

100TH ANNIVERSARY OF TORONTO'S DISCOVERY OF INSULIN

April 15 & 16, 2021

SPONSOR PROSPECTUS

OPPORTUNITY

The 100th Anniversary of Toronto's Discovery of Insulin: A Scientific Celebration (Insulin100) provides a comprehensive update on the latest advances in diabetes treatment and management through a series of online educational sessions and live, online, panel discussions with the experts. Educational sessions will include the latest information on the management of diabetes and its complications, practical tips and proven strategies for improving patient care, and translation of the latest diabetes research into clinical practice. These sessions will be recorded for posterity and retained on the Insulin100 website as an educational repository for long term access referencing. In keeping with the spirit of Banting and Best, who sold the American patents for insulin to the University of Toronto for \$1.00 each, the symposium materials will be complimentary.

TARGET AUDIENCE

Our participants will include primary care physicians and diabetes experts (physicians, physician assistants, nurses, nurse practitioners, dietitians, pharmacists, psychologists and certified diabetes educators) and those with lived experiences. This audience will provide an ideal opportunity to expand your company's reach but more importantly, visibility as we mark history and celebrate the 100th anniversary of the discovery of insulin.

ENTITLEMENTS

As a supporter of Insulin100, your company will receive recognition on our website, inclusion of your logo on all conference promotional materials and extensive publicity via all social media platforms.

PARTICIPATION & REGISTRATION

We expect thousands of colleagues to participate and access meeting content starting in January 2021. Our speakers, faculty and topics can be viewed on the Preliminary Program page. Meet the Experts, Young Investigators and ePoster authors will participate in live, interactive, Q&A sessions on April 15 & 16, 2021.

Registration for our webcasts is complimentary to maximize our global audience.

LEVELS OF COMMITMENT (\$USD)



Foundation
\$250,000



Platinum
\$100,000



Diamond
\$50,000



Gold
\$25,000



Patron
\$10,000