

17th Annual Conference of the International Society for Quality of Life Research

*Translating Quality of Life Measurement into
Decision Making*



**October 27 - 30, 2010
Hilton Metropole
London, United Kingdom**

2010 Sponsorship Prospectus

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.

About the 17th Annual ISOQOL Conference

For the 2010 ISOQOL meeting, the focus is on future directions for improving the theory, methodology, and applied use of health-related quality of life (HRQL) and other patient reported outcome measures (PROM) to advance health and health care. We strongly encourage submissions for oral presentations (including submitted symposium abstracts) that relate to one or more of the following topics for the 2010 meeting.

- Advances in the use of HRQL/PROM assessment to enhance outcomes in clinical care
- Theory, methods and implications of HRQL and other PROM assessments to inform reimbursement decisions or pay for performance
- Future of HRQL and other PROM in health policy decision making and medical product regulation
- Assessment of HRQL and PROM in translational research
- Modern psychometric methods for developing and testing HRQL instruments and other PROM: advances in theory and applications
- Advanced approaches to validity testing for HRQL and other PROM assessments
- Using mixed methods research designs for development and application of HRQL assessment and other PROM
- Advances in qualitative methods for development of assessment of HRQL and other PROM
- Using QOL/PROM research to inform policies and program development to reduce health disparities

A limited number of abstracts not specifically related to the 2010 annual meeting targeted topics for will be included for oral presentation, however abstracts addressing other topics will be considered for poster presentation.

Please visit www.isoqol.org for specific information and details on submitting an abstract.

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 Can I Help?

Help us by sponsoring an activity at this year's ISOQOL conference, to be held in London, England, October 27 – 30, 2010 or by becoming an Institutional Member.

How can I become an Institutional Member?

ISOQOL Institutional Membership Fees and Categories

- ❑ **Non-Profit Institutional Membership – Annual Contribution of \$1,000**
Eligible Members: Universities and Non-profit organizations
Benefits include:
 - Five (5) individual memberships;
 - Visibility among QOL/health outcomes researchers and the field;
 - Ability to post job advertisements (up to 250 words) on the website and, if appropriate, in the newsletter for free;
 - Listing on website as a non-profit institutional member;
 - Special rates for booths at annual meeting.

 - ❑ **Institutional Membership – Annual Contribution of \$2,500**
Eligible Members: Universities, contract research organizations and other companies
Benefits include:
 - Five (5) individual memberships;
 - Visibility among QOL/health outcomes researchers and the field;
 - Ability to post job advertisements (up to 250 words) on the website and, if appropriate, in the newsletter for free;
 - Listing on website as an institutional member;
 - Special rates for booths at annual meeting.

 - ❑ **Corporate Membership – Annual Contribution of \$5,000**
Eligible Members: Pharmaceutical and medical device companies, health insurers and other companies
Benefits include:
 - Five (5) individual memberships;
 - Visibility among QOL/health outcomes researchers and the field;
 - Ability to post job advertisements (up to 250 words) on the website and, if appropriate, in the newsletter for free;
 - Listing on website as a corporate member;
 - Special rates for booths at annual meeting.

 - ❑ **Corporate Sponsor Membership – Annual Contribution of \$10,000 or more**
Eligible Members: Pharmaceutical and medical device companies, health insurers and other companies
Benefits include:
 - Ten (10) individual memberships;
 - Visibility among QOL/health outcomes researchers and the field;
 - Ability to post job advertisements (up to 250 words) on the website and, if appropriate, in the newsletter for free;
 - Listing on website as a corporate sponsor;
 - Special rates for booths at annual meeting.
-

Events and Activities

Support for Conference Dinner ~ \$8,000

What you will receive in return

- Ability to display a poster with company name and/or logo at entrance of conference dinner
- One half page advertisement in conference program
- Space to display advertising literature on literature table
- Appreciation in conference program
- Two complimentary conference registrations
- Two Dinner invitations

Support for Welcome Reception ~ \$5,000

What you will receive in return

- Ability to display a poster with company name and/or logo at entrance to the Welcome reception
- One half page advertisement in conference program
- Space to display advertising literature on literature table
- Appreciation in conference program
- One complimentary conference registration

Support for One Refreshment Break ~ \$2,000

What you will receive in return

- Ability to display a poster with company name and/or logo at Refreshment Break
- Appreciation in conference program

Support for Mentor/Mentee Reception ~ \$5,000

What you will receive in return

- Ability to display a poster with company name and/or logo at entrance to the Mentor/Mentee reception
 - One half page advertisement in conference program
 - Space to display advertising literature on literature table
 - Appreciation in conference program
 - One complimentary conference registration
-

Scholarship

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

What you will receive in return

- Ability to display a poster with company name and/or logo at entrance to session
- One half page advertisement in conference program
- Space to display advertising literature on literature table
- 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
- One half page advertisement in conference program
- One complimentary conference registration

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 the New Investigator and Student Awards ~ \$1,200

What you will receive in return

- Recognition at the Closing Dinner
 - Appreciation in conference program
-

Advertising

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 Full page advertisement in conference program
- Appreciation in conference program
- Two complimentary conference registrations

Exhibitor Booth ~ \$1,500

Rental of one Exhibit Table for three days to display materials (approx. 3 feet x 6 feet)

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
- One complimentary meeting registration

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, 2010. Art work must be received by September 8, 2010.

Please contact the ISOQOL Office at 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

Sponsorship Reply Form

Thank you for taking the first step towards sponsorship. For payment in US Dollars, please reply with this form and then email the ISOQOL office at www.isoqol.com for confirmation. 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: _____

Events and Activities

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Support for Conference Dinner | US\$8,000 |
| <input type="checkbox"/> Support for Welcome Reception | US\$5,000 |
| <input type="checkbox"/> Support for one Refreshment Break | US\$2,000 |
| <input type="checkbox"/> 28 Oct (AM) | <input type="checkbox"/> 28 Oct (PM) |
| <input type="checkbox"/> 29 Oct (AM) | <input type="checkbox"/> 29 Oct (PM) |
| <input type="checkbox"/> 30 Oct (AM) | <input type="checkbox"/> 30 Oct (PM) |
| <input type="checkbox"/> Support for Mentor/Mentee Reception | US\$5,000 |

Scholarship

- | | |
|--|-----------|
| <input type="checkbox"/> Speaker Fees for One Plenary Session | US\$5,000 |
| Session preferred: <input type="checkbox"/> 28 Oct <input type="checkbox"/> 29 Oct <input type="checkbox"/> 30 Oct | |
| <input type="checkbox"/> Support for the Developing Countries Scholarship Program | US\$3,000 |
| <input type="checkbox"/> Support for the New Investigators Scholarship Program | US\$2,000 |
| <input type="checkbox"/> Support for the New Investigator and Student Awards | US\$1,000 |

Advertising

- | | |
|---|--------------------|
| <input type="checkbox"/> General Support | US\$5,000 |
| <input type="checkbox"/> Support for printing of Conference Bag | US\$10,000 |
| <input type="checkbox"/> Rental of Exhibit Table | US\$1,500 |
| <input type="checkbox"/> Advertisement in Conference Program | |
| Option Number _____ | Amount: US\$ _____ |

Payment ~ Amount \$US _____

Credit Card Number _____ Exp _____

Print Name _____

Signature _____

US Check enclosed

Wire transfer to be completed (date) _____



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