

3<sup>rd</sup> in the series  
**WORLD NCD  
CONGRESS 2023**

Equitable and Sustainable Health for All  
June 25-30, 2023



**TORONTO**

[torontownc2023.org](http://torontownc2023.org)

3<sup>e</sup> congrès  
**CONGRÈS MONDIAL 2023  
des maladies non transmissibles**

Santé équitable et durable pour tous  
25-30 Juin 2023



Join us to reach the world's leading NCD specialists, in Toronto, Canada

Congress Secretariat • Sea to Sky Meeting and Association Management

Phone: +1-604-984-6455

Email: [info@torontownc2023.org](mailto:info@torontownc2023.org)

[www.torontownc2023.org](http://www.torontownc2023.org)



## Sponsorship Prospectus

The Organizing Committee of the World Non-Communicable Diseases Congress 2023 (WNCD 2023) is pleased to present, for your consideration, the Sponsorship Prospectus for the 3rd World NCD Congress, taking place at the Metro Toronto Convention Centre in Toronto, from June 25 to 30, 2023. The Congress will provide an excellent opportunity to promote your organization through sponsorship and participation as an exhibitor. Sponsors and Exhibitors will be featured at the Congress.

**The Congress:** Over 800 participants are expected to attend WNCD 2023 to discuss the latest developments in NCD detection, prevention and management, with a special focus on the impact of infectious diseases on the global population.

WNCD 2023 will cover major NCDs (for example, Cardiovascular, Cancer, Diabetes, Respiratory, and Mental Illness) and their risk factors through the lenses of basic research, clinical sciences, public health, epidemiology, behavioural sciences; as well as health policy, health promotion, health economics; and use of modern application tools across the spectrum such as Big Data, Machine Language, Artificial Intelligence, Wearable Technologies and more.

**Your Opportunity:** There is a wide variety of Sponsor opportunities available at the Congress. We encourage you to consider sponsoring a range of activities, [listed on Page 6](#), to provide maximum exposure for your organization. These opportunities are limited and available on a first come, first served basis. If you do not see a sponsorship opportunity that interests you, we will be happy to develop a customized package for you that will help you to realize your sponsorship objectives.

If you wish to purchase a sponsorship or have questions regarding the opportunities, please contact Andrea Schreil at [info@torontownc2023.org](mailto:info@torontownc2023.org). Further information on the Congress can be found on our website at [www.torontownc2023.org](http://www.torontownc2023.org).

Join us as a Sponsor and Exhibitor to reach the world's leading NCD specialists, in Toronto, Canada!



## WNCD 2023 Executive Committee

■ **Dr. Arun Chockalingam** MS, PhD, FCAHS, FACC, FIACS, FAHA

**Congress Chair**

Professor of Medicine & Global Health, *Faculty of Medicine, University of Toronto*  
Professor of Health Sciences, *Faculty of Health, York University, Toronto*



■ **Dr. Paul McDonald** PhD, FRSPH, FCAHS

**Scientific Committee Chair and Treasurer**

Professor and Former Dean, *Faculty of Health York University, Toronto*



■ **Mr. Marc Kealey** BA, CCM

Chief Advocate, *Kealey & Associates (consulting agency)*  
Former Chief of Staff to Prime Minister John Turner, *Government of Canada, Ontario, Canada*



■ **Mr. Kalyan Sundaram**

Senior Fellow at *Canada India Foundation Ontario, Canada*



■ **Mr. Atul Tyagi**

Chief Strategy Officer, *Alpha Global IT, Alpha Group Ontario, Canada*



## International Advisors and Speakers



■ **Professor Sir Andy Haines**  
Professor of Environmental Change and Public Health, *Centre on Climate Change and Planetary Health, London School of Hygiene & Tropical Medicine.*



■ **Dr. Bente Mikkelsen**  
Director, *Noncommunicable Diseases in the division of UHC/Communicable and Noncommunicable diseases, World Health Organization (WHO) Headquarters (Geneva, Switzerland).*



■ **Dr. Sonia Anand**  
Professor of Medicine and Epidemiology, *McMaster University*  
Director, *Chanchlani Research Centre*  
Canada Research Chair, *Ethnic Diversity and Cardiovascular Disease*



■ **Dr. Srivari Chandrasekhar**  
Secretary to the Government of India, *Department of Science & Technology*  
*New Delhi, India*



■ **Dr. Brian Oldenburg**  
Professor of Public Health and Implementation Science, *Baker Heart and Diabetes Institute and LaTrobe University*  
*Melbourne, Victoria, Australia*



■ **Dr. Roger Glass**  
Director, *Fogarty International Center*  
Associate Director for *International Research at National Institutes of Health*,  
*Bethesda, MD, USA*



■ **Dr. Huihui Wang**  
Senior Economist, *World Bank Group*  
*Washington DC, USA*



■ **Honorable Dr. Adolfo Rubinstein**  
Founder and Director General of the *Institute of Clinical Effectiveness and Health Policy (IECS)*  
Former Minister of Health, *Government of Argentina*  
*Buenos Aires, Argentina*



■ **Professor K. Srinath Reddy**  
President, *Public Health Foundation of India (PHFI)*  
*New Delhi, India*



■ **Dr. Rachel Nugent**  
Vice President, *RTI International*

## International Advisors and Speakers continued



■ **Dr. Patricia J. Garcia**

Professor, *School of Public Health at Cayetano Heredia University (UPCH)*  
Member of the *US National Academy of Medicine*  
Former Minister of Health of Peru  
*Lima-Peru*



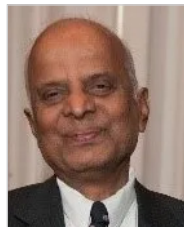
■ **Dr. Timothy Evans**

Director and Associate Dean of the *School of Population and Global Health, McGill University, Montreal*  
Former Director of Health and Nutrition,  
*World Bank*



■ **Dr. Salim Yusuf O.C.**

Distinguished University Professor of Medicine, *McMaster University*  
Executive Director, *Population Health Research Institute*  
Research Chair, *Heart and Stroke Foundation*  
*Hamilton, Ontario*



■ **Dr. Vaikuntam. I. Lakshmanan O.C.**

Author Professor Entrepreneur Former Chair of *Canada-India Foundation*



■ **Dr. Nir Barzilai**

Professor of Medicine and Genetics, *Ingeborg and Ira Leon Rennert Chair in Aging Research*  
Director, *Institute for Aging Research, Albert Einstein College of Medicine*  
*The Bronx, NY, USA*



■ **Honorable Dr. Lemogang Kwape**

Minister of International Affairs and Cooperation,  
*Botswana*



■ **Dr. Soumya Swaminathan**

Chairperson, *M.S. Swaminathan Research Foundation, Chennai, India*



■ **Dr. Karen Sliwa**

Director, *Cape Heart Institute, Faculty of Health Sciences, University of Cape Town, South Africa*  
Professor, *Division of Cardiology, Department of Medicine, Groote Schuur Hospital, Cape Town, South Africa*



■ **Mr. Patricio V. Marquez**

Lead Public Health Specialist, *World Bank Group (WBG)*  
Senior Associate, *Johns Hopkins University, Bloomberg School of Public Health*  
*Maryland, USA*



■ **Dr. Zulfiqar A. Bhutta**

Inaugural Robert Harding Chair, *Global Child Health, Hospital for Sick Children*  
Co-Director and Director of Research, *SickKids Centre for Global Child Health*  
Founding Director, *Centre of Excellence in Women and Child Health, and the Institute of Global Health and Development at Aga Khan University*

## International Advisors and Speakers continued



■ **Professor Sir Michael G. Marmot**

Director, *Institute of Health Equity (UCL Department of Epidemiology & Public Health)*.



■ **Sir George Alleyne**

Chancellor of the *University of the West Indies (UWI), Kingston, Jamaica*  
Former UN Secretary-General's Special Envoy for HIV/AIDS in the Caribbean Region



■ **Prof. Felicia Knaul**

Professor, *Leonard M. Miller School of Medicine, Miami, Florida, USA*  
Director, *Institute for Advanced Study of the Americas, Princeton, New Jersey, USA*



■ **Dr. David Wilson**

Program Director for *Health, Nutrition and Population Global Practice, at the World Bank*



■ **Timothy Caulfield**

Canada Research Chair in *Health Law & Policy*  
Professor, *Faculty of Law and School of Public Health*  
Research Director, *Health Law Institute,*



■ **Dr. Kayla de la Haye**

Associate Professor of *Population and Public Health Sciences Keck School of Medicine, University of Southern California*



■ **Dr. Margo Greenwood**

Senator



■ **Dr. Julio Frenk**

President and Professor of *Public Health Sciences, Health Sector Management and Policy, Sociology, and Nursing and Health Studies, University of Miami*

# Congress Organizers

The **3rd World NCD Congress** is organized by **Toronto WNC 2023**, a consortium of academics from major medical and public health institutions, higher educational institutions and professional organizations across Canada.

The Congress is organized under the umbrella of the **World NCD Federation**, a professional association working for a Global Health Agenda for Universal Healthcare for non-communicable diseases (NCDs) which is accessible and acceptable to all and at a cost that the developed and developing countries can afford to maintain and sustain.



## Congress Fact Sheet

**Dates:** June 25 – 30, 2023

**Venue:** Metro Toronto Convention Centre, Toronto, Canada

**Theme:** Equitable and Sustainable Health for All

**Purpose:** The focus of this Congress is to expand participants' networks, knowledge, perspectives and approaches for researching, preventing, treating, and managing non-communicable diseases at a local, regional and global level.

**Audience:** The Congress will be of interest to researchers, academics, health care professionals, policy developers and makers, research funders, health system managers and governors, consumer advocates from around the globe concerned with knowledge, innovation, and the exchange of ideas and perspectives to address the origin, prevention, detection, diagnosis, treatment, and management of non-communicable or chronic diseases (e.g., cardiovascular disease, lung disease, cancer, diabetes, kidney disease, neurological conditions including dementia, mental health, addiction, muscular-skeletal conditions, chronic inflammatory conditions, metabolic and autoimmune conditions) across the human lifespan.

**Attendance:** Over 800 participants

**Topics and Sessions:** The congress will address six sub-themes:

1. **Reducing inequities** in the prevalence, impact, and management of NCDs across socio-economic status, cultures, races, geographies, genders, sexual identities and orientations, and special needs.
2. Identifying and **responding to the impact of climate change, environmental degradation**, human migration and displacement on non-communicable disease prevention, detection, treatment, and management of non-communicable diseases.
3. Understanding causes, prevention, detection, treatment and management of **non-communicable diseases across the human lifespan**.
4. **Identifying multi-morbidity and multi-disciplinary solutions** by working and sharing methods, knowledge, practices and policies across disciplines, diseases, and geographic regions.
5. **New research, perspectives, policies, technologies (Artificial Intelligence, Machine Language (AI/ML), Big Data, and telemedicine) and practices** to enhance our ability to take action on the etiology/determinants, detection, diagnosis, treatment and/or management of non-communicable disease.
6. Improving **governance, multi-lateral collaboration and rapid scientific exchange** to reduce the global and regional impact of non-communicable diseases.



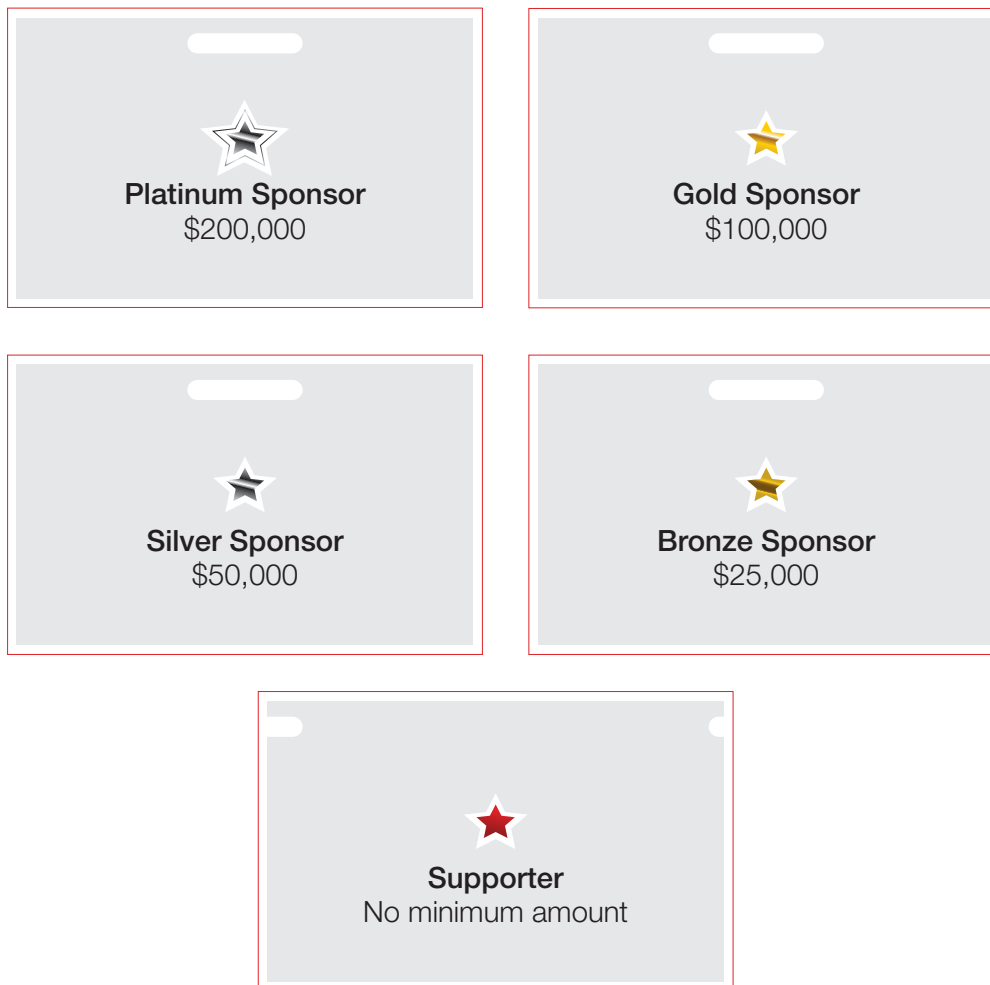
## Program at a Glance – In Progress

	Sunday June 25	Monday June 26	Tuesday June 27	Wednesday June 28	Thursday June 29	Friday June 30
7:30-8:45			Breakfast Workshops			
9:00-10:30	<p><b>Pre-Congress</b></p> <p><i>“Equitable Health Research Training for All”</i></p> <p>by Canadian Institutes of Health, Institute of Cardiovascular and Respiratory Health and the Institute of Population and Public Health (CIHR-ICRH)</p>		<p><b>Dr. Margo Greenwood</b> Reducing NCDs among Indigenous populations</p>	<p><b>Dr. Kayla de la Hay</b> Social networks to reduce the burden of NCDs</p>	<p><b>Prof. Felicia Knaul</b> New approaches and perspectives on research, prevention, diagnosis, treatment and management of non-communicable diseases</p>	Concurrent Sessions
10:30-11:00			<p><b>Prof. Sir Michael Marmot</b> Reducing NCD related inequities</p>	<p><b>Timothy Caulfield</b> Infodemic: The Battle Continues</p>	<p><b>Dr. Salim Yusuf</b> Inspiring multi-morbidity approaches to NCD prevention and treatment: lessons from CVDs</p>	
11:00-12:30	<p><i>“Introduction to the Global Alliance for Chronic Diseases”</i></p> <p>by The Global Alliance for Chronic Diseases (GACD)</p> <p><i>“Addressing mental health disparities across the lifespan in Virginia”</i></p> <p>by Eastern Virginia Medical School (EVMS)</p>		Break			<p><b>Dr. Soumya Swaminathan</b> The Way Forward</p>
12:30-14:00	<p><i>“Diabetes 100 years after insulin: How the WHO Global Diabetes Compact is advancing Banting and Best’s legacy”</i></p> <p>by World Health Organization (WHO)</p>		Sponsored Lunch Symposia			<p><b>Dr. David Wilson</b> The Way Forward</p>
14:00-15:30			<p><b>Prof. Sir Andy Haines</b> How climate change will impact NCDs</p>	<p><b>Prof. Nir Barzilai</b> NCDs and the biology of aging</p>	<p><b>Prof. Brian Oldenburg</b> Expediting and enhancing knowledge translation</p>	<p><b>Closing Plenary</b> <b>Dr. Julio Frenk</b> Equitable and Sustainable Health for All</p>
15:30-16:00			<p><b>Prof. Srinath Reddy</b> How climate change will impact NCDs</p>	<p><b>Dr. Zulfiqar Bhutta</b> Reducing the NCDs burden among marginalized children and youth</p>	<p><b>Dr. Timothy Evans</b> Improving multi-literalism and multi-disciplinary approaches to NCDs</p>	
16:00-17:30			Break			
Evening	<p><b>Dr. Bente Mikkelsen</b> Opening Ceremony</p> <p><b>Sir George Alleyne</b> Opening Ceremony</p>		Concurrent Sessions	Concurrent Sessions	Concurrent Sessions	
	Welcome Reception Exhibit Hall			Congress Banquet Off-Site		

## Sponsorship Categories

Sponsors supporting WNCD 2023 Congress to values listed below will fall into Platinum, Gold, Silver, Bronze or Supporter categories.

### Sponsor Category Minimum Value



Supporter Level available only to  
Government Agencies, Academia and NGO's.

To reach the minimum value and to be recognized in a category, organizations may select from the itemized opportunities listed on the following pages. In addition to the benefits listed under each itemized opportunity, sponsors that reach one of the following categories will be entitled to the additional benefits of that category.

The list of benefits per category is as follows:

Benefits	Platinum	Gold	Silver	Bronze	Support
Complimentary Meeting Registrations	8	4	2	1	n/a
Priority choice for Luncheon Symposium date & time	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	n/a	n/a
Priority choice for Pre-Congress Symposium date & time	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	n/a	n/a
Priority choice for Breakfast Workshop date & time	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	n/a	n/a
Priority choice for exhibit booth allocation	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	n/a	n/a
Number of Luncheon, Pre-Congress Symposium and Breakfast Workshops sponsorships permitted	4 in total	3 in total	2	n/a	n/a
Dedicated email to Congress participants and marketing database promoting organization's participation at Congress	✓	✓	n/a	n/a	n/a
Logo recognition on all printed material	✓	✓	✓	✓	✓
Logo recognition and link to organization website on Congress web site	✓	✓	✓	✓	✓
Organization description on Congress web site	300 words	200 words	100 words	50 words	n/a
Logo recognition at meeting venue	✓	✓	✓	✓	✓



## Symposia and Workshop Opportunities

### Luncheon Symposium

**\$45,000**

6 available

Luncheon Symposia will be held on Tuesday (June 27), Wednesday (June 28) and Thursday (June 29) and will be 60 minutes in duration. The Symposia will be open to all participants. The Sponsor is required to submit Learning Objectives and proposed speakers. The Congress Scientific Committee will review and approve the Learning Objectives and final program. It is the responsibility of the sponsor to pay for all speaker costs. Sponsorship of a Luncheon Symposium will be in the form of an unrestricted educational grant. The sponsoring organization is limited to one (1) luncheon symposium.

### Pre-Congress Symposia or Workshop

Half Day **\$25,000**    Full Day **\$35,000**

12 Half Day and  
6 Full Day available

Pre Congress Symposia and Workshops will be held on Sunday (June 25) and Monday (June 26) and will be half day or full day in duration. Symposia and Workshops will have a fixed capacity for in-person participants depending on the topic. The Sponsor is required to submit Learning Objectives and proposed speakers. The Congress Scientific Committee will review and approve the Learning Objectives and final program. It is the responsibility of the sponsor to pay for all speaker costs. Sponsorship of a Pre-Congress Symposium or Workshop will be in the form of an unrestricted educational grant.



## Symposia and Workshop Opportunities cont'd

### **Sponsored Tracks**

**\$19,500**

6 available

The Congress will feature six Scientific Tracks. A Track sponsor will have their organization name associated with the Track in the Congress program and in the meeting room where the Track sessions will take place. The Congress Scientific Committee will make arrangements for all sessions. Sponsorship of a Track will be in the form of an unrestricted educational grant.

### **Breakfast Workshops**

**\$12,500**

16 available

Breakfast Workshops will be held on Tuesday (June 27), Wednesday (June 28), Thursday (June 29), and Friday (June 30) and will be 75 minutes in duration. Workshops will have a fixed capacity for participants depending on the topic. The Sponsor is required to submit Learning Objectives and proposed speakers. The Congress Scientific Committee will review and approve the Learning Objectives and final program. It is the responsibility of the sponsor to pay for all speaker costs. Sponsorship of a Breakfast Workshop will be in the form of an unrestricted educational grant.



## In Person Opportunities

### Proceedings on Memory Stick

**\$19,500**

Organization's logo on the Memory stick along with any information they want to include.



### Congress Water Bottle

**\$19,500**

In order to reduce the number of plastic bottles and cups on-site at Congress, a reusable water bottle will be provided to each participant. Your logo will be strategically positioned on the bottle along with the Congress logo and dates.



### Exhibit Booth \$6,000

Exhibiting at WNCN 2023 will provide an exceptional opportunity to promote your organization to the world's leading specialists in non-communicable diseases. Refreshment Break Area and the Poster Area will be located adjacent to the Exhibition in order to increase attendance

A standard exhibit space is 10' x 10' (3m x 3m) and includes the following:

- Booth structure (pipe & drape)
- Front fascia with exhibitor's name
- Carpet
- One table
- Two chairs
- One Electrical outlet
- One complimentary registration for booth staff



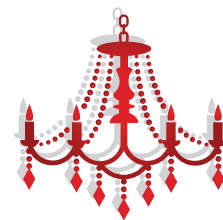
### Networking Events

The following networking events are available to be sponsored. Sponsor recognition will include signage at the event, in the program, and verbal recognition from the Congress Chair for the Banquet sponsor.

Congress Banquet **\$25,000**

Welcome Reception **\$15,000**

Refreshment Breaks (7 available) **\$4,500**



### Support for Participants from Low and Middle Income Countries

Organizations will also have the opportunity to provide support to delegates from Low and Middle Income Countries toward their attendance at the meeting. Details will be provided upon request.

## Publishing Opportunities

### **Book of Abstracts**

**\$30,000**

All approved Abstracts will be published in a special edition of the International Journal of Noncommunicable Diseases ([www.ijncd.org](http://www.ijncd.org)). Each WNCD23 participant attending Congress will receive a copy of the printed book. Sponsor will receive a full page advertisement on the inside front cover and on the back cover, and acknowledgement.

### **Advertising in the Book of Abstracts**

**\$3,000** – Full page advertisement

**\$2,000** Half page advertisement

