



World Cancer Congress
Muscat, Oman
20–22 October 2020

The way
forward
المضي قدما



Sponsor and
exhibitor opportunities



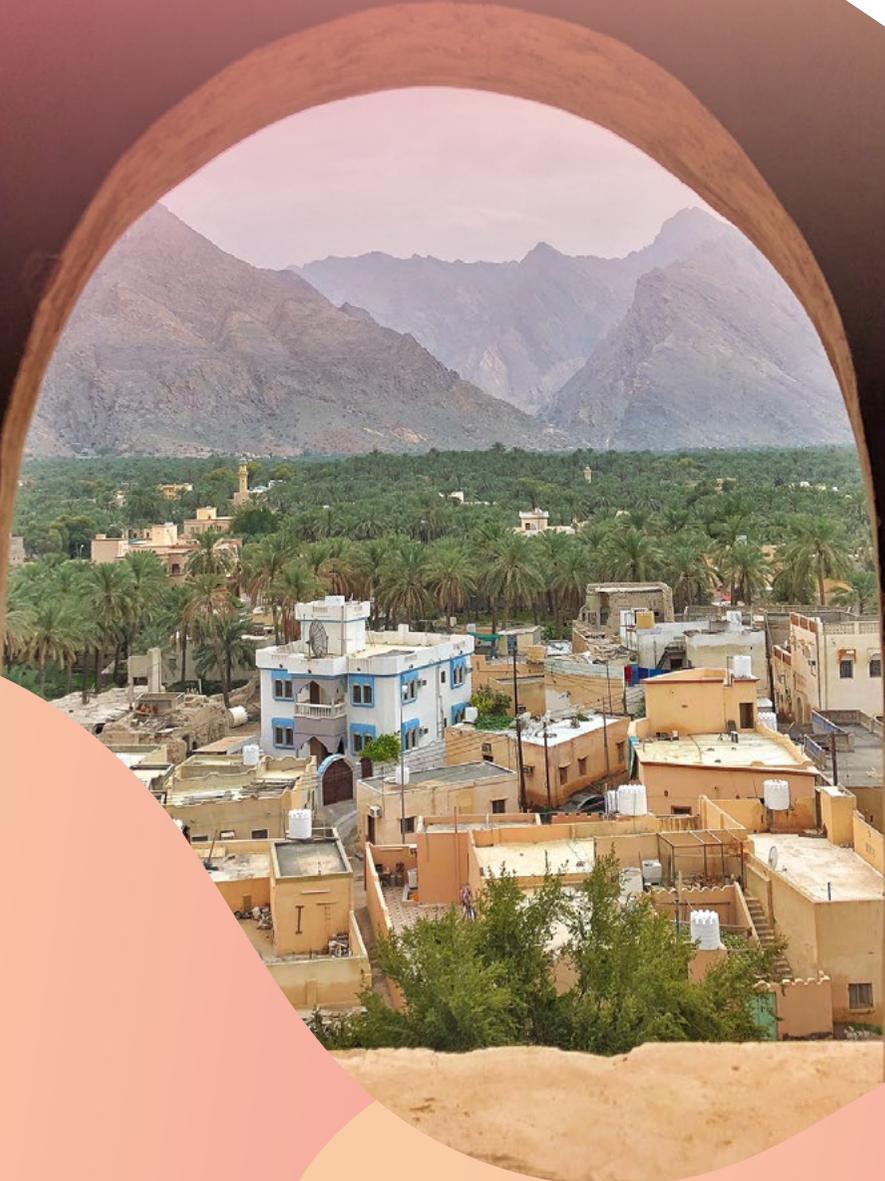
@UICC – #2020WCC – #CancerCongress
worldcancercongress.org

Hosted by





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Welcome note

We are pleased to welcome you to the 'Sponsor and exhibitor opportunities' brochure. The teams at the Union for International Cancer Control (UICC) and the 2020 World Cancer Congress (WCC) hosts, the Oman Cancer Association and the National Oncology Center, Royal Hospital Ministry of Health, are working diligently to put in place an enlightening conference to be held in Muscat, Oman from 20 - 22 October 2020. Our aim is to offer you a rewarding experience conducive to sharing, learning, networking, and even mentoring, so that you leave the conference inspired and with more than you came with.

On behalf of UICC and 2020 hosts, we invite you to take part and use this opportunity to be involved in a conference that features a wide choice of multidisciplinary sessions and educational initiatives. The programme has been designed to encourage the exchange of evidence-based methods and best practices, so that knowledge can be translated into action to advance cancer control at a global, regional and national level.

Over three days in Oman, the global cancer community will be exposed to a comprehensive programme that covers the full continuum of cancer control. The Congress programme will cover prevention and early detection to treatment, palliative care and survivorship. Patient and family experiences will also be highly profiled across many dedicated sessions, as will be sustainable health systems. In addition, there will be a dedicated theme on promising cancer research and progress, which will highlight recent scientific and clinical advances, and the latest research to overcome inequalities in cancer care.

A capacity building offer will be integrated in the programme, with the aim of empowering not only civil societies and their leadership, but also primary healthcare workers. Key areas such as advocacy, education and training and noncommunicable diseases will also strongly feature across all themes and be presented in a very pragmatic way. Science and clinical oncology will be strongly represented in the programme through the integration of two dedicated themes.

The theme 'The way forward' is aligned with our objective for the 2020 Congress which is to give to all of our participants the best platform to pick-up effective tools and novel ideas to take back to their organisation and therefore become the vector of an effective change when implementing them.

Your support is essential to help us reach this objective and deliver a memorable and fruitful conference. Join us in the 2020 Congress journey and help us shape 'The way forward' in this unique conference.

Welcome on board.

62%

sponsorship renewal from 2016 to 2018



84%

of delegates from 2018 would come back in 2020

95%

of delegates would recommend the Congress to a colleague



HRH Princess Dina Mired of Jordan
President

Union for International Cancer Control (UICC)



Dr Cary Adams
Chief Executive Officer

Union for International Cancer Control (UICC)



Dr Wahid Ali Said Al Kharusi
President & Chairperson

Oman Cancer Association (OCA)
2020 World Cancer Congress
Host Committee Chair



Dr Bassim Al Bahrani
Director

National Oncology Center,
Royal Hospital Oman
2020 World Cancer Congress
Host Committee Chair

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

Become a Congress sponsor

International health conferences are rich with sponsorship opportunities and their usual associated benefits: they can strengthen your organisation's reputation within the health community, create interesting opportunities for new partnerships, and provide renewed inspiration for business and your teams.

The World Cancer Congress offers all of this, but there is something that sets it apart from other events: its community spirit. This means that as a Congress sponsor, you can play a significant and active role before, during and after the conference. Ultimately, it means that you and your organisation will highly contribute to and influence the further development of a stronger 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:

- **Expand your visibility:** the event's popularity and high attendance mainly results from word-of-mouth and recommendations of the global cancer and health community.
- **Reach out** to a broad audience: engage with experts who represent the full spectrum of cancer control.
- **Take advantage** of the opportunity to learn about cancer in the host country and the region.

- **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.
- **Share** your work and inspire other organisations around the world while strengthening your network.



New programme content



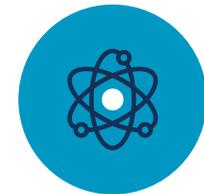
Cinema

A space for sharing films, animations and campaign clips



Spotlight Stage

Inspiration and dynamic talks on a side stage in the Global Village.



Two dedicated science themes

- Promising cancer research & progress
- International Clinical Oncology Update

2018 Congress highlights

A cancer community success



- Top 3 factors in deciding to attend**
- 1 Hear from experts
 - 2 Exchange best practices
 - 3 Network with peers



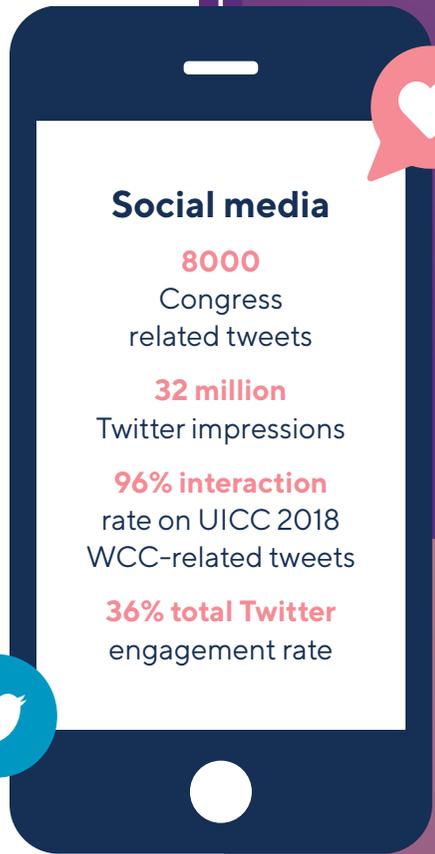
120 sessions presented by **330 speakers**



2,560 registered participants from **120 countries**



31 sponsors and **57** exhibitors in the **Global village**



Social media

- 8000** Congress related tweets
- 32 million** Twitter impressions
- 96% interaction** rate on UICC 2018 WCC-related tweets
- 36% total Twitter** engagement rate





Your week in Muscat

<p>18</p> <p>Sunday October 2020</p> <p>World Cancer Leaders' Summit Dinner <i>Invitation only</i></p>	<p>19</p> <p>Monday October 2020</p> <p>World Cancer Leaders' Summit <i>Invitation only</i></p> <p>UICC Master Course</p>	<p>20</p> <p>Tuesday October 2020</p> <p>Opening ceremony</p> <p>World Cancer Congress – Day 1</p> <p>UICC General Assembly <i>UICC members only</i></p>	<p>21</p> <p>Wednesday October 2020</p> <p>Break-Ice-Fast UICC Members and partners networking breakfast</p> <p>World Cancer Congress – Day 2</p> <p>Cultural and social evening organised by the local hosts</p>	<p>22</p> <p>Thursday October 2020</p> <p>World Cancer Congress – Day 3</p> <p>Closing ceremony and UICC Awards</p>
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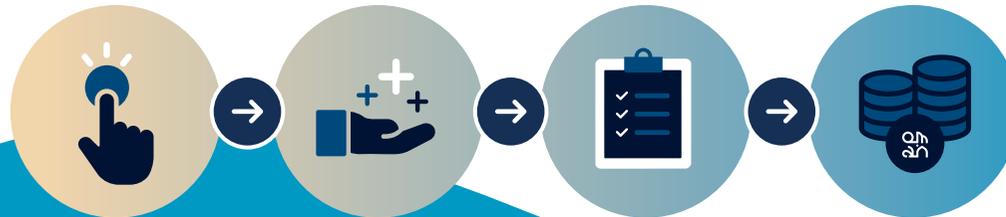
October 2020

How to choose your sponsorship level

Through a bespoke approach, we strive to put together a fit-for-purpose programme for each sponsor that fulfills their needs and expectations.

We encourage you to look carefully at the level of recognition and the associated benefits below to select your organisation level of engagement at the Congress.

Based on your financial investment, you will receive a number of credits which will be spent the way you choose. These credits can be used on a variety of sponsorship items, which will be chosen depending on your organisation's needs and tailored to your level of engagement at the event.



Select your level of engagement

Check the associated package benefits

Choose your preferred items from our list of sponsorship opportunities

Missing credits to finalise your package?
Additional credits can be bought separately to finalise your package.
[See page 9](#)

Sponsorship categories

- 1 Join the UICC Community
- 2 Share your expertise – Become an actor in the programme
- 3 Support the programme
- 4 Visibility opportunities
- 5 The Global Village – The heart of the Congress
- 6 Registration – Group Booking
- 7 Think bigger – Expand your influence

Recognition

	PLATINUM \$150,000	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000	SUPPORTER \$15,000
 Credits included	85	55	25	12	0 (visibility only)
A private meeting room 1x full day during the WCC*	✓				
Mention in the UICC Annual Report	✓				
Mention in the Congress Report	✓				
Verbal acknowledgement at the Opening and the Closing Ceremony	✓				
Promote your session, activity or event in one of the eBlasts sent to all registered delegates	✓	✓			
Your 300-word article published in one of the bi-monthly Congress e-newsletters*	✓	✓			
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 on the Sponsors' wall onsite at the 2020 WCC	✓	✓	✓	✓	
Your logo in the Congress Digital programme	✓	✓	✓	✓	✓
Your logo and 200-word organisation profile on the Congress website and Congress mobile app	✓	✓	✓	✓	✓
Number of delegates badges**	6	4	3	2	2
Additional credits for UICC Vanguard partners only	+5 credits	+4 credits	+3 credits	+2 credits	+1 credit



Raise your level + \$15,000

(Only available on top of a package)

By adding US\$ 15,000 to your sponsorship package, you will benefit from:

- Your logo on top of your sponsorship level category (usually showcased in alphabetical order)
- 7 extra badges
- One 9m² booth
- An exclusive invitation to attend the UICC Break-Ice-Fast networking event

* First come, first served

** UICC members benefit from one extra badge for any Global Village booth subscription

All prices in US dollars



Your shopping list

	PLATINUM \$150,000	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000
 Total number of credits	85	55	25	12
Additional credits for UICC Vanguard partners	+5	+4	+3	+2



Buy additional credits

Maximise your presence by adding more credits to your package.

This offer is only available for sponsors already on board.

	Credits
US\$ 10,000	4
US\$ 15,000	7
US\$ 20,000	9
US\$ 25,000	12



Raise your level

Become Platinum+, Gold+, Silver+ or Bronze+

US\$ 15,000

All prices in US dollars

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 VAT rate will be 0%.

Oman VAT: As of 1 July 2019, the Oman tax is 0% on each exhibition and sponsorship contracts. This might be subject to change upon decision of the Omani Government. The Government might establish a new VAT between 5 to 10% which might be retroactive and independent from UICC.

Your Shopping List

Use this shopping list to choose how you would like to spend your credits.

 Number of credits

 NGO

 Corporate

1

Become part of the UICC Community

Become a new UICC member

Special new UICC members' package (non-corporates and new members only)	12	-
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2

Share your expertise – Become part of the programme

Satellite session

Lunch session: 60 min	20	25
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Afternoon session: 60 min	12	20
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Support Congress keynote sessions

Contribute to support the participation of high profile keynote speakers	9	15
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Add-ons

Session reminder	1	2
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e-Invitation	2	3
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Scan reader	1	1
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Record your session	3	4
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Push notifications in the Congress app	2	3
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Theme Room

Support one of the Congress themes	23	25
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Spotlight stage

Support the Spotlight stage	23	25
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7min slot for a speaker of your choice (limited to 5 slots per day only)	2	4
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Cinema

Present your work at a session	7	9
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Support the Cinema programme	20	22
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Your Shopping List

Use this shopping list to choose how you would like to spend your credits.



Number of credits

NGO

Corporate

	NGO	Corporate
Workshops		
Workshop: Half-day	10	12
Workshop: Full-day	16	18
Abstracts		
The Abstract Room (exclusivity)	23	25
The Abstracts Room (multiple sponsors)	10	11
Funding of travel grants	3 per grantee or 25 for 10 grantees	3 per grantee or 25 for 10 grantees
Master Courses		
Build your own Master Course	15	16
Support a Master Course	24	25
Crash Courses		
Build your own Crash Course	12	20
CEO programme		
CEO programme (NGO – UICC members only)	75	-
Funding of 10 travel grants for CEOs (NGO or Corporate)	25	25
3 Support the programme		
Meet'in Café (multiple sponsors)	7	9
Break-Ice-Fast: guided networking breakfast for UICC members and partners	15	17
The Patient Group Pavilion (exclusivity)	23	25
The Patient Group Pavilion (multiple sponsors)	11	12
Funding of Patient Group travel grants	3 per grantee or 25 for 10 grantees	3 per grantee or 25 for 10 grantees

Your Shopping List

Use this shopping list to choose how you would like to spend your credits.



Number of credits



NGO



Corporate

4

Visibility opportunities

Foster connections

Mobile app (exclusivity)	23	25
Mobile app (multiple sponsors)	11	12
The Congress Wi-Fi network	6	8
UICC Members' Convening Room	7	9
UICC Award ceremony (multiple sponsors)	12	-
Pre UICC General Assembly reception	12	-
Other high-profile networking events during the Congress <i>Price upon request</i>	-	-

Boost your exposure

Delegate bags (exclusivity)	25	28
Delegate bags (multiple sponsors)	11	11
Your insert in the delegate bags (prices page 31)	-	-
Branded gifts in delegate bags <i>Price upon request</i>	-	-
Photo booth	5	7
Charging station	5	7
Coffee station <i>Price upon request</i>	-	-

Your Shopping List

Use this shopping list to choose how you would like to spend your credits.



Number of credits



NGO/Publisher



Corporate

5

Global Village – The heart of the Congress

Please refer to pages 34 – 35 for pricing for non-sponsors.

Cost Chart – Cost per 9m² in credit

The minimum size that may be purchased is 9m².

Space only	2	3
Shell stand	3	4
Fully equipped	4	5
Digital Corner		
The minimum size that may be purchased is 9m ² .		
Space only	4	6
Shell stand	5	7
Fully equipped	6	8

6

Registration – Group Booking

3 badges	1	2
6 badges	2	3
10 badges	3	4
14 badges	4	5
20 badges	5	6

Price in US dollars*



NGO



Corporate

7

Think bigger – Increase your influence

World Cancer Day – Become a Visionary Partner until 2021	US\$ 100,000	US\$ 100,000
World Cancer Day – Become a Champion Partner in 2020	US\$ 40,000	US\$ 40,000
Endorse new UICC Members	US\$ 25,000	US\$ 25,000
World Cancer Leaders' Summit sponsor – 2020 WCLS	US\$ 35,000	US\$ 50,000

* No additional credits included but offers the opportunity to reach a higher sponsorship level

1

Join the UICC Community

Exclusive benefits for UICC members



	Full	Associate
UICC Community		
Voting rights to elect UICC's Board of Directors	✓	
Preferential consideration for travel grants	✓	
Use of UICC member logo for your own event	✓	✓
Showcase your work and connect at the global level	✓	✓
Convening		
Invitation to the World Cancer Leaders' Summit including side events and official dinner	✓	
Exclusive World Cancer Day campaign guidance	✓	
Special invitations and discounts to key events from strategic partners	✓	✓
Capacity Building		
CEO programme global and regional events, activities and grants	✓	
Guidance on individual capacity building opportunities (grants, fellowships, training)	✓	
Apply to champion a national advocacy campaign and receive tailored support, training and mentorship	✓	✓
Advocacy		
Chance to join the UICC delegation for key global health meetings e.g. World Health Assembly	✓	✓
Access the latest tools and guidance to support your national advocacy work (ICCP and TNM)	✓	✓
Receive insights on evolving advocacy opportunities as part of the UICC Advocacy Network	✓	✓

Exclusive benefits for members attending the WCC

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 a set of exclusive deals:

- Discounted registration fees – up to 50% off (versus the standard registration rate)
- Buy a booth in the Global Village and benefit from 1 extra badge
- Priority consideration for travel grants* and Master Courses
- Invitation to the Break-Ice-Fast (Members & Partners Networking Breakfast) to be held on the second Congress day
- Access to the UICC Members' Convening Room – A dedicated meeting space for member organisations
- Recognition of UICC membership on delegate badges and on Congress signage
- Invitation to the UICC General Assembly (voting allowed for full members only) and to the pre reception
- Invitation to participate in the dedicated CEO programme**
- Invitation to the 2020 World Cancer Leaders' Summit**
- Opportunity to become a sponsor of the 2020 World Cancer Leaders' Summit
- Invitation to the gala dinner
- Participation in the UICC Regional Meetings, an interactive platform tailored to members' needs

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

** UICC full members only

NEW

Special new UICC members' package

12 credits

This specific package is exclusive for organisations willing to join UICC community as a new member, enjoy the full World Cancer Congress experience and understand why it is so different than the other medical conferences.

Benefits included:

- 2 years full UICC membership (until the end of 2021)
- Enjoy all the UICC members benefits mentioned on page 14
- A fully equipped 9m² booth in the Global Village (GV)
- 1 push notification in the mobile app to promote your GV activity
- Your activity placed on the GV activity board and GV webpage on the Congress website
- 10 badges



2

Share your expertise

Sponsored sessions

	Tuesday 20 October 2020	Wednesday 21 October 2020	Thursday 22 October 2020	 Credits NGO	 Credits Corporate
Lunch sessions 60 min Build your own session and present it in a prominent spot with only a very limited number of competing events. Food is included	12:40 – 13:40	12:10 – 13:10	12:10 – 13:10	20	25
Afternoon sessions 60 min Build your own session with the possibility to include food during your session (+3 credits)	15:30 – 16:30 17:00 – 18:00	15:00 – 16:00 16:30 – 17:30	15:00 – 16:00	12 (15 with catering)	20 (23 with catering)
Room capacity	The set-up will be modifiable based on your needs. Session capacity will be between 100-120 participants depending on the set-up				

Benefits include:

- Provision of a room with digital signage at the front
- Supply of standard technical equipment in the room
- Your session featured on the Congress website under a specific sponsored section
- Your session featured in the Congress digital programme and the mobile app
- 2 badges (for speakers and/or organisers)
- Promotional poster display onsite (one day only)*
- Opportunity to display any promotional material in or outside the room*
- List of session participants provided after the event
- Opportunity to promote your session with a reminder, push notification or e-invitation (at extra costs)

- Recognition of the sponsor:
 - In the room with “your logo” on the holding slide welcoming participants before the session
 - On the Congress website
 - In the Congress digital programme and the mobile app

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 any of the session formats. Prices available upon request.

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

(timing subject to changes)

Support keynote sessions

Contribute to our efforts to attract the greatest experts and most inspiring speakers for the key sessions of the Congress: Expert sessions, Big Debates, Plenaries...

Contribute to support the participation of high profile keynote speakers

 15 credits (Corporate) - 12 credits (NGO)

Benefits include:

- Recognition of the sponsor:
 - Your logo displayed as a keynote supporter before all 12 key sessions
 - On the Congress website
 - In the Congress digital programme and the mobile app
- 2 badges (for speakers and/or organisers)

Add-ons

Captivate your audience, sharing key findings and live updates.

Session reminder

 2 credits (Corporate) - 1 credit (NGO)

Limited to four sponsors only

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

e-Invitation to attend your session

 3 credits (Corporate) - 2 credits (NGO)

Limited to four sponsors only

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

Push notification in the Congress app*

 3 credits (Corporate) - 2 credits (NGO)

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

Benefits include:

- Your chosen message (up-to 140 characters) seen as a pop-up notification by more than 3,000 delegates
- The notification can be used as a session reminder or to promote a booth activity in the Global Village or to announce any other event you are organising.

Record your session

 4 credits (Corporate) - 3 credits (NGO)

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

Scan reader

 1 credit (Corporate) - 1 credit (NGO)

Benefits include:

- 2 scan readers to scan the contact details of all the participants attending your booth / social event / activity
- At the end of each Congress day, receive a report compiling all details, profiles, point of interest and domain of expertise of the participants whom attended your activities.

* Limited availability - four slots per day

Theme room



Have your name associated with one of the nine Congress themes and show engagement on a specific topic to the international community.

Support one of the 7 themes of the Congress

25 credits (Corporate) - 23 credits (NGO)

The WCC structure has been modified to improve the visibility of the Congress programme and reduce the number of competing sessions. In 2018, the programme had up to 14 sessions running in parallel with many other sessions from the same track competing with each other. To avoid clashes and increase the accuracy between the themes and the topics, we have widened the themes to nine (two of them are not open for sponsorship). Each room will host the sessions from a single theme during the entire length of the Congress.

Support a programme theme

- High impact prevention & risk factor reduction (sponsorship by NGO only)
- Optimising screening & early diagnosis (sponsorship by NGO only)
- Promising cancer research & progress (sponsorship by NGO only)
- Ensuring sustainable healthcare systems (sponsorship by NGO only)
- Improving patient outcomes – Cancer care & palliative care (sponsorship by NGO only)
- Successful partnerships & fundraising (sponsoring open for private sector)
- Tackling priorities in different regions of the world (sponsorship by NGO only)

Benefits include:

- Very large exposure during three consecutive Congress days
- Recognition of the sponsor:
 - In all communications sent regarding the call for sessions (eblast sent to over 10,000 people).
 - In the theme room with 'your logo' in the holding slide welcoming participants in the room before all sessions
 - On the digital signage in front of the room*
 - On the Congress website
 - On the Congress map
 - In the Congress digital programme and the mobile app
- Possibility to suggest chairs/speakers to the programme committee for sessions taking place in the theme room supported
- 2 badges

** Except when a sponsored session is taking place in the room (1 slot per day maximum)*



Spotlight stage

Support the Spotlight stage

 25 credits (Corporate) - 23 credits (NGO)

The speakers will host a 7-minute talk designed to inspire and inform the audience. Located in the heart of the Global Village, the talks will complement the official programme with a single speech format. The stage will be a prominent platform to share inspiring stories, innovative solutions, personal journeys, research findings, public announcements, award ceremonies and more in front of an audience of approximately 60 people.

The structure will be a semi-open space with soundproof walls on the side. The external walls will be the support for alternative activities and showcase UICC member organisations.

Benefits include:

- Very large exposure in the Global Village during the 3 consecutive Congress days
- 2 speaking slots to invite one or two speakers of your choice to present on the 'Spotlight stage'
- Recognition of the sponsor:
 - Logo on the external wall of the stage located in the Global Village
 - In the onsite 'Spotlight stage' programme
 - On the Congress map
 - On the Congress website
 - In the Congress digital programme and the mobile app
- 2 badges (for speakers or organisers)

Book a slot and take the stage to share with the audience how your work / project has made an impact, or share an inspiring and compelling story at the Global Village

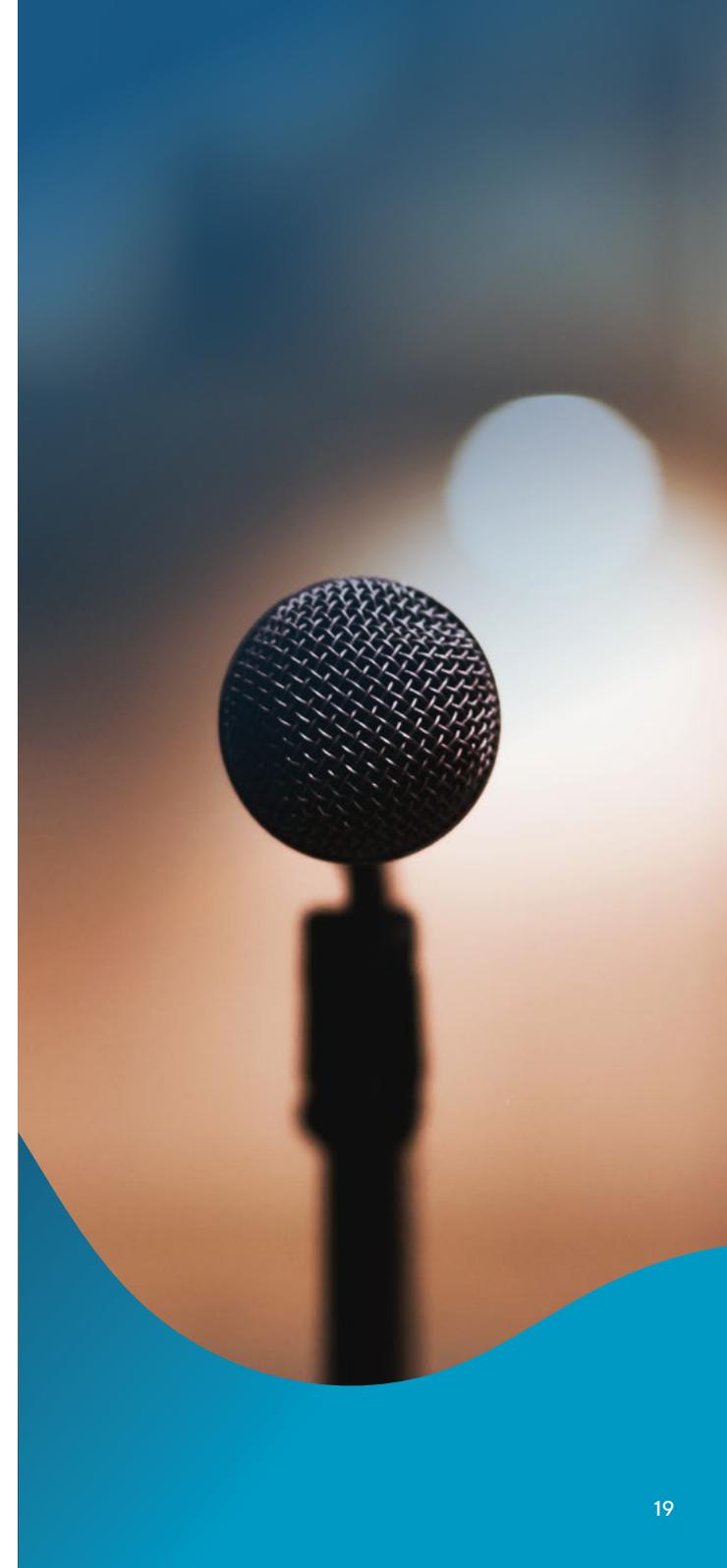
 3 credits (Corporate) - 2 credits (NGO)

Limited to 5 slots per day only

7 minutes of fame for a speaker of your choice who will present in front of the 'Spotlight stage' audience in the Global Village.

Benefits include:

- Recognition of the sponsor:
 - Your organisation mentioned in the onsite Spotlight programme
 - On the Congress website
 - In the Congress digital programme and the mobile app
- 1 badge for speaker





Present your organisation's work in the Cinema

9 credits (Corporate) - 7 credits (NGO)

Limited to one slot per day only

Tuesday 20 October 2020	Wednesday 21 October 2020	Thursday 22 October 2020
15:30 - 16:30	15:00 - 16:00	15:00 - 16:00



The Cinema is a new platform dedicated to showcase multi-media content and 'best practice' sharing opportunities in a dynamic and interactive way. Use the large screen to present your best digital campaign, documentary or film in a 'Cinema Premiere' style. Ideally, each session should start with a presentation of a digital content followed by an interactive discussion with the person(s) involved in the campaign, movie, documentary presented.

Videos shown in the Cinema are for non-commercial purposes.

Benefits include:

- A large plenary room (capacity of 1000+ people), standard AV and a large screen
- Recognition of the sponsor:
 - In the Cinema with 'your logo' on the holding slide welcoming participants in the room before all sessions
 - On the digital signage in front of the room*
 - On the Congress website
 - In the Congress digital programme and the mobile app
- Opportunity to display any promotional material in the room or outside the entrance of the room*
- Your recorded session (audio and video) will be hosted on the Congress website for one year after the conference and a hard copy of the recording will be given to you for your own use
- List of session participants provided after the event
- 2 badges (for speakers and/or organisers)

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

Document to be approved by UICC before printing

Support the Cinema programme during the three Congress days

22 credits (Corporate) - 20 credits (NGO)

Limited to two sponsors only

Benefits include:

- Similar benefits as above including one of the three sessions opened for sponsoring (handled on a first come, first served basis)
- Possibility to include a chair/moderator in the session of your choice

Workshops

Workshop - half-day

12 credits (Corporate) - 10 credits (NGO)

Workshop - full-day

18 credits (Corporate) - 16 credits (NGO)

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 19 or Friday 23 October, in conjunction with the World Cancer Congress.

Only 3 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 with standard AV equipment
- 2 badges (for speakers and/or organisers)
- Opportunity to display promotional material in the room or outside the entrance of the room**
- Catering for participants and faculty***
- Recognition of the sponsor and the workshop:
 - In the workshop room with 'your logo' on the holding slide welcoming participants before all sessions
 - On the digital signage in front of the room*
 - On the Congress website
 - In the Congress digital programme and the mobile app

* *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*
Document to be approved by UICC before printing

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



Abstracts

The Abstract Room

 25 credits (Corporate) - 23 credits (NGO)

EXCLUSIVITY

 11 credits (Corporate) - 10 credits (NGO)

Limited to three sponsors only

The Abstract room will exclusively host the dynamic and popular Rapid-Fire and the Abstract Oral sessions during the 3 congress days. These two formats will showcase the 120 best of the best abstracts submitted during the Call for Abstracts out of a total of 1200+ submissions.

This year, abstracts will be in the spotlight as we are working towards an increase in the quality of the submissions by developing stronger reviewing criteria. In addition, we are aiming to attract more oncologists and scientists which will raise the number and profile of the abstract submitters.

Abstract visibility will also be more prominent on the Congress website before, during and after the event.

Benefits include:

- Appoint the chair of a chosen Rapid-Fire session or Abstract Oral presentation
- Recognition of the sponsor:
 - In the Abstract room
 - On the Abstract e-Library platform
 - On the Abstract directional signage
 - In the Congress programme
 - On the Congress website and the mobile app
- Opportunity to add/display promotional material in the Abstract room*
- 2 badges for your chairs, colleague or business partners

** The sponsor is responsible for design, printing, delivery and associated costs which are not included
Document to be approved by UICC before printing*

Funding of travel grants

 3 credits per grantee

25 credits for 10 grantees (NGO or Corporate)

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

Benefits include:

- Recognition of the sponsor as a travel grant sponsor:
 - On the Congress website
 - Onsite on the Congress travel grant wall

** Selection made in accordance with UICC*

Master Courses

Build your own Master Course

16 credits (Corporate) - 15 credits (NGO)

Support a Master Course

25 credits (Corporate) - 24 credits (NGO)

UICC Master Courses offer a unique opportunity to acquire specialised knowledge and skills from international experts through online learning on a specific subject over a three-month period, culminating in a one-day workshop held on Monday 19 October, one day prior to the Congress. They are offered free of charge to those who register for the WCC.

In order to tailor our offer to the needs of our partners, two Master Course packages are now available:

- Build your own Master Course: identify the topic, develop your content, select your course leaders and manage the relationship with your participants
- Support a Master Course: UICC creates the content and identifies the course leaders in accordance with the sponsor. The sponsor has the opportunity to present one online master course with the course leader

In 2018



5 Master Courses



200+ participants



Amongst **top 5 favourite** programme activity for participants



Major impact on their knowledge, skills and professional networks

Benefits include:

- Become a UICC partner for 1 year (NGO only, level depending on option chosen - list of benefits available [HERE](#))
- 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
 - In the Congress programme
 - On the Congress website and on the mobile app
- Certificate of completion for Master Course participants with Master Course supporter(s) logo
- Participants' names and organisations provided before the event
- 2 badges for course leaders

* Selection made in accordance with UICC and course leaders

Crash courses

Build your own Crash course

 20 credits (Corporate) - 12 credits (NGO)

Develop a very condensed class designed to tackle a specific problem and allow up to 40 participants to leave the classroom with practical tool(s) which they could easily apply within their organisation or at a personal level.

2 to 4 slots per day

Tuesday 20 October 2020	Wednesday 21 October 2020	Thursday 22 October 2020
-	10:30 - 11:45	10:30 - 11:45
13:45 - 15:00	13:30 - 14:45	13:30 - 14:45

* Slots will be handled on a 'first come first served basis'

Example of topics:

- How to write a business plan
- How to use social media efficiently
- How to have an impactful fundraising strategy
- How to submit a successful abstract
- How to apply to UICC Technical Fellowships
- How to chair a committee meeting
- How to develop a multisectorial partnership
- How to choose indicators for evaluation
- How to increase your digital platforms performance
- How to increase your messaging: media training
- How to generate coalition building



CEO programme

CEO programme

25 credits (NGO - UICC members only)

The UICC CEO programme, a flagship capacity building initiative, was launched at the 2016 World Cancer Congress. Since then, 240+ 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 to also meet other CEOs and receive high-quality leadership training specific to their work.

Benefits include:

- Become a UICC Vanguard partner for 1 year (NGO only - list of benefits available [HERE](#))
- Management and enrolment of the attendees managed by UICC
- A function room for the sessions and standard AV
- Lunch during the workshop
- A CEO networking reception including catering
- Recognition of the sponsor and/or the CEO programme:
 - On UICC Capacity Building portfolio and activities throughout the year
 - In all communication materials promoting the CEO programme prior to the Congress
 - At the CEO networking reception
 - In the Congress programme
 - On the Congress website and in Congress app
 - In the room for all 3 dedicated sessions
 - On the UICC website, on the Leadership Development programme page

Funding of 10 travel grants for CEOs*

25 credits (Corporate or NGO)

Extend your support of the CEO programme by providing 10 travel grants to selected CEOs* willing to attend the Congress. Travel grants include a return economy flight, a Congress delegate badge, visa costs and four-nights accommodation.

- Recognition of the sponsor as a Travel Grant sponsor:
 - On the Congress website
 - Onsite on the congress Travel Grant wall

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

3

Support the programme

Meet'in Café

 9 credits (Corporate) - 7 credits (NGO)

Limited to four sponsors only

Following the Plenary sessions and Big Debates, the Congress participants will be able to meet and interact with the keynote speakers in a relaxed and informal space perfect for lively discussions.

Benefits include:

- Recognition of the sponsor:
 - On the stage backdrop
 - In the Congress programme
 - On the Congress website and mobile app
- Possibility to display a poster and promotional material* in the Meet'in Café
- Tea/Coffee provided on site

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

Document to be approved by UICC before printing

Break-Ice-Fast – Guided networking breakfast for UICC Members and Partners

 17 credits (Corporate) - 15 credits (NGO)

The Break-Ice-Fast has been listed as one of the highlights for the participants who attended the event in Kuala Lumpur. 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. Be part of the event which will really kick-off the Congress and help delegates build connections and start their Congress with a fun and dynamic breakfast.

Benefits include:

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



The Patient Group Pavilion

 25 credits (Corporate) - 23 credits (NGO)

EXCLUSIVITY

 12 credits (Corporate) - 11 credits (NGO)

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. 3 sessions will be presented each day and will gather approximately 50 participants.

Benefits include:

- Provision of a function room with standard AV equipment
- 1 delegate badge for your organisation
- 2 badges for Patient Group representatives*
- Recognition of the sponsor:
 - In the Pavilion and on the schedule
 - In the Congress programme
 - On the holding slide displayed in the room
 - On the Congress website and mobile app
- Opportunity to add promotional material on the Pavilion (video, poster, etc.)**

* Selected in accordance with UICC

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

Document to be approved by UICC before printing

Funding of Patient Group travel grants

 3 credits per grantee

25 credits for 10 grantees (NGO or Corporate)

Please refer to travel grants info **page 22**

4

Visibility opportunities

Foster connections

Mobile app

25 credits (Corporate) - 23 credits (NGO)

EXCLUSIVITY

12 credits (Corporate) - 11 credits (NGO)

Limited to four sponsors only

The Congress app is an essential tool used by participants for receiving the latest Congress programme info, 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 onsite.

The app will feature the following main functions:

- Programme content searchable by keywords, speakers' names, etc.
- Maps of the Congress venue, including the Global Village
- Live polls on Big Debates, best fundraising campaign in the Cinema
- A network module enabling participants to meet the right people and make connections
- Sponsor and exhibitor profiles
- Live Q&As during sessions

Benefits include:

Recognition of the sponsor:

- When promoting the app:
 - In the Congress monthly newsletters as of the launch of the app
 - On social media when promoting the app
 - On the Congress website
- In the app:
 - On the app welcome screen
 - A branded banner of your choice on the app, clickable through a URL of your choice
- At the Congress:
 - Your logo available on the programme screens
 - On the 2020 WCC badge distributed to all Congress participants



The Congress Wi-Fi network

 8 credits (Corporate) - 6 credits (NGO)

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
 - In the Congress programme
 - On the Congress website and mobile app
 - On the 2020 WCC badge distributed to all Congress participants

UICC Members' Convening Room

 9 credits (Corporate) - 7 credits (NGO)

Limited to two sponsors - 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 located in the Global Village
 - In the Congress programme
 - On the Congress website and mobile app
 - On the Congress map
- Opportunity to add promotional material in the room*

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

Document to be approved by UICC before printing

UICC Awards ceremony

 12 credits (NGO)

Limited to four sponsors only

In 2018, the awards have been one of the most exciting moments of the Congress in Kuala Lumpur. The Award Ceremony will be open to all participants and will attract up to 3,000 delegates. This event will benefit from a unique exposure across the Congress and the UICC's platforms in the lead up to the event.

Benefits include:

- Recognition of the sponsor:
 - The Awards webpage
 - In one UICC Congress newsletter
 - The UICC social media platforms
 - Thank you note during the Awards ceremony
 - The Award publication showcasing the five awardees
 - In the Congress programme
 - On the Congress website and mobile app

Pre UICC General Assembly reception

 12 credits

Limited to one UICC member only

Link your organisation name to the key biennial networking and strategic event organised by UICC. Meet UICC members and talk with the candidates for the UICC Board of Directors election ahead of the voting.

Benefits include:

- Recognition of the sponsor:
 - The UICC webpage about the General Assembly
 - In one UICC Congress newsletter
 - Thank you note during the General Assembly
 - Opportunity to add a pull-up banner in the reception area*
 - In the Congress programme
 - On the Congress website and mobile app

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

Document to be approved by UICC before printing



High profile networking events during the Congress

 Price upon request

The Congress offers the ideal setting to convene high-profile delegates for your key 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.



Boost your exposure

Delegate bags

 25 credits (Corporate) - 23 credits (NGO)

Limited to one sponsor only

 12 credits (Corporate) - 11 credits (NGO)

Limited to four sponsors 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 after the event, as these reusable and handy bags make their way to over 130 countries. Any remaining bags post-event will be handed out to local communities.

Benefits include:

- Branded delegate bags (including manufacturing, branding and delivery)
- A one-pager (double-sided) in the delegate bags is included in the package
- Recognition of the sponsor:
 - On the Congress website and mobile app
 - On the bags distributed to all congress participants

Your insert in the delegate bags*

Limited to 7 inserts only

- One-pager (double-sided)
4 credits (Corporate) - 3 credits (NGO)
- Two-pager
5 credits (Corporate) - 4 credits (NGO)
- Four to twelve pages
6 credits (Corporate) - 5 credits (NGO)
- Above twelve pages (maximum 32)
11 credits (Corporate) - 10 credits (NGO)
- Above thirty-two pages
Price upon request

** The sponsor is responsible for design, printing, delivery and associated costs which are not included
Document to be approved by UICC before printing*



Branded gifts 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 3,000+ 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.

** The sponsor is responsible for design, printing, delivery and associated costs which are not include
Document to be approved by UICC before printing*

Photo booth

 7 credits (Corporate) - 5 credits (NGO)

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 memories and photos instantly via social media.

Benefits include:

- Photo Booth and its technician from 20 - 22 October
- Your logo included on the Photo Booth's backdrop
- Recognition of the sponsor:
 - On the Global Village map
 - On the Congress website and in the mobile app

Boost your exposure



Charging station

7 credits (Corporate) - 5 credits (NGO)

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 stations located in the Global Village
- Recognition of the sponsor:
 - On the Global Village map
 - On the Congress website and in the mobile app

Coffee Station

Price upon request

Provide tea and coffee to Congress participants and be present in all delegates hands during networking or convivial moments throughout the three Congress days.

Benefits include:

- Branded coffee paper-cups provided to all Congress participants
- Recognition of the sponsor:
 - Your logo displayed in all coffee stations
 - On the Congress map
 - On the Congress website and in the mobile app



Why invest in 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 is the perfect platform to develop meaningful connections with other delegates, share your latest work or launch a new initiative for example.



86% of exhibitors rated their experience in 2018 WCC as “very good to outstanding”

How to attract delegates to your booth?

For many organisations, stands are just a place to display brochures and organise small meetings. In reality, your booth is like your own personal stage, so why not make the most out of this space by organising activities that could potentially attract 3,000 delegates?

Examples of activities:

- Is someone from your organisation speaking at the Congress or presenting an abstract? Foster the conversation with a “Meet our expert” chat on your booth at a set time and let delegates know it before ending the session.
- Is your CEO attending the Congress? Why not ask him to present his vision of the coming years of your organisation to your network/partners?
- Are you launching an initiative? Organise a small reception at your booth to share it with the Congress delegates.
- Attract delegates with fun and creative activities (photo booth, craftwork, games, raffles)

Spread the word

The Global Village is big, the programme is dense and the delegates are busy. However, there are many ways to attract them to your booth and make the most of your very own networking space. We have developed many strategies to engage with participants:

- Push notification on the mobile app ([see page 17](#))
- e-Invitation to attend your booth ([see page 17](#))
- The Global Village programme page on the Congress website (free of charge)
- Global Village daily activity wall (free of charge)

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 badges, depending on the selected stand size.

Space only (min. 9m²)

– Design and build your own stand

- Includes the space only

Shell Stands (min. 9m²)

- Separation walls
- Fascia inscription with company name
- Spotlights
- Power outlet sufficient for one device in addition to the spotlights

Equipped stands (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 stands can be purchased online at a later stage.

Cost Chart

Within a Congress sponsors package only



Number of credits



NGO/Publisher



Corporate

Cost per 9m² in credit

The minimum size that may be purchased is 9m².

Space only

2

3

Shell stand

3

4

Fully equipped

4

5

For Exhibitors only (booth only)



NGO/Publisher



Corporate

Cost per 9m² in US dollars

The minimum size that may be purchased is 9m².

Space only

US\$ 4,500

US\$ 7,700

Shell stand

US\$ 5,700

US\$ 8,700

Fully equipped

US\$ 6,900

US\$ 9,900

Delegate badges included when purchasing a standard stand or a stand in the Digital Corner

More than just an exhibition area, the Global Village and its stands are the heart of the Congress. This lively and buzzing area is the perfect platform to develop meaningful connections with other delegates, share your latest work or launch a new initiative.

Stand of 9m ²	2 badges
Stand of 18m ² and greater	3 badges
UICC members	1 extra badge

Digital Corner

The Digital Corner is a new feature within the Global Village. Its objective is to gather organisations or companies which are using new technologies and mHealth tools to tackle the cancer burden. A dedicated space will be created within the Global Village with its own networking space where organisations will be able to showcase new projects in mHealth and telemedicine. This will help filling the gap in several areas such as cancer data, prevention, early detection and diagnosis, quality of care or supportive and palliative care.

In addition to the exhibition space, a large screen will be available in the middle of the Digital Corner to present your tools to the Congress participants during the coffee breaks and lunch periods.

Booth in the Digital Corner

Secure your space in the Digital Corner and benefit from a greater visibility and a 7 minutes presentation slot per day to showcase your work in the Global Village.

Benefits include:

- All Global Village related benefits depending on the booth type chosen
- Your logo displayed on the onsite visuals surrounding the Digital Corner
- 7 minutes slot presentation per day in the Global Village (more slots may be available based on the number of organisations joining the Digital Corner)
- Recognition of the sponsor:
 - On the dedicated Digital Corner webpage
 - On the Global Village map onsite
 - On the Congress website and the mobile app

Cost Chart for booth in the Digital Corner

Within a Congress sponsors package only



Number of credits

	 NGO/Publisher	 Corporate
Cost per 9m ² in credit	The minimum size that may be purchased is 9m ² .	
Space only	4	6
Shell stand	5	7
Fully equipped	6	8

For Exhibitors only (booth only)



NGO/Publisher



Corporate

	 NGO/Publisher	 Corporate
Cost per 9m ² in US dollars	The minimum size that may be purchased is 9m ² .	
Space only	US\$ 8,500	US\$ 13,700
Shell stand	US\$ 9,700	US\$ 14,700
Fully equipped	US\$ 10,900	US\$ 15,900

Support an organisation in the Digital Corner

Same cost chart as above

Support a high potential and innovative organisation to join other professionals in the Digital Corner to raise their profile and expertise internationally.

Benefits include:

- Your organisation name can be featured in the booth fascia (in accordance with the organisation supported)
- Your organisation mentioned during the 7 minutes slot presentation per day in the Global Village (more slots may be available based on the number of organisations joining the Digital Corner)
- Recognition of the sponsor:
 - On the dedicated Digital Corner webpage

6

Registration – Group booking

Credits can also be used to buy registrations for your organisation and network, as well as to support any organisation of your choice.

Group booking

This offer is only valid for Congress sponsors until 19 October 2020.

 Number of credits	 NGO	 Corporate
3 badges	1	2
6 badges	2	3
10 badges	3	4
14 badges	4	5
20 badges	5	6

Think bigger – Increase your influence

Boost your recognition level at the Congress by investing in UICC initiatives and working collaboratively based on your organisation ambitions and areas of interest.

For example: if you have selected the Gold sponsorship, the addition of one of the following packages instantly promotes you to the Platinum visibility (no extra credit will be supplied).

World Cancer Day campaign sponsor

Become a Visionary Partner until 2021
US\$ 100,000

Become a Champion Partner in 2020
US\$ 40,000

Benefits include:

- Partnership engagement and recognition during the World Cancer Day Campaign
- Sponsor recognition
 - On the World Cancer Day website
 - In the World Cancer Day newsletter
 - In the World Cancer Day report
 - On the WCC website
- Become a UICC partner for 1 or 2 years depending on the option chosen (NGO only - list of benefits available [HERE](#))

The World Cancer Day 2019 report is now available on www.uicc.org and www.worldcancerday.org

Endorse new UICC members

US\$ 25,000

Help others benefit from your positive experience as a UICC member or UICC partner, and sponsor cancer organisations in getting their membership and access capacity building opportunities..

- Recognition of the sponsor:
 - On the Congress website and mobile app
- Mention of the sponsor in the UICC Annual Report
- Article in the 2020 WCC monthly newsletter sent to more than 10,000 cancer/health professionals worldwide
- Article in one UICC newsletter
- Recognition as UICC supporter for one year (NGOs only)
- Opportunity to add branded stationary and promotional material* during the UICC Regional Meeting of your choice

** The sponsor is responsible for design, printing, delivery and associated costs which are not included
Document to be approved by UICC before printing*

World Cancer Leaders' Summit (WCLS) sponsor

A major annual high-level policy meeting dedicated exclusively to advancing global cancer control. This invitation-only event brings together 350 key decision-makers from around the world and encourages timely debate on emerging issues related to cancer.

Become a 2020 WCLS sponsor

Theme: Data driving policy responses

Corporate - US\$ 50,000

NGO - US\$ 35,000

Benefits include:

- Two invitations to the 2020 WCLS
- Recognition of the sponsor:
 - On WCLS onsite signage
 - On the uicc.org WCLS webpage
 - On the WCLS mobile app
 - On the WCLS report sent to Summit participants, officials invited and available to the cancer community
- Opportunity to add a one-page document in the WCLS attendees packs distributed at the event*

** The sponsor is responsible for design, printing, delivery and associated costs which are not included
Document to be approved by UICC before printing*

Contact us

We look forward to forging a valuable partnership with you throughout the year, and to further developing your organisation's role and raise its profile at the 2020 World Cancer Congress and beyond.

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

Please contact us at

WCCsponsorship@uicc.org

See you in Muscat, Oman

 **World Cancer Congress**
Muscat, Oman
20–22 October 2020

The way
forward
المضي قدما



 @UICC – #2020WCC – #CancerCongress
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