

# ICAIR

INTERNATIONAL  
CONFERENCE ON  
AGING INNOVATION  
AND REHABILITATION

## Sponsorship and Exhibitor Packages

May 6th and 7th, 2024 | The Carlu | Toronto, ON

PRESENTED BY

kite  UHN



Rehabilitation Sciences Institute  
UNIVERSITY OF TORONTO

# Welcome to ICAIR

Dear friends and colleagues,

On behalf of our organizing committee, it is my great pleasure to invite you to attend the second annual International Conference on Aging, Innovation and Rehabilitation (ICAIR) on May 6 & 7, 2024 in the great city of Toronto, Canada.

ICAIR is a one-of-a-kind event that is designed to drive cross-collaboration across multiple disciplines by attracting the world's leading scientific, health-care, academic, engineering, technology and entrepreneurial experts.

Health-care providers worldwide face many new and unknown challenges as our aging populations create new demands for treatments, services and resources. Advances in rehabilitation technology have the potential to significantly improve the lives of those living with disease, disability, and the impacts of aging.

We invite you to join us in Toronto at the meeting point of care, research and education at ICAIR 2024. Your attendance will help to accelerate the development of new products, services, treatments and solutions designed to help those in our communities who are most in need now and for years to come.



**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 researchers, scientists, academics, clinicians and entrepreneurs who are working to help those in our communities living with the impacts of illness, injury, disability and aging.

Hosted by the KITE Research Institute at the University Health Network (UHN) and co-presented by education sponsor, the Rehabilitation Sciences Institute at the University of Toronto, ICAIR is the foremost health and age-tech research conference of its scale and style anywhere in the world.

These world-renowned organizations have collaborated to create a one-of-a-kind agenda designed to attract the world's top medical engineers, healthcare professionals, rehabilitation researchers, and accelerate the development of new treatments and medical devices.



# Why Sponsor?

As a sponsor, you will:

**Connect:** Meet entrepreneurs and representatives from a variety of start-up companies.

**Discover:** Gain exposure to ground-breaking products and services that fill a gap in the healthcare sector.

**Uncover talent:** Access a new generation of innovators who are redefining the future of healthcare with cutting-edge solutions, treatments and technologies.

**Form relationships:** Connect with leading clinicians, educators and scientists from the University Health Network – a top five hospital in the world, as defined by Newsweek in 2023 – and leaders at Canada’s top academic institution, the University of Toronto

**Network:** Engage with exhibitors showcasing state-of-the-art health-tech devices and inventions.

**Collaborate:** Exchange ideas with more than 1,000 of the world’s leading minds in the fields of rehabilitation research and technology, engineering, and AI.

**Be seen:** Gain visibility amongst like-minded organizations and rehab professionals.

# Why Sponsor?

## ICAIR Attendee Profile:

- Rehabilitation researchers (both academic and applied) from Canada and the world
- Top university and college students in rehabilitation science, engineering, computer science, robotics, geriatrics and nursing
- Entrepreneurs and start-up companies in the healthcare space
- Organizational leaders from rehabilitation hospitals
- A range of clinicians from leading global hospitals
- Leaders in rehabilitation science and research
- Trailblazers in neuromodulation and innovation
- Representatives from financial institutions, insurance companies, accounting firms, pharmaceuticals
- Venture capitalists and investors



# Sponsorship Packages

## ICAIR Title Sponsor - \$30,000

As the Title Sponsor for ICAIR, we will closely work with you to tailor your sponsorship in a way that aligns our common goals. Your brand will enjoy prominence throughout the conference and you will have exclusive opportunities for recognition amongst key players in industry, academia and community circles, including speaking occasions and verbal acknowledgement of your contribution throughout the event.

In addition to your role as the event's Title Sponsor, you will be the recognized sponsor of three talks within the ICAIR Presents – Speaker Series, during the remainder of 2024.

For other benefits, refer to [Sponsorship Tiers on slide 12](#).



# Sponsorship Packages

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## Presenting Sponsors - \$10,000

### ICAIR Scientific Spotlight Series

Exclusive opportunity to sponsor the inaugural ICAIR journal presentation competition, where leading complex rehabilitation scientists will present their published research for a chance to earn the title of “ICAIR Paper of the Year.”

### Keynote

Opportunity to sponsor one of two keynote presentations.

### Power Play Competition

Exclusive opportunity to sponsor the Power Play competitions, where up-and-coming entrepreneurs present their concepts, prototypes, and healthcare innovations in a Dragon’s Den-style competition.

### 3 Minute Talk (3MT) Competition

Exclusive opportunity to sponsor 3-Minute Talks, where the next generation of aging and rehabilitation leaders present their findings and ideas in a three-minute Ted Talk-style competition.

For other benefits, refer to [Sponsorship Tiers on slide 12](#).

# Sponsorship Packages

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## Networking Sponsors

### Day 1 Networking Event - \$5,000

Exclusive opportunity to sponsor ICAIR's Day 1 Networking Event, during which attendees, presenters and exhibitors will have an opportunity to grow their networks at this informal event.

### ICAIR Event Afterparty - \$10,000

Exclusive opportunity to sponsor ICAIR's Afterparty, during which all attendees and presenters are invited to network and celebrate the success of ICAIR 2024. Scientists, exhibitors, donors, industry partners will be present at this catered event.

For other benefits, refer to [Sponsorship Tiers on slide 12.](#)





# Sponsorship Packages

## Educational Sponsors

### Next Generation Sponsorship - \$15,000

Subsidize student entry to the conference where they can learn, share ideas, network and connect with industry leaders.

### Trainee Breakfast - \$5,000

Professional development event for invited scientific trainees to network and share ideas.

For other benefits, refer to [Sponsorship Tiers on slide 12.](#)



# Sponsorship Packages

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## Operational Sponsors

### **Nutrition Sponsor**

Lunch - \$10,000

Nutrition Break 1 - \$5,000

Nutrition Break 2 - \$5,000

### **Travel Sponsor - \$5,000**

Opportunity to donate in kind or contribute financially to the travel costs associated with invited keynote speakers.

### **Accessibility Sponsor - \$5,000**

Opportunity to support our efforts to ensure the conference is accessible for all.

### **Wi-Fi Sponsor - \$1,500**

Opportunity to cover the cost of Wi-Fi for the duration of the conference.

### **Community Engagement Sponsor - \$5,000**

Opportunity to support the participation of the communities that KITE serves (persons with lived experience).

### **Materials & Support Sponsor - min. \$1,000 each**

Opportunity to contribute in kind or contribute financially to the costs associated with the poster session, conference supplies, swag, marketing and registration.

For other benefits, refer to [Sponsorship Tiers on slide 12.](#)

# Sponsorship Packages

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## Exhibitors

### Exhibitor - \$3,000

- 6' x 6' space
- Exhibitor logo and hyperlink on the conference website
- One complimentary conference ticket
- 100-word company profile in the conference program
- Exhibitor logos shared on slides at the end of the conference

### Academic Exhibitor (hospitals, universities, and colleges) - \$2,000

- 6' x 6' space
- Exhibitor logo and hyperlink on the conference website
- One complimentary conference ticket
- 100-word company profile in the conference program
- Exhibitor logos shared on slides at the end of the conference



# Sponsorship Items & Cost / Sponsorship Tiers

Sponsorship Item	Cost
ICAIR Title Sponsor	\$30,000
<b>Presenting Sponsor</b>	
ICAIR Scientific Spotlight Series	\$10,000
Keynote #1	\$10,000
Keynote #2	\$10,000
Power Play Competition	\$10,000
3MT	\$10,000
<b>Networking Sponsor</b>	
Day 1 Networking Event	\$5,000
ICAIR Afterparty	\$10,000
<b>Educational Sponsor</b>	
Next Generation Sponsorship	\$15,000
Trainee Breakfast	\$5,000
<b>Operational Sponsors</b>	
Travel	\$5,000
Lunch	\$10,000
Nutrition Break 1	\$5,000
Nutrition Break 2	\$5,000
Wifi	\$1,500
Community Engagement	\$5,000
Accessibility	\$5,000
Materials & Support	(min \$1,000)
<b>Exhibitors</b>	
Exhibitor	\$3,000
Academic Exhibitor	\$2,000

	Platinum \$25,000+	Gold \$15,000-24,999	Silver \$10,000-14,999	Bronze \$5,000-9,999
<b>Exhibition Space</b> Equipped with WiFi, power, and space for roll-up banners	6' x 18'	6' x 12'	6' x 6'	6' x 6'
<b>Full-colour ad in conference program</b>	Full page	Half page	Half page	Quarter page
<b>Complimentary conference tickets</b> Includes lunch, nutrition breaks, and reserved seating	4	3	2	1
<b>Reserved Afterparty entry</b>	4	3	2	1
<b>Promotional materials/swag in conference bag</b>	4	3	2	1
<b>All sponsors will receive the following:</b>	<ul style="list-style-type: none"> <li>• 100-word company profile in the conference program</li> <li>• Logo and hyperlink featured on the ICAIR website and sponsor/exhibitor page</li> <li>• Sponsor logos shared on slides at the end of the conference</li> <li>• Verbal acknowledgement of sponsored presentations (as applicable) and at the end of the conference</li> </ul>			
Sponsorship contributions ranging from \$1,000-\$4,999 will receive one complimentary conference ticket.				

# ICAIR By the Numbers

**7.3  
Million**

Estimated number of Canadians who are currently over the age of 65  
(Stats Canada)

**33**

Percentage of Canadians living with one of the following: Cardiovascular disease; cancer; Chronic respiratory diseases; diabetes; mood and/or anxiety disorders  
(National Institute of Health)

**225,000**

Annual number of injury-related hospitalization in Canada  
(Stats Canada)

**1 in 3**

Canadians affected by a brain disease, disorder or injury in their lifetime  
(Brain Canada)

**50,000**

Canadians who experience a stroke each year  
(Heart and Stroke Foundation)

**2.4  
Billion**

Number of people worldwide living with a health condition that may benefit from rehabilitation treatment  
(World Health Organization)

**3.5  
Million**

Estimated number of entrepreneurs in Canada. Collectively, they employ more than 10 million people  
(Stats Canada)

**\$2  
Billion**

Direct health care costs in Canada each year due to unintended falls  
(Stats Canada)

**1 in 5**

Number of adults who report they are living with chronic pain  
(Centers for Disease Control and Prevention)

**86,000**

Number of Canadians living with a spinal cord injury

# About Our Program Presenters

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The KITE Research Institute is the scientific arm of the Toronto Rehabilitation Institute and one of the principal research enterprises at the University Health Network (UHN), Canada's top medical research hospital with more than \$474 million in total annual research expenditures, 1,167 principal investigators and 4,664 publications (2022).

KITE, an acronym for Knowledge, Innovation, Talent, Everywhere, is a world leader in complex rehabilitation science with more than 100 scientists dedicated to improving the lives of people living with the effects of disability, illness and aging.

The institute's areas of focus include prevention of injury, restoration of function after injury and aging well. Researchers are actively engaged in developing new treatments, devices and products as well as gathering evidence that guides changes to policy and public opinion.

KITE's mission is to be a trailblazer in research, education and knowledge translation. It is home to 127 scientists and 181 scientific trainees who operate across five sites utilizing 56,000 square feet of research space.

# About Our Program Presenters



## **The Rehabilitation Sciences Institute Temerty Faculty of Medicine, University of Toronto**

The Rehabilitation Sciences Institute (RSI), within the Temerty Faculty of Medicine and School of Graduate Studies at the University of Toronto, is the interdisciplinary doctoral stream training program for the Department of Occupational Science and Occupational Therapy, the Department of Physical Therapy and the Department of Speech-Language Pathology. The Institute, formerly the Graduate Department of Rehabilitation Science, was founded in 1995 to foster interdisciplinary graduate education and scholarship in Rehabilitation Sciences. The RSI is dedicated to the study of human function, participation and its relationship to health and well-being, and its mission is to prepare RSI students to be leaders through excellence in research innovation, knowledge translation and practice. The Institute currently has over 220 Faculty members and trainees based throughout the University of Toronto, including affiliated teaching hospitals and research institutes, such as the KITE Research Institute.

The RSI aims to address the urgent worldwide need to scale up rehabilitation science and practice due to major global trends (WHO, 2017). The research conducted at the RSI ranges from basic inquiry to knowledge transfer and are co-led by world-renowned Faculty and amazing trainees from a very broad range of disciplines. Students benefit from opportunities at the RSI that include collaborative programs in Life Course and Aging and most recently Robotics, in addition to ten other research areas. Our recent external review indicated that productivity among RSI-affiliated Faculty is “extraordinarily high”, and the opportunities available to RSI graduate students is “unsurpassed, with active collaborations and interactions across a very broad range of areas and units” (External Review, 2020-21). The University of Toronto has been ranked first in the world in Rehabilitation Science based on publications and citations.



## The Carlu

Originally opened in 1930 as “Eaton’s Seventh Floor,” The Carlu was spearheaded by businessman Timothy Eaton. Lady Eaton, who aspired to bring high society and world-class culture to Toronto, was actively involved in the planning and design of Eaton’s College Street and the Seventh Floor. To realize her desire for style and elegance, she commissioned famed French architect, Jacques Carlu.

Carlu was renowned for his masterpieces in the Art Moderne style, known as streamlined monumentalism for its clean lines and grand scale. The Seventh Floor exemplified this style in every element, including the colour palette, architectural details, artwork, room appointments, as well as the glorious Lalique fountain gracing the centre of The Round Room. In fact, it is said that the sheer beauty and unique shape of The Round Room may have inspired the design of The Rockefeller Center’s iconic Rainbow Room.

In 2003, the space at 444 Yonge St. in College Park was reopened as “The Carlu” event venue after an extensive restoration. Now recognized as one of Toronto’s best examples of Art Moderne architecture, The Carlu has been designated as a National Historic Site of Canada, and has played host to royalty on several occasions, as the preferred space for high profile social fetes, conventions, and corporate celebrations.



**The Carlu**  
444 Yonge St.



# Contact Us

For all sponsorship inquiries, please contact: [kite.partnerships@uhn.ca](mailto:kite.partnerships@uhn.ca)



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