

# SPONSORSHIP PROGRAM

## 2<sup>nd</sup> International Conference

# The Pharmaceutical Life Cycle:

Interdisciplinary Perspectives

on Diversity and Complexity



October 14 to 17, 2007

Mount Royal Centre

2200 Mansfield Street, Montreal, Canada H3A 3R8

<http://www.2econgresmedicaments.geirso.uqam.ca/>



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Dear Sponsor,

On October **14, 15, 16 and 17, 2007**, the Research Group on The Pharmaceutical Life Cycle, which is funded by the SSHRC Major Collaborative Research Initiatives program and is directed by GEIRSO (Study Group on Interdisciplinarity and Social Representations) at the University of Quebec in Montreal, will host the **second edition of the International Conference on The Pharmaceutical Life Cycle: Interdisciplinary Perspectives on Diversity and Complexity**. <http://www.2econgresmedicaments.geirso.uqam.ca/> The conference will take place at the Mount Royal Centre, 2200 Mansfield Street, Montreal, Canada H3A 3R8.

This **conference will bring together 600 to 800 delegates** from many lands: researchers, professionals and management from healthcare systems and research networks, government regulators and planners, and representatives of consumers, users, and industry. The first edition in 2005 was a great success, attracting more than 350 participants. The proceedings are available online at <http://www.geirsomedicaments.uqam.ca/congres2005/ActesCongres2005.pdf>

A 29-member scientific committee is carefully evaluating hundreds of proposals for papers to ensure diversity and full coverage of the conference themes.

The second conference will have even greater international exposure than the first on the university campuses of Quebec, at the University of Oldenburg in Germany, the Universities of Bordeaux, Toulouse, Lyon, Paris, and Caen in France, the University of Geneva in Switzerland, Florida International University and New York University in the United States, the University of Milan in Italy, and the University of Amsterdam in the Netherlands to name but a few. In addition, the conference will receive extensive media coverage, reaching all parties involved in the healthcare and research community and in industry.

We are pleased to present you a sponsorship program that will provide you with great international exposure and reinforce your networks of contacts in communities of practice, among regulators and in the academic and industrial research sectors closely concerned with The Pharmaceutical Life Cycle.

Simultaneous English-French interpretation will be available.

#### **Conference Chair**

##### **Catherine Garnier**

Director, **GEIRSO** (Study Group on Interdisciplinarity and Social Representations)

Director of the **Collaborative Research Program on the Pharmaceutical Life Cycle**, **SSHRC Major Collaborative Research Initiatives**, University of Quebec in Montreal

#### **Vice-chairs**

##### **Omer Boudreau**

Director General of the Therapeutic Products Directorate, **Health Canada**

##### **Bernard Bégaud**

President of **Victor Segalen University**, Bordeaux 2; Pharmaco-epidemiology and evaluation of the impact of healthcare products on population health, Life Sciences, Health Sciences, Social Studies, France

##### **Pavel Hamet**

Professor of Medicine, University of Montreal; Chief of Gene Medicine Services at the **CHUM Research Centre**, Canada

##### **André Jacques**

Director of the Practice Enhancement Division, **Quebec College of Physicians**, Canada

##### **Vittorio A. Sironi**

Professor of Medicine and Health History; Researcher in Neurosurgery and Neuroscience, **University of Milano Bicocca**, Italy

**An unparalleled  
opportunity to highlight  
your commitment to  
population health**

## OBJECTIVES

- ♣ To bring together key actors in the healthcare field;
- ♣ To provide a special, dynamic forum for deliberation;
- ♣ To promote the development of collaborative projects;
- ♣ To establish a link between the various disciplines involved;
- ♣ To foster better understanding of the elements of the pharmaceutical life cycle among the parties concerned;
- ♣ To bring an innovative perspective to bear on the pharmaceutical life cycle;
- ♣ To provide a picture of the diversity of practice around the world.

## TARGET AUDIENCE

- ♣ Healthcare professionals;
- ♣ Managers and administrators of healthcare establishments;
- ♣ Public- and private-sector researchers and research groups in the healthcare and biotechnology fields;
- ♣ Students and staff at universities and teaching institutions in Quebec and elsewhere who have an interest in medications;
- ♣ Biotechnology, pharmaceutical and other companies;
- ♣ Politicians and decision makers in the health and social-services system;
- ♣ Patients' associations;
- ♣ Anyone else concerned with and interested in medical drugs.

## ORGANIZATION

The four-day conference will provide a venue for many events, including:

- ♣ **talks** by researchers of international repute;
- ♣ **symposia** bringing together specialists on a particular theme;
- ♣ **round tables**;
- ♣ **poster presentations**;
- ♣ **a reception**

## GUEST SPEAKERS

**The guest speakers at the conference have received international recognition for their work. They come from every discipline and every background to cast new interdisciplinary light on the field of medical drugs.**

### **John Abraham**

Professor of Sociology, University of Sussex, England. Dr. John Abraham is co-director of the University's Centre for Research in Health and Medicine. His many publications include *Regulating Medicines in Europe: Competition, Expertise & Public Health (2000)*. His studies in sociology have led him to focus mainly on analysis of the world pharmaceutical industry.

### **Bernard Bégaud**

Clinical pharmacologist, Life Sciences, Health Sciences, Social Studies, President of Victor Segalen University, Bordeaux 2, France. Dr. Bernard Bégaud is a professor of pharmacology and holds the position of Director of the Drug Monitoring Laboratory of the University of Bordeaux. As one of France's foremost experts on drug surveillance, he is a member and vice-chair of the national drug-monitoring committee of the French Agency for the Security of Health Products.

### **Richard Béliveau**

As director of the Laboratory of Molecular Medicine at Sainte-Justine Hospital and the University of Quebec in Montreal, Dr. Richard Béliveau heads innovative research projects on the development of molecules to treat cancer. Among other subjects, his work deals with the pharmacological value of foods in the prevention and treatment of cancerous tumours.

### **Jorge Alberto Costa e Silva**

Professor of psychiatry and Director of the International Center for Mental Health Policy and Research at New York University in the United States. He has also served as president of the World Psychiatric Association and international director of the Division of Mental Health and Prevention of Substance Abuse of the World Health Organization.

### **Pierre-Yves Crémieux**

Managing Principal, Analysis Group, United States, and professor in the Department of Political Economy at the University of Quebec in Montreal, Canada. Dr. Crémieux's main achievements are in the fields of health and labour economics, health-service quality and performance, the evaluation of collective agreements and worker income in the wake of restructuring of the healthcare sector, optimizing drug consumption, and medical and professional costs.

### **Silvio Garattini**

MD, Professor of Pharmacology and Chemotherapy at the University of Milan; founder and director of the Mario Negri Institute in Milan; founder of the European Organisation for Research and Treatment of Cancer (EORTC), Italy. His work deals with the issues faced by healthcare systems, national health policies and their impact on public health, and the state of pharmacological research in Italy and Europe, particularly in the light of the relationships between European countries dealing with heterogeneous laws and regulations in the different states.

### **Pavel Hamet**

Professor, Faculty of Medicine, University of Montreal; Canada Research Chair in Predictive Genomics; Chief of Gene Medicine Services, CHUM; Member, Endocrinology Services; Director of the Laboratory of Molecular Medicine; Adjunct Professor, Faculty of Medicine, McGill University; Visiting Professor at the First Faculty of Medicine, Charles University, Prague, Czech Republic. He is the author and co-author of more than 400 scientific publications and holds several international patents. His multidisciplinary approach draws on molecular biology, epidemiology and genomics.

## GUEST SPEAKERS (continued)

### **David Healy**

Psychiatrist, researcher and director, Psychology Department, University Hospital of Wales, United Kingdom.

### **Claude Jasmin**

Professor of Medical Oncology, University of Paris-Sud; member of the French Government Cancer Plan, France. He is credited with more than 350 articles in such major scientific journals as Science, Nature Medicine, Nature, P.N.A.S., Journal of Immunology, Journal of Clinical Investigation, Cancer Research, J.N.C.I., Blood, etc.

### **Claude Le Pen**

Health economist Claude Le Pen is a Professor at the University of Paris-Dauphine where he directs the graduate program in the Economics and Management of Healthcare Organizations. He is also the scientific director of CLP-Santé, a health economics consultancy. He has served as a member of the board of trustees of France's national health insurance fund and as an expert for the Interministerial Public Policy Evaluation Mission in France.

### **Gilles-Éric Séralini**

Professor of Molecular Biology at Caen in France, Gilles-Éric Séralini is one of the leading specialists on genetically modified organisms (GMO) and was one of the first scientists to alert us to the dangers linked to them. Since 1998, the author of *Génétiquement incorrect* has also served as an expert on two French government commissions mandated to evaluate GMOs before and after they are marketed. He also heads the science council of the Independent Research and Information Committee on Genetic Engineering (CRII-GEN).

## PAPERS WILL FOCUS ON THE FOLLOWING THREE AREAS:

1. **The many bodies of knowledge bearing on medications (drug-development issues)**
  - 1.1 *The diversity of fields of research: from biotechnology to the humanities and social sciences.*
  - 1.2 *Common-sense knowledge in the age of globalization.*
2. **Diversity and risk in drug-related issues (regulation over the course of the pharmaceutical life cycle)**
  - 2.1 *Communication strategies and systems: status and relationship.*
  - 2.2 *Regulation: economic, ethical and political issues.*
3. **The multiplicity of use of medical drugs (drug-consumption questions)**
  - 3.1 *Culture shock.*
  - 3.2 *Medical-drug pluralism.*
  - 3.3 *From prescription to self-medication.*

## 2007 SPONSORS

- ♣ **Major four-day gathering;**
- ♣ **Publicity reaching tens of thousands of invitees;**
- ♣ **600 to 800 participants in conference activities;**
- ♣ **Representatives of all disciplines in the pharmaceutical life cycle from some dozen countries around the world.**

Excellent  
exposure for  
your company!

Sponsorship of the scientific program of the conference provides an unparalleled opportunity to meet stakeholders representing every facet of the healthcare system, from researchers and medical practitioners to regulators and decision-makers, so that you can underscore your commitment to population health.

Four categories of sponsorship are available:

**Principal Partner of the Conference, Gold, Silver, and Bronze.** Each category provides benefits in line with the amount invested. Sponsorship packages can be adjusted to suit a firm's preferences and needs. À la carte options are also available.

## Conference Participation 2007

### Principal Partner of the Conference: \$50,000

Sponsorship at the level of **\$50,000 or more** provides you with the following benefits and recognition:

- ♣ Company banner displayed at conference site;
- ♣ Presentation of the company and of the opening speaker by the Principal Partner;
- ♣ Acknowledgement as principal sponsor in dealings with press;
- ♣ Logo and mention as Principal Partner featured in advertising in media;
- ♣ Logo and mention as Principal Partner featured on the following promotional materials:
  - Conference invitations and announcements;
  - Conference Web site;
  - Conference program.
- ♣ Public thanks throughout the conference;
- ♣ Leaflet insert in delegate bag;
- ♣ Free registration for four delegates to conference;
- ♣ A table in the name of the company at the reception and tickets for 8 people;
- ♣ One-page ad in *Le Praticien* (\$3,500 value)
- ♣ Added bonus: Link your company name to your choice of two of the following events: a plenary presentation by one of our prestigious guest speakers; an expert symposium; a round table/debate.

### Gold Sponsors: \$20,000

Sponsorship at the level of **\$20,000 or more** provides you with the following benefits and recognition:

- ♣ Acknowledgement as an official sponsor in dealings with press;
- ♣ Logo featured in advertising in media;
- ♣ Logo featured on the following promotional materials:
  - Conference invitations and announcements;
  - Conference Web site;

- Conference program;
- ♣ Public thanks;
- ♣ Leaflet insert in delegate bag;
- ♣ Free registration for two delegates to conference;
- ♣ Tickets for 4 people to the reception
- ♣ One-page ad in *Le Praticien* (\$3,500 value)
- ♣ Added bonus: Link your company name to your choice of one of the following events: plenary presentation by one of our prestigious guest speakers; an expert symposium; a round table/debate.

## Silver Sponsors: \$10,000

Sponsorship at the level of **\$10,000 or more** provides you with the following benefits and recognition:

- ♣ Logo featured on the following promotional materials:
  - Conference invitations and announcements;
  - Conference Web site;
  - Conference program;
- ♣ Leaflet insert in delegate bag;
- ♣ Free registration for one delegate to conference;
- ♣ Tickets for 3 people to the reception.

## Bronze Sponsors: \$5,000

Sponsorship at the level of **\$5,000 or more** provides you with the following benefits and recognition:

- ♣ Logo featured on the following promotional materials:
  - Conference invitations and announcements;
  - Conference Web site;
  - Conference program;
- ♣ Public thanks;
- ♣ Leaflet insert in delegate bag;
- ♣ Tickets for 2 people to the reception.

### For further information, contact:

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**2<sup>nd</sup> International Conference on The Pharmaceutical Life Cycle:  
Interdisciplinary Perspectives on Diversity and Complexity.**

GEIRSO (Study Group on Interdisciplinarity and Social Representations)

<http://geirso.uqam.ca>

Research Program on the Pharmaceutical Life Cycle

<http://geirsomedicaments.uqam.ca>

Faculty of Social Studies, University of Quebec in Montreal  
Pavillon Hubert-Aquin, local A-1455, P.O. Box 8888, Centre-Ville Station,  
Montreal, Quebec H3C 3P8

# 2007 SPONSORSHIP CONTRACT

## 2<sup>nd</sup> International Conference

# The Pharmaceutical Life Cycle:

**Interdisciplinary Perspectives**

**on Diversity and Complexity**

**October 14–17, 2007**

Mount Royal Centre

2200 Mansfield Street,

Montreal, Canada H3A 3R8

### 1. INFORMATION ON THE COMPANY/ORGANIZATION

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Name of sponsor

Title

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Company/Organization name

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Address

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City

Zip or Postal Code

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Province/State

Country

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Telephone

Fax

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Web site

Email

## 2. SPONSORSHIP CATEGORY

- |                          |                          |                         |
|--------------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | <b>Principal Partner</b> | <b>\$50,000 or more</b> |
| <input type="checkbox"/> | <b>Gold Sponsor</b>      | <b>\$20,000 or more</b> |
| <input type="checkbox"/> | <b>Silver Sponsor</b>    | <b>\$10,000 or more</b> |
| <input type="checkbox"/> | <b>Bronze Sponsor</b>    | <b>\$5,000 or more</b>  |

## 3. À LA CARTE OPTIONS

- |                          |  |                 |
|--------------------------|--|-----------------|
| <input type="checkbox"/> | <b>Speaker/symposium/round table</b>   | <b>\$3,000</b>  |
|                          | <i>(Link your company name to your choice of one of these events:<br/>Plenary presentation by one of our prestigious guest speakers; expert symposium;<br/>round table/debate)</i> |                 |
| <input type="checkbox"/> | <b>Simultaneous interpretation</b>   | <b>\$5,000</b>  |
|                          | <i>(Thanks during talk and in official program and free registration for three delegates)</i>  |                 |
| <input type="checkbox"/> | <b>Audiovisual equipment</b>   | <b>\$5,000</b>  |
|                          | <i>(Thanks during talk and in official program and free registration for three delegates)</i>  |                 |
| <input type="checkbox"/> | <b>Coffee breaks</b>   | <b>\$5,000</b>  |
|                          | <i>(Company logo featured on poster)</i>   |                 |
| <input type="checkbox"/> | <b>Final program</b>   | <b>\$3,000</b>  |
|                          | <i>(A written mention stating "This program was made possible thanks to the generosity of...")</i>   |                 |
| <input type="checkbox"/> | <b>Reception centrepieces</b>  | <b>\$2,500</b>  |
|                          | <i>(Centrepieces bearing the name of the sponsor)</i>  |                 |
| <input type="checkbox"/> | <b>Other proposed options</b>  | <b>\$ _____</b> |
|                          | _____  |                 |
|                          | _____  |                 |
|                          | _____  |                 |
| <input type="checkbox"/> | <b>Program advertising</b>   |                 |
|                          | <input type="checkbox"/> ¼ PAGE  | <b>\$ 500</b>   |
|                          | <input type="checkbox"/> ½ PAGE  | <b>\$ 900</b>   |
|                          | <input type="checkbox"/> FULL PAGE   | <b>\$1,500</b>  |

*These amounts are subject to GST and QST.*

**Amount payable:** \_\_\_\_\_  
**GST 6%:** \_\_\_\_\_  
**QST 7.5%:** \_\_\_\_\_  
**Total amount payable:** \_\_\_\_\_

**Please forward a description of your organization  
in 50 words or less along with a high-resolution  
electronic image of your logo.**

#### 4. METHOD OF PAYMENT

Please **make your payment by June 22, 2007**, to ensure your name is included in the final program.

**Make cheques payable to GEIRSO-UQAM-Médicament.** If paying by credit card, your statement will indicate a purchase from GEIRSO-UQAM.

VISA

MasterCard

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Credit card number

Expiry date

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Name as it appears on the card

Signature of cardholder

#### GENERAL CONDITIONS

##### Sponsor exclusivity

Exclusivity is considered on a first come, first served basis

Exclusivity is possible only if no other sponsor has already been confirmed

##### Recognition of the company

The relative prominence of sponsor exposure is proportional to the financial investment.

#### **AUTHORIZATION:**

I am authorized by my company to sign a sponsorship contract with the *2<sup>nd</sup> International Conference on the Pharmaceutical Life Cycle: Interdisciplinary Perspectives on Diversity and Complexity* in accordance with the above conditions. I have carefully read and hereby accept the information and conditions in this document.

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Name (block letters)

Title

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Signature

Date

Thank you for your  
support!