

SPONSORSHIP OPPORTUNITIES

HOSTED BY



COLLABORATE AND IMPACT



World Cancer
Congress

Hong Kong
24–26 Sept 2026



WORLD CANCER CONGRESS 2026

3,000+ participants in Hong Kong from over 120 countries, with many more joining online from around the world.



24–26 September



Hong Kong Convention & Exhibition Centre (HKCEC)



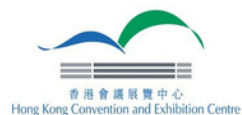
Participant profile

- Clinicians, Oncologists, Nurses, Healthcare Practitioners
- Scientists, Academic & Researchers
- Policy Makers
- Key industry representatives
- Patients, Advocates, Support Groups
- Cancer & Health Institutions, NGOs, Foundations

HOSTED BY



IN PARTNERSHIP WITH



OBJECTIVES

Convening the multi-sectoral global cancer community

Sharing best practices to reduce the global cancer burden



The World Cancer Congress:

- Facilitates useful and powerful connections amongst a multisectoral and global audience in cancer control
- Delivers high-quality content that can make change happen and have a long-lasting impact
- Equips changemakers with evidence and tools which will help accelerate progress in cancer control at all levels.

WORLD CANCER CONGRESS 2024 IN NUMBERS



36%

of the delegates were from UICC members



52

partners and sponsors



2,000

registered participants from over 122 countries with 1,750 on-site



#worldcancercongress generated **90 million** impressions, **31,000** engagements, **9,000** posts on social media.



Satisfaction survey

Over **88%** of the delegates rated their Congress experience as very good to outstanding

93% of the Congress delegates reported having made new connections at the Congress and intend to stay in touch

93% of the Congress delegates learnt something new at the Congress

98% of the Congress delegates would recommend the Congress to a colleague



155 sessions presented by **687** speakers

296 abstracts presented in Geneva, **502** composing an eLibrary

56 organisations engaged in the Global Village activities



On the Congress online platform

6,406 total messages exchanged

5,873 total contacts made


2,006 total discussions created

WHAT TO EXPECT

PROGRAMME, ACTIVITIES
& MUCH MORE

AGENDA AT A GLANCE

*By invitation only
 **At additional cost

BEFORE THE CONGRESS	THURSDAY 24 SEPTEMBER	FRIDAY 25 SEPTEMBER	SATURDAY 26 SEPTEMBER	UNTIL 31 DECEMBER
<p>CONGRESS ONLINE PLATFORM</p> <p>Exclusive to registered delegates to connect ahead of the Congress</p> <p>Start building momentum Profile organisations</p>	<p> WORLD CANCER CONGRESS</p> <ul style="list-style-type: none"> Inspirational keynote addresses through Plenaries and Ceremonials Global Village – the networking hub featuring the exhibition & the spotlight stage Big Debates, sessions, roundtables & abstracts Sponsored sessions and events Facilitated networking activities 		<p>Networking opportunities</p> <p>Closing ceremony Awards Closing reception</p> <p>EDUCATION AND TRAINING</p> <p>Workshops and tours to health institutions in Hong Kong</p>	<p>Networking opportunities</p> <p>Session recordings available on demand</p> <p>Online networking still available</p>
<p>VIP reception*</p>	<p>Social event for all delegates**</p>	<p>Sponsored dinners around Hong Kong</p>		

WHAT TO EXPECT

A rich and diverse programme



- 100+ sessions presented, recorded and available on the Congress online platform
- 200+ abstracts presented onsite
- 600+ abstracts selected and regrouped in an eLibrary
- 45 Spotlight stage talks
- 3 Plenaries addressing major cancer control topics by renowned speakers and experts
- 2 Big Debates engaging the audience on controversial cancer control topics



PROGRAMME

Dynamic,
multidisciplinary
session content

Overseen by an international
committee of experts.



Six themes covering the
full cancer spectrum:



Theme 1
Prevention, screening
& early detection



Theme 2
Cancer research
& progress



Theme 3
Healthcare systems
& policies



Theme 4
Cancer treatment
& palliative care



Theme 5
Tobacco control



Theme 6
People living with cancer

NETWORKING

Maximise your impact through meaningful connections



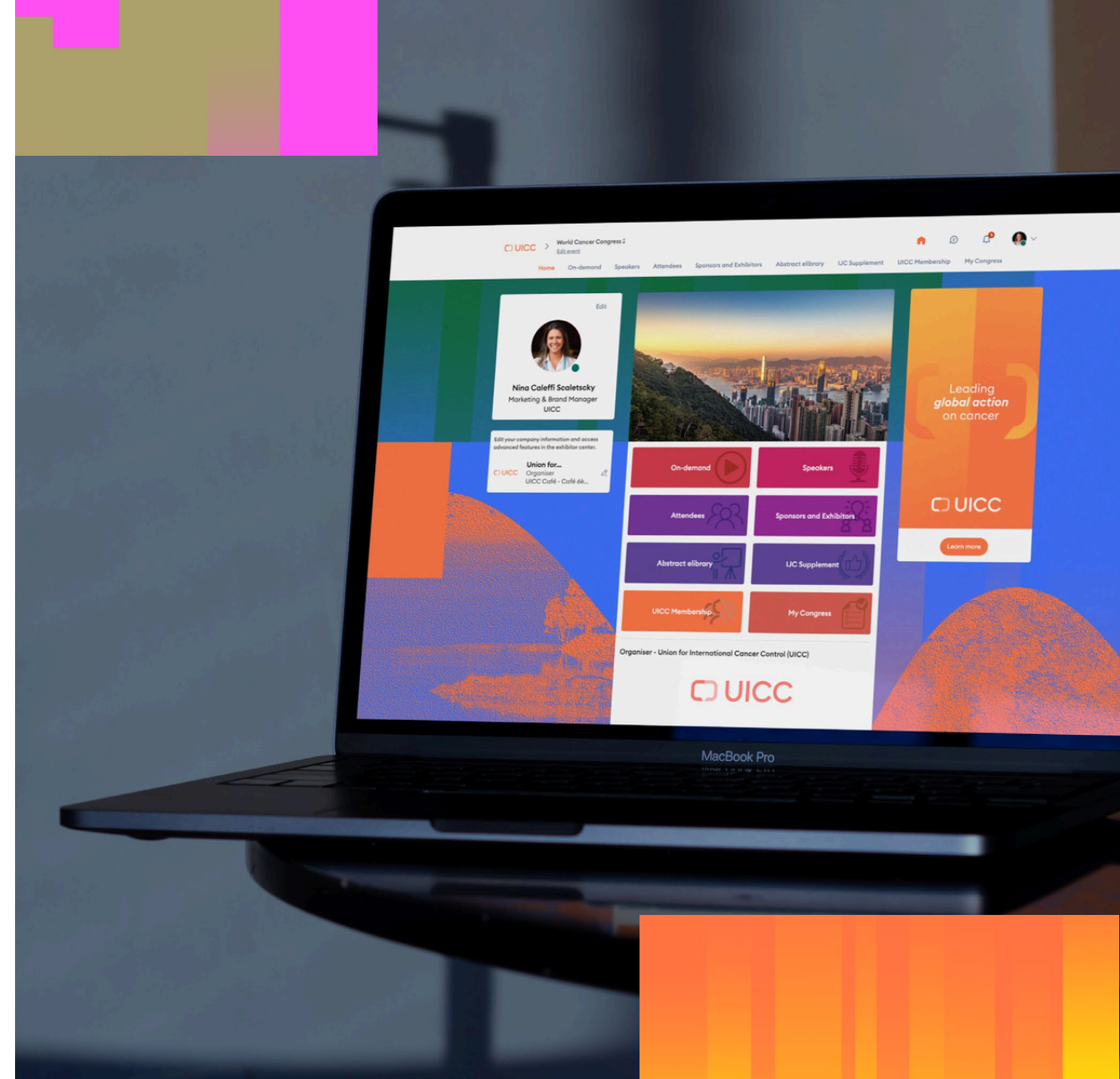
*Limited availability

THE PLATFORM: A ONE STOP SHOP

All delegates join the Congress platform, enabling interaction with the global Congress community

Delegates are able to:

- Create a comprehensive profile featuring their photo and video links to showcase initiatives developed by their organisation.
- Manage their personal agenda and bookmark sessions of interest.
- Connect with other attendees before, during and after the event.
- Make meaningful connections through an AI-powered matchmaking tool.
- Arrange private one-on-one meetings with other attendees.
- View all Congress content live or on demand, whenever available.



SPONSORSHIP OPPORTUNITIES

LEVELS, ITEMS
AND BENEFITS

ENGAGEMENT OPPORTUNITIES

A tailored experience to support your organisation's goals

- Create meaningful connections with global peers
- Demonstrate your commitment to cancer control on the international stage
- Share your expertise and showcase your work in supporting efforts to reduce the cancer burden
- Join a platform that empowers the community and promotes the exchange of best practices to advance cancer control worldwide.



WHY SPONSOR THE EVENT

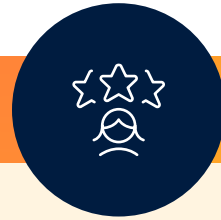
As a World Cancer Congress sponsor, you will:



Amplify your visibility among global leaders in cancer and health



Engage directly with a global network of cancer leaders, health professionals, policymakers, advocates, and media



Showcase your commitment to reducing the global cancer burden and promoting health equity





Align your brand with a purpose-driven, award-winning event recognised for excellence in engagement and impact

SPONSORSHIP LEVELS

Choose your investment level and use your items your way.
Shape your package to fit your goals.

* Exclusive offer for Chinese or Hong Kong companies or organisations
** Visibility only

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER	CHINESE AND HK SUPPORTER*
Corporates	CHF 250,000	CHF 200,000	CHF 150,000	CHF 100,000	CHF 65,000	CHF 30,000	CHF 20,000
UICC members / NGOs	CHF 150,000	CHF 115,000	CHF 90,000	CHF 65,000	CHF 40,000	CHF 20,000	CHF 12,000
Number of items included	Exclusive tailored packages	7 ITEMS	5 ITEMS	3 ITEMS	2 ITEMS	0 ITEMS**	0 ITEMS**

SPONSORSHIP ITEMS

Select the item category that matches your objectives

PROGRAMME



Use your voice share your knowledge and expertise



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

VISIBILITY



Showcase widely your organisation's brand and raise your profile



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

NETWORKING



Foster useful connections within the global cancer community



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

EQUITY



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



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

PROGRAMME

SPONSORSHIP ITEMS

Use your voice – share your knowledge and expertise

*Available for Silver & above

ONSITE SESSION

Organise a session on a chosen topic aligned with the programme themes

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

60 min session – 1 item

90 min session – 2 items*

LUNCH SESSION

Organise a session on a chosen topic aligned with the programme themes during lunch break

Provide a free lunchbox to your audience and maximize your impact by having fewer competing sessions

60 min lunch session – 1 item

OPEN DISCUSSION ROUNDTABLE

Organise a focused conversation over a roundtable discussion

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

60 min slot – 1 item

SPOTLIGHT STAGE

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

Recognition on the Spotlight stage + a 7 minute presentation slot

Sponsorship exclusivity - 2 items

Shared space – 1 item (max 4 sponsors)

PROGRAMME

SPONSORSHIP ITEMS

Use your voice – share your knowledge and expertise

*Available for Diamond & Platinum

PLENARY SPEAKING OPPORTUNITY

Share your expertise during a plenary session organised with key players in global cancer control

Share your voice to a large audience with no competing activities and close the first Congress day with a reception held in the Global Village, co-organised by UICC

This item is yet to be confirmed as the structure of the main programme isn't 100% finalised yet

2 items*

ABSTRACT HUB SUPPORTER

Support the most diverse programme component with the highest community engagement

Chair 2 top-ranked abstract sessions + hand out the 3 best abstracts at the awards ceremony + visibility throughout the abstract programme and onsite

Sponsorship exclusivity - 3 items

Shared space – 2 items
(max 3 sponsors)

PROGRAMME THEME

Organise a session on one of the Congress' six themes and maximise your engagement and visibility with your organisation's logo on all communications related to that theme.

60 min session +
theme recognition – 2 items

WORKSHOP

Develop a workshop and its educational content

Support those who want to continue their professional development during the afternoon of 26 September

Half a day – 1 item

VISIBILITY

SPONSORSHIP ITEMS

Showcase your brand and profile

*Available for Diamond & Platinum only

ONLINE CONGRESS PLATFORM AND APP

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

Prime visibility across the digital platform and app through banners or ads on the homepage

Maximum
5 sponsors - 1 item
Included for Diamond & Platinum

EVENT WELCOME PACK

Add your brand on the Congress' essentials that will be handed out to all delegates onsite

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

Number of items based
on the value of the
chosen goodies

VISIBILITY THROUGHOUT THE VENUE

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

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

1 item

GLOBAL VILLAGE PAVILION

Get prime visibility in the Global Village by supporting a pavilion on a specific topic of your choice

Logo and flyers displayed in the pavilion. Contribute to the development of a whole set of activities designed to highlight the importance of your selected topic

Sponsorship exclusivity
3 items

Shared space - 2 items*

MEDIA ACTIVITY / ANNOUNCEMENT

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

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

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

NETWORKING

SPONSORSHIP ITEMS

Foster useful connections within the global cancer community

SOCIAL EVENING	NETWORKING HUB	EXCLUSIVE DINNER	HIGH PROFILE NETWORKING EVENT	LOUNGE AND MEETING ROOM	SPORT / WELLNESS ACTIVITY
<p>Be associated with an enjoyable and memorable evening</p> <p>Recognition at the venue, in the communications and the Congress online platform and during the Welcome address</p>	<p>Support powerful collaborations in the space dedicated to pre-scheduled meetings</p> <p>Recognition in the networking hub</p>	<p>Get the full attention of a small group of delegates over a private dinner</p> <p>Invite 15-20 participants for a private evening in a selected venue in Hong Kong</p>	<p>Invite your target audience to your own private networking event</p> <p>Side event in conjunction with the programme + RSVP management</p>	<p>Get your own lounge or meeting room at the Congress and organise bilaterals meetings in comfort and total privacy</p> <p>Private room for up to 12 people and more</p>	<p>Stand out with a one-of-kind event bringing delegates together in a fun and unique way</p> <p>Recognition in the Global Village and on the Congress online platform</p>
<p>2 items</p>	<p>1 item</p>	<p>1 item</p>	<p>Number of items based on the event format chosen</p>	<p>Two prime lounges available (reserved for Diamond & Platinum) – 2 items</p> <p>Regular room - 2 items</p>	<p>Sponsorship exclusivity - 2 items</p> <p>Shared space – 1 item (max 4 sponsors)</p>

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

SCHOLARSHIPS

Support individuals from cancer organisations to participate in the Congress

Provide scholarships to abstracts presenters or speakers from LMICs or patient groups representatives

Up to 5 scholarships – 1 item

SUPPORT KEYNOTE SPEAKERS

Contribute to the efforts to attract the greatest experts and most inspiring speakers for the highlight sessions

Recognition in the related sessions (Plenary or Big Debates)

Pool of speakers – 1 item

ENROL NEW UICC MEMBERS

Support cancer organisations with limited resources to access member benefits for 1 year, including learning and development opportunities

Recognition in selected UICC collateral and WCC regional meetings

Up to 15 organisations – 1 item

SUPPORT ONE ORGANISATION'S ENGAGEMENT

Give an NGO the chance to benefit from one of the Congress items and raise its profile at the Congress

Recognition of your engagement in the membership webpage if you chose to help a UICC member organisation

Item(s) value according to chosen activity

SPONSORSHIP LEVELS AND BENEFITS

* First come first served

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

Choose your level and tailor your participation at the event

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTERS
Number of items included	Exclusive tailored packages	7	5	3	2	0 (visibility only)
ONSITE BENEFITS						
1 full-day private meeting room* (capacity up to 10 people)	●	●				
Verbal acknowledgement at Opening Ceremony and Closing reception	●	●				
Your organisation's logo in the Congress Plenary room	●	●				
Book a 1-hour slot in a private meeting room (capacity up to 10 people)	●	●	●	●		
Your logo on the Sponsors' wall at the WCC 2026 venue	●	●	●	●	●	●
DIGITAL BENEFITS						
Your CEO's quote in the Congress report and mention in the 2026 Annual report	●	●				
Your activity's promotion through one of the WCC communication's channels	●	●	●			
Your CEO's perspective or one of your WCC activity featured in a 300-word article in a Congress e-newsletter	●	●	●			
Your story or recording** posted on the Congress website and platform	●	●	●	●		
Your logo and profile on the Congress website, platform and App	●	●	●	●	●	●
Manage your own promotional corner with documents & videos including:						
Organisation's logo & blurb	●	●	●	●	●	●
Up to 3 documents to upload**	●	●	●	●	●	●
Possibility to interact with leaders and organize private 1 on 1 video meetings	●	●	●	●	●	●
Image header**	●	●	●	●	●	
DELEGATES BADGES						
Number of onsite badges	10	6	4	3	2	2
Number of digital accesses (library + networking)	7	4	2	2	2	1

ADD-ONS

(ONLY AVAILABLE TO CONGRESS SPONSORS)

* Location selection made on first come first served basis

** Non commercial purposes, one pager, goodie or video. Expenses related to production and design of the documents, goodies or videos are not included in the pricing. Item to be approved by UICC.

ADD-ONS	COST
SESSIONS RELATED ADD-ONS	
Digital session / interview presented during “On the Road to the Congress”	CHF 5,000 - NGO / CHF 10,000 - Corporate
Scanner in front of the session room or within your stand to collect attendees’ data	CHF 2,000 per session or per stand
Your session live-streamed on the media of your choice	CHF 2,500 per session
Your session made available on the UICC YouTube page (accessible to anyone)	CHF 4,500 including editing costs
Push notification on the Congress platform (maximum 4 sponsors per day)	CHF 2,500
Modify the AV included within your session room	Ask for a quote
7 minute Spotlight talk	CHF 5,000 per talk for NGOs - CHF 7,000 per talk for private sector
VISIBILITY RELATED ADD-ONS	
Platform home page banner	CHF 9,000
Signage in key areas of the building*	CHF 4,500 to CHF 13,500 based on size, format and location
Pre or post event promotion included as part of a newsletter (maximum 4 sponsors)	CHF 3,000
Pre & post event promotion package (maximum 4 sponsors)	CHF 5,000
WELCOME PACK RELATED ADD-ONS	
Insert in the welcome delegate pack (A4 – one-pager)**	CHF 4,500
Branded goodies included in the welcome delegate pack**	CHF 13,500

GLOBAL VILLAGE

Exhibition options

The Global Village is the heart of the World Cancer Congress. Delegates gather there during coffee and lunch breaks, creating the perfect environment for networking. Numerous activities will also take place in this dynamic space.

Use your stand as a networking hub to showcase your organisation and maximise your opportunities to connect with Congress delegates.

Exhibition stand

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

COST PER 9 SQM (CHF)	SPACE ONLY	SHELL STAND	FULLY EQUIPPED*
INDUSTRY	7,600	8,500	9,700
NGO	4,400	5,500	6,700

*Includes 1 table, 3 chairs, a small cabinet to store brochures (with a locker), light and one power socket.

NUMBER OF BADGES INCLUDED WITH A BOOTH

9 sqm booth	2 onsite badges
18 sqm booth and greater	3 onsite badges
UICC members-only	1 extra onsite badge

GLOBAL VILLAGE

Exhibition options

As an alternative to exhibition booths, tables are also available as part of the Global Village exhibition options. This format is perfect for small organisations with limited resources, as the cost is lower and it simpler to organiser.

Please note that the number of stands and tables is limited and allocated on a first-come, first-served basis.

Small Exhibition corner

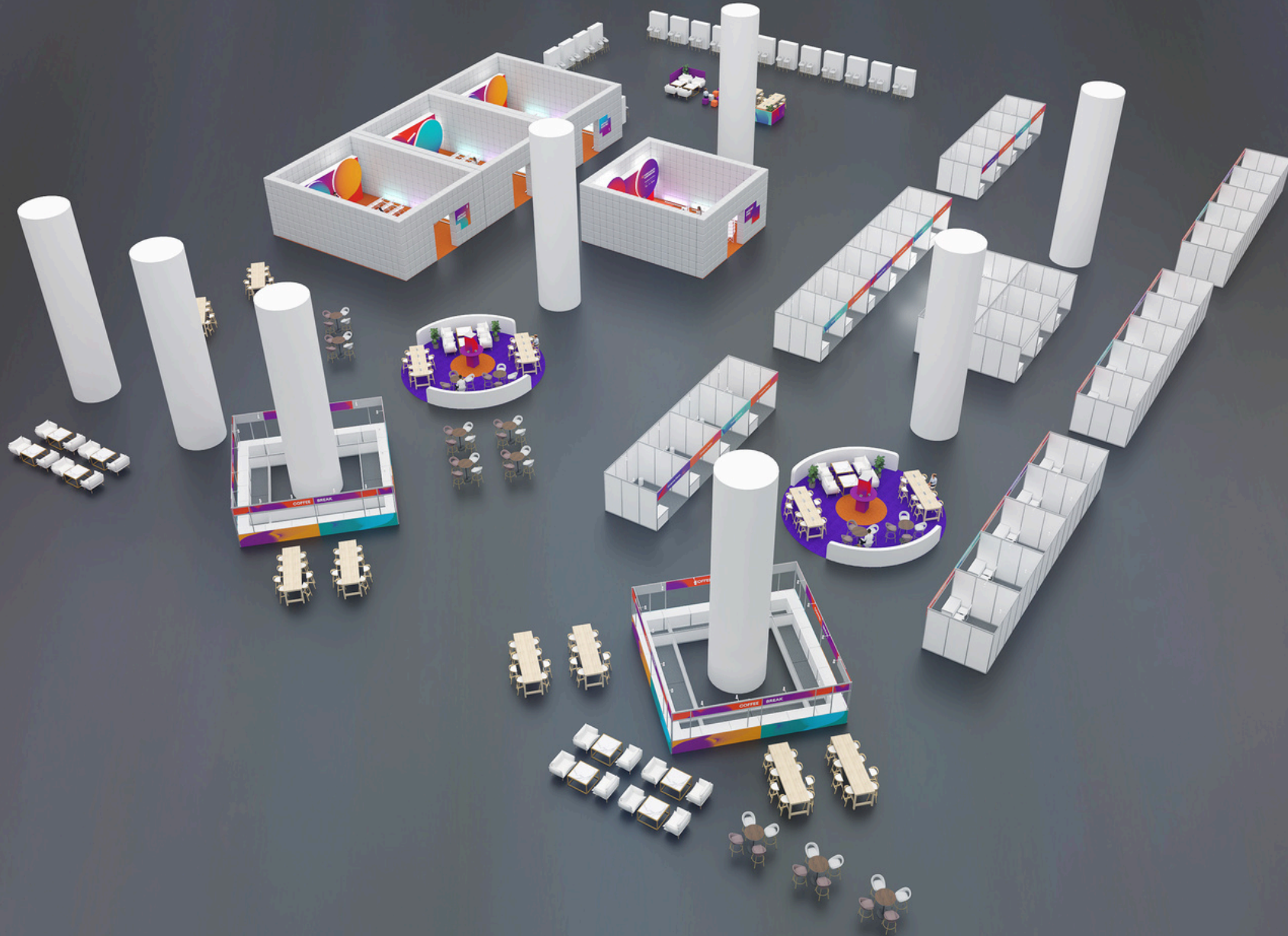
Exhibition corner can be purchased independently from a sponsorship package.

Cost per table (CHF)	COST FOR AN EXHIBITION TABLE SPACE OF 4 SQM
INDUSTRY	6,500
NGO	4,000

*Includes 2 high chairs, 1 power socket, lights and 1 backwall.

NUMBER OF BADGES INCLUDED WITH A TABLE	
UICC Members	2 onsite badges
Non UICC member	1 onsite badge

Preliminary design of the Global Village area*



***Final design will be based on the number of exhibitors and activities held in the exhibition area**

WHY EXHIBIT IN THE GLOBAL VILLAGE

Testimonials from 2024 WCC exhibitors

2024 Satisfaction survey

100% of the exhibitors would recommend the Global Village to another organisation

93% of the exhibitors rated the organisation and support as Very Good or Excellent

Over **85%** of the exhibitor gave a 5/5 grade to their Congress exhibition experience



IN A NUTSHELL, THE WORLD CANCER CONGRESS IS:

- A hub to **network** with influential cancer control professionals
- A centre for **knowledge exchange** and **best practice** sharing
- A wealth of opportunities to **showcase your activities**
- A platform to position your organisation as a **key player** in cancer control
- An **opportunity to engage** with the global cancer community in **one place**.



PARTNERS & SPONSORS

ORGANISED BY



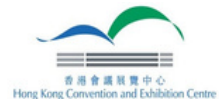
IN COOPERATION WITH



HOSTED BY



IN PARTNERSHIP WITH



SUPPORTED BY

DIAMOND

BRONZE



PLATINUM



GOLD



SUPPORTER



SILVER



THANK YOU

WORLD Cancer CONGRESS.ORG

謝謝