

## Cardiovascular Disease and Diabetes, Primary Prevention to Advanced Disease Management

A Joint Cardiovascular-Diabetes Symposium



Dear Colleague,

We are pleased to invite you to participate as a sponsor of this year's Joint Cardiovascular-Diabetes Symposium, presented by the Peter Munk Cardiac Centre and the Banting & Best Diabetes Centre. Under the theme, "Primary Prevention to Advanced Disease Management," this year's symposium will be held virtually on Friday, February 19 and Saturday, February 20, 2021.

Cardiovascular disease is the leading cause of morbidity and mortality in those living with diabetes. In fact, those with diabetes are 3x more likely to die of heart disease and do so 15 years earlier than individuals without diabetes. Consequently, it is imperative for healthcare providers to engage, learn, and challenge one another on how to best care for patients at risk, or affected by, both diseases.

This year's symposium has four learning objectives: (i) integrate the latest evidence on microvascular and macrovascular risk reduction in diabetes into clinical practice, (ii) improve heart failure management for patients with and without diabetes through the use of SGLT2 inhibitors, (iii) understand the impact of COVID-19 on those with diabetes and cardiovascular disease, and (iv) strengthen the management of coronary artery disease through prevention and intervention.

The Peter Munk Cardiac Centre and the Banting & Best Diabetes Centre have garnered worldwide reputations as leaders in the fields of cardiovascular disease and diabetes – it's why this symposium saw a 50% increase in participation last year. The Peter Munk Cardiac Centre has a storied history of treating the most complex cases of heart disease. Of the 2,000 cardiovascular surgeries performed each year, 40% are deemed "complex," underscoring the fact that in their hour of greatest need, patients turn to the Peter Munk Cardiac Centre to deliver the most consequential and meaningful results.

It is a momentous year for the Banting & Best Diabetes Centre, as 2021 marks the 100<sup>th</sup> anniversary of the discovery of insulin. With one of the largest concentrations of diabetes scientists in the world, the team is leading critical discoveries in basic science, patient-oriented research, and large-scale clinical trials across a network of nine academic hospitals and research institutes, as well as twelve community-affiliated hospitals.

Like so much else, this year's symposium will have a different look and feel. And yet, we are as committed as ever to strategically integrate the prevailing expertise of both cardiovascular and diabetes care, so leaders in the field are equipped with the knowledge and confidence to improve patient outcomes around the world.

Enclosed you will find an overview of the various sponsorship opportunities available. We appreciate your consideration.

Sincerely,

Dr. Barry Rubin, Dr. Gary Lewis, Dr. Phil Segal, and Dr. Sean Balmain  
Symposium Directors

## GOLD \$10,000

- Opportunity to host a 20-minute Satellite Symposium during lunch
- Virtual Exhibit Space (allows for video content, downloadable materials, images, and text) with video or text chat with exhibit representatives
- 4 representatives may staff display and attend academic sessions
- Company logo on all conference supporter areas (website, digital conference platform, and slides).

## SILVER \$7,500

- Virtual exhibit space (allows for video content, downloadable materials, images, and text) with video or text chat with exhibit representatives
- 2 representatives may staff display and attend academic sessions
- Company logo recognition on conference website, digital conference platform, and slides

## BRONZE \$5,000

- Company logo recognition on conference website, digital conference platform, and slides
- No virtual exhibit space is provided.

*For more information, or to confirm your commitment\*, please contact Liz or Brandon:*

**Liz Petrova**

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*\*To confirm your commitment, we kindly request submission of the attached Gift Commitment Form via e-mail by Thursday, December 31<sup>st</sup>, 2020.*