

2018



NHP Research
Society of Canada



15TH ANNUAL NHPRS CONFERENCE
Innovation at the NHP/Food Interface

SPONSORSHIP PROSPECTUS

May 14th-18th, 2018

Delta Guelph Conference Centre,
Guelph, Ontario, Canada

www.nhprs.ca



INNOVATION AT THE NHP/FOOD INTERFACE

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Delta Guelph Conference Centre

Guelph, Ontario, Canada

The Natural Health Product Research Society (NHPRS) of Canada is pleased to host our 15th Annual Conference and Trade Show, May 14th-18th, 2018 in Guelph, Ontario, Canada.

“Innovation at the NHP/Food Interface” will feature invited lectures from leading natural health and food product experts, and cutting edge peer-reviewed research.

The continuum between natural health products and food holds tremendous potential for discovery and innovation, as well as for new partnerships and collaborations. Our conference will further explore this relationship in special plenary symposia focused on:

- 1) Perceptions of food, medicine and health;
- 2) Science and the media, industry, regulators and consumers; *and*
- 3) Knowledge Transfer: From Traditional Knowledge to Modern NHPs.

Our program will showcase the latest scientific advances in:

- ✓ Traditional Medicines
- ✓ Cardiovascular Health
- ✓ Diabetes and Metabolism
- ✓ Pharmacology & Toxicology
- ✓ Cancer
- ✓ Infection and Immunity
- ✓ Neurology and Mental Health
- ✓ The Gut Microbiome
- ✓ Nutrition, Nutrients and Food Fortification
- ✓ NHP Quality
- ✓ Scientific and Regulatory affairs
- ✓ Medical Cannabis
- ✓ Pediatrics and youth
- ✓ Men's' and Women's Health

Why Be a Sponsor?

Demonstrate your leadership and vision for innovative, research-driven products. Align yourself and/or your product or service with a conference program aimed at fostering and strengthening a growing, vibrant industry of based in research.

Being a sponsor for the **NHPRS of Canada's 15th Annual Conference and Trade Show** is an outstanding opportunity to align your organization with a thriving and productive network. Your participation as a sponsor underscores your commitment to an educated and informed NHP industry.

Visibility and Recognition

As a sponsor of this event, you will gain immediate and lasting recognition within the international NHP community. You will have access to a large target audience to promote and raise the profile of your group.

The 2018 conference will be hosted in Guelph, Ontario, central to Canada and a research hub for natural health & food product innovations; home to the Guelph Food Innovation Centre, AAFC Guelph Research & Development Centre, Arrell Food Institute, Gosling Research Institute for Plant Preservation, Canadian Institute for Food Safety, Canadian Centre for DNA Barcoding, and Biodiversity Institute of Canada.

Following the success of the previous meetings, it is estimated that >250 people will attend this event. Audience members will be comprised of a diversity of individuals and companies involved or interested in NHP research, products and services including:

- ✓ Individuals and companies interested in advancements in NHP and Food research, product quality and standards, production, processing, product development and formulation, product safety and efficacy;
- ✓ Clinical, basic and social scientists, graduate students and post-docs in NHP, functional food and nutraceutical research;
- ✓ Conventional and alternative health professionals interested in advancing the knowledge of the latest NHP research findings.

Sponsorship Opportunities

A wide range of sponsorship packages, each with a specific list of benefits, is available. Costs will vary according to the level of sponsorship suitable to your group. These sponsorship packages can be tailored to meet the scope of advertising, recognition and promotion desired.



VIP Sponsorships

Diamond (1 only)

Platinum Sponsor (2 only)	\$25,000+
Gold Sponsor (3 only)	\$15,000+
Silver Sponsor	\$10,000+
Bronze Sponsor	\$7,500+
	\$4,000+

Other Sponsorships

Gala Dinner (& Keynote Speaker)	\$10,000 (\$16,000)
Networking Reception (1)	\$8,000
Symposia	\$7,500
Plenary Speakers (3-6)	\$5,000 /speaker
Conference Bag Sponsorship	\$4000
Luncheon* (3)	\$5,000 /lunch
Internet Café Coffee Breaks* (6)	\$2,500/break
Student Travel Bursary (10)	\$1,000/student

◆ **Diamond Sponsor**

The highest level of recognition an organization can receive for its leadership in sponsorship. Benefits:

- ✓ Exclusive signage rights in the conference registration area.
- ✓ Double-sized exhibit booth in best location.
- ✓ 8 complimentary full conference registrations for your organization members.
- ✓ Full 2- page color advertisement in the conference program.
- ✓ Corporate logo hyperlinked to your organization's website from the conference website
- ✓ Opportunities to address the delegation at conference opening/closing.

Sponsorship Opportunities

Benefits may be tailored to meet the particular needs of the sponsor. To discuss these or any other sponsorship opportunities please contact the NHP Research Society of Canada at www.nhprs.ca

VIP Sponsorships	Platinum Sponsor (2)	Gold Sponsor (3)	Silver Sponsor	Bronze Sponsor
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ADVERTISING

Complimentary ad in conference program	Full page color and logo on cover	½ Page color and logo on cover	½ Page color display	½ Page black and white display
NHPRS conference website	Name and logo on website	Name and logo on website	Name on website	Name on website
Press release, emails, brochures	Name and logo on all pre-promotional material	Name and logo on some pre-promotional material	Logo on brochure	Logo on brochure
Trade show booth	✓	✓	✓	✓

RECOGNITION

Special mention of thanks on website	✓	✓	✓	✓
Mention of thanks at conference open and close	✓	✓	✓	n/a
Speaking opportunities	Address delegation for 5 minutes at conference	n/a	n/a	n/a

PROMOTIONAL OPPORTUNITIES

Section in program with sponsor's name and logo	Large print	Medium print	Small print	Small print (name only)
Conference package inclusions	Option to include brochure and giveaway	Option to include brochure and giveaway	Option to include brochure	n/a
Potential networking opportunities with co-sponsors				

CONFERENCE REWARDS

Complimentary tickets to attend conference	5 Guests	3 Guests	2 Guest	1 Guest
Financial considerations	\$15,000+	\$10,000+	\$7,500+	\$4,000+



NHP Research Conference and Trade Show

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Other Sponsorships	Benefits	Packages Available	Financial Obligation
Gala Dinner (and Keynote Speaker)	<ul style="list-style-type: none"> · Primary social event of the conference. · Brings everyone together and establishes positive profile. · Room signage restricted to sponsor and organization name beside event listed in conference program. · Opportunity to make a significant impression on all delegates. · (If sponsoring Key Note, opportunity to introduce the speaker) 	1	\$10,000 (\$16,000)
Networking Reception*	<ul style="list-style-type: none"> · Brings everyone together and establishes positive profile. · Room signage restricted to reception sponsor and organization name beside reception listed in conference program. · Opportunity to make a significant impression on all delegates. 	1	\$8,000
Symposia	<ul style="list-style-type: none"> · Organization receives branding opportunity during high profile symposia attended by conference delegation. · Organization recognized during session and listed in conference program. · Opportunity to provide participants with promotional materials. 	1	\$7,500
Plenary Speakers	<ul style="list-style-type: none"> · Organization recognized for sponsoring speaker before session. · Organization's name listed in conference program agenda. · Speaker to be named in your group's honour. · Opportunity to make a significant impression on all delegates. 	3	\$5,000 / speaker
Conference Bag	<ul style="list-style-type: none"> · Exclusive right to include your company logo (in black) along with the NHPRS logo on the fabric conference bags distributed to all conference participants. 	1	\$4,000
Luncheon*	<ul style="list-style-type: none"> · Branding and display in dining area. · Organization name and logo prominently featured on tables. · If one group sponsors all 3 lunches, their display will be permanently placed in dining area for entire conference. 	3 Lunches	\$5,000 / lunch
Coffee Breaks	<ul style="list-style-type: none"> · Ensures all delegates see your display/branding or product in kind. · Name and logo prominently featured where snacks are served. · If one group sponsors all breaks, their display will be permanently placed in dining area for entire conference. 	6 Breaks	\$2,500 / break
Student Travel Bursary	<ul style="list-style-type: none"> · Sponsor career development of a student. · Provide funding for a student to attend and present a poster. · Bursaries offered, each named in honour of the sponsoring group. · Recognition during student awards ceremony preceding Gala Dinner. 	10	\$1,000 / student

15th Annual NHP Research Conference and Trade Show

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Sponsorship Registration Form (to be completed by March 31st, 2018)

Company Name: _____ Contact: _____

Company Address: _____

Phone: _____ Email: _____

Please register our organization for the following conference sponsorship opportunities:

VIP Sponsorships

- Diamond \$25,000+ \$ _____
- Platinum Sponsor \$15,000+ \$ _____
- Gold Sponsor \$10,000+ \$ _____
- Silver Sponsor \$7,000+ \$ _____
- Bronze Sponsor \$4,000+ \$ _____

Other Sponsorships

- Gala Dinner(& Keynote Speaker) \$10,000 (\$16,000)
- Networking Reception \$8,000
- Symposia \$7,500
- Plenary Speaker \$5,000 / speaker
Speaker name: _____
- Luncheon \$5,000 / lunch
- Conference Bags \$4,000
- Coffee Breaks \$2,500 / break
- Student Travel Bursary \$1,000 / student

By signing below, I acknowledge that I am duly authorized to sign for my company and understand that all sponsorship opportunities are awarded on a first come, first served basis. A contract will be sent to me once the NHP Research Society of Canada receives this registration. I further acknowledge that this is the first step in making a commitment to participate in the **15th Annual NHP Research Conference and Trade Show** as a conference sponsor. If total sponsorship payment is not received by **March 31st, 2018**, I understand that the sponsorship agreement will be canceled.

Name: _____ Total Sponsorship Amount: \$ _____

Signature: _____ Date: _____

Received by NHPRS: _____ Date: _____

Terms of Agreement – Conference Sponsorship

This agreement will be binding upon acceptance of payment by the NHPRS. The sponsor agrees to comply with all applicable terms, conditions, rules, and regulations of the NHPRS. The decisions of the conference organizers in the interpretation of this contract shall be final and binding on the sponsor. Sponsorships will be awarded on a first come, first served basis. Sponsorship registrations will not be reserved until the NHPRS office receives full payment. The NHPRS of Canada retains the right to decline any sponsor that it deems inappropriate.

Deadlines for submission of sponsor logos and other promotional materials

The sponsor is responsible for providing the NHPRS with a print ready version of its logo and any other promotional materials. For inclusion in the printed conference brochure, logos should be submitted no later than **March 31st, 2018** (VIP Sponsors only). The final deadline for inclusion of sponsor logos on the conference signage and program materials is **April 15th, 2018**. Any materials received after this date will appear on the NHPRS website only.



NHP Research
Society of Canada

The Natural Health Product Research Society of Canada

The NHP Research Society (NHPRS) of Canada is a not-for-profit science society. Its mission is to facilitate and support meaningful, scientifically rigorous research and education on natural health products (NHPs). The NHPRS's policy and project goals promote the development of:

- ✓ Research priorities that will best enable the informed and appropriate use of NHPs that are safe, efficacious, and of high quality;
- ✓ A vertically integrated national research network that encompasses academic, health professional, industry and government stakeholders; and
- ✓ Established product quality standards, including reference materials and validated methods.

NHPRS Objectives

It is the objective of the Society to facilitate and support NHP research priorities to:

- ✓ Foster interdisciplinary NHP research collaborations and networking; Build NHP research and education capacity;
- ✓ Facilitate effective NHP knowledge transfer and translation;
- ✓ Facilitate informed decision-making and evidence-based policy development; Advocate and uphold fair and ethical standards in NHP education and research;
- ✓ Provide representation and a communication forum for the NHP research and education community;
- ✓ Promote the use of high quality, well-characterized and standardized NHPs in research; Ensure the safe and appropriate use of NHPs;
- ✓ Ensure the efficacy, safety, and high quality of NHPs; and
- ✓ Develop national product quality standards, reference materials and validated methods.

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