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

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. Further information on the Congress can be found on our website at 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. 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. 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. 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

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

Mr. Patricio V. Marquez
Lead Public Health Specialist, World Bank Group (WBG)
Senior Associate, Johns Hopkins University, Bloomberg School of Public Health
Maryland, USA
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

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

Platinum Sponsor
$200,000

Gold Sponsor
$100,000

Silver Sponsor
$50,000

Bronze Sponsor
$25,000

Supporter
No minimum amount

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:

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