



# IEA WORLD CONGRESS OF EPIDEMIOLOGY

7-11th August 2011 Edinburgh, Scotland.



## CHANGING POPULATIONS, CHANGING DISEASES: EPIDEMIOLOGY FOR TOMORROW'S WORLD

Sponsorship & Exhibition Opportunities

For further details on the programme please visit the website or contact the conference organisers:

**[www.epidemiology2011.com](http://www.epidemiology2011.com)**



In Conference Ltd., 4-6 Oak Lane, Edinburgh, EH12 6XH Scotland, UK.  
Tel: +44 (0)131 339 9235. Email: [epidemiology2011@in-conference.org.uk](mailto:epidemiology2011@in-conference.org.uk)

## Summary of Sponsorship/Exhibition Opportunities

Description	Cost	Details on Page
<b>Major Sponsorship</b>		
Platinum Sponsor	£20,000 x 2	8 + 9
Key Supporter	£7,000	8 + 9
<b>Programme/Bursary Sponsorship</b>		
Industry Satellite Symposium	£10,000 for 1 hour or £2,000 for 10 min slot	9
Symposium Sponsorship	£3,500 per Symposium or £1,000 per Presenter	9
Plenary Speaker	£1,500 per speaker	10
Funding for Delegates from Lower Income Countries	Total of 1 x £100,000 or can be split into packages of £1,000	10
<b>Exhibition</b>		
Exhibition Space	£1,500 per 3m x 2m booth	10
<b>Social Programme</b>		
Welcome Reception	£3,000	10
Pre-Conference Dinner Receptions	£2,000	10
Conference Dinner	£4,000	10
Combined Sponsorship of Reception and Dinner	£5,000	10
Poster Boards	£1,500	11
<b>Delegate Bag Materials</b>		
Book of Abstracts	Cost: TBA	11
Delegate Bags	£3,500	11
Name Lanyards	£1,000	11
Writing Pads & Pens	£750	11
Insert in Delegate Bags	£500	11
Advertising	From £1,000	11
<b>Venue Enhancements</b>		
Internet Café & Wifi	£5,000	12
Hire of Meeting Rooms	From £400	12
Directional Signage	£1,000	12
Speaker Hospitality Lounge	£2,500	12
Tea/Coffee Breaks	From £500	12
Lunches	£2,000	12

Please note that all costs quoted are **not** subject to VAT.

## Letter of Invitation

I am delighted to announce that Scotland will be the host for the world's international epidemiology and public health conference, in 2011. It is my privilege to invite you to join us. This showcase triennial event will be held at the world-leading Edinburgh International Conference Centre and follows successful meetings in Brazil in 2008 and Thailand in 2005.

The Congress theme is reflected in the title: "**Changing populations, changing diseases: Epidemiology for Tomorrow's World.**" Within this future-orientated theme we will discuss the full span of research across the many disciplines contributing to our science and practice.

In addition to grappling with today's problems across the globe, we will forecast what awaits us in the future, in terms of diseases (including uncovering causes); health effects of environmental and demographic change; and theoretical, conceptual and technical developments in epidemiology.

The Congress is hosted by the four academic departments leading epidemiology and public health in Scotland (in the Universities of Glasgow, Edinburgh, Aberdeen and Dundee). We have an ambitious goal of achieving representation at the Congress from every country in the world which we are certain will create a distinctive and memorable congress.

We look forward to working with your organisation to maximise the impact of your message in this unique opportunity to interact with a highly influential and wide reaching audience.

Yours sincerely



Raj Bhopal  
CBE, DSc (hon), MD, MPH  
Chairman: Executive Committee of the Congress  
Bruce and John Usher Professor of Public Health

### **Chairs of Congress Committees**

Professor Raj Bhopal, University of Edinburgh, Chair of Management Executive Committee  
Professor Jim McEwen, Chair of Fundraising Committee  
Professor Cairns Smith, University of, Chair of Scientific Committee  
Professor Gary McFarlane, University of, Chair of Marketing Committee  
Dr Alison McCallum, XXXXXXXXXXXX, Co Chair of Social & VIP Committee  
David Pattison, NHS Health Scotland, Co Chair of Social & VIP Committee  
Prof Richard Peto, Chair of International Committee

## **International Advisory Committee**

**Professor Richard Peto** [Chair] - Clinical Trial Service Unit, University of Oxford, UK  
**Professor E Barrett-Connor** - Moores Cancer Centre, University of California, USA  
**Professor Valerie Beral** - Cancer Epidemiology Unit, University of Oxford, UK  
**Dr Neeraj Bhala** [Co-ord] - Clinical Trial Service Unit, University of Oxford, UK  
**Professor Fred Binka** - School of Public Health, University of Ghana, Ghana  
**Dr Ruth Bonita** - Co-Director, International Public Health Consultants, New Zealand  
**Dr Alejandro Cravioto** - ICDDR, Bangladesh  
**Professor Peter Donnelly** - Wellcome Trust Centre for Human Genetics, UK  
**Professor Mattias Egger** - University of Bern, Switzerland  
**Dr Silvia Franceschi** - International Agency for Research on Cancer, France  
**Dr Julio Frenk** - Harvard University, School of Public Health, USA  
**Professor Andrew Haines** - London School of Hygiene and Tropical Medicine, UK  
**Professor Randah Hamadeh** - Arabian Gulf University, Bahrain  
**Professor Hans-Werner Hense** - Institute of Epidemiology, University of Muenster, Germany  
**Professor Prabhat Jha** - Centre for Global Health Research, Toronto, Canada  
**Professor Mohsen Janghorbani** - Isfahan University of Medical Sciences, Iran  
**Professor Pablo Kuri-Morales** - Universidad Nacional Autónoma de México, Mexico  
**Professor John Last** - University of Ottawa, Canada  
**Professor Liming Li** - Chinese Academy of Medical Sciences, China  
**Professor Alan Lopez** - School of Population Health, Queensland University, Australia  
**Dr Judith Mackay** - Asian Consultancy on Tobacco Control, Hong Kong  
**Professor Johan Mackenbach** - Department of Public Health, Erasmus MC, Netherlands  
**Professor Stephen MacMahon** - The George Institute for International Health, Australia  
**Professor Jose M Anto'** - Center for Environmental Research, Spain  
**Professor Franco Merletti** - University of Turin, Italy  
**Dr Hassan Mshinda** - Tanzania Commission for Science and Technology, Tanzania  
**Professor Nubia Munoz** - National Cancer Institute, Colombia  
**Dr Yosikazu Nakamura** - Department of Public Health, Jichi Medical School, Japan  
**Professor Jorn Olsen** - Dean, UCLA School of Public Health, USA  
**Professor John Last** - University of Ottawa, Canada  
**Professor Michael Marmot** - Epidemiology & Public Health, University College London, UK  
**Professor Anthony McMichael** - The Australian National University, Australia  
**Dr Ziad Memish** - Ministry of Health, Kingdom of Saudi Arabia  
**Professor Neil Pearce** - Centre for Public Health Research, Massey University, New Zealand  
**Professor Peter Piot** - Institute for Global Health at Imperial College, UK  
**Professor Srinath Reddy** - Public Health Foundation of India, India  
**Dr Michael Thun** - American Cancer Society, USA  
**Professor Cesar Victora** - Federal University of Pelotas, Brazil  
**Professor Jimmy Volmink** - Medical Research Council, South Africa  
**Professor Salim Yusuf** - PHRI, McMaster University, Canada  
**Professor David Zaridze** - Institute of Carcinogenesis, Russian Cancer Society, Russia  
**Professor Witold Zatonski** - Maria Sklodowska-Curie Memorial Cancer, Poland

## General Information

The Congress will be hosted by Scotland, under the auspices of the **International Epidemiological Association's (IEA)**, the oldest and only truly international professional organisation of epidemiologists involving more than 1500 professionals from some 100 countries who work on a broad range of substantive and methodological areas in epidemiology and public health.

The IEA also publishes the respected International Journal of Epidemiology and it has a major role in education, encouraging career development and particularly supports younger professionals from lower income countries – the decision makers of tomorrow!

The best speakers in the world and rising stars will present their work in a mixture of plenary and concurrent sessions. Lunches will be included in the registration fee to encourage informal interaction and poster sessions will be sponsored to provide refreshments. A high profile trade exhibition will be fully integrated into the programme and the venue.

The 2011 congress will have an exciting four-day programme and an extensive trade exhibition aimed at facilitating communication amongst those engaged in research and teaching of epidemiology throughout the world, and encouraging its use in all fields of health including social, community and preventative medicine.

The location will be the Edinburgh International Conference Centre (EICC), in the heart of one of the UK's most beautiful cities and favourite destinations. The Congress hopes to attract between 1500 - 1800 participants and is being held the week prior to the world famous Edinburgh International (Arts and Cultural) Festival and during the accompanying Fringe Festival – so why not come to both!

The activities and events associated with this congress offer a unique opportunity for companies to reach a highly influential international audience including;

- Academic Staff
- Public Health Officials
- Health Care Service Officials
- Policy Makers
- Post Doc Students

## Provisional Programme

	Sunday 7 <sup>th</sup> August	Monday 8 <sup>th</sup> August	Tuesday 9 <sup>th</sup> August	Wednesday 10 <sup>th</sup> August	Thursday 11 <sup>th</sup> August
08.45-10.15		2 x Plenary	2 x Plenary	2 x Plenary	2 x Plenary
10.15-10.45		Break	Break	Break	Break
10.45-12.30		6 x Parallel Sessions	6x Parallel Sessions	6x Parallel Sessions	6x Parallel Sessions
12.30 – 14.00	Registration & Pre Conference Workshops	Lunch	Lunch	Lunch	Closing Session
14.00 – 15.45		6x Parallel Sessions	6x Parallel Sessions	6x Parallel Sessions	
15.45 – 16.15		Break	Break	Break	
16.15 – 17.45		Plenary x 2	Plenary x 1	Plenary x 1	
17.55 – 19.00	Opening Ceremony & Keynote Address	Business Meeting	Parallel Sessions x 5	Business Meeting	
19.00 – 20.00	Welcome Reception				
20.00 – 23.00				Conference Dinner	

### Programme Topics will include:

- I. **Global Problems**  
(economic inequality, climate change, food supply, poverty, population changes)
- II. **Cutting Edge Methodology**  
(causal analysis, genetic epidemiology, meta-analysis, hard to reach groups, interventions in resource poor countries)
- III. **Chronic Diseases and Underlying Problems**  
(cancer, CVD, diabetes, dementia, obesity, alcohol, smoking and underlying causes)
- IV. **Neglected Conditions**  
(tropical diseases, infectious disease, mental health, violence, disasters)
- V. **Epidemiology and Policy**  
(challenges in meeting needs of policy makers and impacting on policy)

*For the current programme and a full list of speakers, please visit [www.epidemiology2011.com](http://www.epidemiology2011.com)*

## Exhibition Information

Conference & Exhibition Venue	Edinburgh International Conference Centre (EICC), Morrison Street, Edinburgh EH3 8EE  Web: <a href="http://www.eicc.co.uk">www.eicc.co.uk</a>  Exhibits will be located in the Cromdale Hall and Cromdale Foyer. The Posters, refreshments and lunch breaks will also be held here.
Set Up  <b>(exact timings TBC)</b>	Saturday 6 August: 12.00 -17.30 for space only exhibitors  Sunday 7 August: 08.00 -17.30 for shell scheme exhibitors  Full details will be provided in the Exhibitor Manual which will be issued 12 months prior to the start of the conference.
Opening Hours	Sunday 7 August: 18.00 - 20.00  Monday 8, Tuesday 9 and Wednesday 10: 08.00 - 18.30  Thursday 11: 08.00 - 11.00
Break Down	Thursday 11 August: 14.30 - 22.00

## Hotel Accommodation

The Conference Centre is in the heart of the city and is surrounded by many hotels which will suit all budgets. August is always a busy month in the city as it hosts the world's largest arts festival, the Edinburgh International Festival, and you are advised to book accommodation well in advance.

## SPONSORSHIP OPPORTUNITIES

A wide variety of exhibition and sponsorship opportunities have been created to allow each company the opportunity to showcase their organisation as best suits their budget. Please contact the Congress Organisers to discuss tailor made packages.

<b>Item</b>	<b>Platinum £20,000 (limited to 2)</b>	<b>Key Supporter £7,000</b>
<b>Exclusive Satellite Symposium</b>	■	
<b>Hospitality Suite</b>	■	
<b>Complimentary Exhibition Space</b>	■ (up to 24sqm)	■ (3m x 2m)
<b>Complimentary Full Delegate Registrations</b>	6	2
<b>Complimentary Invitation to Conference Dinner</b>	6	2
<b>Link from the home page of the conference website</b>	■	■
<b>Acknowledgement in Congress Literature</b>	■	■
<b>Final Programme – Editorial (150 Words) + Logo</b>	■	
<b>Final Programme – Editorial (50 Words) + Logo</b>		■
<b>Final Programme – Full Page Colour Outside Back Cover/Inside Front Cover</b>	■	
<b>Final Programme – Half Page Colour Advertisement (inside position)</b>		■
<b>Logo on screen as Platinum Sponsor at the beginning and end of each session</b>	■	
<b>Logo on screen as a Key Supporter at the beginning and end of each session</b>		■
<b>Acknowledgement of support from the Chairperson at the Opening Session</b>	■	■
<b>Insert in Delegate Bags</b>	■	■
<b>Logo on the Delegate Bag</b>	■	
<b>Use of Meeting Logo on approved organisation promotional material and press releases</b>	■	■

## **Platinum Sponsor**

(Limited to 2)

**Cost: £20,000**

As the Platinum sponsor of the Conference, your company will enjoy the highest level of exposure offered over all other sponsors. We view our Platinum Sponsor as our partner in the successful execution of the Conference and will constantly work alongside you to provide opportunities to promote your company. Your logo and company name will be listed as a Platinum Supporter on all the conference literature and on the Congress website. Full details of package are listed on page 7.

## **Key Supporter**

**Cost: £7,000**

As a Key Supporter of the Congress, the meeting will offer you extensive recognition of your support and allows you to stand out from the other exhibitors. In addition to the benefits listed on page 7, your logo and company name will be listed as a Key Supporter on all the conference literature and on the Congress website.

## **Industry Satellite Symposium**

**Cost: £10,000**

**Or £2,000 for 10 min time slot**

A satellite symposium is offered in one of the main auditoria which can seat up to 900 delegates. The symposium will run for 60 minutes without a competing session and will take place either during a lunch break or at the beginning or end of the conference day.

You will be able to select your own speakers and content subject to final approval by the Scientific Programme Committee. The session will be printed in the Final Programme and on the conference website. Data projection, microphones and hostesses will be provided. This is a unique opportunity to showcase new technology or products to the majority of delegates. Please note that sessions can be shared with more than one company. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Symposium Sponsorship**

**Cost: £3,500**

The Conference is structured around 12 plenary sessions and 47 parallel sessions, each 1 <sup>3</sup>/<sub>4</sub> hours in duration. These will be a combination of symposia with distinguished invited speakers selected to attract maximum exposure to the session, oral presentations and workshops.

The symposia are designed to achieve depth in scientific content, although the audience will be a mixture of specialists and generalists wanting to see the big picture. Numerous themes will be covered, including global problems, cutting edge methodology, chronic diseases and underlying problems, neglected conditions, epidemiology and policy.

As a Symposium Sponsor, your support will be acknowledged by the Chairperson at the start of the session, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Invited Symposium Speakers**

**Cost: £1,000**

As a sponsor, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Plenary Speakers**

**Cost £1,500**

As a sponsor, your support will be acknowledged by the Chairperson at the start of the session, your logo will be displayed on the opening slide and in the Final Programme. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Bursaries**

**Total Available: £100,000**

**Can be split into bundles of £1,000s as your budget allows**

Our aim is to attract to the conference at least one person from every country in the world. To enable people from emerging economies to attend we hope to offer 100 bursaries of £1,000 covering the delegates travel, accommodation and attendance at the conference. This will be offered as 1 x £100,000 to one organisation or it can be broken down into smaller bundles of £1,000s as your budget allows.

A 50 word entry into the Final Programme under the bursaries heading and your company logo and website link will be carried on the conference website on the sponsors' and bursaries page.

## **Exhibition Space (3m x 2m)**

**Cost: £1,500**

Includes carpeted floor space (NO shell scheme is provided) access to one 13 amp electrical point, and two exhibitor passes (these do not allow access to the scientific sessions). A free 50 word entry into the Final Programme and your company logo and website link will be carried on the conference website on the sponsors' page.

Additional exhibition space can be purchased at a cost of £250 per sqm.

## **Welcome Reception**

**Cost: £3,000**

Sponsorship of the Welcome Reception on Sunday 7<sup>th</sup> August will be an ideal opportunity to meet delegates and accompanying persons. Your logo will be displayed in the Final Programme and your company logo and website link will be carried on the conference website on the sponsors' page.

## **Pre Conference Dinner Drinks Reception**

**Cost: £2,000**

The conference dinner and will be held on Wednesday 10<sup>th</sup> August. Sponsorship of the Pre-dinner drinks reception is available at £2,000. Your logo will appear on the conference programme, table plan and on the invitation cards to delegates. You will also be acknowledged during the after dinner presentations. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Conference Dinner**

**Cost: £4,000**

The conference dinner and will be held on Wednesday 10<sup>th</sup> August. As major sponsor of the Conference Dinner, your logo will appear on the conference programme, on the invitation cards and on the menus on each table. You will also be acknowledged during the after dinner presentations. Your company logo and website link will be carried on the conference website on the sponsors' page.

There are also further opportunities for your company to enhance its marketing presence, such as having your logo printed on napkins etc. (Prices are available on request).

**Should you wish to sponsor an entire evening, we can offer a discounted package price of £5,000 for sponsorship of both the reception and dinner per night.**

## **Poster Boards**

**Cost: £1,500**

For sponsorship of the poster boards your logo will appear on each poster board beside the poster number and the IEA conference logo. It will also appear in the conference programme and on the sponsors' page on the conference website.

## **Book of Abstracts/Mini Programme /Certificates of Attendance**

**Cost: TBA**

You have the option to design and print these yourself or we can arrange this and charge you at cost. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Congress Delegate Bags**

**Cost: £3,500**

A quality conference bag will be given to each delegate/presenter on arrival at the conference which will have the conference logo, the platinum sponsors' logos and your company logo prominently featured on the outside. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Name Lanyards**

**Cost: £1,000**

Each delegate will receive a ribbon to hold their name badge when they arrive at Registration. Your logo will be printed alongside the conference logo on the name ribbon and delegates will be required to wear their badge at all times ensuring a high profile for your organisation. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Writing Pads & Pens**

**Cost: £750**

We will insert your branded writing pads and pens into each delegate bag. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Insert in Delegate Bag**

**Cost: £500**

One A4/A5 promotional leaflet or small brochure will be inserted into each delegate bag.

Each delegate will receive a delegate bag on arrival at the conference. This enables your company and its marketing material to directly reach all delegates and presenters.

## **Advertising in Final Programme**

**Cost from £1,000**

Limited advertising space will be available in the Final Programme which each delegate, presenter and exhibitor will receive on arrival at the congress centre. All advertisements will be carried in full colour. Your company logo and website link will also be carried on the conference website on the sponsors' page.

Outside Back Cover and Inside Front Cover: Reserved for Platinum Sponsors.  
Cost Price: £2,000

Inside position elsewhere: £1,000

## **Internet Café & WiFi Access**

**Cost: £5,000**

We expect the Internet Café to be one of the most visited areas of the exhibition hall. Your name and website homepage will be carried as the screensaver on all laptops in the café area. (The final number of laptops will be dependent on the total number of registered delegates.) In addition, delegates with their own computers/hand held devices will be able to access a WiFi service provided as part of your sponsorship. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Hire of Meeting Rooms**

**Cost: from £400**

We have a limited number of smaller meeting rooms for hire at the conference venue which can be booked for your own small meetings. Rooms can accommodate 10-50 people and a quotation for the room hire, audio visual equipment and catering requirements are available from the conference organisers.

## **Directional Signage**

**Cost: £1,000**

Your logo will appear alongside the platinum sponsor's logo on the directional signage which will assist delegates to find their way around the congress centre, meeting rooms and exhibition areas. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Speaker Hospitality and Preview Lounge**

**Cost: £2,500**

All presenters will use this room to prepare/check their presentations. Light refreshments will be available. Your logo and message will appear on as the screensaver and on signage outside the room. Your company logo and website link will be carried on the conference website on the sponsors' page.

## **Tea/Coffee Breaks**

**Cost: £500/break**

As sponsors of a tea/coffee break, your logo will appear on the programme. Your company logo and website link will be carried on the conference website on the sponsors' page. You will also have the opportunity to display branded company signage (supplied by you) on free standing boards in the tea/coffee areas.

## **Delegate Lunches**

**Cost: £2,000**

As sponsors of one of the daily buffet lunches, your logo will appear on the programme at the appropriate slots and on the conference website on the sponsors' page. You will also have the opportunity to display branded company signage (supplied by you) on free standing boards in the lunch areas.

## **In Summary...**

The Congress is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this global forum will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Conference Organisers who will be please to assist you.

## **HOSPITALITY (other than the official Conference functions)**

For assistance in planning your social function, please contact the Conference Organisers who will be able to assist you in all areas of event management.

It would be appreciated if companies organising social function for participating delegates ensure their events are not held at the same time as the scheduled Conference social functions. Please also advise the Conference Organisers of any private function scheduled so that they may assist delegates with any enquiries or redirect enquiries appropriately.

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