



**Canadian Nutrition Congress  
Winnipeg, Manitoba, Canada  
June 18-21, 2007**

**Canadian\_Nutrition\_Congress@Umanitoba.ca**

March 9, 2007

Dear Sir or Madam,

The **Canadian Nutrition Congress 2007** (CNC2007) will be held June 18 to 21, 2007, in Winnipeg, Manitoba, Canada. CNC2007 will be a joint meeting of the *Canadian Section of the American Oil Chemists' Society (CAOCS)*, the *Canadian Society of Animal Science (CSAS)* and the *Canadian Society for Nutritional Sciences (CSNS)*.

CNC2007 will mark the first time that these three societies will meet together. The potential is great for synergy and new research directions to develop as a result of cross-discipline interactions. The societies' membership and the greater nutrition community will benefit from interdisciplinary plenary sessions and symposia intended to provide the most current nutrition research findings, while sharing in a diversity of perspectives. **We invite you to be a part of this exciting initiative!**

The theme for this first Canadian Nutrition Congress will be Building Research Connections in the Canadian Nutrition Community. The Planning Committee has developed a slate of exciting symposia, including:

- ***PLENARY SESSION: Defining an Optimal Fatty Acid Profile for Human Health: How Do the Animal and Food Industries Contribute to This?***
  - Dr. Ronald Mensink, Maastricht University
  - Dr. Tom Clandinin, University of Alberta
  - Dr. Dale Bauman, Cornell University
  - Dr. Brent Flickinger, Archer Daniels Midland
- ***Nutrition for Healthy Pregnancies and Offspring Development***
- ***DHA vs. ALA: Which Is Best? And Does It Really Matter?***
- ***Nutritional Regulation of Intestinal Health in Swine***
- ***Modeling Nutrient:Microbial Interactions in the Rumen***
- ***Developing Standards of Evidence for Functional Foods***
- ***Trans Fats in the Human Food Supply***
- ***Recent Advances in Fibre Nutrition***
- ***Nutritional Strategies for Sustainable Beef Production***

In addition to the symposia, technical information sharing sessions are planned, including those focused on:

- ***Methods for Assessing Immunocompetence in Humans and Animals***
- ***Methods for Assessing Nutrient Bioavailability***
- ***Analytical Techniques for Nutrigenomics Research***

**Canadian Section of the American Oil Chemists' Society  
Canadian Society of Animal Science  
Canadian Society for Nutritional Sciences**

While a first-rate scientific program is paramount to the success of a conference, the support of sponsors such as you is critical. Your support allows us to attract the best international speakers and to keep our registration fees reasonably priced.

Sponsors will receive many benefits according to their category of contribution (*Platinum, Gold, Silver, Bronze, or Patron*), as outlined on the attached Sponsorship Categories list. Sponsors will have the option of having a display booth for the duration of the conference, allowing excellent opportunities to interact with the delegates.

Please review the attached sponsorship category sheet and let us know your sponsorship intentions as soon as possible. Sponsorship categories are offered on a first-come, first-served basis. Please direct your sponsorship preferences, as well as any other questions, to:

Ms. Dallas Ballance, CNC2007 Coordinator  
c/o GoodwinBallance Communications  
212-161 Stafford St.  
Winnipeg MB R3M 2W9  
Phone: 1-204-475-8585  
Fax: 1-204-475-8200  
Email: [GBComm@mts.net](mailto:GBComm@mts.net)

We trust that you will share our enthusiasm and excitement at the prospect of bringing together a large cross-section of the Canadian nutrition research community. We look forward to partnering with you to help make this event a huge success!

Sincerely,

Dr. Jim House  
Chair of CNC2007

### **CNC 2007 Organizing Committee:**

Jim House, University of Manitoba (Chair, CSNS and CSAS representative)  
Harold Aukema, University of Manitoba (CSNS and CAOCS representative)  
Veronique Barhet, Canadian Grain Commission (CAOCS representative)  
Kees Plaizier, University of Manitoba (CSAS representative)  
Rotimi Aluko, University of Manitoba  
Kelley Fitzpatrick, Flax 2015  
Peter Jones, Richardson Centre for Functional Foods, University of Manitoba  
Denis Kraus, University of Manitoba  
Rex Newkirk, Canadian International Grains Institute  
Gustaaf Sevenhuysen, University of Manitoba  
Miyoung Suh, University of Manitoba  
Carla Taylor, University of Manitoba  
Michael Trevan, University of Manitoba

# CANADIAN NUTRITION CONGRESS 2007

## SPONSORSHIP OPPORTUNITIES

CATEGORY	SPONSORSHIP LEVEL
Congress Sponsor	\$20,000
Platinum	\$10,000 and above
Gold	\$5,000 to \$9,999
Silver	\$2,500 to \$4,999
Bronze	\$1,000 to \$2,499
Patron	Up to \$1000

### Sponsorship Privileges

**All sponsors will receive:**

- Acknowledgement on site by category of contribution (Congress Sponsor, Platinum, Gold, Silver, Bronze, Patron)
- Acknowledgement in conference proceedings
- Website recognition

**Congress Sponsor will also receive:**

- Two complimentary registrations (all-inclusive)
- Acknowledgement in pre-conference promotional material
- Sole sponsorship of the plenary session
- Company name and logo on conference bag
- One full-page ad in conference abstracts
- Opportunity to include promotional material in the conference registration kits (three pieces)
- Display booth

**Platinum Sponsors will also receive:**

- One complimentary registration (all-inclusive)
- Acknowledgement in pre-conference promotional material
- Choice of sole sponsorship of a symposium or co-sponsorship of a major food-and-beverage function
- One full-page ad in conference abstracts
- Opportunity to include promotional material in the conference registration kits (two pieces)
- Display booth

**Gold Sponsors will also receive:**

- One complimentary registration (all-inclusive)
- Acknowledgement in pre-conference promotional material
- Choice of co-sponsorship of a symposium or full sponsorship of a nutrition break
- One half-page ad in conference abstracts
- Opportunity to include promotional material in the conference registration kits (one piece)
- Display booth

**Silver sponsors will also receive:**

- Co-sponsorship of a nutrition break
- Quarter-page ad in conference abstracts
- Display booth

**Bronze sponsors will also receive:**

- Business card-sized ad in conference abstracts
- Opportunity for exhibit space for an additional \$500