

Cardiovascular Disease and Diabetes, from Risk Management to Advanced Therapeutics

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. Coined, "Cardiovascular disease and diabetes, from risk management to advanced therapeutics," this year's symposium will be held on Friday, January 17th and Saturday, January 18th 2020 at the Hilton Toronto.

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.

Last year's inaugural symposium highlighted how greater integration of these treatment strategies will lead to stronger levels of care and improved patient outcomes. There were 240 attendees, all with a range of experience and expertise; some had less than 10 years in the field, while others were seasoned veterans. The breadth of interest is indicative of the significance of this topic and the need for ongoing education.

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, respectively. 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.

Leading up to the 100th anniversary of the discovery of insulin in 2021, the Banting & Best Diabetes Centre – with one of the largest concentrations of diabetes scientists in the world – is uniquely positioned to make history once again. Their members lead 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.

Strategically integrating the prevailing expertise of both cardiovascular and diabetes care, participants will follow the trajectory of a fictitious patient over the course of the two-day symposium. By tailoring all discussions around a concrete scenario, our goal is to better equip medical professionals with the decision-making power, the resources, and the confidence when they are faced with similar scenarios in their practice.

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

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



2nd Annual

Joint Cardiovascular-Diabetes Symposium

Journey From Risk Management to Advanced Therapeutics

PLATINUM \$20,000 (2 opportunities available; 1 for each day of the symposium)

- Opportunity to host a Satellite Symposium during lunch (cost of catering and A/V not included)
- Company branding on the escalator leading from the hotel lobby to conference level (1 day)
- Sponsor space in prominent location of exhibitor hall (15'x10'), with additional space provided for custom brand activation
- 4 representatives may attend academic sessions
- Company logo on all conference supporter areas (website, program, and plenary slide)

GOLD \$15,000 (2 opportunities available)

- Prominent brand placement in hotel lobby with company banner next to escalator leading from the hotel lobby to the conference level (2 days)
- Sponsor space in prominent location of exhibitor hall (10'x10')
- 3 representatives may attend academic sessions
- Company logo on all conference supporter areas (website, program, and plenary slide)

SILVER \$10,000

- Sponsor space in exhibitor hall (8'x10')
- 2 representatives may attend academic sessions
- Company logo on all conference supporter areas (website, program, and plenary slide)

BRONZE \$7,500

- Table display only; 6' draped table will be provided
- 1 representative may attend academic sessions
- Company logo on all conference supporter areas (website, program, and plenary slide)

For more information, or to confirm your commitment, please contact:

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