

XII International Celiac Disease Symposium

2006



SPONSORSHIP OPPORTUNITIES

Sponsorship Program

Reasons to Sponsor

- Maximize corporate exposure with target audience
- Reach scientific experts and industry leaders
- Showcase new products and services
- Establish new strategic partners

The Sponsorship Program provides strategic opportunities for companies to make an impact at the XII International Celiac Disease Symposium. Our sponsor benefits maximize corporate visibility (both pre-symposium and on-site). The Sponsorship Program is designed specifically for business-aligning your brand with your target audience.

Our sponsorship packages can include the following important benefits:

- Complimentary conference registrations
- Complimentary exhibit space
- Complimentary ads in program collateral materials
- Corporate messaging/logo placement
- On-site Promotional Signage
- Networking Receptions
- Access to "invitation-only" conference events
- ...and more!

Sponsorship Opportunities

Networking Receptions

Our networking receptions are sophisticated events that provide strategic visibility and corporate messaging opportunities. The Celiac Disease Center at Columbia University will provide all food and beverage, planning, venue, décor, corporate recognition signage, with no additional cost to the sponsor.

Gala Reception – Thursday, November 9, 2006

\$25,000 Sponsorship – (4 opportunities)

- This sophisticated, high-profile reception welcomes registrants to the XII International Celiac Disease Symposium and features a breathtaking venue and premier networking opportunities combined to leave an indelible impression.
- This event is open to all full-conference registrants
- Logo prominently displayed on website and in final program
- Onsite signage prominently displayed
- Opportunity for each co-sponsor to display company promotional materials and giveaways at the event
- Additional benefits are listed on the Benefits Matrix

Celiac Soirée – Friday, November 10, 2006

\$25,000 Sponsorship – (4 opportunities)

- This high-energy, high-profile reception celebrates this international gathering of world leaders for the XII International Celiac Disease Symposium and features a breathtaking venue and premier networking opportunities combined to leave an indelible impression
- This event will be held in the ballroom at the Hilton Hotel
- This event is open to all full-conference registrants
- Sponsoring this reception establishes corporate recognition and grants onsite opportunities to advance corporate message
- Logo prominently displayed on website and in final program
- Onsite signage prominently displayed
- Opportunity for each co-sponsor to display company promotional materials and giveaways at the event
- Additional benefits are listed on the Benefits Matrix

Science Reception – Friday, November 10, 2006

\$10,000 Co-sponsorship – (6 opportunities)

- This is an exclusive, invitation-only reception for the organizing committee, most senior scientists, top industry leaders, government leaders and special guests
- The reception will be held at the Hilton Hotel
- Take advantage of an excellent on-site opportunity to target a corporate message to a premier audience
- Sponsoring this reception establishes corporate recognition and grants on-site opportunities to advance corporate message
- Logo displayed on website and in final program
- Onsite signage
- Additional benefits are listed on the Benefits Matrix

Organizing Committee Dinner – Saturday, November 11, 2006

\$10,000 Co-sponsorship – (4 opportunities)

- This is an exclusive, invitation-only reception with the organizing committee, speakers, and other special guests
- The dinner will be held at a New York City restaurant
- Take advantage of an excellent on-site opportunity to target a corporate message to a premier audience
- Logo displayed on website and in final program
- Onsite Signage
- Each co-sponsor will receive 4 invitations to the event
- Additional benefits are listed on the Benefits Matrix

Registration Area – Wednesday-Saturday, November 8-11, 2006

\$20,000 Exclusive Sponsorship

- On-site banner in registration area with corporate recognition signage
- Company brochure or premium in meeting bag
- Logo displayed on website and in final program
- Additional sponsor benefits are listed in Benefits Matrix

Breakfast Buffet – Thursday-Saturday, November 9-11, 2006

\$10,000 Exclusive Sponsorship

- Breakfast buffet and beverage provided, with no additional cost to the sponsor
- On-site corporate recognition signage
- Logo displayed on website and in final program
- Draped table with easel back sign provided in breakfast area for company literature and brochures
- Additional sponsor benefits are listed in Benefits Matrix

Lunch Buffet – Thursday-Saturday, November 9-11, 2006

\$10,000 Exclusive Sponsorship

- Breakfast buffet and beverage provided, with no additional cost to the sponsor
- On-site corporate recognition signage
- Logo displayed on website and in final program
- Draped table with easel back sign provided in lunch area for company literature and brochures
- Additional sponsor benefits are listed in Benefits Matrix

Final Program

\$10,000 Co-sponsorship (4 opportunities)

- This exclusive sponsorship offers an excellent marketing tool to promote the sponsor's corporate message
- Sponsor has premium choice for placing a full-page (two-color) ad on the front-inside cover or back-inside cover, spread or back cover of the Final Program
- Logo displayed on website and in final program
- Additional sponsor benefits are listed on the Benefits Matrix

Meeting Tracks

The International Symposia and Clinical Forum tracks (three days in length) will be available for sponsorship. Each day features up to three sessions that are 2 to 4 hours in length focusing on issues relevant to the specific session. The scientific tracks are open to all full-conference scientific registrants and the Clinical tracks are open to all full-conference clinical registrants.

Sponsorship benefits include:

- Opportunity for sponsor to host the meeting track by introducing the moderator at each session
- Prominently displayed corporate logo inside on the track room projection screen (PowerPoint slide) and signage announcing session outside of the track room on a free standing sign
- Logo displayed on website and in final program
- Opportunity for sponsor to advance corporate message by displaying company promotional material at meeting track room
- Additional benefits are listed on the Benefits Matrix

Prices for International Symposia Meeting Tracks

- One-day meeting track - \$10,000
- Two-day meeting track - \$20,000
- Three-day meeting track exclusive - \$25,000

Prices for Clinical Forum Meeting Tracks

- One-day meeting track - \$10,000
- Two-day meeting track - \$20,000
- Three-day meeting track exclusive- \$25,000

Connecting Teens With Celiac Program

\$10,000 Co-sponsorship (4 opportunities)

Connecting Teens With Celiac is an interactive, educational program that is designed for teens that are 13-18 years of age that have been diagnosed with celiac disease or are a first or second degree relative or friend of someone who has been diagnosed with celiac disease.

- Prominently displayed corporate logo inside on the track room projection screen (PowerPoint slide) and signage announcing session outside of the program area on a free standing sign
- Logo displayed on website and in final program
- Opportunity for sponsor to advance corporate message by displaying company promotional material at meeting track room
- Additional benefits are listed on the Benefits Matrix

Discovery Program

\$10,000 Co-sponsorship (6 opportunities)

- Financial awards will be given to poster and oral presentations that are considered to be especially meritorious.
- On-site corporate recognition signage in the Discovery Corridor of the exhibit hall where the abstracts will be presented daily
- Logo displayed on website and in final program
- Additional sponsor benefits are listed in Benefits Matrix

Media/Press – Thursday-Saturday, November 9-11, 2006

The following sponsorship opportunities provide strategic access and unparalleled visibility to members of the press (local and national) that are covering the XII International Celiac Disease Symposium.

Media Breakfast – Thursday, November 9, 2006

\$10,000 Co-sponsorship (6 opportunities)

The Media Breakfast welcomes members of the press covering the symposium

- A hot topic issue forms the panel discussion at the Media Breakfast
- Breakfast food and beverage provided by the Celiac Disease Center with no additional cost to the co-sponsor
- Media Breakfast attendees will see the prominently displayed corporate logo inside the room on projection screen (PowerPoint slide) and outside of the room on a freestanding sign
- Logo displayed on website and in final program
- Each co-sponsor to receive 4 invitations to the Media Breakfast
- Opportunity for each co-sponsor to advance corporate message by displaying company promotional materials on literature table in the Media Breakfast area
- Additional benefits are listed on the Benefits Matrix

Press Conference Room – Thursday, November 9 & Friday, November 10, 2006

\$5,000 Co-sponsorship (4 opportunities)

The Press Conference Room is the center of activity for press conferences and photo ops for these two days of the symposium

- The sponsor's corporate logo appears on the Press Conference Room back-drop and on freestanding sign at entrance of the room
- Logo displayed on website and in final program
- Opportunity for sponsor to advance corporate message by displaying company promotional materials in the Press Conference area
- Additional benefits are listed on the Benefits Matrix

Meeting Bags

\$15,000 Sponsorship – Exclusive

- This is an exceptional corporate promotional opportunity
- Corporate logo is strategically placed on approximately 2000 meeting bags
- Logo displayed on website and in final program
- This sponsorship yields maximum corporate visibility for the entire symposium and beyond as registrants take the meeting bags home to use in their own communities
- Additional benefits are listed on the Benefits Matrix

Volunteer Recognition Program

\$10,000 Sponsorship – Exclusive

- Strategic corporate logo on all the volunteers' shirts.
- The shirt will be worn by volunteers for the duration of the symposium. It will also be distributed to members of the organizing committee and Celiac Disease Center's scientific advisory board
- Logo displayed on website and in final program
- Additional benefits are listed on the Benefits Matrix

Lanyards

\$20,000 Sponsorship – Exclusive

- Each attendee name badge comes with a lanyard featuring the sponsor's logo.
- Strategic visibility for the entire conference
- Logo displayed on website and in final program
- Additional benefits are listed on the Benefits Matrix

Celiac Primer

\$5,000 Co-Sponsorship (6 Opportunities)

Advancements in celiac disease are rapidly changing the way physicians care for patients. Understanding celiac disease is a 2 hour primer in celiac disease that is just right for individuals who need to learn about the scope of the disease and the critical technologies that have enabled physicians and scientists to make astounding progress in patient care.

- This program is open to all registrants
- Opportunity for each co-sponsor to display company promotional materials
- Logo displayed on website and in final program
- Additional benefits are listed on the benefits matrix

Information Kiosk

\$5,000 Sponsorship – Exclusive

- Information kiosk is fully staffed and strategically located within the symposium.
- Site will include corporate logo recognition; signage is provided by the Celiac Disease Center at Columbia University.
- Kiosks include opportunities for displaying company materials and promotional giveaways.
- Logo displayed on website and in final program
- Opportunity for sponsor to host Information Kiosk
- Additional benefits are listed on the Benefits Matrix

Speaker Gifts

\$5,000 Sponsorship -- Exclusive

- A speaker gift featuring the sponsor logo is provided to all session speakers, abstract presenters, speakers and other distinguished guests.
- Logo displayed on website and in final program
- Additional benefits are listed on the Benefits Matrix

Sponsor Confirmation

Upon confirmation of your Sponsor Application, a confirmation package that includes a contract and invoice will be sent to the designated contact person indicated on the application. 100% of sponsorship fees and additional exhibit fees are due upon confirmation of your sponsorship.