

The Union for International Cancer Control (UICC)

2022 World Cancer Congress (WCC)

*“Committed to global collaboration and
knowledge sharing to accelerate
progress in cancer control”*



World Cancer Congress
Geneva, Switzerland
18 – 20 Oct 2022



About the 2022 World Cancer Congress

Organised by the Union for International Cancer Control (UICC)



- Organised by UICC and in **partnership** with leading local and European cancer organisations
- Held on **18-20 October** at the International Conference Center Geneva – [CICG](#)
- 20 October: **educational and training afternoon** inc. workshops, institutional tours and side events
- **Audience:** primarily senior leadership in cancer control, across all sectors. A broader geographical outreach enabled thanks to the online platform



2022 World Cancer Congress in Geneva

Switzerland - a global health hub



Because diagnosis matters



Objectives

An inspiring convening platform for the multi-sectoral global cancer community

The award-winning World Cancer Congress (WCC) will aim to:

- Facilitate useful and powerful connections amongst multisectoral leadership in cancer control
- Deliver high quality content that can make change happen and have a long-lasting impact
- Equip changemakers with evidence and tools which will help accelerate progress in cancer control at all levels



How will we do this?

By delivering an inspirational and innovative programme where **learning and showcasing** is closely intertwined with **networking and best practice sharing**

Some Congress design principles

Focusing on the human experience



1. Develop a powerful convening platform for the global **senior leadership** in cancer control
2. Give participants **a voice** throughout the event
3. Maximize opportunities for participants to make useful **face-to-face connections**
4. Encourage organisations to include the event in their own **strategic plans** for the year – a must attend milestone event.
5. Provide practical and **out-of-the box** hands-on training
6. Leave a **legacy** locally and **long-lasting impact** globally
7. Extend the **programme outreach and impact** with the Congress digital platform



2022 World Cancer Congress format

At a glance

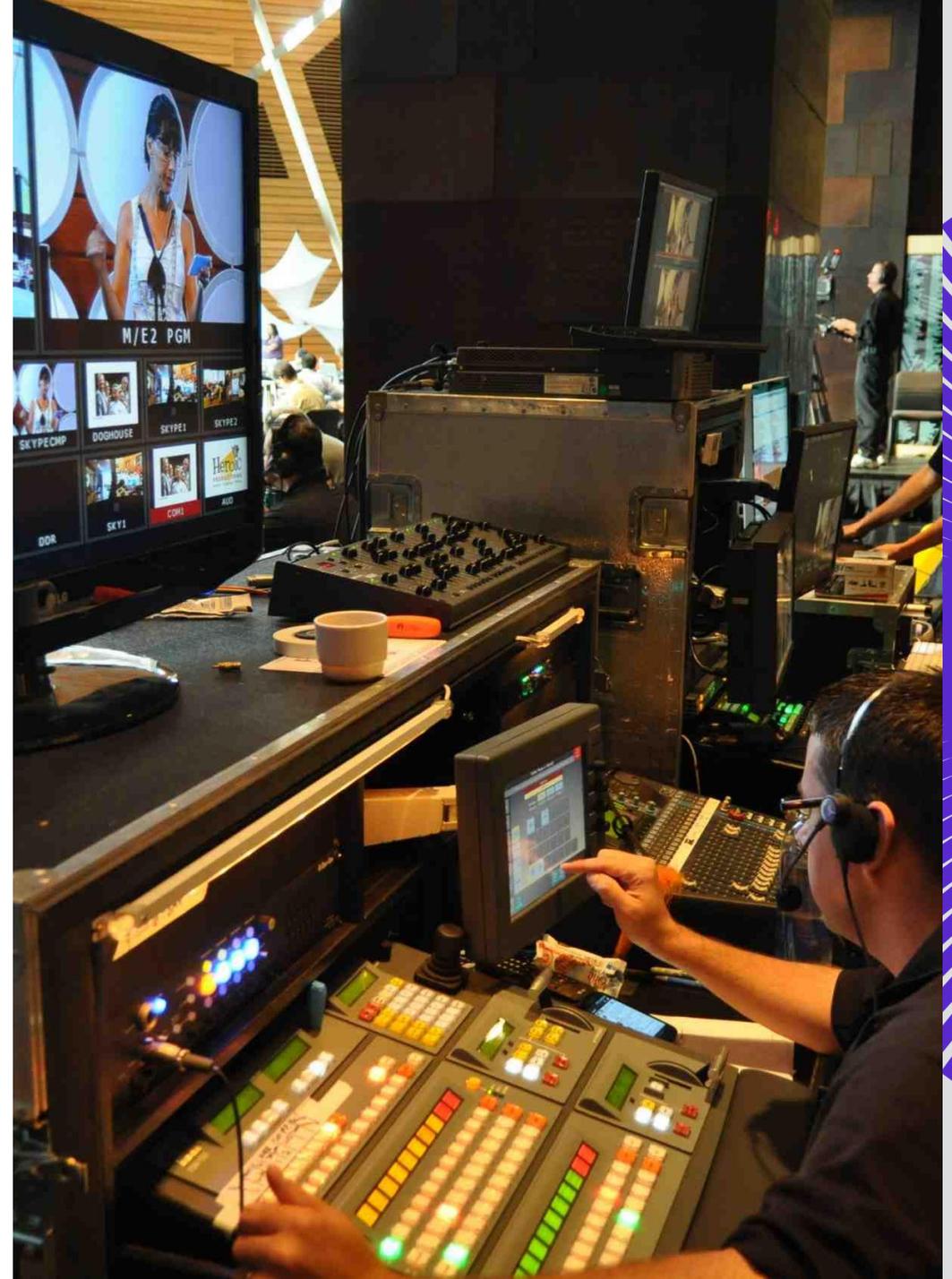
Before the Congress	Tuesday 18 October	Wednesday 19 October	Thursday 20 October	until 31 December
	Opening Ceremony	Networking events	Networking events	
On the Road to the Congress <i>Tease, promote, profile and start building momentum</i>	World Cancer Congress (at CICG)			Sessions available on demand Online networking still available
	<ul style="list-style-type: none"> • Inspirational keynote addresses • Exclusive leader-centric programme and activities on invite only • Global Village – the networking hub featuring the exhibition and two new features: theme pavilions and spotlight stage • Big Debates • Sessions, hosted roundtables and abstract presentations • Sponsored sessions and events • Facilitated networking activities 			
	Social event for all delegates	Sponsored dinners around Geneva		

Hybrid and digital programme

Content with a longer life span

All content hosted on a proven **online platform** and **available** for 3 months after the event

- 53 sessions delivered **in-person** in Geneva and recorded
- 89 sessions available **digitally only on the platform**, complementing the recorded sessions in Geneva
 - Released online on 18 October 2022, in diverse formats
- A short selection of the best content “**Best of WCC**” released for free in the public domain, 3 months after the Congress (around 5 sessions)



Programme themes

An engaging and multidisciplinary programme

- Oversight by an [international committee](#)
- High-level keynotes in plenaries
- Controversial topics in Big Debates
- Cutting edge sessions, hosted roundtables, open discussions and abstract presentations spread over 6 main themes covering the full cancer spectrum:
 - Theme 1 **Prevention, screening & early detection**
 - Theme 2 **Cancer research & progress**
 - Theme 3 **Healthcare systems & policies**
 - Theme 4 **Cancer treatment & palliative care**
 - Theme 5 **Tobacco control**
 - Theme 6 **People living with cancer**



NEW Exclusive leader-centric programme

- **NEW** Spotlight stage & Meet the experts in Global Village



NEW - leader-centric offer

Attracting the leaders in cancer control

- A leaders' networking lounge
- 2 dedicated interactive sessions for global policy-makers
- 3 sessions on managerial development to support cancer organisations (CEO programme)
- Leaders' receptions
- Invitation to private dinners
- Small private meeting rooms to attend meetings remotely



Global Village

Networking hub

Facilitated networking and best practice sharing

- Exhibition
- Theme pavilions including:
Meet the experts, Fireside chats,
Braindates, resource sharing, etc.
- UICC café
- Leaders' lounge
- UICC Members' area
- Spotlight stage
- Catering area



Facilitated networking

Breaking the ice to make useful connections



- Exclusive networking opportunities for Leaders only
- Networking with like-minded peers in theme pavilions
- Appointment making through the platform
- Ice-Breaker event
- Sponsored dinners on invitation-only
- Hosted roundtables
- Audience engagement in sessions
- UICC lounge
- Social event open to all delegates



Engagement opportunities

A collaborative programme how can you get engaged



Sessions

Call for proposals concluded

****Record 332 session proposals received****

Preliminary programme available online



Spotlight stage

Call for inspiring stories

ONGOING

Part of the online registration process



Abstracts

Call for papers and reports

ONGOING until 15 April 2022



Subject to sponsorship

Meet the expert in Theme Pavilions

Sponsored sessions

Open discussions

Workshops and crash courses

Hosted Roundtables

Media activity



Awards

Call for nominations

ONGOING until 13 May 2022



Cinema

Call for films and clips

Dates to be confirmed

Opportunities for your organisation

A landmark event in Geneva – the global health hub



1. **Open doors to your senior leadership:** maximize their time by facilitating the right connections for them and by placing them in the limelight
2. **Springboard for a launch:** use the event and its limelight to launch something new or make a powerful announcement
3. **Leave a legacy and long-lasting impact:** join the WCC movement and the global attention on cancer to leave a footprint locally, nationally and globally
4. **Lead by example:** demonstrate your commitment to the fight against cancer on an influential international stage
5. **Use your voice:** showcase your expertise and share your perspective in front of the most influential leaders in cancer control



Exclusive benefits for members

Making the best out of your membership

Dedicated training and networking

- Members-only spaces, side events and capacity building
- Leaders-centric offer – join a powerful network of leaders
- Members regional meetings
- Theme Pavilions – facilitated networking
- Members Awards – recognising outstanding achievements
- Recognition of UICC membership on delegate badges

Preferential rates and extra benefits

- Up to 50% discount on individual or group registration rates
- 1 extra badge for UICC members having a booth at the Congress
- Priority consideration for travel grants**



** Available to UICC members from low- and middle-income countries only (as per [World Bank classification](#))

Special package for New UICC Members

€40,000 – Bronze sponsorship level

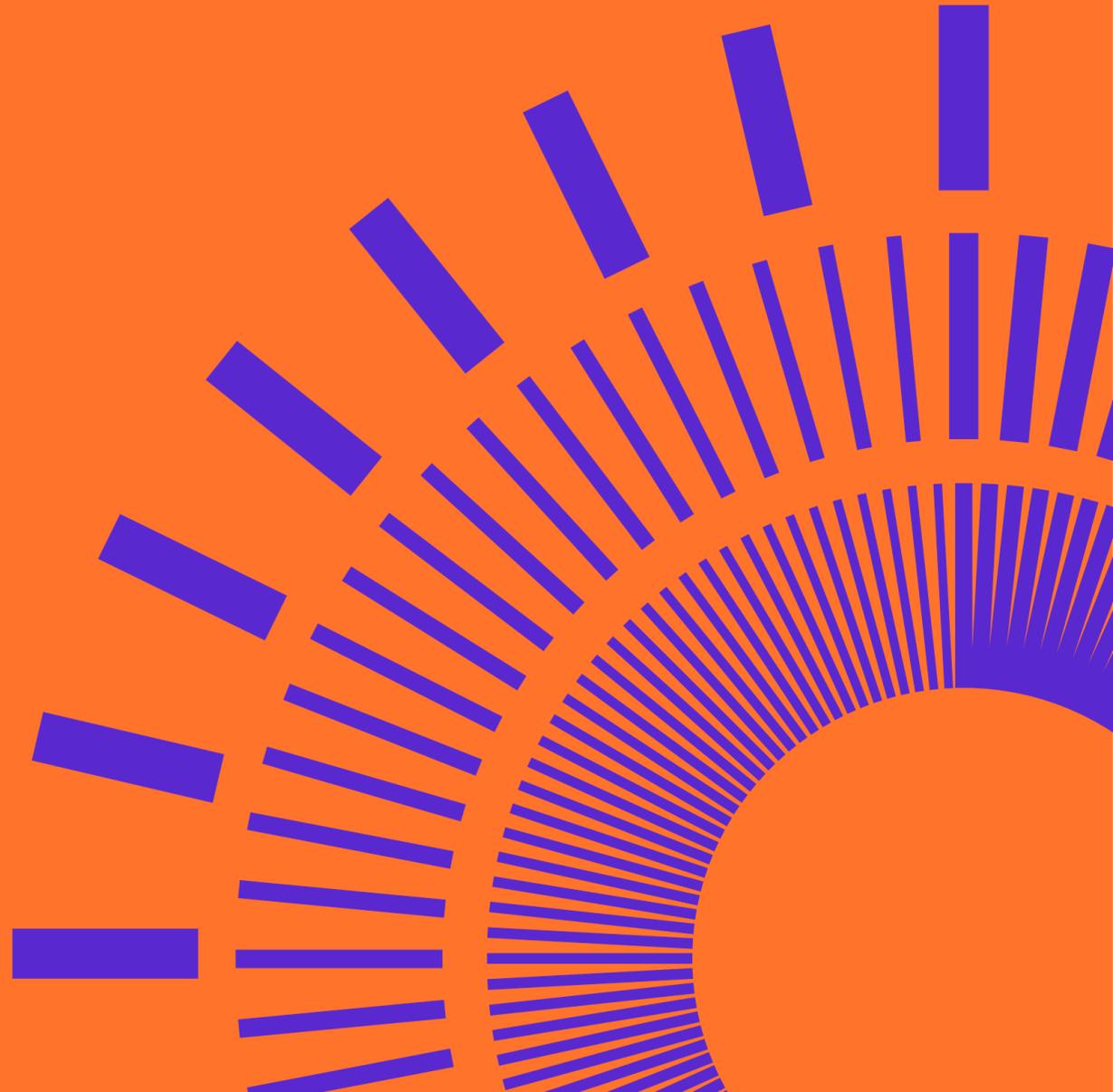
Join the UICC community and enjoy the full 2022 World Cancer Congress experience.

Benefits include:

- 2 years of full UICC membership (until the end of 2023)
- All UICC members benefits during this period. See [here](#)
- A 9m² booth in the Global Village (GV)
- Your logo displayed in a Theme pavilion (in the GV)
- “Meet the expert” slot in a Theme Pavilion (in the GV)
- Promotion of your activity in the GV programme (website and platform)
- 10 Congress badges

WCC Sponsorship

Levels and benefits



Join the Congress as a sponsor

Be associated with an award-winning platform and amplify your messaging



1. Start brainstorming with your team and UICC on **how you can use** the upcoming Congress
2. Select your **level of engagement** and its associated benefits
3. **Choose items** from our list of sponsorship opportunities to find together the best solution to meet your needs and ambitions
4. Coordinate with **our team to implement** your selected sponsorship items and to prepare your active participation at the event



Sponsorship levels

Joining as a World Cancer Congress sponsor

Levels Pricing # of items	WCC Platinum	WCC Gold	WCC Silver	WCC Bronze	WCC Supporters
Price for Corporate	€ 200'000	€ 150'000	€ 100'000	€ 60'000	€ 25'000
Price for NGOs	€ 120'000	€ 90'000	€ 60'000	€ 40'000*	€ 15'000*
Items included to be selected	7 items	5 items	3 items	2 items	0 <small>(visibility only or sponsorship amount between Supporter and Bronze)</small>

*50% discount available to NGOs from low- and lower middle-income countries only, as per [World Bank classification](#)



Sponsorship items

Select the category items that match your objectives

Programme

Use your voice
share your knowledge and expertise

Run a session, a workshop, a course, deliver a talk, host a roundtable or support a congress theme

Visibility

Showcase widely
your organisation's brand and raise your profile

Maximize your exposure on the Congress digital platform and/or benefit from prominent visibility at the venue

Networking

Foster useful connections within the global cancer community

Support facilitated networking and invite-only events targeting global leaders: discussion forum, exclusive dinners

Equity

Bring the global cancer control community together and broaden delegates' horizons

Support others to attend the WCC and bring high profile keynote speakers to enhance delegates' experience



Programme

Use your voice – share your knowledge and expertise



Organise a session on the topic of your choice

Session presented onsite to up to 80 delegates. Recorded and available on the digital platform

60 min session – 1 item
90 min session – 2 items



Organise a digital session on the topic of your choice

Session released *On the road to the Congress* and available on the digital platform and website

40 min session – 1 item



Shine a light on your CEO

Exclusive interview of your CEO + digital profile business card released *On the road to the Congress* and available on the digital platform and website

20 min interview – 1 item



Develop your own workshop and educational content

Support those who want to continue their professional development during the afternoon of 20 October

Half a day – 1 item
Full day – 2 items



Lead on a fast track training course designed to tackle a specific issue

Crash course presented onsite to an audience of 30 – 35 delegates

60min Crash course – 1 item



Highlight your engagement in a specific area and organise a session

Maximise your visibility across a theme and lead on organising a related session.

60min session + theme recognition – 2 items



Programme

Use your voice – share your knowledge and expertise



Spotlight stage

Stand in the spotlight stage in the heart of the Global Village with powerful Ted-Talk style presentations

2x 7 minutes presentation slots + recognition on the Spotlight stage

1 item



Theme Pavilion feat. Meet the Expert

A new way to showcase your organisation and expertise within one of the new Theme Pavilions in the Global Village

Two 10 minute “Meet the expert” slots + Visibility and resource sharing within the Pavilion of your choice

1 item



Open discussion roundtable

Organise a focused conversation over a roundtable discussion

Audience of up to 40 people committed to engage in an interactive discussion

60min slot – 1 item



High-level session

Target changemakers and organise a closed session for the senior-leadership in cancer control

Audience of up to 50 invited leaders engaging in a 60-minute topical conversation aimed at accelerating progress in cancer control

1 item



Hosted roundtable

Host and chair a small roundtable discussion on the topic of your choice

Small focused audience (8 people) to share best practice and get different perspectives on common topics of interest

2x 60min slots – 1 item



Abstracts

Support the most diverse programme component with the highest community engagement

Chair 2-top ranked abstract sessions + hand out the best abstracts at the awards ceremony + visibility throughout the abstract programme

1 item



Visibility with a purpose

Showcase widely your brand and profile

Digital platform and App

Get prime visibility on the must-have Congress tools used by every delegate

Prime visibility across the digital platform and App

1 item

Event collaterals

Add your brand on the Congress' essentials that will be kept by delegates long after the event is over

Branding on an event collateral of your choice (i.e. bags, pens, notepads, bottles or other goodies)

Number of items based on the value of the chosen goodies

Visibility throughout the venue

Select an area within the venue where your brand will be more prominent

Logo displayed in a selected area (i.e. catering area, above water stations, lounge area, charging stations etc.)

1 item

Exhibition space in the Global Village

Showcase your organisation, create a buzz and foster new collaborations

18sqm booth + 1 Meet the expert slot in one of the Theme Pavilions
OR
9sqm booth + 1 Meet the expert + 1 Spotlight stage

1 item

Media activity/ Announcement

Use the Congress as a launch pad to promote a newsworthy initiative

Press briefing or conference / or a special announcement via a side event to the participating delegates

1 – 2 item(s) (based on the support and needs)



Networking

Foster useful connections within the global cancer community



Networking supporter

Encourage useful in-person connections and become the corner stone of key networking activities

Recognition across the following activities (not limited to): Ice-Breaker, UICC Members' Meeting room and Theme pavilion receptions

1 item



Leaders' Lounge

Support powerful collaborations in the space dedicated to senior leaders in cancer control

Recognition in the leaders lounge

1 item



Exclusive dinner

Get the full attention of a small group of delegates over a private dinner

Invite 15-20 participants for a private evening in a selected venue in Geneva

1 item



High profile networking event

Invite your target audience to your own private networking event

Side event in conjunction with the programme + RSVP management

Number of items based on the event format chosen



Group registration

Bring a large delegation to maximise your opportunities to connect with leaders

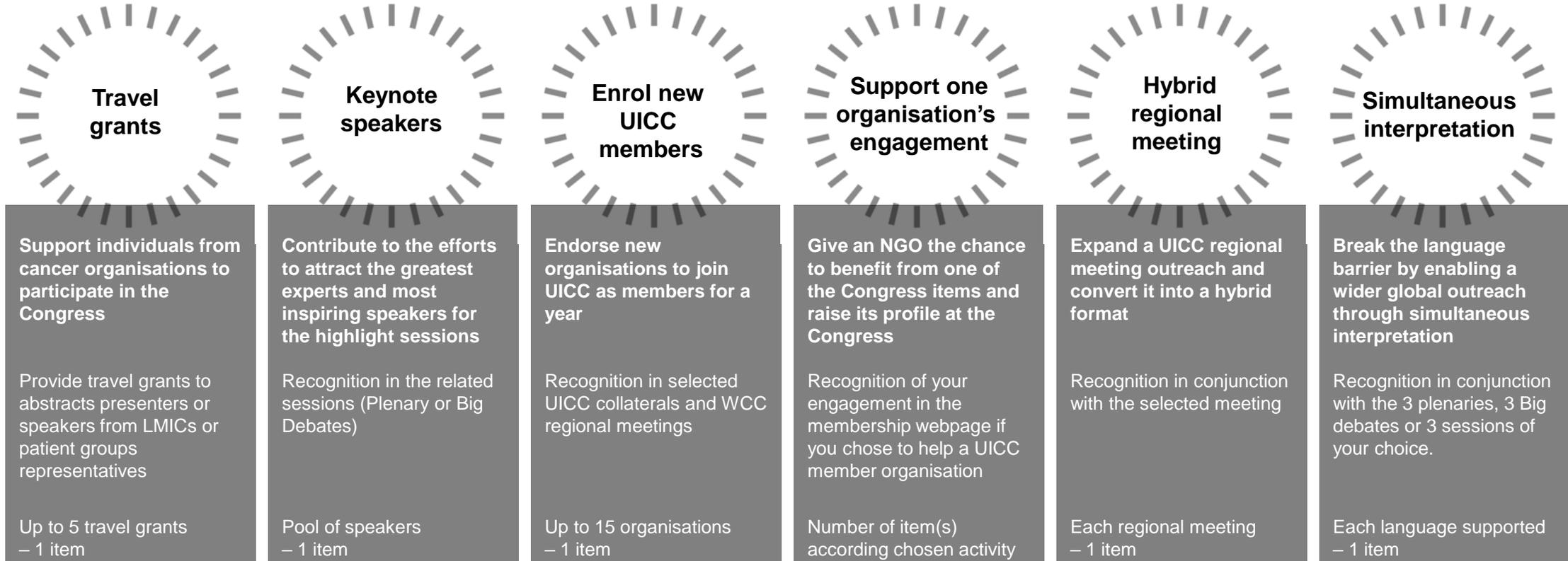
Benefit from a 15% discount on the registration price

Minimum of 10 registrations



Equity

Support organisations, bring top speakers and health professionals to attend the Congress and benefit from fresh and new perspectives at the event



Sponsorship levels and benefits

Choose your level and tailor your participation at the event	Platinum	Gold	Silver	Bronze	Supporters
Number of items included	7	5	3	2	0 (visibility only)
Onsite benefits					
1 full-day private meeting room* for your CEO (capacity up to 10 people)	🔥				
Verbal acknowledgement at Opening Ceremony and Closing reception	🔥				
Your organisation's logo in the Congress Plenary room	🔥				
Your CEO to meet the new UICC Board of Directors over an exclusive breakfast	🔥	🔥			
Invitations for your delegation to the 2022 WCC Social event	6	4			
Opportunity to book a 1-hour slot in a private meeting room (capacity up to 10 people)	🔥	🔥	🔥		
Your logo featuring on the WCC leader-centric programme (incl. side events)	🔥	🔥	🔥	🔥	🔥
Your logo on the Sponsors' wall at the 2022 WCC venue	🔥	🔥	🔥	🔥	🔥
Digital benefits					
Your CEO's quote in the Congress report and mention in the 2022 Annual report	🔥				
Your activity's promotion through one of the WCC communication's channels	🔥	🔥			
Your CEO's profile business card released <i>On the Road to the Congress</i>	🔥	🔥			
Your CEO's perspective or one of your WCC activity featured in a 300-word article in a Congress e-newsletter	🔥	🔥			
Your story or recording*** posted on the Congress website and platform	🔥	🔥	🔥		
Your logo and profile on the Congress website, platform and App	🔥	🔥	🔥	🔥	🔥
Manage your own promotional corner with documents & videos*** including:					
Organisation's logo & blurb	🔥	🔥	🔥	🔥	🔥
Up to 3 documents to upload***	🔥	🔥	🔥	🔥	🔥
Possibility to interact with leaders and organize private 1 on 1 video meetings	🔥	🔥	🔥	🔥	🔥
Image header***	🔥	🔥	🔥	🔥	
Delegates Badges					
Number of full delegates badges for your senior executives** (onsite + digital)	6	4	3	2	2
Number of digital accesses (library + networking)	4	2	2	1	1

* First come first served

** Leadership: CEO, President, Board members or senior executives

*** Non commercial purposes, one paggers or videos. Expenses related to production and design of the documents/ images or videos are not included in the pricing. Documents to be approved by UICC before uploading.

Global Village prices

Exhibition space prices if purchased without a sponsorship package

Exhibition space

Exhibition booths can be purchased independently from a sponsorship package. The minimum size that may be purchased is 9m2.

Cost per 9 sqm (in EUR)	Space only	Shell stand	Equipped
Industry	7'700	8'700	9'900
NGO	4'500	5'700	6'900

Number of badges included with a booth

9 sqm booth	2 full badges
18 sqm booth and greater	3 full badges
UICC member	1 extra full delegate badge

Theme pavilion

Take part in the Global Village activities with less logistical engagement than a regular booth and benefit from a 10-minute speaking slot in one of the four dedicated Theme Pavilions.

Cost to support a Theme Pavilion (in EUR)	Pavilion supporter + one "Meet the experts" presentation	Number of badge
Industry	6'000	1 full badge
NGO	3'000	

Build momentum – increase your influence

Sponsor future UICC events and upgrade your 2022 WCC sponsorship level

By investing further in UICC convening activities, you will upgrade your sponsorship level at the 2022 World Cancer Congress and maximise your visibility.

For example: if you have selected a Gold sponsorship level at the 2022 WCC, the sponsorship of next year's World Cancer Leaders' Summit or World Cancer Day will grant you the Platinum sponsorship benefits at 2022 WCC (additional items are not applicable).



2023 WCLS sponsorship

NGO	Bronze – \$ 40,000	Gold – \$ 90,000
	Silver – \$ 65,000	Platinum – \$ 120,000

Corpo	Bronze – \$ 60,000	Gold – \$ 150,000
	Silver – \$100,000	Platinum – \$ 200,000



2022-2024 WCD Campaign

Champion Partner – \$ 20,000 per year
Visionary Partner – \$ 50,000 for the 3-year campaign

Champion Partner – \$ 40,000 per year
Visionary Partner – \$100,000 for the 3-year campaign



Thank you

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