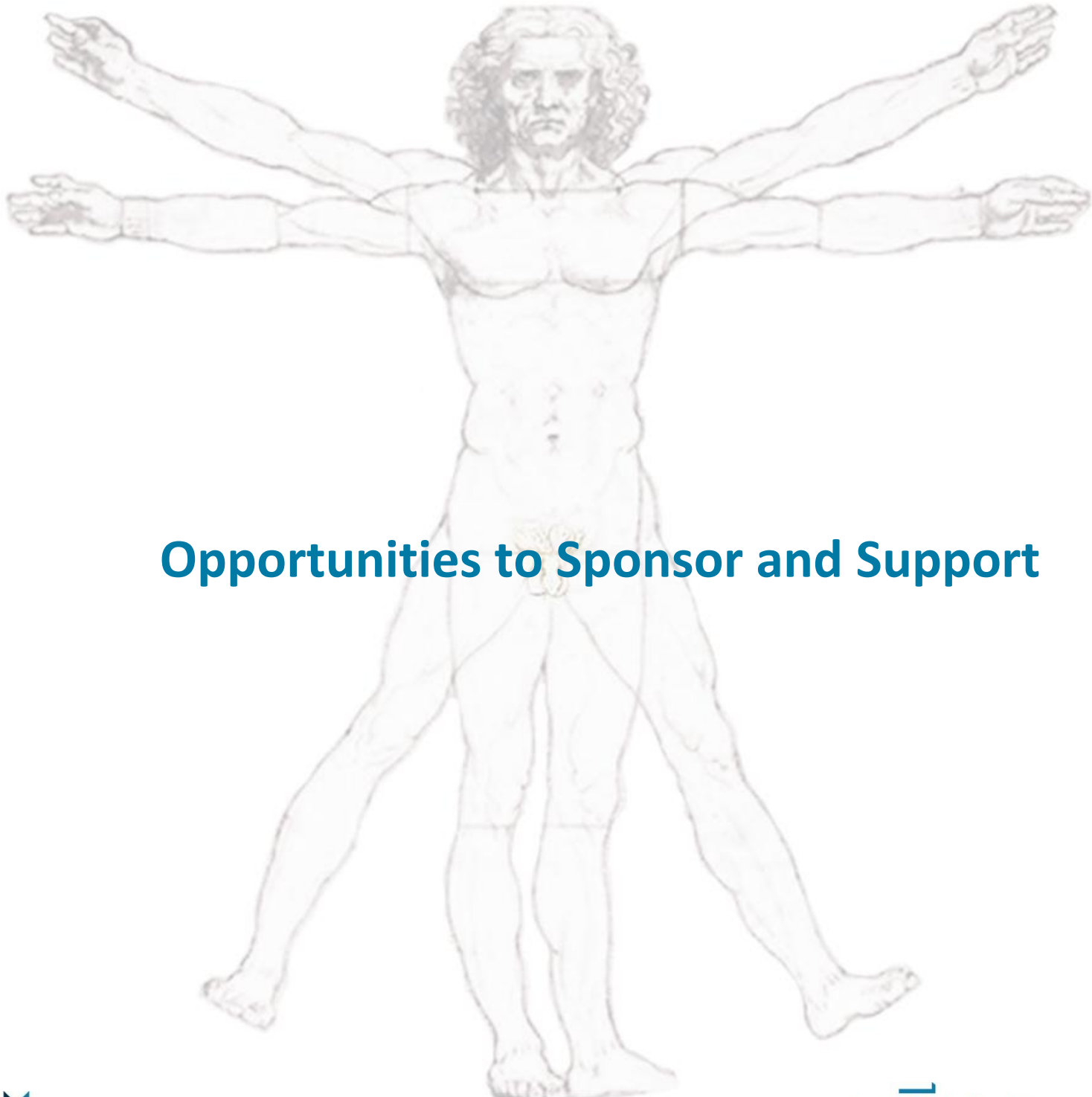
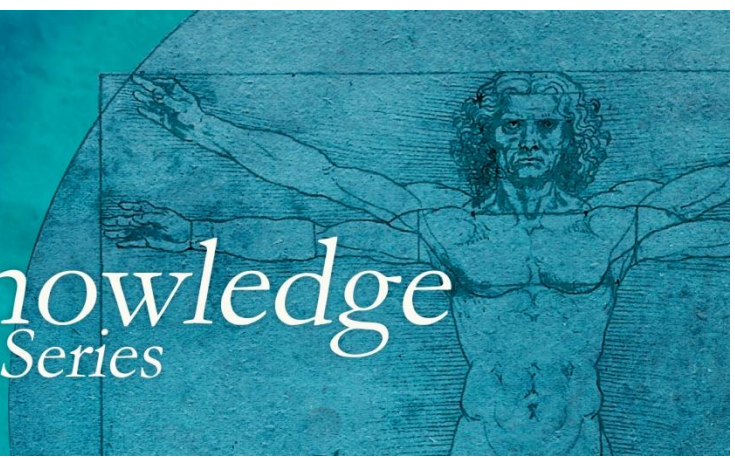


Body of Knowledge Lecture Series



Opportunities to Sponsor and Support

4th Annual Body of Knowledge Lecture Series 2011

www.bodyofknowledge.ca

The Body of Knowledge Lecture Series presents premier integrative health presentations for medical, health and human service professionals and individuals passionate about wellness in the Calgary area. Sponsored by Mount Royal University and presented by its Integrative Health Institute, the series assembles internationally recognized researchers, clinicians, educators, and practitioners whose work focuses on healthful living and whose perspectives and practices have global influence.

Participants have the opportunity to experience the “wellness talks of the town” enjoying candid lectures on critical health issues combined with question-and-answer dialogues. These sessions are followed by interactive full-day workshops featuring additional integrative health leaders offering profound insights and facilitating lively discussion.

Why Join Us?

- Gain exposure to more than 1,200 health and human professionals who make lifestyle recommendations as part of their clinical practice
- Reach a large audience of wellness-conscious consumers
- Meet and build relationships with leading wellness experts
- Establish your company as an advocate for evidence-informed wellness practices within a growing health sector
- Hear the latest research and practices directly from the experts regarding critical health issues
- Learn what health and wellness information is most important to both medical and public audiences
- Promote your organization to more than 8,000 individuals and/or companies with an interest in integrative health through advance electronic mailings and the Body of Knowledge website

About Us

Established in 2005, the Integrative Health Institute advances wellness across the lifespan by educating and engaging a community that embodies the philosophy of integrative health. Integrative health takes account of the whole person (body, mind, spirit and emotions), including all aspects of lifestyle. Since its inception, the Integrative Health Institute has focused its efforts on three domains: research, education, and resource development.

Audience

The majority of attendees are physicians, nurses, allied health and human services professionals; and students, our future wellness leaders. Approximately 40% of attendees are wellness-oriented consumers. In 2010 participants were mostly from Calgary and surrounding area however some traveled from as far as Edmonton and Lethbridge to attend. Based on our attendance growth rate, we anticipate more than 1,800 attendees from the community in our fourth year.

Distinguished Presenters for 2011

Our presenters are leaders in scientific research, skilled clinicians, directors of major academic integrative medicine programs, experts in policy, provocative and award-winning authors.

March 17 7 - 9 pm Keith Block MD *Life Over Cancer: Impacting survival and improving life quality through integrative treatment*

March 18 9 am – 4 pm Keith Block MD Penny Block PhD and Others *Implementing a New Model for Cancer Treatment & Prevention: A practical and interactive Session*

Sept 20 7 - 9 pm Andrew Weil MD *Why Our Health Matters*

Sept 21 8:30 am – 3:30 pm Andrew Weil MD and Others *Nutrition 101: Macronutrients and the Anti-Inflammatory Diet*

Advisory Committee

The Body of Knowledge Lecture Series 2011 was developed by IHI's Advisory Committee based on feedback from previous participants, contemporary integrative health literature, and wellness trend information.

Judy Forrester, B.Sc., DC, M.Sc., PhD
Committee Chair

Vice-President, Alberta College and Association of Chiropractors

David Crocker, B.Sc. (Hon)

Director of Clinic Services
Calgary Foothills Primary Care Network

Trevor Davis, PhD

Associate Vice-President, Research
Mount Royal University

**Patti Derbyshire, MA, Dip. (Comm), Cert. (Aromatherapy);
Adv. Cert. (Aromatic & Medicinal Plants)**

Associate Professor, Bissett School of Business
Mount Royal University

Brenda Hendrickson, RN, BN, MN

Dean, Faculty of Health and Community Studies
Mount Royal University

Shannon Hinds, PFT

MRU Alumni Representative

Norma MacIntosh, M.Ed.

Dean, Faculty of Continuing Education and Extension
Mount Royal University

Badri Rickhi, MB, B.Sc., FRCP(c)

Director and Founding Member
Canadian Institute of Natural and Integrative Medicine

Lanre Salami, MBBS, RMT

Director
Orthopaedic Massage Consultants

Jeffrey Schaefer, M.Sc., MD, FRCPC

Medical Lead, Integrative Medicine
Foothills Medical Centre

Aparna Taylor MSc, ND

Naturopathic Doctor
Provital Health and Wellness

John Toews, MD, FRCPC

Programme Director
Canadian Institute of Natural and Integrative Medicine

Ken Wilson, BSc, Gen. Mgmt (Dip)

Managing Director
Foothills Health Consultants

Joyce Woods, RN, BN, BA, M.Ed., PhD

Associate Professor, School of Nursing
Mount Royal University

Benny Xu, TCMD, R.Ac.

President
Alberta College of Acupuncture and Traditional Chinese Medicine

Comments from 2010 participants

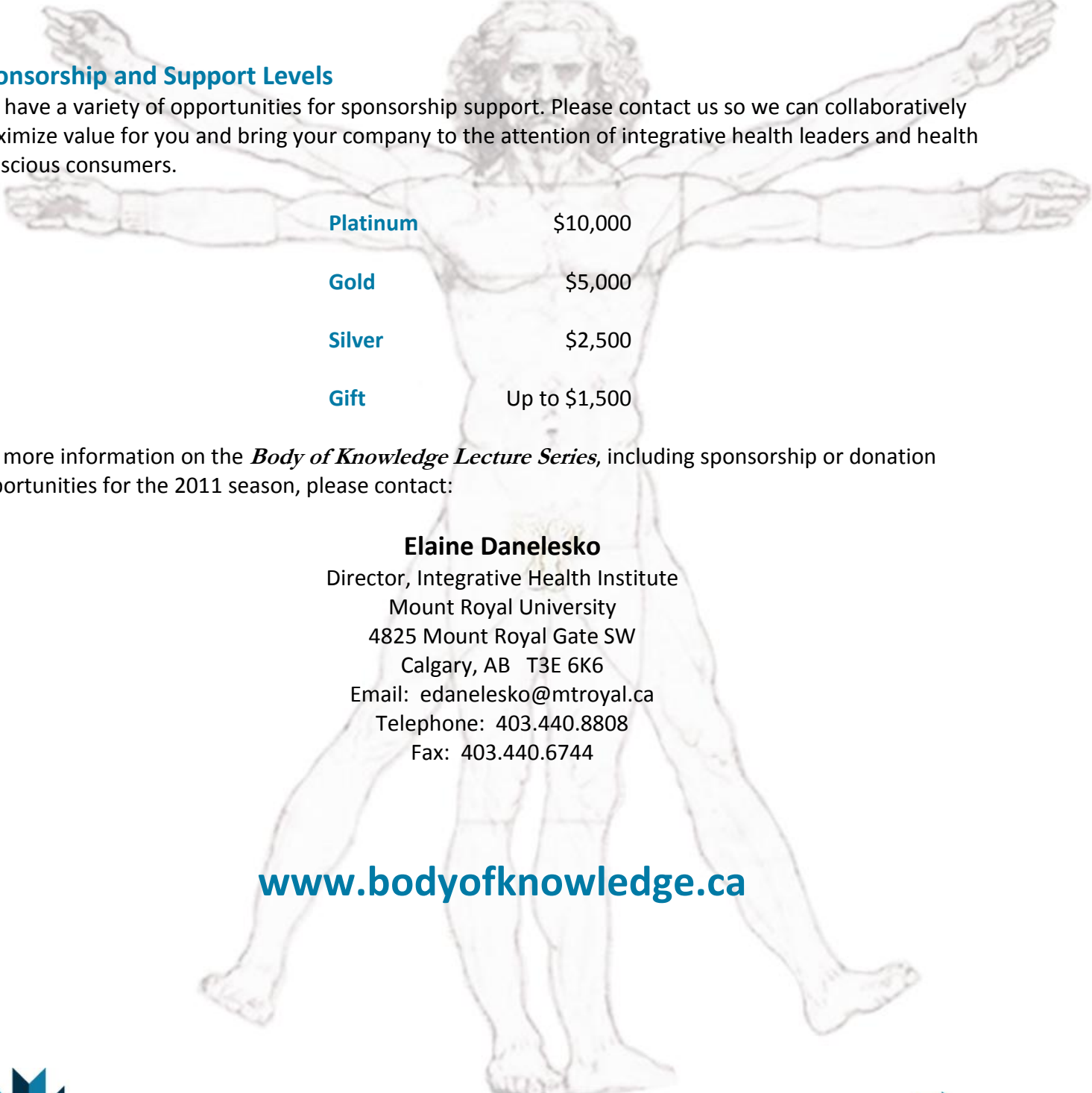
“Such an excellent, excellent choice of speakers – a true pleasure.”

“Awesome seminar! Loved the question/answer period.”

“Fabulous – Thanks!”

Sponsorship and Support Levels

We have a variety of opportunities for sponsorship support. Please contact us so we can collaboratively maximize value for you and bring your company to the attention of integrative health leaders and health conscious consumers.



| | |
|-----------------|---------------|
| Platinum | \$10,000 |
| Gold | \$5,000 |
| Silver | \$2,500 |
| Gift | Up to \$1,500 |

For more information on the *Body of Knowledge Lecture Series*, including sponsorship or donation opportunities for the 2011 season, please contact:

Elaine Danelesko

Director, Integrative Health Institute
Mount Royal University
4825 Mount Royal Gate SW
Calgary, AB T3E 6K6
Email: edanelesko@mtroyal.ca
Telephone: 403.440.8808
Fax: 403.440.6744

www.bodyofknowledge.ca

The Body of Knowledge Lecture Series Sponsorship Opportunities

Platinum Supporting your employees'/clients'/partners' participation (Block ticket purchase) **\$10,000**

- First choice for placement of two six-foot information tables / recognition booths at events
- Recognition as Exclusive Benefactor for speaker of choice on marketing materials (press releases, e-advertising and website link)
- Invitation for eight to pre-event VIP reception with exclusive opportunity to meet the presenter
- Acknowledgement / recognition from the podium at opening and closing of the lectures and workshops
- Most prominent corporate logo display during pre-event programming
- Full page colour ad in the lectures and workshops programs
- Eight complimentary package passes to the Body of Knowledge Lectures with VIP seating in the lecture hall
- You may supply marketing materials, grab bags and free swag of appropriate quality item(s) for distribution to lecture and workshop attendees

As an employer committed to workplace wellness and an organization focused on promoting community wellness, offer your employees, clients and partners the opportunity to attend the Body of Knowledge events. This block ticket purchase provides your organization flexibility to support 25 individuals to attend lectures and workshops or 100 individuals to attend either one of the lectures or workshops. This sponsorship level enhances individual understanding of integrative health and promotes wellness responsibility.

Gold Supporting medical, nursing and allied health students' learning and participation **\$5,000**

- A six-foot information table / recognition booth at events
- Sponsorship recognition on marketing materials (press releases, e-advertising and website link)
- Acknowledgement / recognition at opening and closing of the lectures and workshops
- Invitation for four to pre-event VIP reception with exclusive opportunity to meet the presenter
- Corporate logo display during pre-event programming
- 1/2 page colour ad in the lectures and workshops programs
- Four complimentary package passes to the Body of Knowledge Lectures with VIP seating in the lecture hall
- You may supply marketing materials, grab bags and free swag of appropriate quality item(s) for distribution to lecture and workshop attendees

Sponsor medical, nursing, allied health and CAM students to listen to and learn from scholarly practitioners who have embraced evidence-based best practices from biomedical, complementary and alternative medicine (CAM) to meet the needs of their patients. Research proves that acceptance and practice of integrative medicine increases significantly through the student's educational curriculum¹. Your support will offer 50 students access to these lectures and workshops. This investment has the potential to directly influence the future provision of healthcare as these students advance into professional practice.

¹ Institute of Medicine of the National Academies (2005). *Complementary and alternative medicine*. Washington, DC: The National Academies Press.

Silver Supporting the underserved to participate in this lecture series **\$2,500**

- A six-foot information table / recognition booth at events
- Sponsorship recognition on marketing materials (press releases, e-advertising and website link)
- Acknowledgement / recognition at opening and closing of the lectures and workshops
- Invitation for two to pre-event VIP reception with exclusive opportunity to meet the presenter
- Corporate logo display during pre-event programming
- 1/4 page colour ad in the lectures and workshops programs
- Two complimentary package passes to the Body of Knowledge Lectures
- You may supply marketing materials, grab bags and free swag of appropriate quality item(s) for distribution to lecture and workshop attendees

Your sponsorship of the lecture series will enable 25 underserved individuals to attend this world-class educational event. Your support responds to their quest for event participation to enhance their integrative health and wellness knowledge.

Gift Pledge a donation to support this lecture series **up to \$1,500**

- Donor acknowledgement / recognition in the lecture series program and on IHI's website.

Your tax-deductible donation will support event logistics. Donors will be provided with a charitable income tax receipt for the full donation amount.

Body of Knowledge Lecture Series

Pledge

Name of Organization: _____

Contact: _____ Title: _____

Organization Address: _____

City: _____ Province: _____

Postal Code: _____ Email: _____

Telephone: _____ Fax: _____

Sponsorship: **Platinum** **Gold** **Silver**
 \$10,000 \$5,000 \$2,500

Donation: **Gift**
 \$1,500 \$1,000 \$500 Other Amount: _____

Please invoice my organization at the above address: Or as follows:

Organization Address: _____

City: _____ Province: _____

Postal Code: _____

Authorized by:

Signature

Printed Name

Title

Date

Thank you for your support

Please send form by fax to: 403.440.6744

Or mail to: Integrative Health Institute, Mount Royal University, 4825 Mount Royal Gate SW, Calgary, AB T3E 6K6

bodyofknowledge.ca Email: edanelesko@mtroyal.ca P: 403.440.8808