



Welcome to ICAIR

It is my sincere pleasure to extend an invitation to you to the inaugural International Conference on Aging, Innovation and Rehabilitation (ICAIR) in Toronto, Canada on Monday, May 16, 2022. This unique event is designed to drive cross-collaboration across multiple disciplines by attracting the world's leading scientific, healthcare, engineering and entrepreneurial minds.

ICAIR is the largest research conference of its scale and style jointly hosted by The KITE Research Institute, a leading Canadian rehab research hospital at University Health Network (UHN), and the University of Toronto.

With our population aging, health systems in Canada and around the world must plan for an incoming tidal wave of demand for health services and treatments. We also have a duty to develop new treatments, cures and solutions that can help people of all ages living with disease and disability. Doing so has the potential to improve quality of life and help people live in their homes longer.

The ICAIR organizing committee is dedicated to helping advance the development of new products, services, treatments and research that can significantly enhance the lives of the disabled, elderly and those living with long-term illness. We invite you to join us in Toronto at the meeting point of care, research and education as we investigate new frontiers for the treatment of Aging, Innovation and Rehabilitation.

We look forward to your participation and to welcoming you with open arms to ICAIR. Thank you for helping us move rehabilitation forward.

Kind regards,

Dr. Milos R. Popovic
Chair, ICAIR organizing committee



Why sponsor?

The International Conference on Aging, Innovation and Rehabilitation (ICAIR) is an important cross-disciplinary event that brings together the leading researchers, scientists and entrepreneurs currently working to improve the lives of people around the world who live with the impacts of illness, disability and aging. Additionally, it will feature a pitch competition at the end of the day showcasing the development of new products, services and treatments that fill a gap in the healthcare sector and improve the lives of people living with the effects of disability, illness and aging.

- ICAIR will feature TED-style talks by renowned players in the rehab and healthcare spaces
- ICAIR will feature educational keynote speeches by top rehabilitation engineers, scientists and clinicians
- ICAIR is the first research-based conference of its scale and style hosted by the KITE Research Institute at UHN
- ICAIR provides a platform for rehabilitation professionals to exchange their ideas, get inspired and form research partnerships
- At ICAIR, you will reach over **1000 of the world's leading minds in rehabilitation** research and technology
- ICAIR will feature a pitch competition that will attract top entrepreneurs, innovators and start-ups with \$100,000 in available prizes
- ICAIR offers competitive sponsorship packages for industry partners to become an integral part of the conference

ICAIR Attendee Profile:

- Researchers (both academic and applied) from Canada and the world
- Clinicians from leading global hospitals
- Students in rehabilitation science and engineering from universities and colleges
- Entrepreneurs and start-up companies
- Leaders in rehabilitation science and research
- Rehabilitation hospitals
- Trailblazers in neuromodulation and textile computing research and innovation
- Representatives from financial institutions, insurance companies, accounting firms, pharmaceuticals, etc.
- Venture capitalists and investors



Kite Power Play Pitch competition

Calling all self-starters and go getters! Here's your chance to pitch your idea or product that addresses an unmet need in the healthcare sector to top venture capitalists, scientists, and international companies. Submissions can range from preventative healthcare solutions, treatment and management of disabling injuries and illnesses, assistive devices to help restore function, diagnostic tools, digital health, and others.

The healthcare industry has enormous potential to leverage innovative, disruptive technologies and strategies in order to deliver insightful, meaningful and affordable care. Our goal is to help energetic, passionate innovators in healthcare accelerate change and achieve commercial success.

The research arm of the Toronto Rehabilitation Institute, KITE, is a world leader in complex rehabilitation science and is dedicated to improving the lives of people living with the effects of disability, illness and aging. The UHN Foundation, through the philanthropy of its donors, plays a vital role in turning the ideas of KITE's clinicians and scientists into home, community and hospital-based advancements and innovation.

Innovators involved in all stages of product and technology development, from **concepts and prototypes to finished products and services and start-up companies**, will be presenting their ideas.

With \$100,000 available in total prizes, the stakes are higher than ever.

COMPETITION ATTENDEE PROFILE:

- Researchers (both academic and applied) from Canada and the world
- Students in rehabilitation science and engineering from universities and colleges
- Entrepreneurs and start-up companies
- Leaders in rehabilitation science and research
- Decision makers from various rehabilitation hospitals
- Trailblazers in neuromodulation and textile computing research and innovation
- Potential angel investors



Kite power play Prizes

INNOVATIVE CONCEPT COMPETITION

The RBC Prizes

1st Place Prize | \$5,000

2nd Place Prize | \$3,000

People's Choice Award | \$2,000

INNOVATIVE START-UP COMPETITION

The Deloitte prize | \$ 50,000

The Jon Love prize | \$ 20,000

The Nancy Love prize | \$20,000

The two categories of entries are:

- **The Innovative Concept** - This award is open to all new, exciting, creative and innovative early stage change-making ideas that have the potential to make a transformative impact on all levels of the healthcare system. This is the only award for which innovators do not need to be in business; they just need to prove that they have a viable idea that's going to make an impact.
- **The Innovative Start-up** - This award is open to start-up companies who have a proven concept with a novel service offering or technology or product for sale or license, or a new product or service currently under development. The technology can be drawn from any field in the healthcare industry as long as the company is actively aiming to solve a gap in the healthcare market.

For example, we will accept the following stages of start-ups:

- Prototype Blueprint Developed - No current users
- Prototype Developed - No current users
- Prototype Developed - Pilot users
- Product Developed - Current us



Sponsor benefits	Diamond \$30k	Power play \$20k	Platinum \$20k	Gold \$15k	Silver \$10k	Keynote \$10k	Bronze \$5k
Presenting sponsor of the KITE Power Play Pitch Competition	●	●					
Presenting sponsor of one ICAIR session: <ul style="list-style-type: none"> ● TED-talk ● Poster ● Elevator pitch 	●		●	●	●	● Only keynote session	
Reserved Seating	●	●	●	●	●	● Only keynote session	
Placement of company logo on conference bag	●	●	●	●			
Exhibition space	● Extra large	● Large	● Large	● Medium	● Small	● Small	● Small
Complimentary exhibitor badges	● 4	● 4	● 4	● 3	● 2	● 2	● 2
Placement of sponsor roll-ups across venue	● 3	● 3	● 3	● 2	● 2	● 2	● 1



Sponsor benefits	Diamond \$30k	Power play \$20k	Platinum \$20k	Gold \$15k	Silver \$10k	Keynote \$10k	Bronze \$5k
Number of promotional materials included in conference bag	● 3	● 3	● 3	● 2	● 1	● 1	
Brand mention on UHN Foundation social media	● Individual mention	● Individual mention	● Individual mention	● Individual mention	● Group mention	● Group mention	
Ad in final conference program booklet	● Full page	● Full page	● Full page	● Half page	● Quarter page	● Quarter page	
100- word company profile in conference booklet and app	●	●	●	●	●	●	

*All sponsors will have their logos featured on the ICAIR website and exhibitor page

*All sponsors will be mentioned in ICAIR newsletters

*All sponsor logos will be placed on the sponsor and exhibitor board at ICAIR



SPONSORSHIP PACKAGES

Diamond Sponsorship (limited to 1 company)

CAD \$30,000

- Opportunity to become the presenting sponsor of the KITE Power Play Pitch Competition **and** one of the following ICAIR sessions:
 - TED-talk like speeches
 - Poster viewing and judging sessions
 - Elevator pitch hearings for up-and-coming scientists
- Reserved seating for the sponsored session
- Superior exhibition space (extra large booth booked in prime location)
- Inclusion of promotional material (up to 3 items) in the conference bags (If applicable)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Individual brand mention on UHN Foundation social media pages
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and full-page ad in final conference program or conference application
- 4 complimentary exhibitor badges
- Opportunity to place 3 roll up sponsor banners within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program
- Opportunity to place company logo on the conference bag

Power Play Sponsorship (limited to 2 companies)

CAD \$20,000

- Opportunity to sponsor the KITE Power Play Pitch Competition at ICAIR
- Reserved seating for the sponsored session
- Priority ICAIR exhibition space (large booth booked in prime location)
- Inclusion of promotional material (up to 3 items) in the conference bags (If applicable)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Individual brand mention on UHN Foundation social media pages
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and full-page ad in final conference program or conference application
- 4 complimentary exhibitor badges
- Opportunity to place 3 roll up sponsor banners within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program
- Opportunity to place company logo on the conference bag



Platinum Sponsorship (limited to 2 companies)

CAD \$20,000

- Opportunity to sponsor one of the following ICAIR sessions:
 - TED-talk like speeches
 - Poster viewing and judging sessions
 - Elevator pitch hearings for up-and-coming scientists
- Reserved seating for the sponsored session
- Priority exhibition space (Large booth booked in prime location)
- Inclusion of promotional material (up to 3 items) in the conference bags (If applicable)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Individual brand mention on UHN Foundation social media pages
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and full-page ad in final conference program or conference application
- 4 complimentary exhibitor badges
- Opportunity to place 3 roll ups of the sponsor within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program
- Opportunity to place company logo on the conference bag

GOLD Sponsorship (Limited to 2 companies)

CAD \$15,000

- Opportunity to sponsor one of the following ICAIR programs:
 - TED-talk like speeches
 - Poster viewing and judging sessions
 - Elevator pitch hearings for up-and-coming scientists
- Reserved seating for the sponsored session
- Premium exhibition space (medium sized booth)
- Inclusion of promotional material (up to 2 items) in the conference bags (If applicable)
- Individual brand mention on UHN Foundation social media pages
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and half-page ad in final conference program or conference application
- 3 complimentary exhibitor badges
- Opportunity to place 2 roll ups of the sponsor within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program
- Opportunity to place company logo on the conference bag



Silver Sponsorship

CAD \$10,000

- Opportunity to sponsor one of the following ICAIR programs:
 - TED-talk like speeches
 - Poster viewing and judging sessions
 - Elevator pitch hearings for up-and-coming scientists
- Reserved seating for the sponsored session
- Standard exhibition space (small booth)
- Brand mention on UHN Foundation social media pages together with other silver sponsors
- Inclusion of promotional material (limited to one item) in the conference bags (If applicable)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and quarter-page ad in final conference program or conference application
- 2 complimentary exhibitor badges
- Opportunity to place 2 roll up sponsor banners within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program

Keynote Sponsorship (Limited to 4 companies)

CAD \$10,000

- Preferred reserved seating available during the sponsored keynote speech session
- Logo to appear on the main screen prior to the beginning of the keynote speech
- Standard exhibition space included (small booth)
- Inclusion of promotional material (limited to one item) in the conference bags (If applicable)
- Brand mention with logo on UHN Foundation social media pages together with other keynote sponsors
- Sponsor's logo with hyperlink on the conference website
- Sponsorship mention in ICAIR 2022 electronic newsletters
- Full colour and quarter-page ad in final conference program or conference application
- 2 complimentary exhibitor badges
- Opportunity to place 2 roll ups of the sponsor within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program

Bronze Sponsorship

CAD \$5,000

- Standard exhibition space (small booth)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Sponsorship mention in ICAIR 2022 electronic newsletters



- Full colour and quarter-page ad in final conference program or conference application
- 2 complimentary exhibitor badges
- Opportunity to place 1 roll up sponsor banner within the conference venue
- Includes a 100-word company profile to be published in the final program or conference app
- Acknowledgement with the sponsor's logo on the sponsors & exhibitors board during the conference and also in the final program

Lunch break sponsor (Add on)

CAD \$5,000

- Opportunity to display sponsor logo at all the catering points located within the venue
- Opportunity to provide items bearing company logo for use during lunch (if applicable)
- Sponsor's logo with hyperlink on the conference website and exhibitor page
- Includes a 100-word company profile to be published in the final program or conference app
- A 100-word company profile to be placed on the Conference website

Power Play Collaborator Sponsorship (Add on)

CAD \$4,500

- Company logo displayed on the main screen at the KITE Power Play Pitch Competition
- Reserved seating at the KITE Power Play Pitch Competition
- Brand mention at the KITE Power Play Pitch Competition
- Sponsor's logo with hyperlink on the conference website and exhibitor page

Wifi sponsorship (limited to 1 company, Add on)

CAD \$2,500

- Wifi network name & password to be determined with Sponsor's company/product name
- Sponsor's logo to be placed on the conference website with hyperlink to Sponsor's website

Exhibitor

CAD \$3,000

- Exhibition space
- Exhibitor's logo with hyperlink on the conference website
- 2 complimentary exhibitor badges
- Brand mention in exhibitor index on ICAIR website
- Includes a 100-word company profile to be published in the final program or conference app
- List of all exhibitors mentioned on ICAIR site and/or conference app



Academic exhibitor

CAD \$2,000

- Designated for hospitals, universities and colleges
- Special exhibition space in our academic corridor
- Exhibitor's logo with hyperlink on the conference website
- 2 complimentary exhibitor badges
- Includes a 100-word company profile to be published in the final program or conference app
- List of all academic exhibitors mentioned on ICAIR site and/or conference app



ABOUT TORONTO

Toronto is the capital of the Canadian province of Ontario. It is located within the Golden Horseshoe in Southern Ontario on the northern shore of Lake Ontario. Toronto is ranked the second-best city in North America for quality of living and is the largest city in Canada and the fourth-largest city in North America by population. Growing at a clip of more than 100,000 new residents a year, Canada's largest city keeps getting larger. But the continued population boom hasn't changed Toronto's character. Long known for welcoming multiculturalism and diversity (more than 140 languages are spoken), the city has also made substantial investments in public transportation and technology, making the city even more attractive to newcomers and Silicon Valley talent. Welcoming over 40 million visitors annually, Toronto is the leading tourism destination in Canada. This bold, dynamic city offers superb attractions, music and events backed by the best convention and sports facilities in Canada.

Transportation

There are many forms of transport in the city of Toronto, including highways and public transit. The city also has an extensive network of bicycle lanes and multi-use trails and paths.

Restaurants

Toronto has a dynamic and diverse culinary scene. Internationally-acclaimed chefs head restaurants like the three-storey Momofuku (a favourite among visiting celebrities), while high-in-the-sky eateries like 360 Restaurant at the CN Tower pair mouth-watering meals with unparalleled views.

Shopping

The city has emerged as a major style destination. Stores abound with luxury designer items, unique vintage finds and top home décor, and high fashion can be found around every corner.

Climate

The climate is continental, with cold winters and warm summers. Although the city is located in the south of the country, winter is cold because the North American continent cools down a lot, and outbreaks of polar air masses are frequent. However, given the exposure to different types of air masses, jumps in temperature are frequent.

Venue

The Metro Toronto Convention Centre is a world-class venue located at the heart of a world-class city, with vibrant surroundings. The central location is walking distance from the Financial and Entertainment Districts, plentiful accommodations, and public transit systems.



For more information on what to see and do during your stay in Toronto please visit <http://www.seetorontonow.com>.

Contact Us

For all sponsorship inquiries, please contact:

Sophia (Yue) Li

yue.li@uhn.ca

Anthony Palma

Anthony.palma@uhn.ca