



isirv
International Society for
Influenza and other
Respiratory Virus Diseases

INCIDENCE, SEVERITY, AND IMPACT 2012

An **isirv** International
Conference on Seasonal and
Pandemic Influenza

**EXHIBITOR AND
SPONSORSHIP
PROSPECTUS**

5-8 September 2012

Munich, Germany



For more information, please visit www.isirv.org

Introduction

In March 2009, the first **isirv** *International Symposium on Viral Respiratory Disease Surveillance* took place in Seville, Spain. The symposium garnered the enthusiastic participation of over 170 delegates from 43 countries representing various government, academic, and commercial organisations. The 2½-day meeting was structured to produce action-oriented outcomes, including standardizing case definitions, modeling disease burden, and motivating surveillance development in different parts of the world.

Demonstrating the timeliness of that meeting, the first cases of influenza A/H1N1 were diagnosed just weeks later, and with the declaration of a pandemic by the World Health Organization in June 2009, pandemic plans were put to the test. The pandemic placed intense demands upon public health and healthcare systems globally; it also presented significant challenges for national authorities, such as determining how many people were developing illness due to influenza infection, how many were infected (with or without symptoms), and the population health impact that was attributable to influenza.

The second international conference will further develop some of the themes raised at the 2009 Seville symposium. Experts in the field of influenza will examine the challenges of assessing severity from a global perspective and evaluate core methodology or measurements that can be used. A global perspective on lessons learned from the 2009 pandemic, including severity, impact, and incidence, will be a highlight of the meeting.

Conference topics are expected to cover assessing the impact of seasonal and pandemic influenza, measuring the incidence or extent of infection, and measuring the severity of the disease itself. The event will bring together leading international health experts and organizations to discuss these topics and draw on perspectives from many disciplines. Evaluating the collective experience during the recent pandemic, this event will tap into a wealth of knowledge. Sponsors are invited to participate, sharing their knowledge and solutions with the international research and surveillance community.

Conference Goals and Objectives

The goal of this conference is to promote interaction among scientists working with the current approaches to influenza surveillance around the world, those developing mechanisms to collate, analyse, and standardize methods to measure surveillance, and those using the resulting information to make decisions on policy and implementation.

Target Audience

The intended audience for the meeting includes clinicians, public health practitioners, laboratory scientists, researchers (clinical, epidemiology, virology, immunology, sociology, and behavioural science), health system managers, and national and international policymakers.

Conference Chairman

John Watson

Chairman, **isirv**
Head, Respiratory Diseases Department
Health Protection Services, Colindale
Health Protection Agency
London, United Kingdom

Arnold S Monto, MD

Professor of Epidemiology
Department of Epidemiology
University of Michigan
School of Public Health
Ann Arbor, MI, USA

Organizing Scientific Committee

Sylvie Briand

Global Influenza Programme (GIP)
Health Security and Environment (HSE)
World Health Organization
Geneva, Switzerland

Angus Nicoll

Senior Expert – Influenza Coordination
European Centre for Disease Prevention and Control
(ECDC)
Stockholm, Sweden

Mary Chamberland

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Saw Swee Hock School of Public Health
National University of Singapore
Singapore

Pagbajabyn Nymadawa

President
Mongolian Academy of Medical Sciences
Ulaanbaatar, Mongolia

Opportunities for Support

The conference chairs invite organizations to attend and participate in support opportunities at *Incidence, Severity, and Impact 2012: An isirv International Conference on Seasonal and Pandemic Influenza*, to be held 5-8 September 2012 in Munich, Germany.

Gold Level Supporter

\$25,000

Receive distinctive recognition by becoming a supporter at the Gold Level.

Benefits include:

- Recognition as a Gold Supporter in all conference printed materials, including prominent conference signage
- Your corporate or institution logo on the official conference website with a link to your site
- Slide acknowledgement at the opening session and at each day's general session
- One complimentary preconference delegate mailing (electronically distributed by organizers)
- Half-page color advertisement in the conference program book
- Tabletop exhibit space in a prominent location
- Two complimentary inserts in the conference delegate packet
- Company logo and booth description in the final program
- Four complimentary conference registrations

Silver Level Supporter

\$20,000

Receive special recognition by becoming a supporter at the Silver Level.

Benefits include:

- Recognition as a Silver Supporter in all conference printed materials, including prominent conference signage
- Special Poster Reception supporter signage during the event
- Slide acknowledgement at the opening session and at each day's general session
- Your corporate or institution logo on the official conference website with a link to your site
- Tabletop exhibit space
- One complimentary insert in the conference delegate packet
- Company logo and booth description in the final program
- Three complimentary conference registrations

Bronze Level Supporter

\$10,000

Receive recognition for your support at the Bronze Level.

Benefits include:

- Recognition as a Bronze Supporter in all conference printed materials, including prominent conference signage
- Special signage in the refreshment area during the Coffee Break (supporters at this level may upgrade the Coffee Break by supplying logo-branded coffee mugs)
- Your corporate or institution logo on the official conference website with a link to your site
- Tabletop exhibit space
- Company logo and booth description in the final program
- Two complimentary conference registrations

Scholarship Supporter

\$10,000

The global perspective presented during this event will serve physicians from countries with limited resources. Highlight your organization's philanthropic efforts by providing educational funds to support travel, registration, and accommodation fees for an attendee from an underserved region of the world. This funding will make it possible for a limited number of delegates to come and participate in an important scientific event that they could not otherwise afford.

Benefits include:

- Recognition as an Abstract Humanitarian Supporter in the conference program book
- Recognition on the official conference website
- Special photo opportunity to highlight your organization's humanitarian program
- Two complimentary conference registrations

Conference Registration Bag Supporter

\$5000

Exclusive opportunity

In the most popular of all our support opportunities, conference registration bags are filled with pertinent materials and given to each delegate. Your organization's name and logo, as well as the conference logo and information, will be printed on the bags to provide high visibility for your organization.

Benefits include:

- Special recognition as a Conference Registration Bag Supporter in all appropriate printed materials
- Your corporate or institution name and logo printed on the conference registration bag
- Recognition on the official conference website
- Two complimentary conference registrations

Conference Lanyard Supporter

\$3500

Exclusive opportunity

In this exclusive opportunity, your organization's logo will be printed on the conference lanyards, putting your name at the fingertips of the delegates. Each delegate will receive a lanyard at registration and is required to wear it while participating in all official conference functions.

Benefits include:

- Special recognition as a Conference Lanyard Supporter in all conference printed materials
- Recognition on the official conference website
- One complimentary conference registration

Tabletop Exhibit

\$3500

Meet your organization's marketing and business objectives by participating in this unique and highly scientific conference. Delegates at this meeting are focused and enthusiastic about attending a program prioritizing a specialized area that speaks to their interests.

Benefits include:

- Tabletop exhibit space
- Recognition as an Exhibitor in the conference program book
- Company logo and booth description in the final program
- One complimentary conference registration

For more information about this meeting or any of the opportunities listed here, please contact:

Conference Secretariat

INTEGRSS Meetings and Events

Two Ravinia Drive, Suite 605
Atlanta, GA 30346

Toll free: +1 866 359 6862
Tel: +1 404 591 3281
Fax: +1 404 233 2827

Incidence, Severity, and Impact 2012: An **isirv** International Conference on Seasonal and Pandemic Influenza

Support Commitment Application

I am pleased to confirm that _____ (organization) will participate as a supporter for the *Incidence, Severity, and Impact 2012* conference. The details of our support commitment are as follows (please check the appropriate boxes).

<input type="checkbox"/>	Gold Level Supporter	\$25,000
<input type="checkbox"/>	Silver Level Supporter	\$20,000
<input type="checkbox"/>	Bronze Level Supporter	\$10,000
<input type="checkbox"/>	Scholarship Supporter	\$10,000
<input type="checkbox"/>	Conference Registration Bag Supporter	\$5000
<input type="checkbox"/>	Conference Lanyard Supporter	\$3500
<input type="checkbox"/>	Tabletop Exhibitor	\$3500



Please complete the following:

Supporting Organization Name _____

Address _____

City _____ State _____ Zip _____

Country _____

Contact Name _____ Contact Signature _____

Phone No. _____ Fax No. _____

E-mail _____

Total Supporting Commitment \$ _____

Fax or mail this form along with payment to:

Incidence, Severity, and Impact 2012
c/o INTEGRESS Meetings and Events
Two Ravinia Drive, Suite 605
Atlanta, GA 30346

Credit Card Payment

MasterCard Visa American Express

Credit Card Number _____ Exp. Date _____

Name (as it appears on credit card) _____