

conference on

# LYME DISEASE



## ■ A TICK-ING TIME BOMB Making Lyme disease a priority in Canada

**MAY 26-28, 2020**

**DEERHURST RESORT, HUNTSVILLE, ONTARIO**



[WWW.OFAH.ORG/CONFERENCE](http://WWW.OFAH.ORG/CONFERENCE)

### WHY LYME?

Lyme disease prevalence continues to spread northward into Canada, with increasing numbers of human diagnoses. This trend is expected to continue long-term, facilitated by a warming climate that will bring ticks and associated illnesses to new areas. The threat of tick bites and tick-related illnesses like Lyme disease are not contained to wild spaces in Canada; backyards, gardens, schoolyards and municipal parks are now areas where contact with ticks is a concern. Public awareness and policy discussions have increased in recent years, but in many ways, we remain unequipped to properly prevent tick bites, or diagnose and treat Canadians suffering with Lyme disease and other tick-related illnesses. A multi-stakeholder conversation on Lyme disease in 2020 is needed to look at progress to date, identify and discuss ongoing issues, apply lessons learned for emerging tick-related illnesses and send strong united messages to all levels of government that we need timely implementation of existing strategies, and investment in research to fill knowledge gaps.

### WHY YOU?

Tick-borne illnesses such as Lyme disease have the potential to affect all Canadians. This conference is intended to bring together the many groups and individuals concerned about the threats of ticks, Lyme disease and other tick-related illnesses to discuss emerging science, ongoing issues and reaffirm a collective path forward. Conference delegates will have an unprecedented opportunity to learn, share their experience, network with others working to combat Lyme disease, and find a role for themselves or their organization in a multi-sector collaborative of leaders pushing for timely and effective action for better prevention, diagnosis and treatment. The conference will bring together representatives from healthcare, research, recreation, government, public health, outdoor education, pet health, and tick prevention.



## DEERHURST RESORT

The Deerhurst Resort is in Ontario's iconic Muskoka region and just 30 minutes outside Algonquin Park. Deerhurst has state-of-the-art conference facilities in a wilderness setting that makes it an ideal location to channel the power of nature to inspire, motivate and foster discussion on wildlife issues. All conference sessions and networking events will be held in the Pavilion.

Deerhurst is located at  
1235 Deerhurst Drive, Huntsville, Ontario P1H 2E8  
[www.deerhurstresort.com](http://www.deerhurstresort.com)



THESE OPPORTUNITIES CAN BE TAILORED TO YOUR NEEDS.

Please contact: **Brian McRae**, Senior Advisor Community & Partner Relations  
705-748-6324 EXT 246 or [brian\\_mcrae@ofah.org](mailto:brian_mcrae@ofah.org)

## SPONSORSHIP

The conference will attract 200-300 participants from a wide variety of sectors including healthcare, research, recreation, government, public health, as well as the pet health and tick prevention industries. Like the OFAH, each conference delegate has their own networks through membership, subscribers and social media followers. We expect those direct networks to offer exposure to hundreds of thousands of Canadians alone, and reach millions when you add social media.

	SPONSORSHIP LEVEL			
	TITLE	GOLD	SILVER	BRONZE
	NUMBER AVAILABLE			
	1	3	5	8
	PRICE / SPONSORSHIP			
	\$20,000	\$10,000	\$5,000	\$2,500
<b>INCLUDED:</b>				
Delegate Registrations	4	3	2	1
Corporate profile on conference webpage and program	•			
Sponsor of final conference report	•			
Speaking opportunity (conference opening)	•			
Prominent logo placement (signs, online, print & digital materials, screens, etc.)	•			
Feature(s) in social media campaigns (conference related)	• (2)	• (1)		
Recognition/acknowledgment (conference opening)	•	•		
Logo recognition on signage displayed during conference	•	•		
Reserved seating at conference dinner	•	•		
Exhibitor Space (10' x 10')	• *	•	•	
Logo recognition on conference webpage with a link to sponsor website (rotating banner)	•	•	•	•
Logo recognition on print and electronic materials	•	•	•	•
Logo recognition on presentation screens during program-free times	•	•	•	•
Logo recognition on social media conference posts	•	•	•	•

\* Title sponsor will receive preferred location for exhibitor space

## OTHER SPONSORSHIP OPPORTUNITIES

- Welcome Reception (Tuesday evening)\*\*\* .....\$7,500
- Lyme Conference Dinner (Wednesday evening)\*\*\* .....\$7,500
- Keynote speaker\*\*\* .....\$5,000
- Lunch (Wednesday)\*\*\* .....\$5,000
- Student Bursary Package (Covers 15 students)\*\*\* .....\$5,000
- Refreshment/Coffee Break (3 available).....\$2,000
- Lanyards.....\$2,000
- Badges .....\$1,000

\*\*\*Includes Bronze level sponsorship

## EXHIBIT SPACE (EARLY-BIRD PRICING AVAILABLE)

- Exhibitor Space (10' x 10') – non-profit .....\$500.00
- Exhibitor Space (10' x 10') .....\$650.00