

**BROKEN ARROW**

**CONFERENCE**



Cystic Fibrosis  
Fibrose kystique  
Canada

## **16<sup>TH</sup> BROKEN ARROW CONFERENCE**

**Clinical Trials & the Digital Health Revolution**  
*Better Health for All Canadians with CF*

**Friday May 5<sup>th</sup> – Saturday May 6<sup>th</sup> 2017**  
Toronto Reference Library - Toronto, Ontario

**RECEPTION**  
**Thursday Evening, May 4<sup>th</sup>, 2017**  
Marriott Bloor Yorkville

**SPONSORSHIP OPPORTUNITIES**

**The Broken Arrow Conference (BAC) brings together over 150 healthcare providers and researchers from across Canada and internationally to discuss recent research results and emerging topics in cystic fibrosis (CF) research and care.**

- ✓ Provides continuing education on relevant CF topics for researchers, scientists and clinicians
- ✓ Brings together CF healthcare professionals to network and interact
- ✓ Fosters opportunities for national and international collaborations
- ✓ Provides a forum for donors, sponsors, patients and their families to engage with the CF scientific and clinical community

The 16<sup>th</sup> Broken Arrow Conference will be taking place May 5<sup>th</sup> to 6<sup>th</sup>, 2017, at the Toronto Reference Library. A Welcome Reception will take place the evening of May 4<sup>th</sup> at the Marriott Bloor Yorkville Hotel. The 2017 Conference Theme is *Clinical Trials and the Digital Health Revolution: Better Health for All Canadians with CF*. Day 1 of the conference will focus on clinical trials and patient engagement, while Day 2 will focus on digital health, including talks on the Canadian CF registry and the future of CF care delivery.

In celebration of Canada's 150<sup>th</sup> birthday, Canadian CF success stories of advancements and achievements in research and care will be shared throughout the conference.

Many honourable guests will be in attendance and participating throughout the conference including CF patient Jeremie Saunders, and the family of Jennifer Sturgess, a former SickKids researcher funded by the organization and who significantly contributed to the CF gene discovery. Canadian speakers include Dr. Felix Ratjen (SickKids Hospital), Dr. Larry Lands (Montreal Children's Hospital/McGill University), Dr. Elizabeth Tullis (St. Michael's Hospital), and representatives from Canada Health Infoway. International speakers include Dr. Janet Allen (CF UK Trust), and Dr. Andres Flotos (University of Cambridge, UK).

## SPONSORSHIP OPPORTUNITIES

**\$75,000**

### PRESENTING SPONSOR

- Sponsorship of Thursday night reception
- Conference signage
- Full page recognition in program with logo
- Brief company introduction
- 4 dedicated social media mentions
- Trade Exhibition Booth
- Listing on official conference website
- Sponsor ribbon

**\$50,000**

### PLATINUM SPONSOR

- Conference signage
- Half-page recognition in program with logo
- 2 dedicated social media mentions
- Trade exhibition booth
- Listing on official conference website
- Sponsor Ribbon
- Logo display during luncheon
- Invitation to opening reception with recognition

\$40,000

## SPECIAL SPONSOR CATEGORY CELEBRATING CANADA'S 150<sup>TH</sup>

Commemorating Canada's 150th birthday, the Broken Arrow Conference will feature several canadian success stories related to the quest to end cystic fibrosis. Storyboards and videos will tell the stories of personal challenges and highlight research successes as we demonstrate canadian leadership in ending CF.

\$35,000

## IMPACTING CLINICAL CARE SPONSOR

- Full day sponsorship of day 1 of the conference
- Quarter page conference program ad
- Sponsor ribbon
- Listing on official conference website
- Logo display during luncheon
- Trade exhibition booth
- 2 dedicated social media mentions
- Invitation to opening reception

\$35,000

## DIGITAL HEALTH SPONSOR

- Full day sponsorship of day 2 of the conference
- Quarter page conference program ad
- Sponsor ribbon
- Listing on official conference website
- Logo display during luncheon
- Trade exhibition booth
- 2 dedicated social media mentions
- Invitation to opening reception with mention

\$25,000

## HOST SPONSOR

- Sponsorship of host Jeremy Saunders
- Opportunity to host a luncheon table with Jeremy Saunders
- Special program recognition
- Trade exhibition booth
- Closing luncheon acknowledgement
- Invitation to opening reception with mention

\$15,000

## CORPORATE PARTNER

- Breakfast sponsorship with logo display and opportunity to introduce company
- Conference program listing with logo
- Invitation to opening reception with mention
- Sponsor ribbon
- Listing on official conference website
- Trade exhibition booth

\$15,000

## EXHIBIT SPONSOR

- Sponsorship of trade exhibition area with logo displayed
- Conference program listing with logo
- Sponsor ribbon
- Invitation to opening reception with mention

\$10,000

## MARKETING PARTNER

- Sponsorship of conference breaks day one or day two
- Invitation to opening reception with mention
- Program listing with logo
- Listing on official conference website
- Logo display during breaks
- Sponsor ribbon

\$5,000 -  
\$10,000

## NON-PROFIT SPONSOR

- Invitation to opening reception with mention
- Conference program listing with logo
- Listing on official conference website
- Sponsor ribbon
- Display at trade exhibition area

## THURSDAY, MAY 4<sup>TH</sup>, 2017

7:00 p.m. – Broken Arrow Conference Welcome Reception  
9:00 p.m. *The Marriott Bloor Yorkville, 90 Bloor Street East*

## FRIDAY, MAY 5<sup>TH</sup>, 2017 DAY 1 THEME: *Impacting Clinical Care: The New Drugs, Trials & Tribulations*

7:30 a.m. Breakfast

8:15 a.m. Opening Remarks

8:45 a.m. Monitoring CFTR-related therapy: challenges and approaches

9:30 a.m. Extremes of the disease continuum: how to treat the asymptomatic child

10:00 a.m. Break

10:30 a.m. Extremes of the disease continuum: how to treat severe disease

11:00 a.m. Non-CFTR approaches to targeting the basic defect

11:45 a.m. Panel Discussion

12:30 p.m. Lunch

1:30 p.m. A Clinical Trials Network in Canada: Update from the November 25th meeting & the unique Canadian challenges

2:00 p.m. The UK & US clinical trial network models: integrating Canada into the global network

2:45 p.m. Panel Discussion: Approaches to creating a successful Canadian CTN

3:30 p.m. Break

4:00 p.m. Patient Experiences in Clinical Trials

4:30 p.m. Patient Engagement: successful models from other disease groups

5:00 p.m. Panel Discussion: How to manage access to clinical trials for all Canadians with CF

5:30 p.m. Day 1 Concludes

## SATURDAY, MAY 6<sup>TH</sup>, 2017 DAY 2 THEME: *Digital Health*

8:00 a.m. Breakfast

9:00 a.m. Digital Technology in Healthcare: evidence it works (learnings from outside CF) & Federal Priorities

9:45 a.m. UK Adult Feasibility Study Results: evidence it works for CF (including patient experiences)

10:15 a.m. The Clinic of the Future: personalized video conferencing & Telehealth

10:45 a.m. Break

11:15 a.m. The Ontario Telehealth Network: perspectives outside CF on what works

11:45 a.m. Community Input: What Patients Want

12:15 p.m. Panel Discussion

12:45 p.m. Closing Remarks & Lunch

1:30 p.m. Day 2 Concludes