



Paris, France
31 Oct – 3 Nov 2016

Mobilising
Action
Inspiring
Change



2016 World
Cancer Congress
Sponsor and
Exhibitor
opportunities



Le Palais des
Congrès de Paris

worldcancercongress.org



Hosted by:





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Welcome Note

UICC, the French League against Cancer and the Alliance of African & Mediterranean French Speaking Leagues Against Cancer (ALIAM) welcome your participation and involvement in the 2016 World Cancer Congress (WCC) that will take place from the 31 October to 3 November 2016 at the Palais des Congrès in Paris, France.

Your partnership is vital for 'Mobilising action – Inspiring change', the 2016 Congress theme, especially as we move into a new era of international development with the inclusion of cancer and other non-communicable diseases (NCDs) in the UN Sustainable Development Goals (SDGs).

We are hopeful that the inspiring city of Paris will further cultivate the development of innovative solutions and effective strategies for you to positively affect the cancer burden in your respective settings.

The sponsorship and exhibition opportunities outlined in this brochure have been designed to encourage you to take an active role in shaping the Congress Programme, which comprises five exciting tracks with a large choice of topical sessions, impactful debates, master courses and networking forums:

-  **Track 1** – Stemming the tide: Innovations in prevention and screening
-  **Track 2** – Closing the gap: Quality cancer treatment and diagnosis for all
-  **Track 3** – Improving patient and family experiences
-  **Track 4** – Strengthening cancer control: Optimising outcomes of health systems
-  **Track 5 (New)** – Empowering civil societies: Building capacity for change

A full list of the Organising, Programme and Host Committee members is available here: worldcancercongress.org/committees

After the successful introduction of the NCD thread at the 2014 Congress, related sessions will once again be featured throughout.

To complement this robust programme, new features and entertaining activities such as lounge sessions, master chef healthy cooking demos, live streaming, abstracts mentoring, live interviews and simultaneous translations into French are also being proposed to enhance the delegate experience.

We look forward to helping you make the most of the 2016 Congress in Paris through the promotion of your brand and initiatives.



Prof. Tezer Kutluk
President
Union for International Cancer Control (UICC)



Dr Cary Adams
Chief Executive Officer
Union for International Cancer Control (UICC)



Prof. Jacqueline Godet
President
French League against Cancer and 2016 World Cancer Congress Host Committee Chair



Prof. Serigne Magueye Gueye
President
The Alliance of African & Mediterranean French Speaking Leagues Against Cancer (ALIAM) and UICC Board Member

Top 5 reasons to come on board as a sponsor

Do not miss the opportunity to be part of the leading international conference on cancer control, where the most influential players in cancer and public health come together under one roof.

The sooner your organisation comes on board, the greater the visibility you will gain from the World Cancer Congress promotional campaign, and the larger your sponsorship level, the greater the additional benefits.



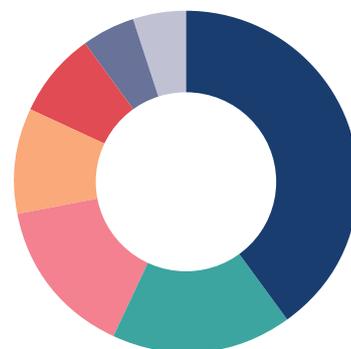
“One of the great rewards of attending the 2014 World Cancer Congress was not only meeting with international counterparts, but also identifying common challenges and sharing internationally applicable strategies to reduce the impact of cancer.”

Helen Zorbas, Chief Executive Officer, Cancer Australia

Why sponsor the 2016 World Cancer Congress?

1. **98% of the 2014 congress participants** said they would **recommend** the event to a colleague
2. **Over 120 multidisciplinary sessions** are handpicked for their innovative practice in cancer implementation science, ensuring a great number of high-quality attendees
3. **Network and engage** with the most influential leaders in cancer and NCD control
4. **Play a leading role in mobilising** the cancer and NCD communities to inspire change
5. **Reach a unique audience** of over 3,500 cancer and public health experts from more than 100 countries.

Expected spread of delegates in 2016

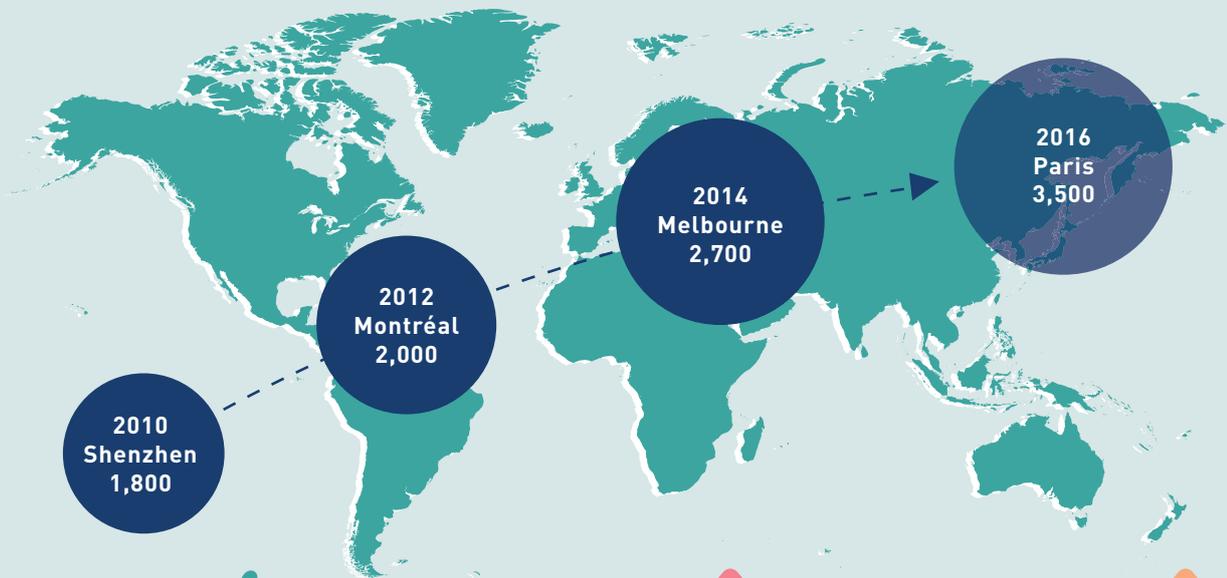


- 40% Europe
- 17% Asia
- 15% Africa
- 10% North America
- 8% Middle-East
- 5% Latin America and Caribbean
- 5% Australia, New Zealand, South Pacific

2014 World Cancer Congress highlights

Your success is our success

Delegate attendance **increased by 50% and 35%** since the 2010 and 2012 Congresses respectively, with **2,700 participants** from **105 countries**



98%

of delegates would **recommend the Congress** to a colleague

88%

of delegates rated their Congress experience from **very good** to **outstanding**

81%

rated the general atmosphere in the Global Village from **very good** to **outstanding**



2.2 BILLION OPPORTUNITIES TO SEE, HEAR AND READ ABOUT WCC



Top three decision factors for delegates choosing to attend

- Listening to experts
- Learning best practices
- Networking opportunities

120 SESSIONS PRESENTED BY 350 SPEAKERS



ABSTRACTS

1323
Submissions

997
Accepted

790
Presented

34
Sponsors and
48
Exhibitors
in the **Global Village**

2016 World Cancer Congress

Key dates

2015

8 June - 16 September

Call for sessions

29 October

Webinar introducing the 2016 World Cancer Congress

2015 – 2016

8 September - 8 March

2014 WCC Platinum and Gold sponsors priority access to sponsorship opportunities and sessions + 10% discount on all sponsorship expenditures

UICC Vanguard Partners priority access to sponsorship opportunities and sessions + 15% discount on all sponsorship expenditures

25 September - 15 January

'Festival d'Automne/Autumn Festival' registration offer at € 300 and Master Course applications open

2016

25 January - 25 April

Call for abstracts - Rolling acceptance

12 January

Webinar introducing the Preliminary Programme

15 January

Online Preliminary Programme launched

4 February

World Cancer Day (WCD) spotlight campaign featuring 2016 WCC sponsors
NB: 10.7bn media opportunities to see, hear or read about WCD in 2015

16 January - 31 May

'Printemps Parisien/Springtime in Paris' registration offer

Week of 4 July

Format of abstract presentations confirmed

2 September

Deadline to purchase a stand in the Global Village and send content for all Satellite Sessions, including Breakfasts, Symposia and Lounge sessions for inclusion in the programme



"The opportunities to network with our national and international colleagues, to attend a range of excellent presentations on various aspects of cancer and to understand the significant scope of work being undertaken to reduce the impact of cancer on the global community were invaluable. I look forward to the 2016 World Cancer Congress in Paris to continue to strengthen our international links and collaborations."

Anthony Lowe, Chief Executive Officer, Prostate Cancer Foundation of Australia

Your week in Paris

Sunday 30 October

**World Cancer Leaders'
Summit Dinner**
Invitation only

Monday 31 October

**World Cancer Leaders'
Summit**
Invitation only

**UICC Master Course
workshops**

**World Cancer Congress
Welcome Reception and
Opening Ceremony**

Tuesday 1 November

**World Cancer Congress
Day 1**

Icebreaker
Networking breakfast for
UICC members

UICC General Assembly

Wednesday 2 November

**World Cancer Congress
Day 2**

**Cultural and social
evening organised
by the Local Host
Committee;** 'A funfair
of yesteryear' at Les
Pavillons de Bercy

Thursday 3 November

**World Cancer Congress
Day 3**

**Closing reception for all
delegates in the Global
Village**

Sponsorship levels and associated benefits

Explore the vast and varied Congress sponsorship opportunities and then the UICC team will help you put together a package that best fits your needs.

Our bespoke approach to each sponsor will ensure that your investment leads to a successful Congress sponsorship experience.

You will not only increase your organisation's exposure on a global stage, but also develop ties with leading health organisations from across the world.

From page 14 to 35 you can select as many sponsorship items as you wish, from any category, including the Global Village. Then, depending on the cumulative total of your sponsorship items, you will reach a certain sponsorship level, leading to extra benefits which are outlined in the table overleaf.

For example, if your total adds up to € 140,000 you will reach Platinum Sponsor level and therefore are eligible to take advantage of those associated benefits, in addition to the benefits already linked to each sponsorship item you have selected.



“Bristol-Myers Squibb was proud to sponsor the first ever Immuno-Oncology Symposium at the 2014 World Cancer Congress. We are committed to advancing the science of immuno-oncology, with the goal of improving patient outcomes and the way patients live with and through the diagnosis of cancer.”

**Sharon Henry, former Vice President,
Head of Worldwide Medical Advocacy,
Bristol-Myers Squibb**



Sponsorship levels and associated benefits



Step 1

Choose your preferred items from our list of sponsorship opportunities



Step 2

Add up the total cost of your selected items



Step 3

Find out what sponsorship level you have reached



Step 4

Check the associated package benefits

- 2014 WCC Platinum and Gold sponsors will be given priority in the selection of sponsorship items (includes symposia, breakfasts and lounge sessions) and a 10% discount off the total amount.
- UICC Vanguard Partners will be given priority in the selection of sponsorship items (includes symposia, breakfasts and lounge) and a 15% discount off the total amount.

Offers valid until 8 March 2016. After these dates, availability will be handled on a first come, first served basis. Offers cannot be combined / are not valid in conjunction with any other offer.



Platinum	Gold	Silver	Bronze
€ 140,000 +	€ 90,000 +	€ 45,000 +	€ 20,000 +

RECOGNITION

	Platinum	Gold	Silver	Bronze
Opportunity to introduce one of the Opening Ceremony keynote speakers* (limited availability)	●			
Congress pocket programme (logo)	●			
Mention in the UICC Annual Report	●			
One 9m ² shell scheme stand in the Global Village + 2 Exhibitor badges	●			
A private meeting room in the Palais des Congrès – Available for half a day during the Congress days (1-3 November 2016). Limited availability – handled on a first come, first served basis	●			
In the Meet'in Café (logo)	●			
Verbal acknowledgement at the Opening Ceremony and the Closing Reception	●	●		
Your feature article or video published in one of the monthly Congress e-newsletters*	●	●		
Your story or video posted on the Congress website (maximum of 500 words or three minutes)	●	●	●	
Congress website (logo and 200-word organisation profile)	●	●	●	●
Congress app (logo and 200-word organisation profile)	●	●	●	●
Onsite (logo)	●	●	●	●
Number of Full delegate badges	6	4	3	2
Number of exclusive access passes to the Orange Lounge (VIP networking lounge)	6	4	3	2
Number of invitations to VIP Receptions**	3	2	1	1

*First come, first served

**Exact events to be confirmed in due course

Sponsorship levels and associated benefits

Special benefits for UICC Members

UICC members are entitled to the following benefits in addition to those associated with specific sponsorship items and levels:

- Discounted registration fees: up to 60% off
- 10% discount on the Global Village*
- Opportunity to exhibit on an information panel in the Global Village**
- Priority consideration for Travel Grants** and Master Courses
- Invitation to the UICC Members' Icebreaker Networking Breakfast to be held on the first day of the Congress
- Access to the UICC Members' Only Convening Room: a dedicated space in which to conduct meetings
- Access to the UICC Members' Networking Lounge
- Recognition of UICC Membership on delegate badges
- Invitation to the UICC General Assembly
- Invitation to the 2016 World Cancer Leaders' Summit*
- Opportunity to become a sponsor of the 2016 World Cancer Leaders' Summit

*UICC Full Members only

**Available to UICC Members from low- and middle-income countries only (as per World Bank classification)

Not a UICC Member? Special Congress offer

Join now and benefit from a 50% discount on your 2016 membership fees. Contact membership@uicc.org for more information.



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Sponsorship opportunities

Designed with flexibility in mind and to help you achieve your specific objectives at the Congress, the sponsorship items outlined across the next pages have been placed into the following categories:

- Build capacity – Influence change
- Connect the cancer control community
- Be healthy – Be happy
- Maximise visibility
- The Global Village



“During the Congress, many critical steps and achievements were presented in eliminating global suffering from cancer. We are particularly grateful to UICC and their fantastic group of people for giving us the opportunity to work together and connect to drive actions on a global scale and to help stop suffering and save lives from cancer worldwide.”

Åsa Hedin, former Executive Vice President Global Marketing, Elekta



Build capacity - Influence change

Satellite sessions schedule

Tuesday 1 November

Symposia	09:30 - 11:00	SOLD
Lounge sessions	13:10 - 14:10	SOLD

Wednesday 2 November

Breakfast sessions	7:50 - 8:50	
Symposia	09:00 - 10:30	SOLD
Lounge sessions	12:40 - 13:40	

Thursday 3 November

Breakfast sessions	7:50 - 8:50	
Symposia	09:00 - 10:30	SOLD
Lounge sessions	12:40 - 13:40	

Satellite sessions



Breakfast session:

€ 25,000 (Corporate)

€ 15,000 (NGO)

Be the first to greet the delegates in the morning and feed their fresh minds during the 'Breakfast Hour'. An ideal way to leave a lasting impression on attendees for the rest of the day.

Up to 70 participants in a lounge set-up.

Limited availability

Only a few prime slots available – Handled on a first come, first served basis

Benefits include:

- Develop your own session, included in the Congress programme
- Provision of a room with digital signage
- Supply of basic technical equipment in the room
- 3 Full delegate badges for your speaker(s) and organiser(s)
- Promotional poster display onsite (one day only)
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)
- Food and beverage – Standard breakfast



Symposium

€ 45,000 (Corporate)
€ 25,000 (NGO)

SOLD

The perfect opportunity to inspire Congress participants, prompt great debates and generate creative new ideas. Staging can be arranged to facilitate a discussion panel or classic symposium format.

From 120 to 220 participants in theatre style.

Limited availability

Only a few prime slots available – Handled on a first come, first served basis

Benefits include:

- Develop your own symposia, included in the Congress programme
- Provision of a room with digital signage
- Supply of basic technical equipment
- 6 Full delegate badges for your speaker(s) and organiser(s)
- Promotional poster displayed onsite (one day only)
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)

Lounge Session

New

€ 30,000 (Corporate)
€ 20,000 (NGO)

An engaging and dynamic get-together to foster interaction and exchange between the speakers and the audience.

Up to 70 participants in a lounge style set-up.

Limited availability

Only a few prime slots available – Handled on a first come, first served basis

Benefits include:

- Develop your own session, included in the Congress programme
- Provision of a room with digital signage
- Supply of basic technical equipment
- 4 Full delegate badges for your speaker(s) and organiser(s)
- Promotional poster display onsite (one day only)
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)

Not included - Prices available upon request:

- Food and beverage

During the Breakfasts, Symposia and Lounge sessions (including Meet'in Café), any additional technical requirements (i.e. lapel microphones, additional roving mikes, webcasting, etc.) and change of room set-up are not included. Prices available upon request.

Boost your presence during and after the Congress

Live-webcast of your session € 8,000

Increase your audience and reach out to employees, clients and partners who can't attend the Congress, by webcasting your session which will remain available on worldcancercongress.org for one year after the event.

Record your session € 6,500

Make your session live on long after the Congress. Recorded sessions will be hosted on worldcancercongress.org for one year after the event.

Simultaneous session translation into French and/or English € 8,000

Reach a broader audience by having your session simultaneously translated into French or English.

Post-session 'meet and greet' € 8,000

Foster a deeper relationship with your audience and organise a post-session 'meet and greet', giving you the chance to continue the conversation, engage in a longer Q&A, and connect in a relaxed setting. These will be held as an informal reception 'à la française', in a private area of the Congress centre. Price includes standard beverages and canapés.

Workshops

One-day workshop

€ 40,000

Organise an educational and highly-interactive workshop held in conjunction with the World Cancer Congress.

Pick your own workshop topic, educational objectives, faculty, format and audience to run a day-long course that could be held on 31 October or 4 November.

Workshops are intended to develop in-depth knowledge, skills and/or specific attitudes among participants.

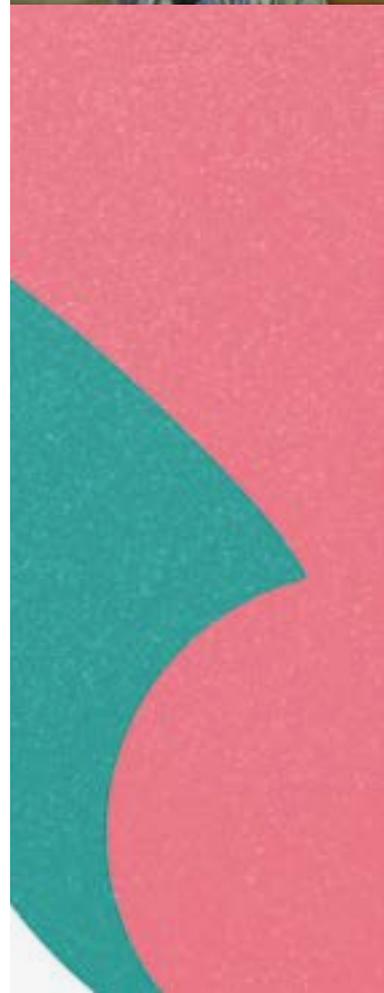
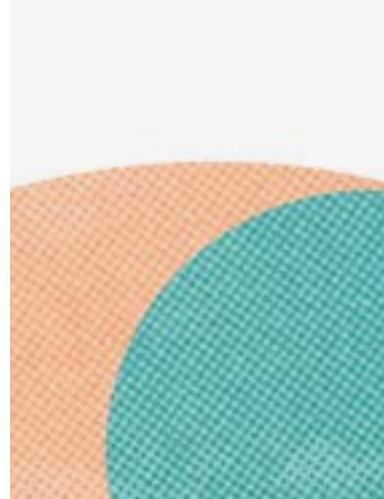
Limited availability

Only a few slots available – handled on a first come first served basis

Benefits include:

- Develop your own workshop and educational content
- Provision of a function room
- Supply of basic technical equipment in the room
- 4 Full delegate badges for your speaker(s) and organiser(s)
- Possibility to display a pull-up banner and promotional material in the room or outside (sponsor is responsible for production and set-up)
- Food and beverage* for participants and faculty
- Recognition of the sponsor and workshop:
 - In the Congress programme
 - On the Congress website

** Provision for 40 people including two coffee breaks and light lunch*



Abstracts

Funding of Travel Grants

€ 3,000 per grantee

The World Cancer Congress prides itself on its capacity to allocate funds to support the participation of successful and top-quality abstract presenters and speakers from low- and middle-income countries.

Funds are used to provide grantees* with a return economy flight, full delegate registration, visa expenses and three nights accommodation.

Your support will be recognised online, and depending on the number of grantees supported, additional benefits will be provided.

Benefits include:

- Recognition of the sponsor:
 - On the Congress app
 - On the Congress website

**Selection made in agreement with UICC*

Sponsor one of the popular e-poster pods

€ 15,000

E-poster pods are highly recognised as an effective way to engage delegates in the Congress Programme. 632 abstracts were presented in the e-Poster pods at the 2014 Congress, shining a light on hundreds of collaborative campaigns, research projects and cutting-edge studies whilst creating an ideal networking forum for the presenters.

Benefits include:

- Appoint the chair of a chosen session
- Recognition of the sponsor:
 - On the e-poster pod programme panel onsite
 - On the Congress app
 - On the Congress website
- 3 Full delegate badges for your chair and colleagues or business partners

Abstract tutorials New

€ 15,000

Champion our daily expert classes on how to write and present abstracts effectively and help unlock the potential of the cancer community. The programme includes two webinars to be held prior to the event and one class per day during the three Congress days.

Benefits include:

- Recognition of the sponsor:
 - In the webinars to be held prior to the Congress
 - In the class rooms and on the related schedule
 - On the Congress app
 - On the Congress website
- Opportunity to add branded stationary and promotional material in the room (sponsor is responsible for production and set-up)

Chair an abstract session (Rapid-Fire or Oral session)

€ 10,000

Chair one of the dynamic rapid-fire sessions where speakers must fire-off their presentations within three minutes before the spotlight passes onto the next speaker! Alternatively, chair one of the abstract oral sessions, featuring the best of the best.

Benefits include:

- Appoint the session chair
- Recognition of the sponsor and appointed chair in the Congress Programme
- Recognition of the sponsor:
 - Onsite during the session
 - On the Congress website
 - In the Congress programme
- 2 Full delegate badges for your chair, and colleagues or business partners



Master Courses

Master Course
€ 50,000 each

SOLD

With one third of delegates applying for one of the 11 Master Courses, there can be no doubt that this new initiative became one of the greatest hits of the 2014 Congress in Melbourne.

These online distance learning courses require roughly 20 hours of private study time over a six-month period and are accredited (to gain Continued Medical Education credits), enable delegates to gain more in-depth and/or specialist knowledge in a variety of areas and expand their professional network. The 2016 Master Course programme will culminate in a one-day workshop on 31 October 2016, the day prior to the start of the Congress.

Benefits include:

- Recognition of the sponsor:
 - In all selected Master Course materials
 - On the Congress website
 - In the Master Course report
 - In the Congress programme
 - On the Congress app
- 4 Travel Grants for selected participants from low- and middle-income countries
- 4 Full delegate badges for your organisation
- Opportunity to contribute to the course programme
- Opportunity to supply branded stationary onsite for the Master Course workshop*
- Opportunity to add an insert/flyer in the Master Course participants' packs onsite*

** Sponsor is responsible for design, production and delivery*



“It is very evident that interest in the World Cancer Congress is growing. I was particularly pleased by the attendance and participation in our session, which was almost at capacity. Dealing with cancer is complex at the best of times, yet in low- and middle-income countries, the level of complexity rises to another level. With this conference, UICC has created a valuable opportunity for knowledge and ideas exchange for people to collaborate with the hope of overcoming these complexities and challenges. What a great event!”

David Tremblay, Director, Global Oncology Patient Access Solutions, Novartis Oncology

Connect the cancer control community

Smartphone App New
€ 45,000 (Limited availability)

Only 2 left

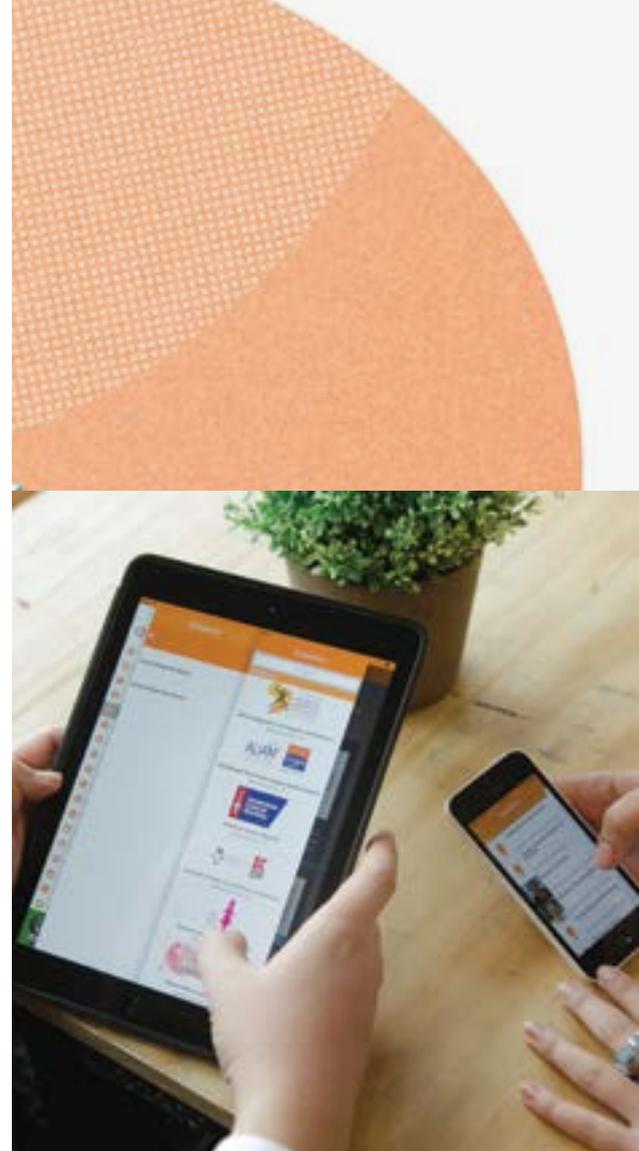
Over two-thirds of the 2014 Congress participants downloaded the 2014 WCC app which offered a host of handy functionalities. Building on this success and on delegates' positive feedback, the official 2016 WCC app will be an indispensable tool for participants, displaying the full programme of sessions by day and track and enabling delegates to quickly find information of interest. **No Congress Programme book will be printed, so this is the ultimate platform for visibility amongst delegates.**

The app will include:

- Congress programme, searchable by keyword, speaker names, day and track
- Networking feature enabling delegates to connect and organise meetings with peers
- Map of the Congress venue, including the Global Village
- Speakers' biographies
- Abstracts
- Latest news and live feed about the Congress and its social events
- WCC photos shared by other delegates
- Live polls on Big Debates
- Sponsor and exhibitor profiles
- Main contacts
- Social media feed
- Videos
- Guide to Paris
- And much more...

Benefits include:

- Recognition of the sponsor:
 - At the official launch of the app
 - Within the app itself
 - On marketing materials promoting the app to all delegates before, during and after the Congress
 - On the splash page (welcome screen) of the app
 - On social media platforms as the app sponsor, using a hashtag and handle of your choice
 - On the Congress website
- A branded banner of your choice on the app, clickable through to a URL of your choice



“UICC is fortunate to have such a strong leadership and network of members. As we are working to build relationships with UICC members, the World Cancer Congress offers an unprecedented opportunity to network with them and discuss areas of common interest.”

**Herb Riband, Vice President
Value, Access & Policy, Amgen
Europe**

Connect the cancer control community

SOLD

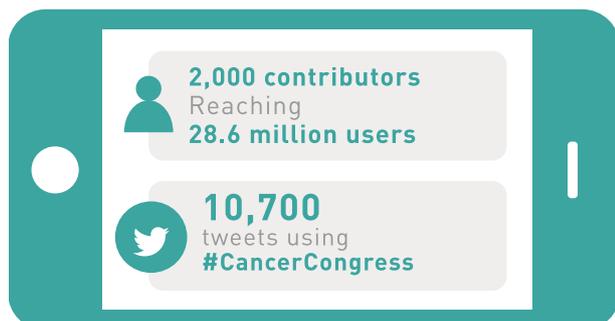
Social media

€ 15,000 (Limit to 3 sponsors only)

Sponsoring the WCC social media campaign is a great way to ensure visibility for your organisation before, during and after the event. UICC's highly engaged and extensive online community brings together a vast network of followers including civil society organisations, NGOs, UN agencies, ministries of health, health companies and institutes, health professionals, thought and opinion leaders. In 2014, World Cancer Congress related tweets reached 5 million unique users with an exposure of 28.6 million.

Benefits include:

- Recognition of the sponsor on the UICC Twitter, Facebook and LinkedIn accounts:
 - Two weeks before and after the Congress
 - During the Congress (a Twitter feed will be displayed on dedicated screens throughout the event venue)
- Regular tweets from the UICC Twitter account acknowledging, thanking and tagging your organisation, including the use of your chosen hashtags
- Opportunity to have your chosen handles and hashtags promoted in the Congress social media guide
- Recognition of the sponsor:
 - On the Congress website
 - On the Congress app
 - Onsite with the social media screens



Live webcast plenary sessions

New

€ 15,000 (Limited to one sponsor only per plenary)

Reach a broader audience by sponsoring this new feature which will enable those who are not present at the Congress to attend the plenary sessions virtually through live web streaming. The plenaries will be made available to watch on-demand via the Congress website from just a few days after the event and will remain online for one year.

Benefits include:

- Verbal acknowledgement during the plenary by the Chair
- Recognition of the sponsor:
 - On the session's holding slide
 - On the session's recording title screen
 - On the Congress website
 - In the Congress programme



"Our team were very impressed by the social media sessions in particular and were very surprised by the amount of tweets going on throughout the Congress! We are still high on adrenaline from what was a thoroughly inspiring and enjoyable week in Melbourne."

Lisa Robinson, Manager, Health Promotion and Communication, Cancer Australia
– 2014 WCC Social Media Sponsor

Plenary Sessions simultaneously translated into French New

€ 30,000

The Congress will attract a large number of French-speaking participants from France, Francophone Africa and Canada. Enhance their session experience by enabling them to switch from the language of Shakespeare to the language of Molière.

Benefits include:

- Verbal acknowledgement during the Plenary by the chair
- Recognition of the sponsor:
 - In the Congress programme
 - On the Congress website
 - On the session's holding slide

UICC Members' Convening Room

€ 20,000 (Limited to one sponsor only)

SOLD

Located above the Global Village, the Convening Room is an exclusive space for UICC members to conduct their private meetings.

- Provision of a one-hour timeslot per day to host your meetings throughout the three Congress days
- Recognition of the sponsor:
 - In the meeting room and on the schedule
 - On the online room booking page
 - On the Congress map
 - In UICC Members' eNewsletter
- Opportunity to add branded stationary and promotional material in the room (sponsor is responsible for design, production and delivery)



“Congratulations on an extraordinary congress! It was so well run and with such novel ways to engage attendees, it was very different to any other conference I have attended.”

Tracey Lui, MSc, Techna Network Manager, Techna Institute, University Health Network, Canada



Connect the cancer control community

Host a panel discussion at the Meet'in Café New

€ 15,000

Invite high-level delegates and top speakers to a more intimate and bespoke Q&A sessions at the Meet'in Café. These will be held during scheduled breaks and are designed for an audience of around 20-30 people in a café setting.

Benefits include:

- Choice of a preferred timeslot at the Meet'in Café*
- Publication of your event in the Congress Programme
- 2 Full delegate badges for your speakers
- Possibility to display a poster and promotional material in the café during your session (sponsor is responsible for design, production and delivery)
- Food and beverages – Standard coffee break or light lunch for your attendees
- Recognition of the sponsor on the Congress website

**Limited availability - First come, first served*

Icebreaker - Networking breakfast for UICC Members New

€ 35,000

Assume the role of global cancer community convener by sponsoring this tremendous networking opportunity to be run 'speed-dating' style. UICC Members will be invited to join this unique icebreaker activity, aimed at fostering collaboration amongst UICC member organisations.

Benefits include:

- Recognition of the sponsor:
 - In the Congress programme
 - On the website
- 3 Full delegate badges
- Session holding slide branded with your logo
- Mention of the sponsor by the moderator
- Standard breakfast included for participants



“The World Cancer Congress was an invaluable opportunity to share and learn about next practice care, stimulate collaborations and explore the development of new local and international partnerships.”

**Dale Fisher, Chief Executive Officer,
Peter MacCallum Cancer Centre**

Be healthy –
Be happy



“The World Cancer Congress provided a unique platform for showcasing our business’ purpose – helping people lead longer, healthier, happier lives – and highlighting our work in partnership with the global cancer and NCD community. Our involvement across different aspects of the event offered some great collaboration opportunities for unlocking the potential of workplaces in tackling cancer and promoting partnership as a key mechanism for global action on NCDs, including cancer.”

Fiona Adshead, Chief Wellbeing and Public Health Officer at Bupa

Be healthy – Be happy

Wellness Pavilion

€ 70,000 (Limited to one sponsor only)

Enhance the delegates' experience by creating a unique wellbeing and relaxation space. This area will focus on healthy habits which are proven to lead to a healthier and happier life.

A number of different elements can complement your Wellness Pavilion. Some examples may include:

Master Chefs – Daily live healthy cooking sessions

An invitation to dive into healthy cooking habits. Participants will be able to watch chefs cook live and learn tips and techniques for creating healthy gourmet food at home and improve daily food habits.

Massage Station

Take away all the strain, stress and tiredness by indulging delegates in a revitalising massage - the ideal solution for keeping bodies and minds fresh throughout such a busy Congress week.

Bike Challenge

WCC welcomes a highly energetic, fun and interactive bike challenge encouraging delegates to find out how healthy and fit they are.

Natural beauty area

A special treat for those wanting to enjoy mini-facials and makeovers with a vegan line of cosmetics. Delegates will receive useful beauty regimen advice and fitness tips to help keep delegates beautiful, naturally.

Benefits include:

- 6 Full delegate badges + Free access for all specialised stand services staff
- Recognition of the sponsor:
 - On the Congress website
 - On the Global Village Map
- Designed and branded 50m² (approximately) Wellness Pavilion including furniture, electricity and carpeting. *Mock-up available upon request*
- Acknowledgement of the sponsor during the Global Village Welcome Reception
- One daily broadcast message in the smartphone app during the Congress
- Promotional poster advertisement onsite (four-day display)
- One-page insert in delegate bags

Not included - Prices available upon request:

- Specialised staff (i.e. masseuses, therapists, cooking chef, personal trainer etc.)
- Food and beverages
- Any additional and/or technical requirements (i.e. AV, bikes, cooking stations, massage chairs, beauty products)



Branded wristband pedometers New

€ 100,000 (Limited to one sponsor only)

Become the virtual fitness coach of the Congress and one of the most visible sponsors by providing delegates with their own wristband pedometers.

Benefits include:

- Branded wristband pedometers and one-page insert in each delegate bag
- Recognition of the sponsor on the Congress website
- 5 Full delegate badges
- One information panel display in the Global Village
- Acknowledgement of the Sponsor during the Global Village Welcome Reception and during the Closing reception
- Opportunity to organise a competition between Congress participants

Morning jog 'à la Parisienne' New

€ 10,000

SOLD

It was morning-yoga lessons in Melbourne and it will be morning runs in Paris. Become the 'most active' sponsor of the Congress by sending a group of delegates out for a guided morning jog around the hidden gems of Paris - the perfect way to kick-start the day - full of energy!

Benefits include:

- Branded t-shirts for joggers
- Online article in the daily e-news
- Recognition of the sponsor:
 - On the Congress website
 - In the Congress programme
 - At the registration counter onsite (where participants sign up)
- 2 Full delegate badges



Be healthy – Be happy

Official Congress fruit supplier New € 20,000

Add a memorable touch to the Global Village and become the official fresh fruit supplier of the Congress. Fresh fruit will be branded with your logo.

Benefits include:

- 3 days of fruit supplied with your logo laser-engraved on each piece
- Recognition of the sponsor on the Congress website
- 2 Full delegate badges
- One information panel display in the Global Village

Water supplier € 15,000

Add your branding to the water fountains placed throughout the Congress centre.

Benefits include:

- Water fountains and their branded stations
- Recognition of the sponsor on the Congress website
- 1 Full delegate badge
- Possibility to display promotional materials near the water fountains (sponsor is responsible for design, production and delivery)

Refreshment breaks New € 60,000

With delegates feeding their brains on a stimulating programme, you can help keep them going with a blissful and well-deserved snack.

A welcome respite each day, all Congress participants can redeem their vouchers at one of the catering stations that will also include your organisation's branding.

Benefits include:

- Opportunity to provide branded promotional materials at the refreshment stations (sponsor is responsible for design, production and delivery)
- Signage with sponsor logo displayed at the refreshment stations
- Recognition of the sponsor:
 - On the Congress website
 - In the Congress programme
- 4 Full delegate badges
- Branded refreshment break vouchers inserted in delegate bags



Maximise visibility

Delegate bags

€ 60,000

Sponsorship of the Congress delegate bags is designed for an organisation seeking high visibility. It ensures that your organisation's name and logo stand out not only at the time of the Congress but long after the event as these reusable and ecofriendly bags make their way home with delegates to over 100 countries.

Benefits include:

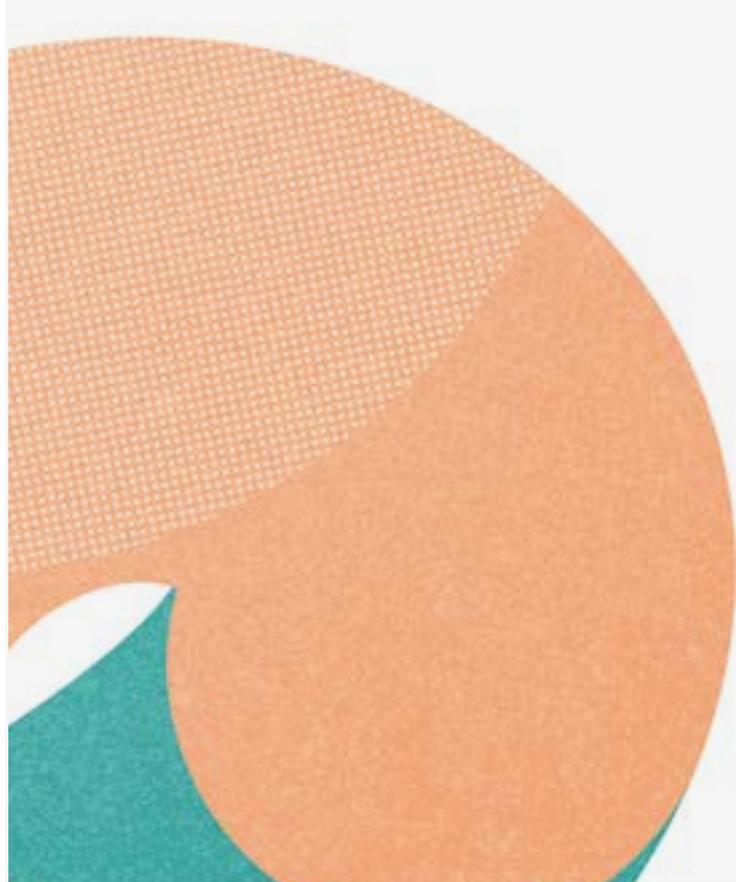
- Branded delegate bags (including manufacturing, branding and delivery)
- One-page insert in the delegate bags
- 3 Full delegate badges
- Recognition of the sponsor on the Congress website

Your insert in the delegate bags

(Limited to five sponsors only)

One-pager (double-sided)	€ 4,500
Two-pager	€ 6,000
Four to twelve pages	€ 8,500
Above twelve pages (maximum 32)	€ 15,000
Above 32 pages	Price upon request

Please note that for all delegate bag inserts associated with all sponsorship items, the sponsor is reliable for design, printing and delivery which is not included.



Maximise visibility

Delegate badges

€ 45,000 (Limited to one sponsor only)

A high profile sponsorship item with your organisation's logo printed on every delegate badge, this is an exclusive opportunity to have your brand seen constantly by every attendee.

Benefits include:

- Branded delegate badges (design and printing included)
- 2 Full delegate badges
- Recognition of the sponsor on the Congress website
- One-page insert in delegate bags

Official Pocket Programme New

€ 30,000

An indispensable guide for all participants, the Pocket Programme will be inserted into each delegate bag, and contains the Programme overview, day-by-day, along with a map of the Congress venue.

Benefits include:

- Your logo on the Congress Pocket Programme front page
- Recognition of the sponsor on the Congress website
- Back cover advert
- 2 Full delegate badges

Official Speakers' Lounge New

€ 25,000

Become the host of the Official Speakers' Lounge which will welcome over 1,000 speakers and abstract presenters throughout the Congress. The lounge includes a catering area, workstations and the slide preview centre. Branded with your logo and promotional material, the lounge will be the exclusive networking spot for speakers before and after they go on stage.

Benefits include:

- Opportunity to add branded stationary and promotional material in the room (sponsor is responsible for design, production and delivery)
- Recognition of the sponsor:
 - In the meeting room
 - On the Congress website
 - In the final communication letter to abstract presenters and speakers
 - On the Congress map



The 'Bistrot du Net' New

€ 40,000 (Limited to one sponsor only)

Almost everyone who attends the Congress visits the Internet Café so this sponsor is guaranteed maximum visibility. For this edition, the Congress proposes a Cyber-Café including eight computers, two printers and workstation space.

Benefits include:

- Designed and branded 'Bistrot du Net' area, including standard furniture, IT equipment and high-speed internet connection
- Each computer will feature a welcome page of your choice (logo, welcome message, link to your website, etc.)
- Recognition of the area on the Global Village Map
- Acknowledgement of the sponsor during the Global Village Welcome Reception
- Recognition of the sponsor on the Congress website
- Opportunity to organise a demonstration event in the space using the available computers to introduce delegates to a website, software, tool or another resource. Promotional channels available upon request
- 2 Full delegate badges and 3 Exhibitor badges

Congress Wi-Fi network

€ 25,000

SOLD

Fast, free Wi-Fi is a highly valued and prized service for Congress participants and exhibitors alike. It creates awareness of the sponsor, actively engaging the delegates with the sponsor's brand.

Benefits include:

Recognition of the sponsor:

- On the Wi-Fi Welcome page, including a welcome message of your choice and a hyperlink to the website of your choice
- On the Congress website
- On Wi-Fi signage onsite

Plenary video

€ 15,000 (Limited availability – Only 2 spots available per day)

**Day 1
Day 2
SOLD**

As standalone sessions, plenaries provide sponsors with high visibility and impact throughout the three Congress days. Leverage your organisation's profile and open the plenary with your creative and impactful video.

Benefits include:

- Your video*:
 - Introduced by the chair of the session
 - Shown at the plenary of your choice
 - Hosted on the Congress app
 - Hosted on the Congress website
- Recognition of the sponsor on the Congress website

**Video limited to three-minutes maximum. Slot selection on a first come, first served basis*



Maximise visibility

WCC Photo Booth € 15,000

Embrace your playful side with the Social Media Photo Booth – one of the major attractions of the Global Village at the 2014 Congress in Melbourne.

Provide a social media sharing station where delegates can print their photo booth pictures and send them to Facebook, Twitter, or to their email and create a big buzz!

Benefits include:

- Your logo included on each printed photo strip
- Recognition of the sponsor:
 - On the Global Village Map
 - On the Congress website
- Acknowledgement of the sponsor in the Global Village Welcome Reception
- 5 Exhibitor badges
- Possibility to display promotional materials at the photo booth stand (sponsor is responsible for design, production and delivery)



JOINING FORCES –
ACCELERATING
PROGRESS



 Facebook.com/uicc.org

 @UICC

#CancerCongress

The Global Village



“The Global Village at the WCC is a unique opportunity for UICC members to showcase their organisation amongst the international cancer control community and to share experiences and projects.”

Eduardo Cazap, Founder and President, Sociedad Latinoamericana y del Caribe de Oncología Médica (SLACOM)





Secure your presence in the most animated area of the Congress: the Global Village. Ranked as one of the highlights of the Congress, this busy and vibrant space will ensure you benefit from continuous visibility and peak interest from the whole cancer community.



“The Global Village is a gateway for partnerships and collaborations that build our collective capacity to eliminate cancer as a life-threatening disease for future generations.”

**Jeff Dunn, Chief Executive Officer,
Cancer Council Queensland, Australia**

STAND TYPES

Depending on your needs, four formats are being offered with a minimum size of nine square metres (m²) per stand. Each space comes with a number of complimentary exhibitor badges, depending on the selected booth size.

Space only (min. 9m²)

- Includes the space only (with standard carpet)

Shell Stands (min. 9m²)

- Separation walls
- Fascia inscription with company name
- Two spotlights per 3m²
- Carpet
- Power outlet (1kW) sufficient for one device in addition to the spotlights

Fully equipped stands (min. 9m²)

A shell stand (see above), with the addition of:

- 2 chairs
- 1 table
- 1 display counter with lockable storage
- 1 literature display (shelves)

Information panel (approx. 1m²)

Available to UICC Full Member organisations from low- and middle-income countries only (as per World Bank classification)

- Fascia inscription with company name
- 1 large panel for poster display
- 1 shelf for literature display
- 1 display counter with lockable storage
- 1 stool

Additional items for the stands can be purchased online at a later stage.

COST CHART

Displayed prices are in euros (€) and per square metre (m²). The minimum size that may be purchased is 9m².

Space only per m²

Corporate organisations € 550

NGOs/Publishers € 320

Shell stand per m²

Corporate organisations € 620

NGOs/Publishers € 400

Fully equipped per m²

Corporate organisations € 700

NGOs/Publishers € 500

Information panel

Corporate organisations N/A

NGOs/Publishers € 400



Number of Exhibitor badges included

Exhibitor badges provide Global Village access and participation in the social events open to Congress delegates. Badges will be provided as follows:

Stand of 9m² 2 Exhibitor badges

Stand from 10 m² to 30m² 3 Exhibitor badges

Stand from 31m² to 75m² 5 Exhibitor badges

The total cost of your stand will count towards your overall sponsorship benefits.

Sponsor your neighbour New in the Global Village

Support the organisation of your choice by sponsoring them to exhibit next to you in the Global Village. Help raise their profile and make invaluable connections at the leading international conference on cancer control.

Benefits include:

- Joint reception* in your exhibition space courtesy of UICC – A unique chance to animate the Global Village and attract many participants to your respective stands

**60-minute drinks reception for up to 100 people to be scheduled during one of the three Congress days*

Bring a group** and get a discounted space in the Global Village - Save up to 50%

Register a group of 12 delegates and get one additional full-delegate badge for free as well as a 50% discount on your fully equipped exhibition space.

Register a group of 20 delegates and get two additional full-delegate badges for free as well as a 50% discount on your fully equipped exhibition space.

***Offer valid until 15 January 2016*

Take it to the
next level



Boost your commitment

By taking one of the booster options outlined below, you will benefit from a promotion to the next level of Congress sponsorship. For example, if your selected sponsorship and exhibition items add up to reach the Gold sponsorship level, the addition of the below would instantly promote you to Platinum level.



Become a World Cancer Day sponsor*

€ 25,000

One of the most visible global health awareness days, be a key part of the next campaign. Last year's campaign generated over 10.7 billion opportunities to see, hear or read about World Cancer Day.

Benefits include:

- Partnership engagement and recognition in the World Cancer Day campaign
- Additional benefits at the World Cancer Congress – Contact us for more information

The full World Cancer Day 2015 report is available on uicc.org and worldcancerday.org

Endorse 10 new UICC members and support a Regional Meeting at the Congress*

€ 30,000

Are you proud of being a UICC Member and/or partner? Share your positive experiences and sponsor ten cancer organisations to become UICC members.

Your organisation could make a significant difference in the global fight against cancer by empowering and connecting hundreds of individuals.

This endorsement would be linked to the sponsorship of one of the UICC Regional Meetings of your choice, which will be held during the Congress.

Benefits include:

- Recognition as a sponsor of a UICC Regional Meeting (including input into the agenda)
- Recognition of the sponsor:
 - On the Congress website
 - On the UICC stand in the Global Village
 - In the Congress programme
 - On the UICC website
 - In the UICC Annual Report
- Verbal acknowledgement:
 - During the Opening Ceremony
 - During the UICC General Assembly
 - In the 'Welcome to UICC' session held during the Congress
- 1 Full delegate badge + 3 complimentary nights at the 2016 WCC Headquarter Hotel
- Article in the 2016 WCC e-Newsletter sent to more than 5,000 cancer/health professionals worldwide
- Opportunity to add branded stationary and promotional material during the Regional Meeting (sponsor is responsible for design, production and delivery)

* UICC Vanguard Partners and 2014 WCC Platinum and Gold discounts not applicable to these items

Your shopping list

Please use this index page as a worksheet to help you select your World Cancer Congress sponsorship items. Check your sub-total amount and find out on page 11 which sponsorship level you have reached and the associated package benefits you are eligible to receive.

Yes Price (€)

Build capacity - Influence change (Page 14)

Breakfast session

Corporate	<input type="checkbox"/>	25,000
NGO	<input type="checkbox"/>	15,000

Symposium

Corporate	<input type="checkbox"/>	45,000
NGO	<input type="checkbox"/>	25,000

Lounge session

Corporate	<input type="checkbox"/>	30,000
NGO	<input type="checkbox"/>	20,000

Workshops

One-day workshop	<input type="checkbox"/>	40,000
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Build capacity - Influence change

Master Course	<input type="checkbox"/>	50,000
Abstract tutorials	<input type="checkbox"/>	15,000
E-poster pods	<input type="checkbox"/>	15,000
Chair an abstract session (Rapid-fire or Oral session)	<input type="checkbox"/>	10,000
Live webcast of your session	<input type="checkbox"/>	8,000
Simultaneous session translation into French and/or English	<input type="checkbox"/>	8,000
'Meet and greet' post-session reception	<input type="checkbox"/>	8,000
Record your session	<input type="checkbox"/>	6,500
Travel Grant (price per grantee)	<input type="checkbox"/>	3,000

Connect the cancer control community (Page 19)

Smartphone App	<input type="checkbox"/>	45,000
Icebreaker - Networking breakfast for UICC Members	<input type="checkbox"/>	35,000
Plenary sessions simultaneous translation into French	<input type="checkbox"/>	30,000
Wi-Fi network	<input type="checkbox"/>	25,000
UICC Members' Convening Room	<input type="checkbox"/>	20,000
Social media	<input type="checkbox"/>	15,000
Live webcast plenary sessions	<input type="checkbox"/>	15,000
Lunch panel discussion at the Meet'in Café	<input type="checkbox"/>	15,000

Be healthy - Be happy (Page 23)

Branded wristband pedometers	<input type="checkbox"/>	100,000
Wellness Pavilion	<input type="checkbox"/>	70,000
Refreshment breaks	<input type="checkbox"/>	60,000
Official Congress fruit supplier	<input type="checkbox"/>	20,000
Water supplier	<input type="checkbox"/>	15,000
Morning jog 'à la Parisienne'	<input type="checkbox"/>	10,000

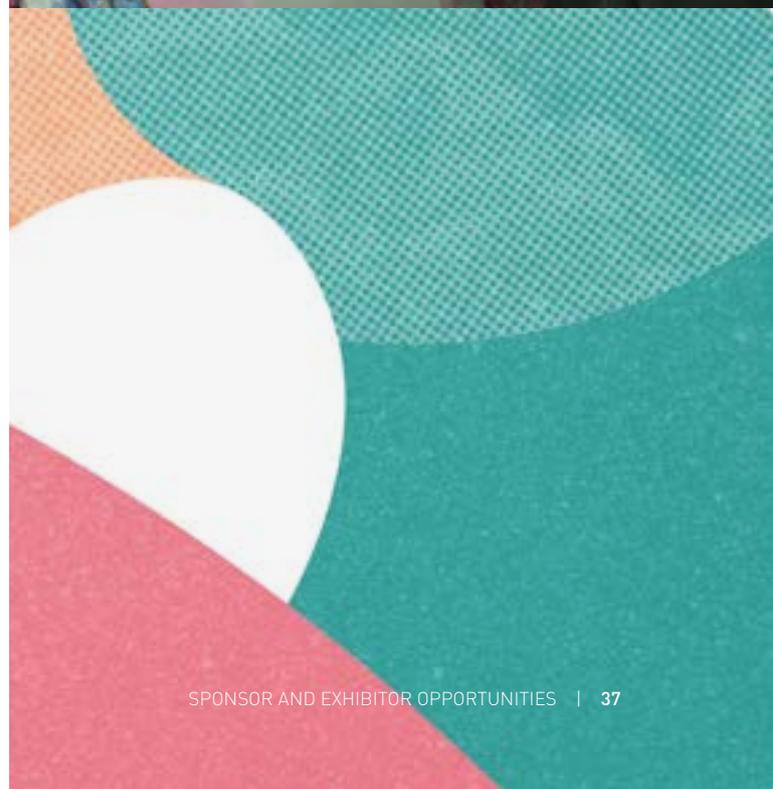
	Yes	Price (€)
Maximise visibility (Page 27)		
Delegate bags	■	60,000
Delegate badges	■	45,000
The 'Bistrot du Net'	■	40,000
WCC Pocket Programme	■	30,000
Official Speakers' Lounge	■	25,000
Plenary Video	■	15,000
WCC Photo Booth	■	15,000
Your insert in the delegate bags (prices page 27)	■	
Global Village (Page 33)		
Exhibition space (NGO or Corporate)		
9m ²	■ Space only ■ Shell scheme ■ Fully equipped	
Size of stand		m ²
Total price of stand		
Information panel	■	400
Sponsor your village neighbour (NGO or Corporate)		
9m ²	■ Space only ■ Shell scheme ■ Fully equipped	
Size of stand		m ²
Total price of stand		
Information panel	■	400
UICC Full Member Global Village 10% discount		
Total price of Global Village spend		-10%
Sub-Total		
<i>Your sub-total indicates your level of sponsorship*</i>		
2014 WCC Platinum and Gold Sponsors' discount**	OR	-10%
UICC Vanguard Partners discount**		-15%
Sub-Total minus discount		
Boosters (Page 35)		
Become a World Cancer Day sponsor	■	25,000
Endorse 10 new UICC Members and support a Regional Meeting at the Congress	■	30,000
TOTAL		
Sponsorship level		
€ 140,000 • Platinum sponsor	■	
€ 90,000 • Gold sponsor	■	
€ 45,000 • Silver Sponsor	■	
€ 20,000 • Bronze Sponsor	■	

Please note

Depending on specific contracts and locations of counter parties, Swiss Value Added Tax (VAT) 8%, if applicable, shall be added to the invoiced amount. Counter parties based outside Switzerland are subject to 0% Swiss VAT. French VAT 20% will also be applicable depending on the contract and if the counter party is not VAT registered.

**Please refer to page 11 for your additional associated benefits*

***Only applicable until 8 March 2016*



Registration rates

	Festival d'Automne / Autumn Festival 25 Sept 2015 - 15 Jan 2016	Printemps Parisien / Springtime in Paris 16 Jan - 31 May 2016	Paris Plage / Summer by the Seine 1 June - 31 August 2016	Eté Indien / Indian Summer 1 Sept - 31 Oct 2016
Standard rate	€ 300	€ 620	€ 750	€ 880
UICC Members and / or UICC Vanguard Partners	€ 300	€ 490	€ 600	€ 750
Participants from low- and middle-income countries (UICC members only)*	€ 300	€ 320	€ 420	€ 550
Accepted abstract presenters**	N/A	€ 490	€ 600	N/A
Invited speakers***	Free	Free	N/A	N/A
Students / Trainees****	€ 250	€ 250	€ 350	€ 450
Ministerial representatives****	€ 300	€ 490	€ 600	€ 750
NCD Alliance network	€ 300	€ 490	€ 600	€ 750
Additional exhibitor badge	N/A	€ 150	€ 150	€ 150
Accompanying person (limited access)	€ 200	€ 220	€ 250	€ 280

All prices are inclusive of French VAT.

If you are VAT registered in France, please communicate your valid French VAT number to us during the online registration process in order to receive an invoice without VAT according to art. 283-1 CGI.

Conditions

*UICC members from low- and middle-income countries, as per World Bank Classification

**All abstract presenters should confirm their participation by registering online before 29 July 2016, after which date the abstract will be withdrawn

***All confirmed speakers benefit from complimentary registration until 31 May 2016, after which date the applicable rate will apply

****Proof required

*****The group rate can be applied with a minimum of five delegates (not including accompanying persons) registered by one group leader. A number of badges can be bought in bulk by one group leader, and the individual names of the delegates must be provided by **2 September 2016** at the latest.

Full registration Terms and Conditions available on worldcancercongress.org

Contact us

Please contact Marion Gilodi, Congress and Events Manager at gilodi@uicc.org to secure your sponsorship opportunity before it's gone.

Don't miss the opportunity to increase your organisation's visibility during the 2016 World Cancer Congress and throughout the year. The sooner you get on board the more exposure you will have.

We look forward to having your organisation on board.

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