



12TH WORLD CONGRESS ON PUBLIC HEALTH (SOLUTION PARTNER DOSSIER)



WORLD FEDERATION OF PUBLIC HEALTH ASSOCIATIONS
(www.wfpha.org)



TURKISH PUBLIC HEALTH ASSOCIATION
(www.t-hasak.org)

27 April – 1 May 2009, Istanbul, TURKEY



Dear Solution Partner,

It is a pleasure for me to share my views with you as the President of the Turkish Public Health Association, founded in 1993 in order to provide services for public health in Turkey and endeavor to create awareness concerning public health in Turkey.

We are happy,

Since the institution started its operations, it has looked for ways to establish and maintain its place at international platforms in addition to our activities at national level. It has tried hard to influence the health policies as well as the image of Turkey in the international arena. Finally, the efforts which were started in 2004 gave its fruits and Turkey was declared the host of the **12th World Congress on Public Health** on behalf of World Federation of Public Health Associations (WFPHA) in 2009. This declaration was made during the 11th World Health Congress held in Rio de Janeiro in Brazil in 2006 as the host country.

We are proud,

We believe you are aware of the prestige and credibility that such a big organization will bring our country and institution, as much as we. We are working at highest celerity on the preparation activities for the 12th World Public Health Congress in 2009 with the confidence and courage that you, our valuable colleagues, who have been with us in various activities we have held so far, will be with us in such a big and important organization.

We invite all of you to walk along with us in this notable and grand organization for "health" for a healthy society and a healthy future, with my firm belief that you will be there for the sake of health.

Best regards,

Prof. Dr. Hikmet PEKCAN
Public Health Association-Turkey
Chairman of the Executive Board

12th WORLD CONGRESS ON PUBLIC HEALTH

27 April – 1 May 2009, Istanbul, TURKEY

The Congress will be held in Hilton Congress&Exhibition Centre, Istanbul, Turkey.

It is an international congress organized by World Federation of Public Health Associations (WFPHA).

A **MEDIA CAMPAIGN** will be held at national and international levels during congress publicity activities.

It is a "**Public Benefit**" project which is supported by the Public Sector, Civil Society Organizations and the Private Sector.

2009 World Public Health Congress will be held in cooperation with **TURKISH PUBLIC HEALTH ASSOCIATION** which has the status of a "**Public Benefit Association**" since 1998 based on a Decision of the Council of Ministers and **WORLD FEDERATION OF PUBLIC HEALTH ASSOCIATIONS** with 75 member states and covering 6 regions in the world.

WORLD CONGRESS ON PUBLIC HEALTH

is triennial Congress since 1975.

is the largest organization held by the World Federation of Public Health Associations which has over **500.000** members of civil society organizations (CSOs) across the world.

is an organization closely followed by UN Organizations, primarily World Health Organization (WHO) and UNICEF and **193 member states** of WHO.

is a Congress brought in Turkey as a result of determined endeavours of the Turkish Public Health Association (T.HASAK) since 2004.

World Federation of Public Health Associations and Turkish Public Health Association will publicize the Congress through **National-International MEDIA, WEBSITE, PERIODICALS etc.**

is a **PUBLIC BENEFIT** activity, therefore it draws high sectoral interest.

is a large and esteemed organization which the public and civil society sectors arrange at global level.

TURKISH PUBLIC HEALTH ASSOCIATION (TPHA)

Founded in **1993** and located in Ankara.

Member of WFPHA since 1995.

Entitled to use the term "Turkish" in its title in 1997.

Given the status of a "**Public Benefit Institution**" in **1998** based on a decision of the Council of Ministers.

Member of EUPHA since 2004.

Its membership to UNESCO-Turkey National Commission Public Health Training National Committee was accepted on 28 April 2006.

TPHA has become one of the first civil society organizations undersigning UN Global Compact "**United Nations Global Principles Convention**" in Turkey on **21 November 2006**.

Please visit our (www.t-hasak.org) website for TPHA activities and national or international public health reports.

WORLD FEDERATION OF PUBLIC HEALTH ASSOCIATIONS (WFPHA)

- Founded in **1967**, its headquarters is in Geneva and Secretariat in Washington DC.
- The Federation is an international non-governmental organization; with 192 member states of the World Health Organization (WHO), 6 regional offices, and 75 member state Public Health Associations and Unions as members (including USA, Australia, Germany, Brazil, China, UK, Canada, France, Greece, Russia, India, Japan, Indonesia, Turkey etc.)
- Federation has over **500.000** members in the member states at the NGOs level.
- Has a say in developing World Public Health Policies.
- Works in cooperation with the WHO, UN Organizations and other international public agencies and civil society organizations.

For detailed information on World Federation of Public Health Associations, please visit (www.wfpha.org).

WORLD PUBLIC HEALTH CONGRESS

Held every **3 years** by World Federation of Public Health Associations. Participants include NGOs from member states of the World Federation of Public Health Associations and representatives from public health related sectors of world states.

Congress information is shared with all public institutions and NGOs from **75 Member States** and **193 WHO Member States**.

Information on the 12th World Public Health Congress to be held in Istanbul is available on the website opened (www.worldpublichealth2009.org) on 1 September 2006. The website is currently visited intensively for information.

At the end of each Congress, a World Public Health Declaration is publicized, indicating the venue of the World Congress so as to inform and draw attention of the world. "**2009 ISTANBUL PUBLIC HEALTH DECLARATION**" will be published following the Congress.

The 12th WORLD PUBLIC HEALTH CONGRESS

Will be held on **27 April – 1 May 2009** in **Istanbul**.

The venue will be Istanbul Hilton Congress and Exhibition Centre.

The Congress which will be organized by WFPHA and TPHA, will address topics which are directly relevant to communities, decision-makers, governments and international organizations and associations. The Congress will have international participation including **health and medical professionals, Ministries directly involved in public health, managers of all other public institutions and organizations, Universities and education institutions, civil society organizations, pharmacists, dentists, veterinaries, nurses, dieticians, institutions and organizations for infrastructure investments, municipalities, food and nutrition sector, medical sector and sectors specialized in hygiene, energy, environment and environmental health.**

The **MEDIA CAMPAIGN** will be held at national and international level during congress publicity activities.

The Congress is a "Public Benefit" project which is supported by Civil, Public and Private Sectors.

The following institutions and organizations have provided official support for organizing the event in Turkey.

Prime Ministry (Undersecretariat and Foreign Relations Department),
Ministry of Foreign Affairs,
Ministry of Health,
Universities
United Nations Organizations in Turkey (WHO, UNICEF, UNFPA, FAO etc.)
Non-Governmental Organization(NGOs)
Private Sector.

2009 WORLD CONGRESS ON PUBLIC HEALTH DRAFT AGENDA

2009 WORLD CONGRESS - ACTIVITY TABLE					
TIME	27 April	28 April	29 April	30 April	1 May
08:00/09:00	REGISTRY	REGISTRATION	REGISTRATION	REGISTRATION	REGISTRATION
09:00/10:30	MEETINGS AND WORKSHOPS				
10:30/11:00					
11:00/12:30					
12:30/14:00	LUNCH				
14:00/15:30	MEETINGS AND WORKSHOPS	POSTER PRESENTATIONS	POSTER PRESENTATIONS	POSTER PRESENTATIONS	
15:30/16:00					
16:00/17:30					
16:30/18:30	Inaugural Ceremony				
					Closing Ceremony 16:30-18:30
19:00	Reception				

(LIGHT YELLOW= VERBAL PRESENTATIONS, LIGHT BLUE= SPECIAL TOPICS, MEETINGS WITH LEADERS, LIGHT GREEN = CONFERENCES, GRAY= DISCUSSION)

2009 WORLD PUBLIC HEALTH CONGRESS POSSIBLE TITLES OF TOPICS

Food/Nutrition/Hygiene
Hygiene/Cleanliness

Health Policies and
Systems
Health/Industry
Vocational Health

Global Warming

Medicals/Pharmaceuticals/Chemistry
Health Tourism

Public Health Practices

Global Health Problems
Infrastructure Investments

Local Governments

Chronic Diseases
Health/Environment

Mental health

Health Economy
Alternative
Medicine

Development of International Health

Communicable Diseases
Combating with
Smoking
Health/Politics

Health Research
Treatment and Care

CONGRESS VENUE

Hilton Congress Centre

- Built in 62.000 m2 of green fields overlooking the Bosphorus
- 498 rooms including 15 suits
- Executive Levels and Executive Lounge B
- Business Centre, 25 meeting rooms at Hilton Meeting Standards and a Convention & Exhibition Centre for 3000 participants



2009 WORLD PUBLIC HEALTH SPONSORSHIP PACKAGES

TYPES OF SPONSORSHIP

Main Supporter
Support Sponsorship
Opening Reception Dinner Sponsorship
Closing Gala Dinner Sponsorship
Printed Material Sponsorship
Live Broadcast Sponsorship
Stand

I – MAIN SUPPORTER

COST FOR THE MAIN SUPPORTER: 150.000 Euro
(3 main supporters are allowed at maximum)

Before Congress;

Until the Congress, company logo of the main supporter will be used in all national and international congresses and conferences where congress publicity will be made.

Until the Congress, company logo of the main supporter will be used in all social and cultural activities.

One person identified by the main supporter will participate along with TPHA delegation in 2 national and 1 international social and cultural activities to be held before the Congress (Accommodation and transportation cost will be on our part)

Company logo of the main supporter will be used in national and international media campaign to be held before the Congress.

Company logo will be used before and after the "TV Programs" planned for 2009 World Congress (virtual advertisement will be used if available)

Company logo of the main supporter will be used in stage decor to be prepared for the press conference which will be held for publicity of the congress.

There will be full page color advertisement of the main supporter in Congress Information Catalogue (preferably; inside front cover, inside back cover, on back cover).

Main supporter will be included in "Sponsorship and Supporters" page in the Congress Information Catalogue.

Company logo of the main supporter will be placed as a banner on the official website of the congress and links will be provided to their sites.

There will be company logo of the main supporter on congress invitations and posters.

Company logo and brand will be used in all printed and published materials and the activities to be held.

Company logo of the main supporter will be used in Billboard advertisements to be used for Congress publicity in Istanbul (will be hired 6 months, 4 months and 2 months before the Congress).

During Congress;

Company logo of the main supporter will be used on condition that it is not larger than that of congress owner institutions-organizations depending on the place of use.

Main supporter company may invite any expert it wishes to be utilized in the meetings upon the approval of Scientific Secretariat.

Bilateral meeting opportunities will be organized with senior managers of the official institutions and organizations to attend the meeting (Ministries, UN Organizations and senior managers, Civil society organizations, University and Private Sector Representatives).

The company senior managers will have the opportunity to meet with senior executors of attending official institutions and organizations at dinner.

The main supporter may hold a free workshop on topics and at a time that the Scientific Secretariat will consider appropriate (within the congress venue).

The Main supporter company may organize a conference on any topic upon the approval of Scientific Secretariat.

The name of the main supporter will be given to one of the halls used during the congress.

The main supporter may register up to 15 participants for free (for Scientific and Exhibition areas).

4 people considered appropriate by the main supporter may be included in the protocol.

0.70x2 m high 70 company logo banners of the main supporter will be hung in fair area, conference hall, conference hall entrance and activation areas of the hotel, and appropriate places of social and cultural activities to be held.

A 24-m² stall will be provided in the closed area during Congress.

Company logo and publicity CD of the main supporter will be presented on vertical 42 inch LCD screens at six different spots in the congress hall.

Company logo of the main supporter will be placed on the platform to be arranged for live interviews to take place during the congress.

Company logo of the main supporter will be used in virtual advertisements during live broadcast of the congress.

There will be free participation for 15 people to miscellaneous social and cultural programs.

100 invitation letters will be granted to visit the exhibition hall.

A special prize will be given in the name of the main supporter.

After Congress;

A full-page logo of the main supporter will be placed on the "Congress Proceedings".

After the Congress, "Public Health" plate and plaque special to the main supporter will be given by Turkish Public Health Association in a press conference.

II – SUPPORT SPONSORSHIP
SUPPORT SPONSORSHIP COST: 50.000 Euro

Before Congress;

Company logo of the support sponsor will be larger than and in front of all logos of companies other than the main supporter(s) and golden sponsors and it will precede them during placement.

A ¼-page advertisement in color will be granted in the Congress Information Catalogue.

Company logo of the support sponsor will be used during the national media campaign to be held before the congress.

Company logo of the support sponsor will be used in congress invitations and posters.

Support sponsor will be indicated on "Sponsors and Supporters" page in the congress information catalogue.

Company logo of the support sponsor will be used in the stage decor to be prepared for the press conference which will be held for the publicity of the congress.

Company logo of the support sponsor will be used in billboard advertisements to be used for publicity of the congress in Istanbul (the billboards will be hired 6, 4 and 2 months before the congress).

During Congress;

The support sponsor may organize a meeting on any topic upon the approval of Scientific Secretariat.

Company logo of the support sponsor to be used may not be bigger larger than that of congress hosting agencies & organizations, main supporter and golden sponsor.

The support sponsor may register up to 5 participants (for scientific and exhibition areas).

0.70x2 m high 20 company logo banners of the support sponsor will be hung in fair area, conference hall, conference hall entrance and activation areas of the hotel, and appropriate places of social and cultural activities to be held.

A 12-m² stall will be provided in the closed area during Congress.

Company logo of the support sponsor will be used in virtual advertisements during live broadcast of the congress.

There will be free participation for 5 people to miscellaneous social and cultural programs.

50 invitation letters will be given to visit the exhibition hall.

After Congress;

A 1/4-page logo of the support sponsor will be placed on the "Congress Proceedings".

After Congress, "Public Health" plate and plaque special to the support sponsor will be given by Turkish Public Health Association in a press conference.

III – OPENING RECEPTION DINNER SPONSORSHIP
OPENING DINNER SPONSORSHIP COST: 80.000 Euro

Before Congress;

Opening dinner sponsor will be indicated on “Sponsors and Supporters” page in the congress information catalogue.
Company logo of the gala dinner sponsor will be used in invitations.

During Congress;

Company flags and banners will be used in opening reception lunch hall.
Company title and/or logos will be used on stage during opening dinner.
Company title and/or logo will be used in sponsorship lists on relevant printed materials.

After Congress;

Opening dinner sponsor will be indicated in the “Congress Proceedings”.
After Congress, “Public Health” plate and plaque special to the opening reception lunch sponsor will be given by Turkish Public Health Association in a press conference.

IV – CLOSING GALA DINNER SPONSORSHIP
GALA DINNER SPONSORSHIP COST: 80.000 Euro

Before Congress;

Closing gala lunch sponsor will be indicated on “Sponsors and Supporters” page in the congress information catalogue.
Company logo of the closing gala lunch sponsor will be used in invitations.

During Congress;

Company flags and banners will be used in closing dinner hall.
Company title or logos will be used on stage during closing dinner.
Company title and/or logo will be used in sponsorship lists on relevant printed materials.

After Congress;

Closing gala lunch sponsor will be indicated in the “Congress Proceedings”.
After the Congress, “Public Health” plate and plaque special to the closing gala lunch sponsor will be given by Turkish Public Health Association in a press conference.

V – PRINTED MATERIAL SPONSORSHIP

TYPE	COST
Bag Sponsor	20.000 Euro
Pen Sponsor	15.000 Euro
ID badge and badge strings sponsor	7.500 Euro
Notepad and flier sponsor	8.000 Euro

Before Congress;

Printed material sponsor will be indicated on "Sponsors and Supporters" page in the congress information catalogue.

During Congress;

Company title and/or logo will be used in sponsorship lists on relevant printed materials.

After Congress;

Printed material sponsor will be indicated on the "Congress Proceedings".

VI – LIVE BROADCAST SPONSORSHIP: SATELLITE LIVE BROADCAST SPONSORSHIP COST: 110.000 Euro

Before Congress;

Live Broadcast sponsor will be indicated on "Sponsors and Supporters" page in the congress information catalogue.
Will open publicity desk during all activities.

During Congress;

Company logo of the live broadcast sponsor will be non-stop broadcast at one corner of the screen during live broadcast.
Will open publicity desk during all activities.

After Congress;

Live broadcast sponsor will be indicated in the "Congress Proceedings".
After Congress, "Public Health" plate and plaque special to the live broadcast sponsor will be given by Turkish Public Health Association in a press conference.

VII – STALLS / STANDS
(Stall Sales Limited)

1.000 Euro per square meter of stall
For 6m² stall = 6.000 Euro

Official Exhibition Area Location: The Hilton İstanbul Hotel, Ballroom

Our Booth sales limited, In all booths, there will be;

Each booth will be minimum 2mX3m= 6 m², **(More than one booth can be rented)**

Electricity, 220 VAC

A table,

Two Chairs,

One power socket 3 headed,

Two projector lightning (100 W/each),

A trash bin,

Fascia name will be posted on the booth.

Benefits:

Exhibitor will be indicated on "Sponsors and Supporters" page in the congress information catalogue and abstracts book.

Company title and/or logo will be used in sponsorship lists on relevant printed materials.

The rental cost includes entrance to the Opening/Closing Ceremony and 50 Exhibition area invitations.

Attendance to all meetings only with congress name badges. (Only Booth staff)

WHY SPONSORSHIP?

Sponsorship is the most effective marketing technique and not a grant or aid. Sponsorship is different from advertisement and a communication tool; it is more powerful.

Studies suggest that **communities now appreciate companies that contribute to public benefit** and they increase their sales as their choice reflects in consumption. **Because, consumers now pay attention to the image of the producer companies as well as quality of products.**

Sponsorship is the most efficient communication tool for image building.

Today, institutions are better known with the values they add to society than their productions. The basis of institutional social responsibility is the principle of "giving back to the community".

RESEARCH ON SPONSORSHIP SHOWS THAT;

Organizations prefer **sponsorship** for the following reasons;

**Contribution to institutional esteem,
Social responsibility,
Increased recognition,
Enhanced brand loyalty,
Changed image,
Supporting sales.**

A study by Dr. Cüneyt EVİRGEN of Sabancı University, Department of Management Development, in September 2006 shows the public opinion to the sponsorship as follows;

The rate of people stating that sponsorship is a tool to contribute to the society increased from **28% to 43%**.

The rate of people stating that sponsorship influences or definitely influences choice increased from **62% to 82%**.

The rate of people stating that they would buy sponsor company's product despite the price increased from **31% to 53%**.

Sponsorship makes a social contribution, which helps recognition of this communication tool by a large audience.

Sponsorships in the fields of **education and health** are lesser known but highly demanded.



**2009 WORLD CONGRESS ON PUBLIC HEALTH
(27 APRIL – 1 MAY 2009)
MEET IN ISTANBUL**