Sponsorship Opportunities

3 – 6 November 2013
BT Convention Centre Liverpool
The NCRI Cancer Conference

The NCRI Cancer Conference is the UK’s premier annual oncology meeting and is the major forum for showcasing the best British and international cancer research. It is the only UK cancer research conference attended by participants from a diverse range of disciplines and provides a unique opportunity to raise and maintain your profile in the oncology market.

Since 2010, the Conference has taken place at the BT Convention Centre, Liverpool.

Demographics from the 2011 NCRI Cancer Conference

Almost 2000 participants spanning multiple disciplines in oncology

- 34% Exhibitors
- 26% Non-clinical academic
- 13% Students
- 10% Invited speakers
- 7% Clinical personnel
- 10% Industrial / commercial

With a growing international reputation, the NCRI Cancer Conference has become a key event to attend for any organisation serious about cancer research.
Benefits of sponsoring

The NCRI Cancer Conference provides sponsors with many opportunities to raise their profile with oncology professionals.

Choose the most appropriate option from a wide range of sponsorship packages and demonstrate your support and commitment to cancer research in the UK. Many of the packages include complementary registrations and invitation to the highly-rated Chair’s Reception networking event.

What our sponsors say

“It is a great meeting to network and to share data across the spectrum of cancer research.”

Atlaf Moledina, Medical Director, Pfizer UK Ltd

“The set up has been fantastic. The venue is a great venue: it is nice and relaxed, very clean, very modern. We had a huge range of different customers and we reached all of them in this fantastic setting.”

Davin Miller, Sales Manager, New England Biolabs

“It has been a great meeting. We’re looking forward to being back here next year.”

Darren Fergus, Oncology Portfolio Manager, Roche Products

Discuss your requirements with:

Laure-Anne Garnier
Tel: +44 (0)20 3469 8463
Email: laure-anne.garnier@ncri.org.uk

Sharon Vanloo
Tel: +44 (0)20 3469 8134
Email: sharon.vanloo@ncri.org.uk

Visit

www.ncri.org.uk/ncriconference

for more information
Principal Conference Sponsor

£50,000 + VAT

As the Principal Sponsor of the 2013 Conference, your company will enjoy the highest level of exposure offered. The package includes extensive benefits and branding opportunities for widespread visibility at the Conference. The Principal Sponsor will have the premier exhibition stand and ‘headline’ status on the Conference website and Conference literature.

Benefits include:
→ Acknowledgement at opening and closing of the Conference by NCRI Chair
→ Logo, company profile and hyperlink on the home and sponsor’s page of the Conference website as Principal Sponsor
→ Branding on opening Conference slide as Principal Sponsor
→ Opportunity to include branded notepads and pens in the delegate bag
→ Full-page colour advert on outside back cover of Programme
→ Company information distributed in the delegate bags
→ Complimentary Trade Exhibition stand (6m x 6m)
→ The Principal Sponsor’s involvement in the conference will be highlighted in general Conference press campaigns: this does not include scientific press releases that result from presentations at the meeting
→ Sponsorship of a symposium and a parallel session
→ 10 complimentary registration passes (non-transferable)
→ 10 complimentary Conference Dinner tickets
→ 10 complimentary invitations to the Chair’s Reception (invitation-only event)
→ Up to 10 additional delegate passes may be purchased at a 25% reduced rate (before earlybird registration closes)
→ First refusal on sponsorship package for the 2014 event
Position your company as a leading player in the oncology field. Major Sponsors receive a number of branding opportunities to maximise presence, along with the choice of either a prominent exhibition stand or the sponsorship of a parallel session included in their package.

**Benefits include:**

- Logo, company profile and hyperlink on the home and sponsor’s page of the Conference website as Major Sponsor
- Logo on appropriate pages of the Conference literature
- Branding on opening Conference slide as Major Sponsor
- Full-page colour advert in the Programme
- Company information distributed in the delegate bags
- Sponsorship of a student bursary award known as [your organisation’s name] student bursary
- Complimentary trade exhibition stand (4m x 3m) or
- Sponsorship of a parallel session (choice of session on a first-come first-served basis)
- Five complimentary registration passes (non-transferable)
- Five complimentary Conference Dinner tickets
- Four complimentary invitations to the Chair’s Reception (invitation-only event)
- Up to 10 additional delegate passes may be purchased at a 25% reduced rate (before earlybird registration closes)
- First refusal on sponsorship package for 2014

£25,000 + VAT
Conference Dinner Sponsor

£25,000 + VAT

Support a great networking opportunity for participants with the Conference Dinner – always a popular social event, with 600 people attending.

Benefits include:
- Logo and hyperlink on appropriate pages of the website
- Logo on appropriate pages of the Conference literature
- Branding and product information on each table
- Logo and company profiles on invitations
- Branding on menus
- Complimentary table for 10 at the dinner

Internet Café Sponsor

£17,500 + VAT

Allowing participants to stay in touch and check emails during their time at the Conference, the Internet Café is a hub of activity throughout the duration of the exhibition. As the only company to sponsor the Internet Café, you will benefit from sole branding in the Internet Café.

Benefits include:
- Branding in a high-traffic area
- Opportunity to distribute company literature and branded goods
- Logo and screensaver on each monitor
- Logo and hyperlink on appropriate pages of the Conference website
- Logo on appropriate pages of the Conference literature
- Three complimentary registration passes (non-transferable)
- Three complimentary invitations to the Chair’s Reception (invitation-only event)
- Up to 5 additional delegate passes may be purchased at a 25% reduced rate (before earlybird registration closes)
- A 50% discount on the price of a Symposium or Parallel Session sponsorship
Commercial Workshop Package

£12,500 + VAT

The opportunity to organise your own workshop allowing you to set the agenda as a bookable event where participants can learn about your recent developments and breakthroughs.

Benefits include:

→ Logo and hyperlink on appropriate pages of the Conference website
→ Logo on appropriate pages of the Conference literature
→ Insert in delegate bag
→ Advertisement of workshop in one Conference eNewsletter
→ The workshop can be promoted as a bookable event on the Conference registration form
→ Complimentary trade exhibition stand (3m x 3m)
→ Two complimentary registration passes (non-transferable)
→ Two complimentary invitation to the Chair’s Reception (invitation-only event)
→ Up to 10 additional delegate passes may be purchased at 25% reduced rate if purchased at earlybird rate
Conference Supporter

£10,000 + VAT

An opportunity for non-profit and commercial organisations wishing to further a philanthropic goal, the Conference Supporter package includes a number of benefits, with a focus on training and personal development. Benefits include a named bursary to enable a student to attend the conference. The student will be chosen by the sponsoring organisation from abstracts accepted for posters, and could reflect an area of the organisation’s interest or an area they are keen to see developed.

Benefits include:

→ Logo and hyperlink on appropriate pages of the Conference website
→ Logo on appropriate pages of the Conference literature
→ Colour advert in the Programme
→ Sponsorship of a student bursary known as [your organisation name] Student Bursary
→ Acknowledgement in the Programme, on the website and on relevant posterboards
→ Two complimentary registration passes (non-transferable)
→ Two complimentary Conference Dinner tickets
→ Two complimentary invitations to the Chair’s Reception (invitation-only event)
→ Up to 10 additional delegate passes may be purchased at 25% reduced rate if purchased at earlybird rate
Sponsor Other Sessions

£10,000 + VAT

A variety of other sessions are available as branding opportunities for your organisation. Please contact us to discuss the most appropriate package for your company.

Benefits include:

→ The session will be branded as “[session name]” and “sponsored by [your company name]”
→ Logo and hyperlink on appropriate pages of the Conference website
→ Logo on the appropriate pages of Conference literature
→ Acknowledgement by host at the beginning of the session
→ Two complimentary registration passes (non-transferable)
Additional branding opportunities

Abstract USB stick £6,500 + VAT

Your branding on the Conference abstract USB stick, which all participants receive. An important reference tool for delegates that will continue to remind them of your involvement with the Conference.

Pocket Programme £4,000 + VAT

The Pocket Programme is one of the most popular items distributed at the Conference. Participants use it throughout the day to keep up with sessions, times and locations.

E-newsletter £3,000 + VAT

Five issues per year – containing the latest information on the Conference reaching approximately 20,000 contacts.

Other opportunities

Delegate bag sponsorship and insert £12,500 + VAT
New Conference App £6,500 + VAT
Wifi in public areas £6,500 + VAT
Branded bottled water £6,500 + VAT
Evening Reception Symposia £5,000 + VAT
Breakfast meeting £3,000 + VAT
Advertising in the Programme Book £900 + VAT
Delegate bag insert (non exhibitors) £900 + VAT
Delegate bag insert (exhibitors) £500 + VAT

Contact us to discuss the best opportunities for your company

Laure-Anne Garnier
Tel: +44 (0)20 3469 8463
Email: laure-anne.garnier@ncri.org.uk

Sharon Vanloo
Tel: +44 (0)20 3469 8134
Email: sharon.vanloo@ncri.org.uk
## Preview of the 2013 Programme

### Plenary speakers include:

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynda Chin</td>
<td>Dana-Farber Cancer Institute, Boston, USA</td>
</tr>
<tr>
<td>Lisa Coussens</td>
<td>Oregon Health &amp; Science University, USA</td>
</tr>
<tr>
<td>Richard Marais</td>
<td>Paterson Institute for Cancer Research, UK</td>
</tr>
<tr>
<td>Sean Morrison</td>
<td>Mount Sinai, Chicago, USA</td>
</tr>
<tr>
<td>Peter Sasieni</td>
<td>Queen Mary University of London, UK</td>
</tr>
<tr>
<td>Frances Shepherd</td>
<td>Princess Margaret Hospital, Canada</td>
</tr>
<tr>
<td>Charles Swanton</td>
<td>Cancer Research UK</td>
</tr>
<tr>
<td>Stephen West</td>
<td>Cancer Research UK</td>
</tr>
<tr>
<td>Lynda Chin</td>
<td>Dana-Farber Cancer Institute, Boston, USA</td>
</tr>
<tr>
<td>Lisa Coussens</td>
<td>Oregon Health &amp; Science University, USA</td>
</tr>
<tr>
<td>Richard Marais</td>
<td>Paterson Institute for Cancer Research, UK</td>
</tr>
<tr>
<td>Sean Morrison</td>
<td>Mount Sinai, Chicago, USA</td>
</tr>
<tr>
<td>Peter Sasieni</td>
<td>Queen Mary University of London, UK</td>
</tr>
<tr>
<td>Frances Shepherd</td>
<td>Princess Margaret Hospital, Canada</td>
</tr>
<tr>
<td>Charles Swanton</td>
<td>Cancer Research UK</td>
</tr>
<tr>
<td>Stephen West</td>
<td>Cancer Research UK</td>
</tr>
</tbody>
</table>

## Programme Committee 2013

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerard Evan (Chair)</td>
<td>University of Cambridge</td>
</tr>
<tr>
<td>Chris Boshoff (Deputy Chair)</td>
<td>University College London Cancer Institute</td>
</tr>
<tr>
<td>Jane Cope</td>
<td>National Cancer Research Institute</td>
</tr>
<tr>
<td>Adrian Crellin</td>
<td>St James's Institute of Oncology and The Royal College of Radiologists</td>
</tr>
<tr>
<td>Caroline Dive</td>
<td>Paterson Institute for Cancer Research</td>
</tr>
<tr>
<td>Julian Downward</td>
<td>Cancer Research UK London Research Institute</td>
</tr>
<tr>
<td>Ian Gane</td>
<td>Roche Products Limited</td>
</tr>
<tr>
<td>Fiona Hemsley</td>
<td>The Institute of Cancer Research</td>
</tr>
<tr>
<td>Irene Higginson</td>
<td>Cicely Saunders Institute, Kings College London</td>
</tr>
<tr>
<td>Kairbaan Hodivala-Dilke</td>
<td>Barts Cancer Institute</td>
</tr>
<tr>
<td>Patrick Johnston</td>
<td>Queens University Belfast</td>
</tr>
<tr>
<td>Nic Jones</td>
<td>Manchester Cancer Research Centre and Cancer Research UK</td>
</tr>
<tr>
<td>Malcolm Mason</td>
<td>Cardiff University</td>
</tr>
<tr>
<td>Altaf Moledina</td>
<td>Pfizer Ltd</td>
</tr>
<tr>
<td>Arnie Purushotham</td>
<td>King's College London</td>
</tr>
<tr>
<td>Greg Rubin</td>
<td>Wolfson Research Institute, Durham University</td>
</tr>
<tr>
<td>Owen Sansom</td>
<td>The Beatson Institute for Cancer Research</td>
</tr>
<tr>
<td>Matt Seymour</td>
<td>NIHR Cancer Research Network</td>
</tr>
<tr>
<td>Richard Stephens</td>
<td>NCRI Consumer Liaison Group</td>
</tr>
<tr>
<td>Katherine Vallis</td>
<td>Gray Institute for Radiation Oncology and Biology</td>
</tr>
<tr>
<td>Josef Vormoor</td>
<td>Northern Institute for Cancer Research</td>
</tr>
</tbody>
</table>