



**BC Cancer Agency**

CARE + RESEARCH

*An agency of the Provincial Health Services Authority*

BC Cancer Agency

2011 Annual Cancer Conference

**Theme:**

**Improving Cancer  
Care Through  
Partnerships**

**Sponsorship,  
Exhibit &  
Industry  
Symposia  
Opportunities**

Thursday, December 1 to

Saturday, December 3, 2011

The Westin Bayshore

Vancouver, British Columbia

Expected Number of Delegates:

850 to 1,000





**Ursula Lee** MD MEd FRCPC  
Conference Program Chair  
BC Cancer Agency

**Chris Simms** BSc EMBA  
Director, Regional Operations  
Vancouver Centre  
Conference Administrative Chair  
BC Cancer Agency

**PLANNING COMMITTEE**

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## WELCOME TO OUR SPONSORS, EXHIBITORS & INDUSTRY SYMPOSIA HOSTS

As Program Chair of the BC Cancer Agency’s Annual Cancer Conference scheduled for December 1 to 3, 2011 at the Westin Bayshore in Vancouver, I am delighted to invite your organization to participate with the BC Cancer Agency in presenting the three-day meeting. Your support is critical.

### Conference Theme

The 2011 conference theme is: Improving Cancer Care Through Partnerships, presenting the context within which we will explore all internal and external collaborations in basic science, translational research, clinical trials, prevention, treatment, patient safety, clinical and palliative care and ethics, as well as survivorship.

### All Oncology Disciplines Represented

As you know this annual professional development event is invaluable for our professionals, from all oncology platforms and disciplines, in the timely sharing of knowledge and new developments in practice.

Despite the economic downturn that has affected all of us in the last several years, your firm’s commitment, through your educational grant, makes it possible for the BC Cancer Agency to bring together 850 to 1,100 delegates each year. During the meeting they are able to network with colleagues from across BC, and to share best practices, resulting in continual improvements to cancer patient care. Our 2010 meeting hosted 891 delegates.

### Three Sponsorship/Exhibit Levels

In 2011, three sponsorship/exhibit opportunities are available and each includes industry exhibit space in the main conference exhibit hall.

- **Platinum Sponsors (\$33,000)** will receive first right of refusal to present an industry symposium to coincide with the conference, as well as priority for choosing exhibit location.
- **Gold Sponsors (\$23,000)** will receive the second right of refusal to present an industry symposium, as well as second priority for choosing exhibit location.
- **Silver Sponsors (\$12,000)** will receive many benefits, including exhibit space, however, industry symposia time slots are restricted to Platinum and Gold sponsors.

Please advise at your earliest convenience that your firm will support our 2011 meeting. Our conference manager of sponsorships, exhibits and industry symposia, Judy McLarty, will be happy to answer any questions you may have.

Yours very truly,

Ursula Lee, MD, MEd, FRCPC  
Medical Oncologist  
BC Cancer Agency  
Conference Program Chair

## SPONSORSHIP, EXHIBIT SPACE & INDUSTRY SYMPOSIA

### INTRODUCTION

Our thanks to those companies that have supported the BC Cancer Agency annual cancer conference in the past. And thanks to those firms that have already committed for 2011.

### EXHIBIT SPACE

Each sponsorship level incorporates exhibit space in the main conference exhibit hall for the full three days. Exhibit space is not sold separately unless there is room remaining shortly before the meeting. Sponsors will choose their priorities for exhibit space (in order of your confirmation at each of the various levels) from an exhibit hall floor plan that is developed once we have a good idea of the number of booths in two sizes. Platinum and Gold sponsors receive 10' X 20' exhibit spaces; and Silver sponsors receive 10' X 10' exhibit spaces.

### INDUSTRY SATELLITE SYMPOSIA

Platinum and Gold sponsors receive priority in their choice of industry symposium time slots, based on sponsor level and order of confirmation. The BC Cancer Agency offers six to seven industry symposia time slots scheduled before and after the daily, accredited academic conference program.

The host sponsor company, at its own additional expense, organizes these symposia - directly underwriting speaker(s), presenter(s), their travel and accommodations, event marketing and any refreshments served at the event. The BC Cancer Agency will provide the room and basic audiovisual equipment on a complimentary basis at the conference centre. The BC Cancer Agency will help with internal promotion of the symposia to all conference delegates.

### ADDITIONAL UNIQUE SPONSORSHIP OPPORTUNITIES:

All confirmed sponsors – Platinum, Gold and Silver, might additionally sponsor one or several of the following conference activities at your additional expense (over and above your sponsorship fee).

- **Public Community Cancer Forum**      **\$33,000**  
This is a full day public education event featuring speakers, presentations and displays, on level 2 of the conference centre. It will run on Saturday, December 3, 2011.
- **Conference Keynote Speaker** (L4)      **\$10,000**
- **Internet Lounge for all Delegates**      **\$5,000**



Contact  
**Judy McLarty**  
for complete  
sponsorship information:  
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1.604.740.5839

## BENEFITS FOR EACH SPONSORSHIP LEVEL



BENEFIT	PLATINUM \$33,000	GOLD \$23,000	SILVER \$12,000
Exhibit Space	10' X 20' – 1st choice, based on order of sponsor commitment	10' X 20' – 2nd choice, based on order of sponsor commitment	10' X 10' - 3rd choice, based on order of sponsor commitment
Size of Company Ad in conference publication	Full Page	Half Page	Quarter Page
Complimentary Delegate Registrations for your representatives	Eight	Six	Four
Option to Host an Industry Symposium at your additional expense	1st choice, based on order of sponsor commitment	2nd choice, based on order of sponsor commitment	N/A
Live Recognition by moderator at all plenary events	YES	Limited to two plenary events	N/A
Recognition on major conference signage	YES, Top Billing	YES, Second Billing	YES, Third Billing
Invitations to Sponsor/Leader Reception	Six	Four	Two
BCCA Promotion support for Industry Symposium	YES	YES	N/A
Additional Unique Recognition for presenting one or several of: - Public Community Cancer Forum - Keynote Speaker (TBA) <b>SOLD</b> - Internet Lounge for all Delegates	YES	YES	YES

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