

**innovate**  
**influence**  
**integrate**

**RTNA 2010 Conference**

**November 21 – 23, 2010**  
**The Marriott at River Cree Resort**  
**Edmonton, Alberta**

**Sponsorship Prospectus**

Hosted by:



Funded by the ALBERTA HERITAGE FOUNDATION  
FOR MEDICAL RESEARCH Endowment Fund

You are invited to participate as a sponsor in the Research Transfer Network of Alberta's 2010 conference!

Knowledge transfer (KT) is about ideas and wanting to do things better. Whether you're a researcher, part of a research team, a health care practitioner, manager, knowledge broker, or a science entrepreneur, you are part of the knowledge transfer process. That process describes how new knowledge (innovate) moves between the research and decision maker worlds (influence) and ultimately, results in changes in policy, practice (integrate).

RTNA supports and encourages members to incorporate evidence into policy and practice, and to incorporate policy and practice considerations into research. To realize this vision, RTNA supports a culture of participation, networking, open dialogue, and mentorship. This culture creates an expectation of support for knowledge transfer, while acknowledging the complexity of decisions. The RTNA 2010 conference is one way to help encourage and build that culture.

With the help of our expert speakers and each other, we will explore and learn about innovation, influence and integration in knowledge transfer. The conference program will provide interactive and structured networking across disciplines to showcase practical tools and techniques in KT to an audience from across Canada.

## **Conference Hosts**

This conference is hosted by the Health Research Transfer Network of Alberta at The Alberta Innovates – Health Solutions.

## **Why Sponsor?**

Your support of this unique and significant Alberta event will result in a high-quality educational program. Your unrestricted educational grant will help to defray speaker expenses as we recruit experts in the field to meet with delegates.

As a sponsor, you will interact with leaders in the field of knowledge transfer. Sponsorship provides your organization an added profile with the diverse group that works in knowledge transfer throughout the health care system and in other sectors.

An excellent range of benefits offers you increasing visibility at each successive level.

## Location

*The RTNA 2010 Conference* will begin on Sunday, November 21 and run until Tuesday, November 23, 2010 at The Marriott at River Cree Resort in Edmonton, Alberta.

## Program Themes

The 2010 program will cover the following topic areas:

- Exploring/testing KT models (e.g. knowledge into action, complexity theory, etc.)
- Tools, tactics, and innovations for moving research into practice and vice versa
- Building KT capacity individually and organizationally
- Issues in developing commercialization potential
- Integrating multi-disciplinary perspectives
- Barriers and bridges to successful KT
- Evaluating KT projects

Keynote speakers include:

- *Rahaf Harfoush*, Associate Director, Global Redesign Initiative, World Economic Forum, Geneva
- *Thomas Kerr*, Co-Director, Addiction and Urban Health Research Initiative (UHRI) at the British Columbia Centre for Excellence in HIV/AIDS; Assistant Professor, Department of Medicine, University of British Columbia

More information on the conference speakers and the advance program are available online at: <http://www.ahfmr.ab.ca/rtna/conference10/>

## Who Will Attend

This conference will attract a provincial, national and international audience of:

- Health care researchers and researchers from other disciplines
- Health care and other sector managers
- Policy makers
- Health care practitioners
- Knowledge transfer practitioners

## **Sponsorship Benefits**

### ***Platinum Sponsor \$7,500 +***

- Your company will be recognized as sponsoring the conference keynote speaker.
- You may bring greetings to conference delegates from the podium.
- Your company name and logo will be printed among sponsor listings on all conference promotional material.
- Your company will be recognized on signage throughout the event.
- Your company will be provided with a display booth area (8' x 8') to showcase your company throughout the conference.
- Three complimentary conference registrations will be provided for use by company representatives.
- Your complimentary company representatives will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
- You may provide sufficient quantities of an educational item, approved by the Conference Planning Committee, to be inserted into the delegate package.

### ***Gold Sponsor \$5,000 +***

- Your company name and logo will be printed among sponsor listings on all conference promotional material.
- Your company will be recognized on signage throughout the event.
- Your company will be provided with a display booth area (8' x 8') to showcase your company throughout the conference.
- Two complimentary conference registrations will be provided for use by company representatives.
- Your complimentary company representatives will be recognized with special ribbons on their nametags to clearly identify them as sponsors.
- You may provide sufficient quantities of an educational item, approved by the Conference Planning Committee, to be inserted into the delegate package.

### ***Silver Sponsor \$2,500 +***

- Your company name and logo will be printed among sponsor listings on all conference promotional material.
- Your company will be recognized on signage throughout the event.
- One complimentary conference registration will be provided for use by a company representative.
- Your complimentary company representative will be recognized with a special ribbon on their nametag to clearly identify them as a sponsor.

### ***Bronze Sponsor \$1,000 +***

- Your company name and logo will be printed among sponsor listings in all conference promotional material.
- Your company will be recognized on signage throughout the event.

## **To Become a Sponsor**

Complete the enclosed sponsorship application form and fax or mail it with full payment to:

BUKSA Strategic Conference Services  
Suite 307, 10328 – 81 Avenue NW  
Edmonton, AB T6E 1X2

Please make cheques payable to:  
*BUKSA Associates Inc.*

## **For More Information**

For more information on sponsorship opportunities or the conference please contact the conference secretariat

Caitlin Higgins  
BUKSA Strategic Conference Services  
2010 RTNA Conference Secretariat  
Phone: (780) 436-0983 Ext. 231  
Fax: (780) 437-5984  
Email: [Caitlin@buksa.com](mailto:Caitlin@buksa.com)



## Sponsorship Application Form

### Contact Information

Company Name: \_\_\_\_\_

(As it will appear in promotional material)

Contact Name: \_\_\_\_\_

Contact Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Select Your Sponsorship Category

- Platinum \$7,500 +
- Gold \$5,000 +
- Silver \$2,500 +
- Bronze \$1,000 +

### Payment

- Cheque enclosed payable to BUKSA Associates Inc.
- Please invoice my company at the address above.

Name of authorized  
company representative: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Send your completed sponsorship application form by fax or mail it with full payment to:

BUKSA Strategic Conference Services  
2010 RNTA Conference Secretariat  
Suite 307, 10328 – 81 Avenue  
Edmonton AB T6E 1X2

Phone: (780) 436-0983 Ext. 231 Fax: (780) 437-5984 Email: caitlin@buksa.com

*Note that sponsorship benefits will commence once payment has been received.*