) complementary registration passes to exhibit area only (additional passes at CAD 175 each)
- Cleaning of public areas and gangways

Customized options available

*Please note: Additional services at extra cost will be available in the exhibitor's technical manual.

6'X8' (4.46 m²) Space

CAD 2,200

*ONLY for not-for-profit and academic organisations

- One (1) 6'x8' (4.46 m²) space with one (1) draped table and two (2) chairs
- 100-word supporter/product profile in the program
- Printed booth sign with name of company
- Invitation to the welcome reception for registered exhibitors
- One (1) complementary registration pass for exhibit area only (additional passes at CAD 175 each)
- Cleaning of public areas and gangways

*Please note: Additional services at extra cost will be available to order in the exhibitor's technical manual.

Allocation of Exhibition Space

A booking form must be filled and faxed/e-mailed to the congress organiser. An invoice and contract will be mailed upon receipt of the booking form and a complete exhibitor guide will be sent at a later date. Space allocations will be made in the order in which booking forms are received.

Exhibitor Technical Manual

An exhibitor technical manual outlining all technical aspects of exhibiting will be circulated 3 months prior to the congress. It will include:

- Technical details about the venue
- Final exhibition details and information
- Contractor coordinates
- Services available to exhibitors and order forms

Exhibition Procedure

The exhibition procedure is included in this prospectus. Please note that the signing of the booking form and contract shall be deemed to constitute acceptance of these terms and conditions. The booking form will be held as a valid liable contract by which both parties will be bound.

Further details will be included in the exhibitor technical manual.

OTHER PARTNERSHIP OPPORTUNITIES

Abstract Book (as a supplement to the ICCR Journal online) CAD 5,000

The ICCR Journal (CMReJournal) would be available on the ICCR website and the congress website. The journal would be sent digitally to all registered participants prior to the congress.

- Full page exclusive advertisement on inside page of the journal
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Notepads and Pens

CAD 5,000

- The notepads and pens would bear the supporter's name/company logo along with the conference logo and would be distributed in the participant congress bags
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Electronic Device Charging Station

CAD 1,000

A mobile device quick charging station (for most phones and tablets) would be made available to attendees during the congress. The supporter's logo can be prominently displayed on the charging station.

- Opportunity to display up to 5 rotating images on the 19" LCD screen
- The station would be located in the main hall near registration and would be visible by all attendees throughout the duration of the congress
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Welcome Reception (sole support)

CAD 15,000

A welcome reception would be held on the first evening and to which all congress attendees are invited.

- Supporter's logo on a personalised e-mail invitation
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Faculty Dinner (Sole Support)

CAD 8,000

A dinner would be organised for the international scientific and local congress faculty.

- Supporter's name and logo printed on function invitations and menus
- Supporter's logo on sign at the entrance of the faculty dining room
- Supporter would have the opportunity to distribute giveaways
- Supporter would be acknowledged as an official supporter in the congress program
- Six (6) complimentary invitations to the faculty dinner
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Coffee Breaks

CAD 1,500 per day

Coffee will be served during breaks every day throughout the congress.

- Support will be acknowledged on site and in the congress program
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Poster Sessions

CAD 1,800 per session

- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

4-km Cross-Country Run

CAD 8,000

- Display of supporter's logo on race number
- T-shirts with supporter's logo (provided by supporter)
- Supporter's name at the start/finish line marks
- Branding of the cross-country run invitations inserted in all participant congress bags
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Congress Mobile Web

CAD 8,000

Congress participants would be able to download the program before and during the congress via their mobile devices, making it easy and accessible for them to view the information at their leisure.

- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Investigator Awards

Amount to be determined

Best presentations would be rewarded in a ceremony on the final day of the congress. A representative of the supporting company would award the prizes at the ceremony.

- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Name Badge Lanyard

CAD 3,000

All delegates are required to wear their official name badge attached to the lanyard throughout the event.

- Company's logo on all lanyards along with the conference logo
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

USB Flash Drive

CAD 3,500

The flash drive would contain the abstracts (CMReJournal). It would not be locked, making it reusable and thus an interesting promotional object for your organisation.

- Logo placement on the flash drive (together with the congress logo)
- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters board on site

Bookmark (Sole Support)

CAD 3,000

A bookmark with your full colour advertisement on both sides would be placed in the final program (bookmarks to be provided by supporter or additional cost would apply for production).

- Supporter's logo on the congress website, including a hyperlink to company's website
- Acknowledgement on the supporters list in the program
- Acknowledgement on the supporters, board on site

Special Requests

Tailored packages can be arranged to suit your objectives. Please do not hesitate to contact the organiser to discuss your needs (contact information provided in the "General Information" section).



ADVERTISING OPPORTUNITIES

Congress program

Back cover

CAD 5,500

- Full colour back cover

Inside cover

CAD 2,500

- Full colour inside back or front cover

Full Page

CAD 1,800

- Full colour 1 page, no specific position

Half page

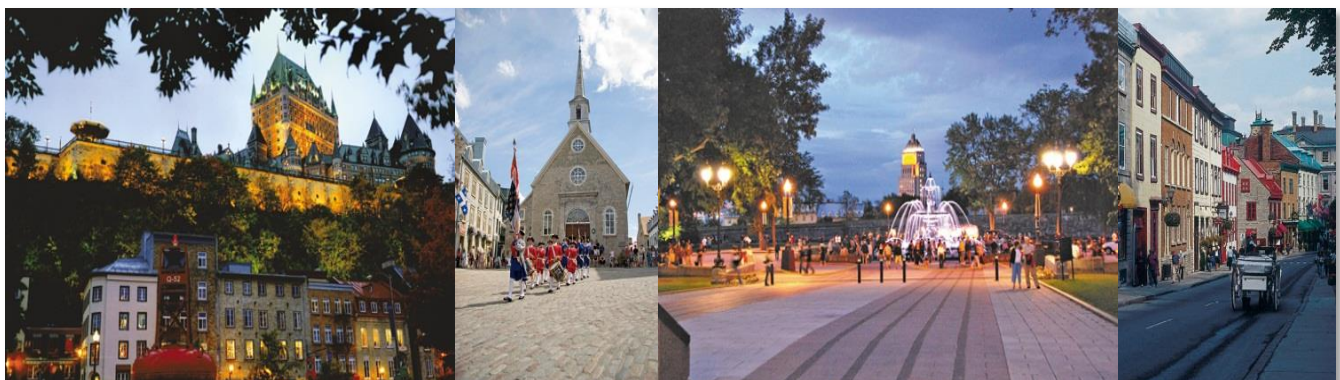
CAD 950

- Full colour 1/2 page, no specific position

Bag Insert

CAD 2,000

- Inclusion of promotional material in the participant bags (4 pages max)



EXHIBITION SCHEDULE

On congress days, the exhibition area will be open during coffee breaks, lunch time and poster sessions.

A complete schedule will be confirmed once the program is finalised.

Exhibitor Move-in

Wednesday, July 8 — 13:00 to 18:00

Thursday, July 9 — 7:00 to 9:30

Exhibit Floor Opens

Thursday, July 9 — 9:30 to 19:00

Friday, July 10 — 9:30 to 19:00

Saturday, July 11 — 9:30 to 15:30

Exhibitor Move-out

Saturday, July 11 — 16:00 to 19:00



BOOKING PROCEDURES AND PAYMENT INFORMATION

Applications for support and/or exhibition must be made in writing with the enclosed booking form.

Contracts & Confirmation

Once the booking form is received, the organiser will reserve the items listed and send a confirmation e-mail. Completion of the booking form by the supporter shall be considered as a commitment to purchase the items. A contract will be sent to you for your signature with an accompanying invoice. The signed contract must be returned with the payment for the support.

Terms of Payment

Full payment must be received 30 days prior to the opening date of the congress. Should the supporter fail to complete payments, the organiser will be entitled to cancel the reservation. Cancellation will be subject to cancellation fees as determined below.

Payment Methods

- Option 1: Payment by check
- Option 2: Payment by bank transfer
- Option 3: Payment by credit card

Cancellation/Modification Policy

Cancellation or modification of support items must be made in writing to the industry and liaison sales associate (contact information can be found in the "General Information" section).

The organisers shall retain:

- 10% of the agreed package amount if the cancellation/modification is made before January 8th, 2015 inclusive;
- 50% of the agreed package amount if the cancellation/modification is made between January 9th, 2015 and April 8th, 2015 inclusive;
- 100% of the agreed package amount if the cancellation/modification is made after April 9th, 2015.

BOOKING FORM

CONTACT INFORMATION

Contact name: _____

Company name: _____

Name to appear in all congress publications: _____

Address: _____ City: _____

Province/State: _____ Post/Zip Code: _____ Country: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

SUPPORT ITEM SELECTION

1. Select the support items you would like to book by checking the appropriate box.
2. Indicate the amount in the box next to your selection.
3. Verify the sub-total.
4. Click the red box at the bottom of page 2 to validate the total amount.
5. Verify the total amount of your selection.
6. Print, sign and return the form, either by post or e-mail, to the address indicated on page 2.

Partnership Packages		CAD
<input type="checkbox"/>	Gold Partnership - \$20,000	
<input type="checkbox"/>	Additional 90 minutes Plenary Satellite Symposium option - \$20,000	+
SUB-TOTAL		

<input type="checkbox"/>	Silver Partnership - \$15,000	
<input type="checkbox"/>	Additional 60 minutes Plenary Satellite Symposium option - \$15,000	+
SUB-TOTAL		

Exhibition Packages		CAD
	10 x 10 space with one (1) table, two (2) chairs, company ID and one (1) electrical outlet (15A) - \$4,500	
	10 x 20 space with one (1) table, two (2) chairs, company ID and two (2) electrical outlets (15A) - \$8,500	
	6 x 8 space with one (1) table and two (2) chairs – ONLY for not-for-profit and academic organisations - \$2,200	
SUB-TOTAL		

Other Partnership Opportunities (Limited numbers available, first come, first served)		CAD
	Abstract Book (as a supplement to ICCR Journal online) - \$5,000	
	Notepads and Pens - \$3,000	
	Electronic Device Charging Station - \$1,000	
	Welcome Reception - \$15,000	
	Faculty Dinner - \$8,000	
	Coffee Breaks - \$1,500/day X Number of days	
	Poster Sessions - \$1,800/session X Number of sessions	
	4-km Cross-Country Run - \$8,000	
	Congress Mobile Web - \$8,000	
	Investigator Awards - \$TBD	
	Name Badge Lanyard - \$5,000	
	USB Flash Drive - \$3,500	
	Bookmark - \$3,000	
SUB-TOTAL		

Advertising Opportunities		CAD
	Full colour back cover - \$5,500	
	Full colour inside back or inside front cover - \$2,500	
	Full colour 1 page, no specific position - \$1,800	
	Full colour 1/2 page, no specific position - \$9,500	
	Inclusion of promotional material in participant bags (4 pages max) - \$2,000	
SUB-TOTAL		

IMPORTANT - Click to validate the total amount		TOTAL AMOUNT
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Please return this form to: Véronique Gravel
 Conferium
 580 Grande Allée Est, bureau 140
 Québec (QC) G1R 2K2 Canada
 Tel.: +1 418 522 8182 Ext. 36
 Toll free (Canada and U.S.): 1 800 618 8182
 Fax: +1 418 529 7548
 E-mail: veronique.gravel@conferium.com