



SPONSORSHIP PROSPECTUS

4TH VICTORIAN CANCER SURVIVORSHIP CONFERENCE

Shifting Gears: **Rethinking Survivorship**

24-25 MARCH 2022 | BAYVIEW EDEN MELBOURNE

www.survivorshipconference.com.au | [#surv22](https://twitter.com/surv22)



FAST FACTS

- 24–25 March 2022
- Bayview Eden Hotel, Melbourne
- 250 delegates*
- Largest survivorship conference in Victoria
- Presented by an alliance of 10 partners committed to cancer control and cure

* Expected delegate numbers are based on historical fact and are not guaranteed.

ORGANISING COMMITTEE

Professor Michael Jefford, Australian Cancer Survivorship Centre, Peter MacCallum Cancer Centre

Professor Grant McArthur, VCCC Alliance

Justin Carder, Victorian Paediatric Integrated Cancer Service

Julia Cernaz, Cancer Consumer Representative

Dr Jane Crowe, General Practitioner

Dr Lucy Gately, WEHI

Priscilla Gates, Austin Health

Toni Jones, The Royal Women's Hospital

Helana Kelly, Australian Cancer Survivorship Centre

Nicole Kinnane, Australian Cancer Survivorship Centre, Peter MacCallum Cancer Centre

Rebecca McIntosh, Peter MacCallum Cancer Centre

Dr Meron Pitcher, Western Health

Yvonne Panek-Hudson, Peter MacCallum Cancer Centre, The Royal Melbourne Hospital

Kath Quade, Western & Central Melbourne Integrated Cancer Service

Meg Rynderman, Cancer Consumer Representative

Liz Simkiss, Department of Health & Human Services

Cynthia Slattery, VCCC Alliance

Kyleigh Smith, VCCC Alliance

Associate Professor Justin Tse, The University of Melbourne

Dr Kirsty Wiltshire, Peter MacCallum Cancer Centre

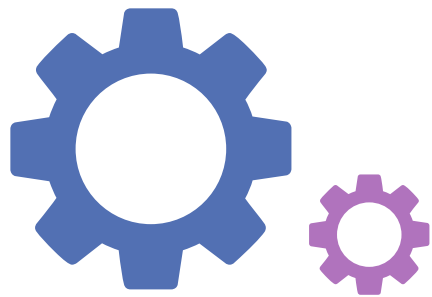
Dr Shirley Wong, Melbourne Health, Western Health

Nienke Zomerdijs, University of Melbourne, VCCC Alliance



INVITATION TO JOIN US

It is my pleasure as convenor, to invite you to participate in the 4th Victorian Cancer Survivorship Conference, **Shifting Gears: Rethinking Survivorship**, presented by the VCCC Alliance and the Australian Cancer Survivorship Centre.



COVID Restrictions*

We are planning to conduct the conference as a hybrid event, however, we encourage our Australian audience to join us in person in Melbourne.

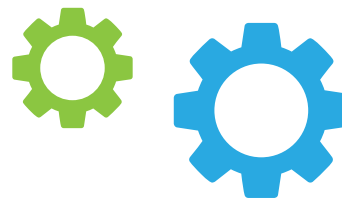
If government restrictions apply; and in person attendance is not available, the conference will be offered as a fully virtual event.

**Our international speakers will be joining the conference virtually due to Australian government travel restrictions.*

Following great success at previous conferences, we will again bring together the VCCC Alliance members who are committed to cancer control. These include the Peter MacCallum Cancer Centre, Melbourne Health (including The Royal Melbourne Hospital), The University of Melbourne, The Walter and Eliza Hall Institute of Medical Research, The Royal Women's Hospital, The Royal Children's Hospital, Western Health, St Vincent's Hospital Melbourne, Austin Health and Murdoch Children's Research Institute.

Our conference theme **Shifting Gears: Rethinking Survivorship** will consider how recent advances in cancer survivorship research and care can be adopted, as well as future system transformation, to better meet the needs of the growing survivorship population. We will particularly recognise changes as a result of the COVID-19 pandemic.

We are proud to announce our international speakers, **Professor Smita Bhatia*** (USA) and **Professor Christoffer Johansen*** (Denmark). These speakers will be joined as well as expert Australian speakers, **Professor Ray Chan** and **Professor Linda Denehy**.

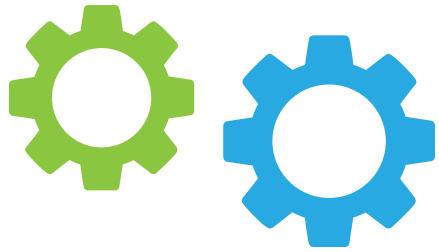


Invitation to sponsor

The 4th Victorian Cancer Survivorship Conference is a multidisciplinary meeting, with significant medical involvement. Your organisation will be offered visibility with an audience of hundreds of local, national and international cancer professionals working in all areas of cancer control. These include: basic biology research, translational research, screening and prevention programs, clinical care and survivorship programs, as well as in policy-making and education for people affected by cancer, and for health professionals. Investment in the state's only survivorship meeting enables organisations to promote their support for health professionals in order to attract and retain the best and brightest. The 4th Victorian Cancer Survivorship Conference will enable better outcomes for all people affected by cancer.

Professor Michael Jefford
Conference Convenor





ABOUT VCCC ALLIANCE

The vision for the VCCC Alliance is to save lives through the integration of cancer research, education and patient care.

Founded in the holistic principles of the internationally-recognised Comprehensive Cancer Centre model, the VCCC Alliance brings together 10 of Victoria's leading research, academic, and clinical institutions to achieve what can only be done through integration, collaboration and the inclusion of patient perspectives. We are working together to forge better approaches at a system level and improve outcomes for people affected by cancer across Victoria.



Overcoming cancer together

ABOUT ACSC

The Australian Cancer Survivorship Centre (ACSC) is a unique service based at Peter Mac. Our vision is to optimise the health and well being of cancer survivors and their carers.

Peter MacCallum Cancer Centre is a world leading cancer research, education and treatment centre and Australia's only public health service solely dedicated to caring for people affected by cancer. We have over 3,200 staff, including more than 700 laboratory and clinical researchers, all focused on providing better treatments, better care and potential cures for cancer.



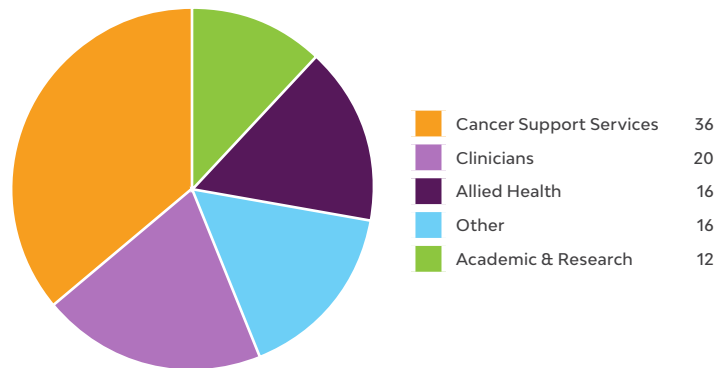
Australian Cancer Survivorship Centre



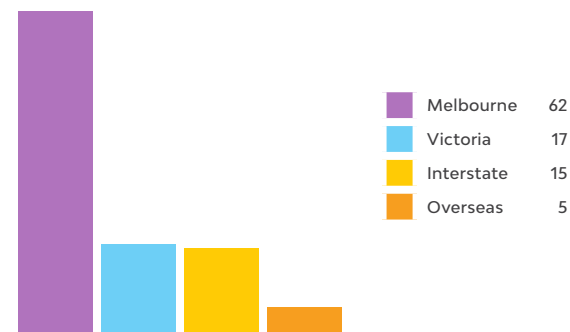
Our vision is to optimise the health and well being of cancer survivors and their carers.

CONFERENCE AUDIENCE

Delegates by profession (%)



Delegates by location (%)



(Based on historical information)

WHY YOU SHOULD PARTNER WITH US

- The combined networks of the VCCC Alliance and Peter MacCallum Cancer Centre provides your organisation with the opportunity to access hundreds of local, national and international cancer professionals who provide clinical care, conduct research, and provide education for people affected by cancer, as well as a wide variety of health care professionals
- Network with an audience of 200+ cancer professionals working in all areas of cancer control
- Engage as they share the latest research, education and clinical practice including basic biology research, translational research, screening and prevention programs, clinical care and survivorship programs, as well as education for people affected by cancer, and for health professionals
- Investment in the state's largest survivorship program
- Showcase your strategies and services that address the significant record of research and practice improvement, recognising the importance of broad partnerships to achieve optimal outcomes

PREVIOUS SPONSORS



Bristol-Myers Squibb

VICTORIAN
CANCER
AGENCY



 **MSD**
INVENTING FOR LIFE

 **GILEAD**

 **IPSEN**
Innovation for patient care

 **NOVARTIS**

Janssen  Oncology
PHARMACEUTICAL COMPANIES OF *Johnson & Johnson*

 **Boehringer
Ingelheim**

PICS 
Victorian Paediatric
Integrated Cancer Service

AMGEN[®]

abbvie

AstraZeneca 

AUSTRALIAN
CANCER
RESEARCH
FOUNDATION 



BEYOND  FIVE 
The Face of Head & Neck Cancer

COUNTER  PART
Women supporting women with cancer

illumina[®]

IMS Health & Quintiles are now
 **IQVIA**[™]



 **Mylan**

 **Lung
Foundation
Australia**
when you can't breathe... nothing else matters™

 **Prostate Cancer
Foundation of Australia**



 **wcmics**
Western & Central Melbourne Integrated Cancer Service

SPONSORSHIP SUMMARY

| | Packages Available | Website, Handbook, eDMs, Venue Signage etc. | Exclusive Branding Opportunities | Handbook Advertisement | Registration | Exhibition Space | Delegate List |
|--|--------------------|---|----------------------------------|------------------------|--------------|------------------|---------------|
| Platinum Sponsor \$16,500 | | | | | | | |
| International Keynote | 2 | ✓ | ✓ | Full page | 4 | ✓ | ✓ |
| Gold Sponsor \$12,500 | | | | | | | |
| Please select one of the following: | | | | | | | |
| Name Badge & Lanyard | 1 | ✓ | ✓ | Full page | 3 | ✓ | ✓ |
| Barista Cart | 2 | ✓ | ✓ | Full page | 3 | ✓ | ✓ |
| Invited Speaker | 2 | ✓ | ✓ | Full page | 3 | ✓ | ✓ |
| Silver Sponsor \$7,500 | | | | | | | |
| Please select one of the following: | | | | | | | |
| Best Oral Presentation Award | 1 | ✓ | ✓ | Half page | 2 | ✓ | ✓ |
| Best Poster Award | 1 | ✓ | ✓ | Half page | 2 | ✓ | ✓ |
| Poster Session | 1 | ✓ | ✓ | Half page | 2 | ✓ | ✓ |
| Program & Handbook | 1 | ✓ | ✓ | Half page | 2 | ✓ | ✓ |
| Bronze Sponsor \$4,500 | | | | | | | |
| Refreshment Break | 2 | ✓ | ✓ | | 1 | ✓ | ✓ |
| Exhibition \$3,000 | Multiple | ✓ | | | 1 | ✓ | ✓ |
| Handbook Advertisement | | | | ✓ | | | |
| 2 Minute Advertisement \$1,200 | 4 | | | | | | |
| 30 Second Advertisement \$550 | 4 | | | | | | |

Sponsorship packages are linked to key events or opportunities within the conference program. All prices shown are in \$AU and are inclusive of GST.

SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$16,500

(Two opportunities)

As the Platinum Sponsor, your organisation will have the highest visibility and maximum exposure at the 4th Victorian Cancer Survivorship conference. The Platinum Sponsorship package includes exclusive sponsorship of one of the International Keynote Speakers:

- **Professor Smita Bhatia**, School of Medicine, Pediatrics, University of Alabama at Birmingham
- **Prof. Dr. Christoffer Johansen**, University of Copenhagen, Denmark

Promotion

- Logo recognition as a Platinum Sponsor in all conference promotional material, including conference handbook, website (including link), e-marketing and signage
- Company logo and profile in the conference handbook and website (including link)
- Acknowledged throughout the conference as a Platinum Sponsor
- Acknowledgement on the session slides as the sponsor of the Keynote Speaker presentation
- Opportunity to provide a pull-up banner to be placed in a prime location at the venue
- One full page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Opted in delegate list - name, organisation, position, city/country

Exhibition/Registration

- One exhibition table
- Four full conference registrations including daily catering



GOLD SPONSOR

\$12,500



(Five opportunities)

Promotion

- Logo recognition as a Gold Sponsor in all conference promotional material, including conference handbook, website (including link), e-marketing and signage
- Company logo and profile in the conference handbook and website (including link)
- One full page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Opted in delegate list – name, organisation, position, city/country

Exhibition/Registration

- One exhibition table
- Three full conference registrations including daily catering

Please select one of the following options:

1. Delegate Name Badge & Lanyard

- Exclusive sponsorship of delegate name badges and lanyards including logo recognition on each delegate name badge along with the conference logo

2. Barista Cart – two available

- Sponsorship of one barista cart at the conference

- Opportunity for barista staff to wear your corporate branded aprons (supplied by the sponsor)
- Opportunity to provide corporate printed coffee cups
- Signage acknowledging your sponsorship at the barista cart

3. National Invited Speaker – two available

- Exclusive sponsorship of one of the two national invited speakers at the conference
- **Professor Ray Chan**, Caring Futures Institute, College of Nursing and Health Sciences, Flinders University
- **Professor Linda Denehy**, University of Melbourne
- Acknowledgement on the session slides as the sponsor of the national invited speaker presentation

“Fantastic conference with lots of great information. Inspired the fire to come back and work on improving programs and services.”

Delegate feedback



SILVER SPONSOR

\$7,500

(Seven opportunities)

Promotion

- Logo recognition as a Silver Sponsor in all conference promotional material, including conference handbook, website (including link), e-marketing and signage
- Company logo and profile in the conference handbook and website (including link)
- One half page advertising space in the conference handbook (finished artwork to be supplied by sponsor)
- Opted in delegate list – name, organisation, position, city/country

Exhibition/Registration

- One exhibition table
- Two full conference registrations including daily catering

Please select one of the following options:

1. Panel Discussion

- Exclusive sponsorship of one of the two panel discussions at the conference
- Acknowledgement as the sponsor of the panel discussion at the commencement and conclusion of the session

2. Best Oral Presentation Awards

- Exclusive sponsorship of the best oral presentation awards for delegates and students
- Company logo printed on the award certificate

3. Best Poster Award

- Exclusive sponsorship of the best poster awards for delegates and students
- Company logo printed on the award certificate

4. Poster Session

- Exclusive sponsorship of the official poster presentation session at the conference
- Signage acknowledging your sponsorship of the poster presentation
- Opportunity to provide two posters for display in the poster session

5. Program and Handbook

- Exclusive sponsorship of the conference program and handbook
- Logo acknowledgment on each page of the program and handbook





“Everything was applicable for survivorship, not just general oncology. I took a lot away.”
Delegate feedback

BRONZE SPONSOR \$4,500

(Two opportunities)

Promotion

- One day's exclusive sponsorship as the refreshment break sponsor (morning tea, lunch & afternoon tea)
- Catering station signage acknowledging your sponsorship on your sponsored day
- Logo recognition as a bronze sponsor in all conference promotional material, including conference handbook, website (including link), e-marketing and signage
- Company logo and profile in the conference handbook and website (including link)
- Opted in delegate list – name, organisation, position, city/country

Exhibition & Registration

- One exhibition table
- One full conference registration including daily catering

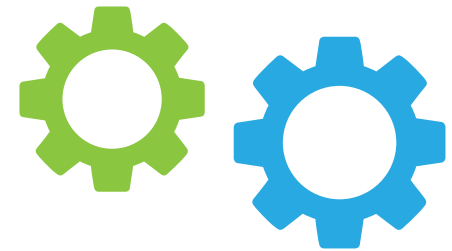
EXHIBITION \$3,000

Promotion

- Logo recognition as an exhibitor in all conference promotional material, including conference handbook, website (including link), e-marketing and signage
- Company logo and profile in the conference handbook and website (including link)
- Opted in delegate list – name, organisation, position, city/country

Exhibition & Registration

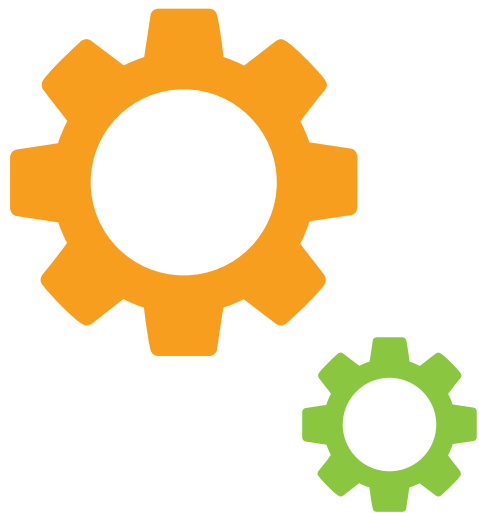
- One exhibition table
- One full conference registration including daily catering



ADVERTISING PACKAGE

HANDBOOK ADVERTISEMENT

- Full page \$ 1,000
- Half page \$ 650



DIGITAL COMMERCIALS

Two-minute Video Advertisements

Sponsors can provide a two minute pre-recorded video advertisement embedded into the livestream. This will be played between presentations, and before the commencement of the day. Only available to confirmed sponsors and exhibitors.

- 4 available \$ 1,200

30-second Video Advertisement

Sponsors can have their video advertisement embedded into the livestream. This can be played between presentations and before the commencement of the day. Only available to confirmed sponsors and exhibitors.

- 4 available \$ 550

"I enjoyed the expertise and empathy of the contributors."

Delegate feedback



IMPORTANT RESTRICTIONS

When planning your investment to sponsor, please note that no sponsor may hold a competitive event during conference times or during conference social functions.

What we require from sponsors and exhibitors

- Promotional material for display at the conference and items for inclusion in delegate bags
- Please consider environmental sustainability when planning your conference participation. Recycled and re-usable promotional materials are strongly encouraged
- Logo (eps, jpg and png format), company profile and web address for recognition on the conference website, app, signage and promotional material
- Completed registrations for nominated delegates

Secure your place

Your organisation's exposure in conference materials is subject to confirmation of sponsorship prior to print and production deadlines. Maximise your sponsorship investment by confirming your participation as early as possible.

You are required to complete the online booking form to secure your sponsorship or exhibition booking. Confirmation is subject to availability of your preferred sponsorship package.

Your participation in 4th Victorian Cancer Survivorship Conference is confirmed upon completion of your online booking form, and payment (being a 50% deposit of the total amount payable).

Sponsors and Exhibitors please consider your impact on the environment when bringing marketing material on site.

Preliminary program and exhibition timetable

WEDNESDAY 23 MARCH 2022

Deliveries will be accepted at the venue; and bump in is available from 1pm to 5pm.

THURSDAY 24 MARCH 2022

0800 Exhibition opens in conjunction with onsite registration

1600 Exhibition closes

Throughout the day of the conference there will be three breaks scheduled into the day activities.

FRIDAY 25 MARCH 2022

0800 Exhibition opens in conjunction with onsite registration

1600 Exhibition closes

Throughout the day of the conference there will be three breaks scheduled into the day activities.

Additional Registrations

All staff attending the conference must be registered to be onsite either by using the complimentary registration in your package or by purchasing an additional registration online.

Public Liability Insurance

Australian regulations require all exhibitors to have adequate Public Liability Insurance cover based on a limit of indemnity to the value of \$20,000,000 or above. This refers to damage or injury caused to a third party/visitor on or in the vicinity of an exhibition stand. Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

Appliance Testing

All electrical appliances and leads used on site must comply with the Australian Standard AS/NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007, and be installed by a qualified A grade electrician.

Double adaptors will not be permitted onsite, instead power boards with overload cut off are permitted. The venue is at liberty to check that the electrical appliances that you bring onsite are appropriately tagged.

Event sponsorship & exhibition application terms & conditions

A full set of terms and conditions for conference sponsorship and exhibition packages are available on the conference website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

KEY CONTACT



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