

The Life Cycle of Asthma

BREATHE EASY™ ASTHMA CANADA 2017 CONFERENCE

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are designed to help you meet your marketing objectives. Please contact Crystal Mitchell to discuss how to customize these packages to suit your needs.

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo or name recognition in all conference material
- Hyperlink logo or name on asthma.ca/BreatheEasyConference2017
- Opportunity to provide a custom gift to all delegates
- Personalized sponsorship acknowledgement suitable for display

PRESENTING SPONSOR \$25,000

- Complimentary registrations to the Conference
- Opportunity to introduce a speaker for a panel discussion or presentation
- Space in exhibit area
- Recognition at the podium during Conference
- Company spotlight article in organizational e-newsletter

GOLD SPONSOR \$20,000

- Complimentary registrations to the Conference
- Space in exhibit area
- Company spotlight article in organizational e-newsletter

SILVER SPONSOR \$10,000

- Complimentary registrations to the Conference
- Space in exhibit area
- Recognition in organizational e-newsletter

BRONZE SPONSOR \$5,000

- Registration to the Conference
- Space in exhibit area

* Customized marketing benefits include:

- Recognition in print and advertising
- Hyperlinked banner advertising
- Social media recognition
- Photo opportunities

CONTACT

Crystal Mitchell

416-787-4050 x109

crystal.mitchell@asthma.ca

PLACE

**TORONTO MARRIOTT
DOWNTOWN EATON CENTRE**
(525 Bay Street, Toronto)





The Life Cycle of Asthma

BREATHE EASY™ ASTHMA CANADA 2017 CONFERENCE

THE EVENT: OCTOBER 21, 2017 TORONTO ONTARIO

On October 21st, 2017, Breathe Easy™ – The Life Cycle of Asthma, the Asthma Society of Canada's 4th annual conference, will bring together researchers, clinicians, patients, caregivers and other stakeholders who work in the area of respiratory health to examine the complex health, social and economic issues related to asthma and reflect on the patient experience in Canada.

The patient experience of asthma is diverse. From pediatrics to adult-onset diagnosis, treatment and management needs to be targeted to be effective.

This influential one-day summit will focus on patient-physician dialogue, patient and caregiver perspectives, disease management, and exacerbation prevention, including environmental considerations. It will also highlight the latest research and new treatment options available in Canada.

Asthma, the third-most common chronic disease in Canada, affects nearly 3 million Canadians. Of those, nearly 600,000 are children, making it the most common chronic disease of childhood.

Because of its prevalence, asthma affects all Canadians and can reduce the social, financial and health outcomes for people with the disease.

Recent studies have shown that asthma is generally not well-understood and often incorrectly diagnosed. Proper diagnosis and access to suitable testing varies across Canada. An understanding of asthma at the healthcare professional and patient level is vital for ensuring better health outcomes.

The 2017 Breathe Easy™ conference will profile discussions on how proper understanding of the disease affects diagnosis, self-management and treatment, in children and adults.