World Cancer Congress
Kuala Lumpur, Malaysia
1–4 Oct 2018

Sponsor and exhibitor opportunities

@UICC — #2018WCC — #CancerCongress
worldcancercongress.org

Hosted by
National Cancer Society Malaysia

Supported by
Ministry of Health
Malaysia Convention & Exhibition Bureau
Malaysia Truly Asia

Union for International Cancer Control
31-33 Avenue Giuseppe Motta, 1202 Geneva, Switzerland
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Welcome note

As you read this, the Union for International Cancer Control (UICC) and the 2018 World Cancer Congress host, the National Cancer Society of Malaysia are working diligently to put in place an enlightening conference to be held in Kuala Lumpur from 1 – 4 October 2018. You are invited to join us on the 2018 Congress journey, and be part of the rewarding experience of a conference that fosters a unique platform of sharing, learning, networking, and even mentoring.

As a Congress sponsor or exhibitor, you will have the opportunity to partake and be involved in a conference that features a wide choice of multidisciplinary sessions and educational initiatives, all designed to encourage the exchange of evidence-based methods so that knowledge can be translated into action to advance cancer control, globally and nationally.

From prevention to survivorship and palliative and end-of-life care, the programme will cover the most effective initiatives and best practices across the full spectrum of cancer control.

Patient and family experiences will also be highly profiled across many dedicated sessions, as will be sustainable health systems. A capacity building offer will be integrated in the programme, with the aim to empower not only civil societies and their leadership but also primary healthcare workers. Key areas such as advocacy, education and training and non-communicable diseases will also strongly feature across all tracks and be presented in a very pragmatic way.

The 2018 Congress’ theme is *Strengthen. Inspire. Deliver*. This is in recognition that if we can all leave with a couple of novel ideas or effective tools that we picked up at the Congress and that we can apply to our respective jobs or settings, it counts as a success. We can all contribute to and be part of that success.

*Welcome on board.*

The list of the Organising, Programme and Host Committee members is available on worldcancercongress.org/committees

Sanchia Aranda  
President  
Union for International Cancer Control (UICC)

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

Saunthari Somasundaram  
President  
National Cancer Society of Malaysia (NCSM)  
2018 World Cancer Congress Host Committee Chair
Become a Congress sponsor

International conferences are rich with sponsorship opportunities and their usual associated benefits: they can strengthen your organisation’s reputation in the industry, create an interesting pipeline for new partnerships, and provide renewed inspiration for business and your teams. And this is already exciting.

The World Cancer Congress offers all of this, but also something which sets it apart from other events: its human size and community spirit. This means that as a Congress sponsor you can play a significant and very active role ahead, during and after the conference. Ultimately, it also means that you and your organisation will highly contribute to and influence the further development of a strong global cancer control movement.

In ensuring a positive impact and return on investment for your organisation your participation will enable you to take advantage of the following Congress unique benefits:

- **Go viral**: the event’s popularity and growing attendance mainly results from word-of-mouth and recommendations of the international cancer and health community. The 2016 Congress in Paris engaged 3,260 participants from 139 countries, a 20% increase in attendance from the 2014 Congress in Melbourne.
- **Reach out** to a broad audience: engage with experts who represent the full spectrum of cancer control.
- **Endorse** other organisations or prominent individuals, involving them in your activities or supporting their attendance and work.
- **Lead**: use the Congress as a highly visible platform to showcase your leadership and pioneering initiatives. Make meaningful connections with other cancer and health professionals and emerging young leaders.
- **Take advantage** of each Congress being held in a different part of the world – whilst it’s a global event, it’s also the opportunity to learn about cancer in the host country and the region.

“Congratulations on a successful World Cancer Congress in Paris! UICC’s dedication to working with all stakeholders was clearly evident and much appreciated – and certainly helped reinforce the Congress as a place for collaborative conversation among all contributors on matters impacting the cancer control community.”

Tim Fisher, Senior Director, Global Policy & Strategy, Global Government Affairs & Policy, EMD Serono, United States 2016 Congress Platinum Sponsor

### PARTICIPANTS’ AREAS OF WORK

| 1 | Cancer care |
| 2 | Advocacy planning and policy |
| 3 | Research and clinical oncology |
| 4 | Prevention |
| 5 | Cancer in low- and middle-income countries |

96% of delegates would recommend the Congress to a colleague.
Congress highlights – A cancer community success

TOP 3 FACTORS IN DECIDING TO ATTEND
1. Networking opportunities
2. Listening to experts
3. Learning and sharing best practices

3,260 registered participants from 139 countries

144 SESSIONS PRESENTED BY 500 SPEAKERS

TOP 5 PARTICIPANTS’ AREAS OF INTEREST
1. Innovations in prevention, early detection and screening
2. Quality cancer treatment, diagnosis for all and overcoming inequalities in cancer care
3. Improving patient and family experiences
4. Education and training
5. Advocacy, policy and optimising outcomes of health systems

SOCIAL MEDIA
94% engagement rate of @UICC’s Congress-related tweets
50 million tweet impressions
76% increase in exposure since 2014

40 SPONSORS
57 exhibiting organisations in the Global Village
up from 48 in 2014
Your week in Kuala Lumpur

Sunday
September 30
- World Cancer Leaders’ Summit Dinner
  Invitation only

Monday
October 01
- World Cancer Leaders’ Summit “Cancer Treatment for All”
  Invitation only
- UICC Master Course workshops
- World Cancer Congress Welcome reception and Opening Ceremony
  Dinner organised by the local hosts
  Invitation only

Tuesday
October 02
- World Cancer Congress – Day 1
  Icebreaker – UICC members and partners networking breakfast
  UICC General Assembly

Wednesday
October 03
- World Cancer Congress – Day 2
  Cultural and social evening organised by the local hosts

Thursday
October 04
- World Cancer Congress – Day 3
  Closing reception for all delegates in the Global Village
Through a bespoke approach, we strive to put together a fit-for-purpose offer for each sponsor that fulfils their needs and expectations.

Select as many sponsorship items as you wish, and depending on the cumulative total of your sponsorship items, you will reach a Sponsorship Level leading to extra benefits.

For example: if your total adds up to US$ 200,000, you will reach the Platinum Sponsor level and the associated benefits, on top of the benefits already linked to each sponsorship item you have selected.

UICC and Vanguard partners discount

UICC Vanguard partners (NGOs and corporates) will be given priority in the selection of sponsorship items (including symposia, breakfasts or lounge sessions) and a 15% discount off the total amount.

Offer valid until 14 April 2018. After this date, availability will be handled on a first come, first served basis.

Sponsorship levels and additional benefits

1. Choose your preferred items from our list of sponsorship opportunities
2. Add up the total cost of your selected items
3. Find out what sponsorship level you have reached
4. Check the associated package benefits
Recognition

- A private meeting room in the Kuala Lumpur Convention & Exhibition Centre. Available for 1x half-day during 1 – 4 October 2018 (limited availability)*
- Your logo in the Congress Pocket Programme
- Mention in the UICC Annual Report
- Mention in the Congress Report
- Verbal acknowledgement at the Opening Ceremony and the Closing Reception
- A dedicated eBlast promoting your session, activity or event sent to all registered delegates
- Your 300-word article published in one of the monthly Congress e-newsletters and relayed on social media*
- Your logo on the Global Village Welcome signage onsite
- Your 300-word story or video (limited to 2 minutes) posted on the Congress website
- Your logo and 200-word organisation profile on the Congress website
- Your logo and 200-word organisation profile on the Congress Mobile App
- Your logo on the Sponsors’ wall onsite at the 2018 WCC
- Number of full delegate badges

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<tr>
<th></th>
<th>PLATINUM US$ 200,000+</th>
<th>GOLD US$ 125,000+</th>
<th>SILVER US$ 75,000+</th>
<th>BRONZE US$ 25,000+</th>
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<td>4</td>
<td>3</td>
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*First come, first served
**UICC full members only
***Available to UICC members from low- and middle-income countries only (as per World Bank classification)

Special benefits for UICC members

In addition to the overall benefits associated with each sponsorship level, and the benefits linked to each sponsorship item, UICC members are also entitled to additional exclusive benefits:

- Discounted registration fees – Up to 50% off (versus the standard registration rate)
- 10% discount on exhibitor opportunities**
- Priority consideration for travel grants and Master Courses***
- Invitation to the members & partners networking breakfast to be held on the first Congress day
- Access to the UICC Members’ Convening Room - A dedicated meeting space for member organisations
- Recognition of UICC membership on the UICC booth
- Invitation to the UICC General Assembly (voting allowed for full members only)
- Invitation to the UICC Regional Meetings
- Invitation to participate in the dedicated CEO Programme**
- Invitation to the 2018 World Cancer Leaders’ Summit**
- Opportunity to become an official sponsor of the 2018 World Cancer Leaders’ Summit

*First come, first served
**UICC full members only
***Available to UICC members from low- and middle-income countries only (as per World Bank classification)
Sponsorship opportunities menu

The sponsorship items outlined over the next pages have been developed to allow for flexibility and the required support to help you achieve your specific goals at the Congress.

Opportunities can be viewed in the following areas:

- Share your expertise - Build capacities
- Foster connections
- Boost your exposure
- The Global Village

“The 2016 Congress included the full spectrum of leaders, oncology and oncology-related professionals and disciplines, NGOs, academic and government institutions from geographically diverse countries worldwide. Moreover, the programme featured innovative, practical, interactive sessions, enhancing the educational value with more effective communication and learning as compared to the more traditional didactic approaches often seen. It truly is a great event for bringing the global oncology community together to achieve more.”

May Abdel-Wahab, Director, Division of Human Health, International Atomic Energy Agency (IAEA), Austria
Share your expertise - Build capacities
Sessions

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<tr>
<th>TUESDAY 2 OCTOBER 2018</th>
<th>WEDNESDAY 3 OCTOBER 2018</th>
<th>THURSDAY 4 OCTOBER 2018</th>
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<tr>
<td>Breakfast sessions — 75 min</td>
<td>7:30 – 8:45</td>
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<td>Symposia — 60 min / 90 min</td>
<td>9:30 – 11:00</td>
<td>13:15 – 14:15</td>
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<tr>
<td>Lounge sessions — 60 min / 90 min</td>
<td>16:00 – 17:00</td>
<td>17:15 – 18:15</td>
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Benefits include:
- Provision of a room with digital signage at the front
- Supply of basic technical equipment in the room
- Your session featured in the Congress programme
- 4 full delegate badges (for speakers and/or organisers)
- Promotional poster display onsite (one day only)
- Opportunity to display any promotional material in or outside the entrance to the room*
- List of session participants provided after the event

Limited availability

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

Additional technical requirements (i.e. lapel or additional roving microphones, webcasting, etc.) and change of room set-up are not included in the Breakfast, Symposia and Lounge sessions. Prices available upon request.

Please note: All Congress delegates will have their lunch already included in their registrations.

*The sponsor is responsible for design, printing, delivery and associated costs which are not included.
Share your expertise - Build capacities

Add-ons

Captivate your audience, sharing key findings and live updates.

**Session reminder**

US$ 3,000

Increase attendance at your session via a reminder eBlast sent to all registered delegates just ahead of the Congress.

**eInvitation to attend your session**

US$ 5,000

Have a bespoke invitation to attend your session or event sent to the registered delegates of your choice and shape your audience.

**Micro announcement**

US$ 5,000

Drive traffic to your session or stand using a microphone announcement in the Global Village.

*Limited availability - Three slots per day*

**Live-webcast of your session**

US$ 10,000

Streamed live on the Congress website, your session will also be available for online viewing one-year after the event.

**Session recording**

US$ 7,000

Your recorded session (audio and video) will be hosted on the official Congress website for one year after the conference and a hard copy of the recording will be given to you for your own use.

**Push notification in the Congress App**

US$ 5,000

Promote your session or booth activity through a timed notification message during the Congress.

Benefits include:

- Your logo and chosen message (up-to 50 words) seen as a pop-up notification by more than 3,500 delegates
- The notification can be used as a session reminder, including a link adding the session to the participants’ respective calendars

*Limited availability - Three slots per day*
Workshop
US$ 20,000 (half-day)
US$ 30,000 (full-day)

Design a custom workshop to support those who want to continue their professional development in specific areas of cancer control. The workshop can be held on Monday 1 or Friday 5 October, in conjunction with the World Cancer Congress.

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

Benefits include:
- Develop your own workshop and educational content
- UICC will send invitations to all registered Congress participants*
- Provision of a function room
- Supply of basic technical equipment in the room
- 2 full delegate badges (for speakers and/or organisers)
- Opportunity to display any promotional material in the room or outside the entrance to the room**
- Catering*** for participants and faculty
- Recognition of the sponsor and the workshop:
  - In the Congress programme
  - On the Congress website
- List of participants provided before the event

* RSVPs and participant follow-up to be managed by the sponsor
** The sponsor is responsible for design, printing, delivery and associated costs which are not included
*** Provision for 40 people including two coffee breaks and a light lunch
Share your expertise - Build capacities
Abstracts

**Funding of travel grants**
US$ 5,000 per grantee

The World Cancer Congress is proud to champion the participation of talented abstract presenters, speakers from low- and middle-income countries or patient group representatives. Your contribution will be used to provide grantees* with a return economy flight, a full delegate badge, visa costs and four-nights accommodation.

**Benefits include:**
- Recognition as a travel grant sponsor:
  - On the Congress website
  - Onsite (organisation name)

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**The Abstracts Hub**
US$ 20,000

*Limited to three sponsors only*

The Abstracts Hub will exclusively host the dynamic and popular Rapid-Fire sessions, Abstract Oral presentations and e-Poster pod presentations, providing a unique environment for mental stimulus.

Be the first to support this original Congress initiative.

**Benefits include:**
- Appoint the chair of a chosen Rapid-Fire session or Abstract Oral presentation
- Recognition of the sponsor:
  - In the Abstracts Hub
  - In the Congress programme
  - On the Congress website
  - In the Congress App
- 2 full delegate badges for your chair and colleagues or business partners
- Opportunity to add/display promotional material in the Hub**.

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*Selection made in accordance with UICC
**The sponsor is responsible for design, printing, delivery and associated costs which are not included
Share your expertise - Build capacities
Master Courses

**Master Course**
US$ 50,000 each

UICC Master Courses offer a unique opportunity to acquire specialised knowledge and skills from international experts through online learning on a particular subject over a three-month period. They are offered free of charge to those who register for the Congress and culminate in a one-day workshop onsite. The 2016 Congress featured nine Master Courses, attracting over 220 participants and faculty. Master Courses are among the top 5 Congress highlights and participants have been consistently satisfied with the courses’ positive impact on their knowledge, skills and professional networks.

Aim high and contribute to help others enlarge their horizons.

**Benefits include:**

- Management of the applications and enrolment of the participants*
- Delivery of courses on UICC’s eCampus (UICC’s e-learning platform)
- A function room for the workshop and standard AV
- Morning and afternoon coffee breaks, and lunch during the workshop
- Photographer for the workshop
- Recognition of the sponsor:
  - On the e-learning platform
  - On the Congress website
  - On branded notepads for all Master Course participants
- 3 full delegate badges for course leaders
- Opportunity to support your preferred course and contribute to its programme alongside appointed course leaders
- Certificate of completion for Master Course participants
- Participants’ names and organisations provided before the event

*Selection made in accordance with UICC and course leaders


“Thank you for this great opportunity to learn from experts in the area of advocacy. The knowledge and experience I gained from them has really improved my work in my community. I look forward to attending more UICC Master Courses in the future.”

Adebola Adejimi, Public Health Physician, Ladoke Akintola University of Technology Teaching Hospital, Nigeria
Share your expertise - Build capacities
CEO Programme

CEO Programme
Price upon request

The UICC CEO Programme, a flagship capacity building initiative, was launched at the 2016 World Cancer Congress. Over 120 Chief Executive Officers (CEOs) of cancer organisations were given the opportunity to meet their peers and learn from each other, creating a powerful and influential network of leaders. Four bespoke sessions were delivered on partnership development, governance, strategic planning and funding models. The CEO Programme aims to facilitate:

• Networking among senior executives across the UICC membership
• Peer-to-peer learning
• Access to relevant training and educational opportunities

The sponsor will be promoted in the months leading up to and during the Congress as the leading supporter of the CEO Programme. UICC will actively promote the CEO Programme across our wide network to encourage CEOs of global cancer organisations to attend the Congress and use it as a platform not only to exchange best practices but also to meet other CEOs and get high-quality leadership training specific to their work.

Benefits include:
• Management and enrolment of the attendees
• A function room for the sessions and standard AV
• Lunch for participants during the sessions
• A CEO networking reception including catering
• Recognition of the sponsor and/or the CEO Programme:
  · In the Congress programme
  · On the Congress website
  · In the Congress App
  · In the Congress pocket programme
  · In all communication materials promoting the CEO Programme prior to the Congress
  · At the CEO networking reception
  · In the room for all dedicated sessions
  · On branded notepads for all participating CEOs

Funding of travel grants for CEOs*
Price upon request

Extend your support of the CEO Programme by providing selected CEOs* with the means to attend. Travel grants include a return economy flight, a full Congress delegate badge, visa costs and four-nights accommodation.

Benefits include:
• Recognition as travel grant sponsor:
  · On the Congress website
  · Onsite

* Selection made in accordance with UICC for attendees from low- and middle-income countries only (as per World Bank classification).

Over 120 CEOs attended the CEO Programme in 2016
Foster connections

Mobile App
US$ 60,000 – Limited to one sponsor only
US$ 25,000 – Limited to four sponsors

The Congress App is an essential tool used by participants for receiving the latest Congress programme information, browsing speaker profiles, networking with other attendees, participating in session surveys, and more. Take advantage of this premium and guaranteed visibility opportunity amongst delegates as no printed final Congress programme will be available on site.

The App will feature the following main functions:
- Programme content searchable by keywords, speakers’ names, etc.
- Map of the Congress venue, including the Global Village
- Daily news and live feeds about the Congress and its social events
- Live polls on Big Debates
- A network module enabling participants to meet the right people and make connections
- Sponsor and exhibitor profiles
- Live Questions & Answers during sessions
- And much more...

Benefits include:
Recognition of the sponsor:
When promoting the App
- In the Congress monthly newsletters as of the launch of the App
- In the Congress pocket programme
- On the Congress website
- On the Congress delegate badges

In the App
- On the App welcome screen
- A branded banner of your choice on the App, clickable through a URL of your choice

“Tremendously enjoyed the 2016 World Cancer Leaders’ Summit just as much as I enjoyed the subsequent World Cancer Congress: they are excellent platforms for science and networking, and they strengthen our beliefs to belong to a community and an awesome family.”

Cristina Stefan, President-elect, African Organisation for Research and Training in Cancer (AORTIC), South Africa
Foster connections

The Congress Wi-Fi network
US$ 35,000

Raise your organisation’s profile as free Wi-Fi remains an indispensable service for Congress participants and exhibitors alike.

Benefits include:
- Recognition of the sponsor:
  - On the Wi-Fi welcome page, including your personal welcome message and a hyperlink to the website of your choice
  - On the Congress website
  - In the Congress pocket programme

Social media
US$ 60,000 – Limited to one sponsor only
US$ 35,000 – Limited to three sponsors

Gain brand exposure and visibility within the online cancer and health communities, engaging with key stakeholders, including online influencers, civil society, ministries of health, academia and private sector.

Benefits include:
- Recognition of the sponsor:
  - On the UICC Twitter, Facebook and LinkedIn accounts ahead, during and after the Congress
  - On the Congress website
  - On the Congress App
  - On the Twitter pocket guide
  - On the dedicated social media screens displayed on site
- Regular tweets from the UICC Twitter account acknowledging the sponsor
- Live-tweeting of a sponsored session upon request (if a session has been purchased)
- Tailor-made tools and visual materials to use on social media

Winners of the 2017 Association Excellence Award for Best Use of Social Media for the 2016 World Cancer Congress campaign.

“The World Cancer Congress social media campaign has helped raise awareness of cancer challenges worldwide. It has created a strong sense of community emphasised by active online supporters and has highlighted the need for sharing knowledges and national experiences to reduce the burden of cancer. The French National Cancer Institute, as a social media sponsor of the 2016 event was pleased to be part of this global effort to bring cancer to the forefront of health and political agendas.”

Communication Department, French National Cancer Institute, France
Foster connections

UICC Members’ Convening Room
US$ 25,000
Limited to two sponsors and UICC Members and Partners only

UICC members thrive on the opportunity to interact face-to-face. Support a dedicated and exclusive convening room for them.

Benefits include:
• Provision of a one-hour timeslot per day to host your meetings throughout the three Congress days
• Provision of a coffee and tea station
• Recognition of the sponsor:
  · In the room and on the room schedule
  · On the Congress website
  · On the Congress map
• Opportunity to add promotional material in the room*

The Patient Group Pavilion
US$ 50,000 - Limited to one sponsor only
US$ 25,000 - Limited to four sponsors only

Most patients and their families find that cancer is easier to confront and handle when they know the facts about the disease and its treatment. To that end, the Patient Group Pavilion programme has been conceived to strengthen the patient voice in view of improving cross-sector collaboration and dialogue. Ensure your voice is part of the dialogue, by supporting some of the most moving and powerful sessions of the Congress.

Benefits include:
• Patient Group Pavilion (about 30m²)
• 1 full delegate badge for your organisation
• 2 full delegate badges for Patient Group representatives**
• Recognition of the sponsor:
  · In the Pavilion and on the schedule
  · In the Congress programme
• Opportunity to add promotional material in the Pavilion (video, poster, etc.)*

* The sponsor is responsible for design, printing, delivery and associated costs which are not included
**Selected in accordance with UICC

“It was an honour and pleasure to be part of the very unique setting of the Patient Group Pavilion at the World Cancer Congress in Paris. As always, it works marvellously when we share our efforts with our peers and there is also so much to learn from it all. I am looking forward to more opportunities like this.”

Viji Venkatesh, Region Head India & South Asia, the Max Foundation, India
Foster connections

Meet’in Café
US$ 25,000

Limited to four sponsors only

The Meet’in Café offers a relaxed, informal space for lively debates with Congress participants and speakers during breaks in the main Congress programme. Topics for the 2018 Café sessions will be aligned with UICC’s global advocacy agenda and focus on investing in and improving access to diagnosis, treatment and care for all.

Benefits include:
- Recognition of the sponsor:
  - On the stage backdrop
  - On the Congress website
- Possibility to display a poster and promotional material* in the Meet’in Café
- Coffee/tea provided on site

*The sponsor is responsible for design, printing, delivery and associated costs which are not included

Icebreaker – Guided networking breakfast for UICC members and partners
US$ 25,000

The UICC members and partners thoroughly enjoyed the first ‘Break-Ice-Fast’ at the 2016 Congress, held on the first Congress day to maximise delegate interactions in the days ahead. Guided by a professional moderator, around 250 participants learnt how to make quick and easy connections with each other during this highly dynamic networking event. Ready for a second round?

Benefits include:
- Recognition of the sponsor:
  - In the Congress programme
  - On the Congress website
  - In the RSVP invitation and its reminder sent by UICC to registered UICC members and partners
  - By the professional moderator
- Standard breakfast included for participants
- List of participants’ names and organisations provided after the event

High-profile networking events during the Congress
Price upon request

The Congress offers the ideal setting for becoming a key convener of high profile events and receptions. Please contact the Congress team who will be pleased to advise you on the most suitable option that aligns with your organisation’s objectives, and to arrange the related logistics and catering.

Details available upon request
Foster connections

Press Club
US$ 20,000
Limited to one sponsor only

With over 100 media professionals covering the Congress, the Press Club is the place where this influential group can get together. The room will be set-up as a working press centre including work stations as well as a lounge area where they will be able to relax and exchange with fellow journalists.

Benefits include:
• Work stations with computers/printers
• Provision of a coffee and tea station
• Recognition of the sponsor:
  · In the room
  · On the Congress map
• Opportunity to display promotional material in the room*

Daily morning jog
US$ 15,000
Limited to one sponsor only

Become the ‘sporty’ sponsor of the Congress, sending a group of delegates out for a daily morning jog in the Kuala Lumpur Convention and Exhibition Centre Park – A perfect way for delegates to kick-start their day!

Benefits include:
• Recognition of the sponsor:
  · In the Congress programme
  · One push notification per day in the Congress App (three push notifications in total)
  · One promotional tweet per day on the UICC account (three tweets in total)
• Promotional poster onsite (three-day display)
• Opportunity to supply branded sports merchandise (t-shirts, caps, etc.)*

*The sponsor is responsible for design, printing/production, delivery and associated costs which are not included
Boost your exposure

**Delegate bags**
US$ 35,000

*Limited to one sponsor only*

As a sponsor of the Congress delegate bags, your organisation’s name and logo will be noticeable not only at the time of the Congress but also long after the event, as these reusable and handy bags make their way to over 139 countries. Any remaining bags post-event will be handed out to local communities.

Benefits include:
- Branded delegate bags (including manufacturing, branding and delivery)
- Recognition of the sponsor:
  - On the Congress website

**Your insert in the delegate bags***
*Limited to five inserts only*

One-pager (double-sided): US$ 8,000
Two-pager: US$ 10,000
Four to twelve pages: US$ 15,000
Above twelve pages (maximum 32): US$ 18,000
Above 32 pages: Price upon request

*The sponsor is responsible for design, printing, delivery and associated costs which are not included

**Branded items in delegate bags**

Price upon request

*Limited to one sponsor only*

Provide essential and useful stationery items such as branded notepads and pens to the 3,500+ delegates.

Benefits include:
- Branded notepads and pens or any other items of your choice to be inserted in delegate bags. Includes manufacturing, branding and delivery.

**Official Congress pocket programme**

US$ 25,000

*Limited to one sponsor only*

Seize the opportunity to supply this indispensable pocket programme for all participants. Inserted into every delegate bag, the brochure contains a daily overview of the Congress programme, along with a map of the conference centre.

Benefits include:
- Recognition of the sponsor:
  - On the Congress website
  - Advert on the Congress pocket programme back cover
Boost your exposure

**Photo booth**
US$ 15,000

*Limited to one sponsor only*

The Photo booth always generates a lot of traffic and enthusiasm from Congress participants. For a sponsor, it means a creative and easy way to have your organisation’s brand associated with the great time delegates had at the conference as they share their good memories and photos instantly via social media.

**Benefits include:**
- Photo booth and its technician from 1 - 4 October
- Your logo included on the Photo Booth’s backdrop
- Recognition of the sponsor:
  - On the Global Village Map

**Charging station**
US$ 15,000*

*Limited to one sponsor only*

Delegates will see your branding every time they recharge their phones or tablets at the charging station located in the Global Village.

**Benefits include:**
- Branding on the charging station located in the Global Village
- Recognition of the sponsor:
  - On the Global Village Map
  - On the Congress website

*Bronze sponsors minimum
The Global Village

More than just an exhibition area, the Global Village and its stands are the heart of the Congress. This animated and buzzing area will lead you to make meaningful connections and easily spread the word about your initiatives and achievements amongst the Congress delegates.

Stand types

Depending on the needs of the organisation, three formats are available with a minimum size of nine square metres (m²) per stand. Each space comes with a number of complimentary full delegate badges, depending on the selected stand size.

Space only (min. 9m²)
- Includes the space only (with standard carpet)

Shell scheme (min. 9m²)
- Separation walls
- Fascia inscription with company name
- Spotlights
- Carpet
- Power outlet sufficient for one device in addition to the spotlights

Fully equipped (min. 9m²)
Shell stand equipment (see above), with the addition of:
- 2 chairs
- 1 table
- 1 display counter with lockable storage
- 1 literature display (shelves)

Additional items for the stand can be purchased online at a later stage.
**The Global Village**

**Cost chart**
Displayed prices are in US dollars (US$) and per square meter (m²).

The minimum size that may be purchased is 9m².

<table>
<thead>
<tr>
<th></th>
<th>Space only per m²</th>
<th>Shell scheme per m²</th>
<th>Fully equipped per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate organisations</td>
<td>US$ 780</td>
<td>US$ 875</td>
<td>US$ 1,000</td>
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<tr>
<td>NGOs/ Publishers</td>
<td>US$ 450</td>
<td>US$ 575</td>
<td>US$ 700</td>
</tr>
</tbody>
</table>

**Full delegate badges included with your booth**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Stand of 9m²</td>
<td>2 full delegate badges</td>
</tr>
<tr>
<td>Stand of 18m² and greater</td>
<td>3 full delegate badges</td>
</tr>
</tbody>
</table>

**10% discount for full UICC members**

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“The aim for CRUK at the 2016 Congress was to raise our profile with the international cancer community and find partners in the global fight against cancer. The stand met both these objectives, and the staff who worked on the booth left the Congress inspired by the people they met.”

Nick Grant, Executive Director of International Partnerships, Cancer Research UK (CRUK), United Kingdom
Think bigger - Expand your influence

In becoming a 2018 World Cancer Congress sponsor your organisation may wish to invest in additional initiatives based on your specific goals and areas of interest. An increased commitment will scale up your sponsorship level. 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.

**World Cancer Day campaign sponsor**
US$ 100,000 - For 2019 to 2021
US$ 40,000 - For 2019 only

Join the only global cancer control awareness day which involves the whole cancer community, especially UICC members.

Benefits include:
- Partnership engagement and recognition during the World Cancer Day campaign
- Recognition of the sponsor:
  - On the World Cancer Day website
  - In the World Cancer Day newsletter
  - In the World Cancer Day report

The World Cancer Day 2017 report is now available on [www.uicc.org](http://www.uicc.org) and [www.worldcancerday.org](http://www.worldcancerday.org)

**Endorse new UICC members**
US$ 25,000

Help others benefit from your positive experience as a UICC member, and sponsor cancer organisations in getting their membership.

Benefits include:
- Recognition of the sponsor:
  - On the Congress website
  - On the UICC stand in the Global Village
- Mention of the sponsor in the UICC Annual Report
- Article in the 2018 WCC monthly newsletter sent to more than 9,000 cancer/health professionals worldwide

*The sponsor is responsible for design, printing, delivery and associated costs which are not included*

**2018 World Cancer Leaders’ Summit sponsor**
US$ 35,000 - Corporate
US$ 25,000 - NGO

A major annual high-level policy meeting dedicated exclusively to furthering global cancer control. This invitation only event brings together 250 key decision makers from around the world and encourages timely debate on emerging issues related to cancer.

Benefits include:
- Invitation to the 2018 Summit and official side events
- Recognition of the sponsor:
  - On all onsite signage
  - On all event promotional materials
  - On the uicc.org Summit webpage
  - On the Summit agenda sent to participants including global leaders from the health and cancer community
- Promotion on social media
- Opportunity to add a one page document in the WCLS attendees’ packs distributed at the event
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 8 which sponsorship level you have reached and the associated package benefits you are eligible to receive.

<table>
<thead>
<tr>
<th>Share your expertise - Build capacities</th>
<th>Workshops</th>
<th>Yes</th>
<th>Price (US$)</th>
<th>Foster connections (continued)</th>
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<th>Price (US$)</th>
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<td>75 min (Corporate)</td>
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<td>75 min (NGO)</td>
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<td>High-profile networking events during the Congress</td>
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<td>Icebreaker - Guided networking breakfast for UICC members and partners</td>
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<td>Live-webcast of your session</td>
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<td>Half-day</td>
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<td>Full-day</td>
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<td>Mobile App (exclusivity)</td>
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<td>Mobile App (multiple sponsors)</td>
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<td>The Patient Group Pavilion</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>(exclusivity)</td>
<td></td>
<td>25,000</td>
</tr>
</tbody>
</table>

Boost your exposure

| Delegate bags                          | 35,000 |
| Your insert in the delegate bags       | See page 21 |
| Branded items in delegate bags         | Price upon request |
| Official Congress pocket programme     | 25,000 |
| Photo booth                            | 15,000 |
| Charging station                       | 15,000 |
Your shopping list

The Global Village
Please refer to page 24 for pricing.

<table>
<thead>
<tr>
<th>Exhibition space</th>
<th>Price (US$)</th>
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</thead>
<tbody>
<tr>
<td>Organisation</td>
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<tr>
<td>NGO</td>
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<td>Corporate</td>
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<table>
<thead>
<tr>
<th>Booth type</th>
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<tr>
<td>Space only</td>
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<tr>
<td>Shell scheme</td>
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<tr>
<td>Fully equipped</td>
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<table>
<thead>
<tr>
<th>Space</th>
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<tbody>
<tr>
<td>9m²</td>
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<tr>
<td>18m²</td>
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<tr>
<td>27m²</td>
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<tr>
<td>36m²</td>
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<table>
<thead>
<tr>
<th>Think bigger - Expand your influence</th>
<th>Price (US$)</th>
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<tbody>
<tr>
<td>World Cancer Day</td>
<td>100,000</td>
</tr>
<tr>
<td>Campaign sponsor 2019 to 2021</td>
<td>100,000</td>
</tr>
<tr>
<td>Campaign sponsor 2019 only</td>
<td>40,000</td>
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<tr>
<td>UICC membership</td>
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</tr>
<tr>
<td>Endorse new UICC members</td>
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<tr>
<td>World Cancer Leaders’ Summit</td>
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<tr>
<td>Sponsor - Corporate</td>
<td>35,000</td>
</tr>
<tr>
<td>Sponsor - NGO</td>
<td>25,000</td>
</tr>
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</table>

Sub total*

UICC Vanguard partners 15% discount **

Total

Platinum: US$ 200,000 +

Gold: US$ 125,000 +

Silver: US$ 75,000 +

Bronze: US$ 25,000 +

*Your sub total indicates your level of sponsorship – please refer to page 8 for your associated additional benefits

**Only applicable until 14 April 2018

Swiss VAT
A Swiss tax (7.7%) shall be added on exhibition and sponsorship contracts for counter parties based in Switzerland. For all counter parties based outside Switzerland, the Swiss VAT rate will be 0%
Contact us

We look forward to forging a valuable partnership with you throughout the year, and to further developing your organisation’s role and profile at the 2018 World Cancer Congress and beyond.

The sooner you get on board the more engagement opportunities you will have.

Please contact us at WCCsponsorship@uicc.org

See you in Kuala Lumpur