



**International Rett Syndrome Foundation**  
**24<sup>th</sup> Annual International Conference**  
**"Together We Are Better"**  
**May 23<sup>rd</sup>-26<sup>th</sup>, 2008**  
**Fairmont Hotel**  
**Chicago, IL**

# Conference Partnership Prospectus

## *About the International Rett Syndrome Foundation (IRSF)*

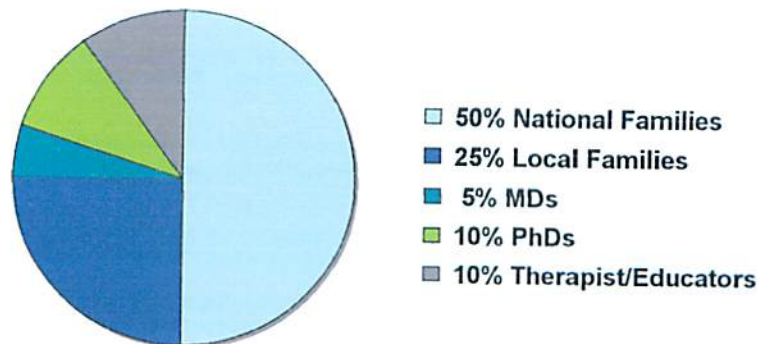
IRSF is the most widely respected, and first dedicated international association to focus on finding treatments and a cure for Rett syndrome, a devastating pediatric neurological illness that affects one in 10,000-15,000 infants (mostly girls). It is estimated that there is a girl born with Rett syndrome once every five hours. A landmark study by Dr Adrian Bird, PhD, co-funded by IRSF, reversing the symptoms of Rett Syndrome in a genetic mouse model was announced February 8, 2007. The results were astounding. The principle of reversibility was established. The study suggests Rett syndrome may be the first autism spectrum disorder to be cured, even in the late stages of the disease.

IRSF has a three part mission: 1) to support basic scientific and advanced clinical **research** focused on treatments and cures for Rett syndrome 2) to increase public **awareness** about Rett syndrome 3) to provide information and **support** to the families of individuals with Rett syndrome. The Foundation directs 96% of every dollar donated directly to program services.

## *About This Year's Conference*

The **IRSF Annual Conference** hosts an established base of attendees and a growing number of new attendees. Since 1984, conference numbers and interest levels have grown. Families of individuals with Rett syndrome plus field-leading healthcare professionals who influence the purchase of equipment, products and services for the nation's leading research and treatment facilities comprise our core attendee group.

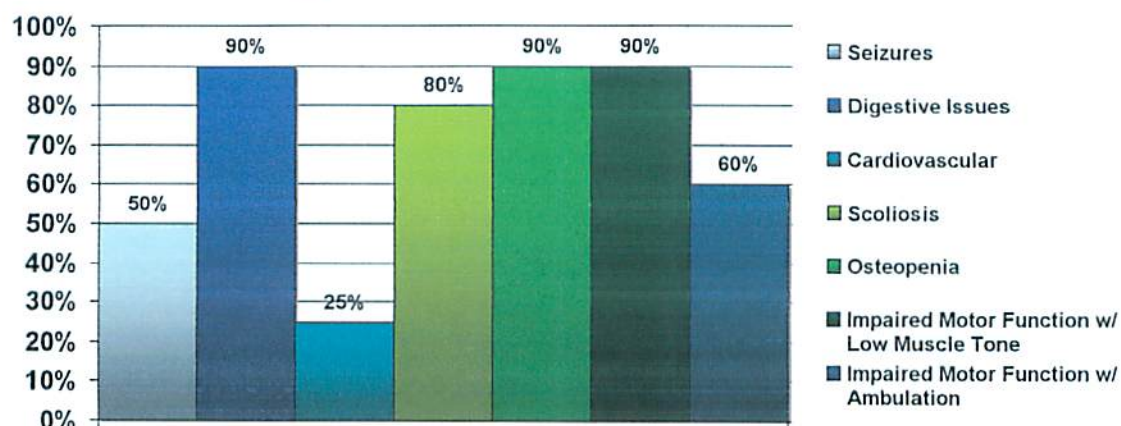
### Attendee Demographics



The IRSF Annual Conference directly impacts more than 300 families and professionals with a pass-along rate (shared product and educational information post-conference) of 4:1 (1200 total individuals reached) plus newsletter, Internet, press coverage and follow-up presentations at top research and medical facilities across the country.

## Leading Causes of Illness and Impairment in Girls with RS

A host of equipment (assistive communication devices, custom computers, wheelchairs, walkers, braces, etc.) and pharmaceuticals (anti-seizure medications, proton pump inhibitors, etc.) are a fixture in the lives of these girls and their families.



**NOTE:** Of the 60 % ambulatory most will require some form of mobility device include hi-tech strollers and wheelchairs; many will require ankle/foot orthotic devices; many will require Botox for limitation of movement.

## Highlights from past conference attendees

"Kudos...on this conference"

"Once again...hits the core!"

"Next year have vendors set up for entire conference to demo equipment that we can try, go back home and beg our schools to purchase!"

"Hands on demonstrations are great—we need more."

"Speakers were excellent."

"More lectures and talks on medications."

**The IRSF Conference is an opportunity to increase awareness about your product and make a connection with a valuable demographic.**

**For more information contact:**

Michelle McLean  
Conference Program Manager  
1-800-818-RETT

*For more information about Rett syndrome or IRSF visit our website at:*  
**[www.rettssyndrome.org](http://www.rettssyndrome.org)**





# Sponsorship Opportunities

## ***\$10,000 Platinum Level Partner***

- Designation as Presenting Sponsor of the Friday Evening Welcome Reception
- Designation as Presenting Sponsor of two educational sessions of your choice
- Partner's representative will be given the opportunity to make welcoming remarks at the beginning of the Welcome Reception
- Acknowledgement on IRSF web site and in conference-related press releases, newsletters and local media
- Corporate logo (if supplied by deadline) and company name noted on all registration and event signage
- Insert in Registration Bag (if supplied by April 7, 2008 deadline)

## ***\$5000 Gold Level Partner***

- Designation as Presenting Sponsor of the Sunday Evening Tribute Dinner
- Designation as Presenting Sponsor of one educational session of your choice
- Partner's representative will be given the opportunity to make welcoming remarks at the beginning of the Tribute Dinner
- Acknowledgement on IRSF web site and in conference-related press releases, newsletters and local media
- Corporate logo (if supplied by deadline) and company name noted on all registration and event signage
- Insert in Registration Bag (if supplied by April 7, 2008 deadline)

## ***\$2500 Silver Level Partner***

- Designation as Presenting Sponsor of Key Note Address
- Designation as Presenting Sponsor of one educational session of your choice
- Acknowledgement in conference-related press releases, newsletters and local media
- Corporate logo (if supplied by deadline) and company name noted on all registration and event signage
- Insert in Registration Bag (if supplied by April 7, 2008 deadline)

## ***\$1500 Bronze Level Partner***

- Designation as Presenting Sponsor of any 2 educational sessions of your choice
- Acknowledgement on IRSF web site and in conference-related press releases, newsletters and local media
- Corporate logo (if supplied by deadline) and company name noted on all registration and event signage
- Insert in registration bag (if supplied by April 7, 2008 deadline)

## ***A La Carte Items for Our Valued Partners***

- **Continental Breakfast** (of your choice): **\$1,000** (includes signage at breakfast, podium mention, and acknowledgement as a sponsor on IRSF web site and newsletter)
- **Break** (of your choice): **\$750** (includes signage at break, podium mention, and acknowledgement as a sponsor on IRSF web site and in newsletter.)
- **Hospitality Room:** **\$500** (includes signage at hospitality room, podium mention at Key Note Address, and acknowledgement as a sponsor on IRSF web site and in newsletter)
- **Honorable Sponsor:** **\$250** (includes acknowledgement in registration materials, at conference and on web site)
- **ALL LOCAL SPONSORS:** Feel free to supply your own napkins, coffee cups, product information, store address and hours

## ***In-Kind Partners***

- Major donors of products or services will be recognized as Partners at the appropriate level based on the value of the donation



## **Sponsorship Opportunities**

- |                          |          |                               |
|--------------------------|----------|-------------------------------|
| <input type="checkbox"/> | \$10,000 | Platinum Level                |
| <input type="checkbox"/> | \$5,000  | Gold Level                    |
| <input type="checkbox"/> | \$2,500  | Silver Level                  |
| <input type="checkbox"/> | \$1,500  | Bronze Level                  |
| <input type="checkbox"/> | \$1,000  | Continental Breakfast Sponsor |
| <input type="checkbox"/> | \$750    | Break Sponsor                 |
| <input type="checkbox"/> | \$500    | Hospitality Room Sponsor      |
| <input type="checkbox"/> | \$250    | Honorable Recognition Level   |

*Sponsorship packages include name on all printed materials, website, signage and verbal recognition during program.*

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Please make your check payable to the **International Rett Syndrome Foundation** or complete credit card information.

Amount of credit card transaction \$ \_\_\_\_\_

☐ MC ☐ Visa ☐ AMEX    Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

**MATERIALS/PAYMENT MUST BE RECEIVED NO LATER THAN APRIL 7, 2008**

**Please mail to:**  
Michelle McLean  
International Rett Syndrome Foundation  
9121 Piscataway Road, Suite 2B  
Clinton, MD 20735

For more information, or if you would like an alternate way to give,  
please call the IRSF offices at **1-800-818-7388** or email **mmclean@rettsyndrome.org**