



SPONSORSHIP PROSPECTUS

Symposium Overview

Date: 24-26 June 2018

Venue: Francis Crick Institute, London, UK

Title: Influenza 2018: Centenary of the 1918 Pandemic

Expected Participants: 350-400

Background

The year 2018 will mark 100 years since the devastating influenza pandemic of 1918-1919 which resulted in the death of an estimated 50 million people. The influenza virus had not been identified at the time and it was uncertain whether influenza was a bacterial or viral infection. It was in the animal houses located at Mill Hill that in 1933 Andrewes, Laidlaw and Smith of the MRC National Institute for Medical Research first identified and propagated the human influenza virus from ferret to ferret.

Much has been learned in the intervening years about the viruses, their ecology and evolution, the basis of pathogenesis and immunity to infection and clinical management of severe disease, but the world is still relatively impotent in the face of a pandemic of equivalent severity or recent emerging threats, whether from influenza H5N1 or H7N9 viruses, MERS Coronavirus or Ebola. While technological advance has allowed the reconstruction of the 1918 virus, vaccines in use today have advanced little over the past 70 years and still rely for their efficacy on annual vaccination against the latest antigenic variant. Structure-based design led to the most widely used antiviral targeting the NA, but its effectiveness is constantly threatened by the emergence of resistance.

The 2-day symposium to mark this centenary will be held at the Francis Crick Institute, London on 24 – 26 June 2018, and is being co-organised with the International Society for Influenza and other Respiratory Virus Diseases (ISIRV). The programme will trace the development of current understanding of the nature of the viruses, the mechanisms of infection, virus replication and host (immune) responses, and the complex interplay between virus and host in pathogenesis and spread of disease. What are the prospects for developing a 'universal' vaccine and more effective antivirals?



World Health
Organization



Organising Committee

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Sponsorship Opportunities

The Symposium chairs invite you to attend and participate in supporting this Landmark Symposium. Sponsorship raises your company's visibility. Join us as a Sponsor and you will receive additional benefits and exclusive privileges.

GOLD SPONSOR

SPONSORS AGREED

£12,000

Benefits

- Acknowledged as the Gold Sponsor with your company logo in the Symposium Book.
- Acknowledged Sponsor of the Welcome Reception or Speakers' Dinner.
- One full-page colour advertisement to be placed at the back of the Symposium Book (advertisement to be provided by sponsor).
- Your logo to be displayed in the registration area.
- Company profile of up to 250 words in length to be featured on the conference website with a hyperlink.
- Two Conference bag inserts (item at sponsor's own expense).
- Two complimentary conference registrations.

SILVER SPONSOR

SPONSOR AGREED

£8,000

Benefits

- Acknowledged as the Silver Sponsor with your company logo in the Symposium Book.
- Sponsor of the Conference lanyards (item at sponsor's own expense) with company logo. Note: The design of the lanyards has to be approved by the Organising Committee.
- One full-page colour advertisement to be placed on the 2nd or the last page of the Symposium Book (advertisement to be provided by sponsor).
- Company profile of up to 200 words in length to be featured on the conference website with a hyperlink.
- Two Conference bag inserts (item at sponsor's own expense).
- One complimentary conference registration.



BRONZE SPONSOR

SPONSOR AGREED

£5,000

Benefits

- Acknowledged as the Bronze Sponsor with your company logo in the Symposium Book.
- One full-page colour advertisement to be placed in the Symposium Book (advertisement to be provided by sponsor).
- Company profile of up to 150 words in length to be featured on the conference website with a hyperlink.
- A Conference bag insert (item at sponsor's own expense).

EXHIBITION STAND

£2,400

We are able to offer a limited number of table top stands on a first come, first served basis.

- [A hyperlink from the Conference website.](#)
- [Two complimentary conference registrations.](#)

CONFERENCE BAGS

£4,500

These will be provided to each conference delegate and will be printed with your Company logo. (If you provide the bags the fee reduces by 50%)

- [A hyperlink from the Conference website.](#)

LANYARDS

POA

- These will be provided to each conference delegate and will be printed with your Company logo. If you provide these lanyards the fee reduces by 50%.

Benefit to sponsor:

- [An exclusive branding opportunity of your company logo or name to be displayed on the lanyard.](#)
- [Acknowledgement of the company's sponsorship status on the Conference website and in the Symposium Book.](#)

Note: The design of the conference lanyard has to be approved by the Organising Committee.



PEN & NOTEPAD

£1,000

These will be provided to each conference delegate in the conference bag (item at sponsor's own expense).

- A hyperlink from the Conference website.

BAG INSERTS

£1,000

A flyer or one other similar piece of promotional material to be placed in each delegate conference bag.

- A hyperlink from the Conference website.

ADVERTISEMENT IN THE SYMPOSIUM BOOK

£2,000

- Full page A4 advertisement.

CONFERENCE COMMEMORATIVE GIFT

POA

These will be provided to each conference delegate and can be printed with your Company logo.

Benefit to sponsor:

- An exclusive branding opportunity of your company logo or name to be displayed on the item.
- Acknowledgement of the company's sponsorship status on the Conference website and in the Symposium Book.

Note: The item has to be approved by the Organising Committee.

TRAVEL AWARDS

£10,000

These awards are given to young scientists (35 years of age and below) from low to middle income countries (as listed by the World Bank) and will be used to cover travel, accommodation and registration for up to 5 scientists.

Benefit to sponsor:

- The Awards will be named after the Sponsoring Company
- Awardees will be formally informed of their Sponsor's identity by the Organising Committee.
- Acknowledgement in the Symposium Book.
- A hyperlink from the Conference website.



GRANTS

If you would like to provide a grant, please contact the AVG Executive Assistant/Conference Secretariat or members of the Organising Committee. We would be delighted to discuss with you any additional opportunities or new ideas that you may have to further engage you with delegates attending this Centenary Symposium.

AVG Executive Assistant

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