

# 15th Annual Conference of the International Society for Quality of Life Research

*Research and Action:  
Toward Good Quality of Life and  
Equity in Health*



**October 22 - 25, 2008**  
**Radisson Montevideo Victoria Plaza Hotel**  
**Montevideo, Uruguay**  
*October 21 - 22 ~ Workshops*

*2008 Sponsorship Prospectus*

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## **ISOQOL: Who We Are and What We Do**

The scientific study of Quality of Life relevant to health and healthcare is the mission of the International Society for Quality of Life Research (ISOQOL). The Society promotes the rigorous investigation of health-related quality of life measurement from conceptualization to application and practice. ISOQOL fosters the worldwide exchange of information through scientific publications, international conferences, educational outreach, and collaborative support for HRQOL initiatives.

With over 700 members representing 43 countries, ISOQOL is an international society with activities focused on promotion of high quality research in the science of health-related quality of life (HRQOL) measurement.

## **Why Sponsor ISOQOL?**

As a sponsor, you will help further ISOQOL's mission while gaining exposure to professionals involved in quality of life research activities.

You can help us improve the science of our research methodology and the interpretation of our patient reported outcomes data.

## **How You Can Help**

Help us by sponsoring an activity at this year's ISOQOL conference, to be held in Montevideo, Uruguay, October 22 – 25, 2008.

## **About the 15<sup>th</sup> Annual ISOQOL Conference**

The main topic areas for abstract submission include:

- Theoretical Framework
- Special Populations and Concerns
- Applications:
  - Population Health and Equity in Health
  - Clinical Applications
- Areas of Evaluation
  - Prevailing Conditions
- Methodological

Please visit [www.isoqol.org](http://www.isoqol.org) for specific information and details on submitting an abstract.

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# About Previous ISOQOL Conferences

Inaugural meeting of the International Society for Quality of Life Research  
*Methods and Guidelines for the Development and Adaptation of HRQoL Measures for Use in Cross National Clinical Trials*  
Brussels, Belgium, February 2, 1994

2nd meeting of the International Society for Quality of Life Research  
Montreal, Canada, October 14-17, 1995

3rd Annual Conference of the International Society for Quality of Life Research  
Manila, The Philippines, October 24-27, 1996

4th Annual Conference of the International Society for Quality of Life Research  
*Health Related Quality of Life and Status of Research*  
Vienna, Austria, November 5-9, 1997

5th Annual Conference of the International Society for Quality of Life Research  
*Application of QOL Assessment in Clinical Trials, Medical Practice and Population Monitoring, and Methodical Issues*  
Baltimore, Maryland, USA, November 15-17, 1998

6th Annual Conference of the International Society for Quality of Life Research  
*Measurement, Valuation and Interpretation of Changes in Health-Related Quality of Life: Time for Critical Review*  
Barcelona, Spain, November 3-6, 1999

7th Annual Conference of the International Society for Quality of Life Research  
*Interpretation of HRQoL Measures and the Determination/Measurement of a Meaningful Change in HRQoL*  
Vancouver, Canada, October 29-31, 2000

8th Annual Conference of the International Society for Quality of Life Research  
Amsterdam, The Netherlands, November 7-10, 2001

9th Annual Conference of the International Society for Quality of Life Research  
*Theoretical Models of QOL; Methodological Advances in QOL; Linking QOL and Clinicians*  
Orlando, Florida, USA, October 30 - November 2, 2002

10th Annual Conference of the International Society for Quality of Life Research  
Prague, Czech Republic, November 12-15, 2003

11th Annual Conference of the International Society for Quality of Life Research  
*Harmonizing International Health-Related Quality of Life Research*  
Hong Kong, PRC, October 16-19, 2004

12th Annual Conference of the International Society for Quality of Life Research  
*Building Bridges to Enhance Quality of Life*  
San Francisco, California, USA, October 19-22, 2005

13th Annual Conference of the International Society for Quality of Life Research  
*HRQOL Research: Making an Impact in the Real World*  
Lisbon, Portugal, October 11-14, 2006

14th Annual Conference of the International Society for Quality of Life Research  
*From Measurement to Understanding*  
Toronto, Ontario, Canada, October 10-13, 2007

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# Sponsorship Opportunities

## Support for Conference Bag ~ \$10,000

### What you will receive in return

- Sponsor's company logo will be printed on bag
- Sponsor's materials will be inserted in bag
- One half page advertisement in conference program
- Appreciation in conference program
- Two complimentary conference registrations

## Support for Conference Dinner ~ \$8,000

### What you will receive in return

- Poster with company name and/or logo at entrance of conference dinner
- One half page advertisement in conference program
- Appreciation in conference program
- Two complimentary conference registrations
- Two Dinner invitations

## Speaker Fees for One Plenary Session ~ \$5,000

### What you will receive in return

- Poster with company name and/or logo at entrance to session
- One half page advertisement in conference program
- Appreciation in conference program
- One complimentary conference registration

## Support for Welcome Reception ~ \$5,000

### What you will receive in return

- Poster with company name and/or logo at entrance to the Welcome reception
  - One half page advertisement in conference program
  - Appreciation in conference program
  - One complimentary conference registration
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## **Support for Mentor/Mentee Reception ~ \$5,000**

### **What you will receive in return**

- Poster with company name and/or logo at entrance to the Mentor/Mentee reception
- One half page advertisement in conference program
- Appreciation in conference program
- One complimentary conference registration

## **Support for the ISOQOL Developing Countries Scholarship Program \* ~ \$3,000**

### **What you will receive in return**

- Appreciation in conference program
- Two complimentary conference registrations

## **Support for the ISOQOL New Investigator Scholarship Program \* ~ \$2,000**

### **What you will receive in return**

- Appreciation in conference program
- One complimentary conference registration

## **Support for One Refreshment Break ~ \$2,000**

### **What you will receive in return**

- Poster at Refreshment Break
- Appreciation in conference program

## **Support for the New Investigator and Student Awards \* ~ \$1,000**

### **What you will receive in return**

- Recognition at the Closing Dinner
- Appreciation in conference program

*\*Please visit the conference page of our web site at [www.isoqol.org](http://www.isoqol.org) for more information on these programs.*

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## Exhibitor/Advertisement Information

### Rental of one Exhibit Table for three days to display materials (approx. 3 feet x 6 feet) ~ \$1,000

#### What you will receive in return

- At the meeting, a list of all meeting registrants
- A listing in the conference program with a brief description of your company

### Advertisement in Conference Program

#### What you will receive in return

- Your information in the hands of 700+ decision-makers
  1. Full page ad (7in x 9.5in): US\$1,000
  2. Inside front cover (7in x 9.5in): US\$2,000
  3. Back cover (7in x 9.5in): US\$3,000
  4. Half page horizontal ad (7in x 4.5in): US\$750
  5. Quarter page ad (3.25in x 4.5in) ~ US\$500

*Details: final publication size is 8.5" x 11". Black and white graphic, 300 dpi or better, saved as a tif file is preferred. Insertion deadline is September 1, 2008. Art work must be received by September 8, 2008.*

Please contact the ISOQOL Office at [info@isoqol.org](mailto:info@isoqol.org) for additional sponsorship opportunities.

## How to Contribute

For payment in US Dollars

- Using Visa or MasterCard
- With a US check
- Via transfer to our bank, call or write for bank information

Mail: ISOQOL, 6728 Old McLean Village Drive  
McLean VA 22101 USA

Call: +703 556-9222

Fax: +703 556-8729

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# Sponsorship Reply Form

Thank you for taking the first step towards sponsorship. **For payment in US Dollars, please reply with this form.** Please indicate the item your organization wishes to support and return this Reply Form to the ISOQOL Office via fax +703-556-8729. Thank you for your support.

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

Contact Person Name & Title: \_\_\_\_\_

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

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Country Code City/Area Code Number Country Code City/Area Code Number

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

- Support for printing of Conference Bag US\$10,000
- Support for Conference Dinner US\$8,000
- Speaker Fees for One Plenary Session US\$5,000

Session preferred:

- 23 Oct
- 24 Oct
- 25 Oct

Session Title: \_\_\_\_\_

- Support for Welcome Reception US\$5,000
- General Support US\$5,000
- Support for Mentor/Mentee Reception US\$5,000
- Support for the Developing Countries Scholarship Program US\$3,000
- Support for the New Investigators Scholarship Program US\$2,000
- Support for one Refreshment Break US\$2,000
  - 23 Oct (AM)
  - 23 Oct (PM)
  - 24 Oct (AM)
  - 24 Oct (PM)
  - 25 Oct (AM)
  - 25 Oct (PM)

- Support for the New Investigator and Student Awards US\$1,000

- Rental of Exhibit Table US\$1,000

- Advertisement in Conference Program

Option Number \_\_\_\_\_ Amount: US\$ \_\_\_\_\_

## Payment ~ Amount \$US \_\_\_\_\_

- Check enclosed

- Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

- Wire transfer to be completed \_\_\_\_\_ (date)



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