



BC Cancer Agency

CARE + RESEARCH

An agency of the Provincial Health Services Authority



**BC CANCER
FOUNDATION**

partners in discovery

BC Cancer Agency

2011 Annual Cancer Conference

Theme:

**Improving Cancer
Care Through
Partnerships**

Sponsors

Exhibitors

Prospectus

Thursday, December 1 to

Saturday, December 3, 2011

The Westin Bayshore

Vancouver, British Columbia

Expected Number of Delegates:

850 to 1,000



Sponsors Exhibitors Prospectus

December 1 to 3, 2011 BC Cancer Agency Cancer Conference

Location:	Westin Bayshore Vancouver, 1601 Bayshore Drive, Vancouver, BC V6G 2V4
Westin Bayshore Contact:	Annabel Aspler, CMP 604.691.6975 for Internet orders & catering
Show Exhibitor Management:	Show-in-Motion, Professional Show Services
For all other exhibit requirements:	Brenda Froese, Phone: 250.495.5025 Fax: 250.495.5026 Email: brenda@showinmotion.com Mailing Address: 11625 – 115th Street, Osoyoos, BC V0H 1V5 Shipping Address: #21 – 8528 – 123rd Street, Surrey, BC V3W 3V6

PLEASE READ THIS DOCUMENT COMPLETELY, as it gives each sponsor exhibitor a great deal of information about your involvement with our 3-day meeting.

BC Cancer Agency and BC Cancer Foundation welcome you to our annual provincial conference. Your organization's support is critical to the success of this meeting. We will work diligently to help to make your conference experience well worth your financial and personnel investments.

Please review this document fully, and pass it along to the people in your firm responsible for **arranging your exhibits**.

Following, please find all the details you will need to facilitate your company's participation.

BC Cancer Agency conference web site:
www.bccanceragencyconference.com

Your Contact for questions about this document:

Judy McLarty, APR, coordinator, sponsorships, exhibits and industry symposia, at 1.604.740.5839 or jamcla@telus.net.

Please deal directly with the show management company and the hotel for items specified below.

Conference Location:

Westin Bayshore Vancouver, 1601 Bayshore Drive, Vancouver, BC

Exhibit Move-In:

Wednesday, November 30, 2011 between 5 and 7 pm

Sponsor/BCCA Leader Cocktail Reception:

YOU'RE INVITED! Wednesday evening, November 30, 2011 from 7 to 9 pm in the main lobby restaurant of the Westin Bayshore. Personal invitations to follow.

Please mark your calendar!

Exhibit Move-Out:

Saturday, December 3, 2011 after the mid-afternoon coffee break – between 3:25 and 4:45 pm. Hall must be empty by 4:45 pm. Please DO NOT move out until after the afternoon coffee break on Saturday. Each day of our conference attracts a number of new groups of oncology professionals in various disciplines and specialties, so the traffic is new each of the three days.

Exhibit Space Allocations:

Platinum Sponsors will receive a 10' x 20' exhibit space

Gold Sponsors will receive a 10' x 20' exhibit space

Silver Sponsors will receive a 10' x 10' exhibit space

Non-Profit Complimentary Exhibitors will receive a 10' x 10' exhibit space

Exhibit Supplies Provided by BC Cancer Agency:

Each exhibitor will be provided, at no charge to your firm, one 6' skirted table, 2 comfortable chairs

Floor Plan:

The Floor Plan for the exhibit layout and assignment of booth numbers will be made available when all sponsorship/exhibit sales are completed by mid-October. You do not need to specify your booth number when you contract with Show-in-Motion. They will be notified of your booth number in plenty of time to accommodate your requirements.

Orders for supplemental exhibit services/equipment:

Show-in-Motion will facilitate additional services/equipment you may require at your company's expense such as: electrical and lighting, additional furniture, booth cleaning, shipping and receiving of exhibit materials, drayage, installation services. Their Exhibitor Service Manual is on the conference web site in the Exhibitors information section.

Orders for Internet access or catering for industry-hosted symposia are done through the Westin Bayshore Vancouver.

Exhibits Open:

The conference schedule is posted to the web site: www.bccanceragencyconference.com

We recommend that you review the schedule to determine the times you wish to staff your exhibit. Morning and afternoon coffee breaks, breakfast and lunches will be served in the exhibit hall for the full three days of the meeting. Please do not take down your exhibit until after the Saturday afternoon coffee break on December 3. Each day different groups of oncology professionals attend the meeting, and they are disappointed if your firm has left before they have a chance to see your exhibit and enter the Exhibit Passport Contest, designed to drive delegates to your exhibit.

Make Your Exhibit Lively:

We suggest that you consider brightening up your exhibit with brightly coloured, flower arrangements, sharp and colourful signage, and happy, welcoming staff. A bowl of candy or other tasty tidbits is always welcome. People are attracted by friendliness and colour!

Complimentary Registration Information:

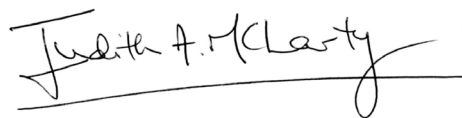
Sponsors/exhibitors are entitled to a certain number of complimentary full conference registrations, Platinum – 8, Gold – 6, and Silver – 4, which allow the registered representative(s) to attend all academic conference sessions (except closed sessions). You will receive a list of assigned 'Access Codes' that will allow your delegates to register for the conference online for FREE. Please let Judy McLarty know if you plan to have more than your designated number of delegates in attendance to staff your exhibit.

EXHIBIT ONLY staff will be supplied with Exhibit Only nametags, which precludes their participation in any conference sessions. Please send the name and title of the company representatives who will be registered for your company's allocated complimentary registration(s), plus the name(s) of staff who will attend for Exhibit Management Only, to Judy McLarty at jamcla@telus.net. She will arrange for these Exhibit Only nametags with the conference organizers.

Catering:

In the event that you require catering for an industry symposium that you are hosting, you may contact The Westin Bayshore Vancouver for catering menus.

Yours very truly,



Judy McLarty, APR
Coordinator, BC Cancer Agency Annual Cancer Conference,
Sponsorships, Exhibits & Industry Symposia
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