Sponsorship and Exhibition Opportunities

AI-enabled technologies are rapidly transforming cancer care. AI will shape and change how oncology is practiced and how research is conducted, from treatment decisions, diagnosis and management, to doctor-patient interactions. Understanding how to effectively translate technology, data, and analytic innovations into clinical practices and patient benefits is imperative.

Join us in Boston on March 29-31, 2020, for ‘AI and Big Data in Cancer: From Innovation to Impact’, a cross disciplinary Elsevier symposium bringing together researchers, clinicians, technologists, entrepreneurs, regulators, and payers, to reflect on the multiple opportunities and challenges ahead, share lessons learned on implementation, and network to connect with collaborators and partners to advance the translation of responsible AI in cancer.

The conference will address the following key topics:

- AI and ML Algorithms and Devices (natural language text analytics, voice tech, smart IoT devices)
- Generation, Aggregation, and Governance of Big Data in Oncology (clinical, research, real-world data)
- AI Applications in Cancer Research (drug and target discovery; genomics, phenomics)
- AI Applications in Cancer Care (diagnoses, clinical decisions support systems)
- Responsible and Explainable AI (trust, transparency, ethical, policy frameworks)
- Fireside Chats (regulatory, legal, ethics, security and business)

For complete meeting details, please visit:
www.elsevier.com/events/conferences/AI-and-Big-Data-in-Cancer
RAISE YOUR PROFILE
Elsevier’s extensive global network of nursing in academia, business and government is being targeted to generate a highly qualified audience for this conference.

The AI and Big Data in Cancer Symposium will bring together leaders from industry and academia to exchange and share their experiences, present research results, explore collaborations and to spark new ideas, with the aim of developing new projects and exploiting new technology.

USE YOUR PRESENCE AT AI AND BIG DATA IN CANCER SYMPOSIUM TO:
- launch new products and highlight existing ones
- increase brand awareness and elevate your company profile in the nursing community
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- communicate your message to a highly qualified scientific community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market

For further information on sponsorship and exhibition opportunities please contact:

Carolina Ulloa Parra
Conference Sponsorship Sales Executive | STM Journals | Elsevier
Radarweg 29 | 1043NX Amsterdam | The Netherlands
Tel: +31 204852125 | E-mail: c.ulloaparra@elsevier.com

EXCLUSIVE PLATINUM SPONSOR
- $ 23,500
  - Company acknowledgement on all official conference support signs, program, conference website and on all marketing collateral
  - Special recognition on the conference website
  - Complimentary registration for 5 delegates
  - Complimentary 18x6ft shell scheme booth
  - One set of promotional materials to be handed out at the registration
  - A complimentary meeting room
  - Your logo on all delegate badges
  - Option to brand specific portions of the meeting, including 3 of the following*:
    - Welcome reception  •  Coffee break  •  Lunch break
    - Delegate bags  •  Workshop  •  Poster award
    - Conference app

GOLD SPONSOR
- $ 14,500
  - Company acknowledgement on all official conference support signs, program and on all marketing collateral
  - Special recognition on the conference website
  - Complimentary registration for 4 delegates
  - Complimentary 9x6ft shell scheme booth
  - One set of promotional materials to be handed out at registration
  - Option to brand specific portions of the meeting, including 2 of the following*:
    - Welcome reception  •  Coffee break  •  Lunch break
    - Delegate bags  •  Workshop  •  Poster award
    - Conference app

SILVER SPONSOR
- $ 8,500
  - Company acknowledgement on all official conference support signs, program and on all marketing collateral
  - Special recognition on the conference website
  - Complimentary registration for 3 delegates
  - Complimentary 9x6ft shell scheme booth
  - One set of promotional materials to be handed out at registration
  - Option to brand specific portions of the meeting, including 1 of the following*:
    - Coffee break  •  Lunch break
    - Workshop  •  Poster award  •  Conference app

EXHIBITION
An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, short description and link on the conference website and program booklet.

The following options are available:

- **Table top** (6ft table top exhibition stand, including complimentary exhibition pass for 1 person) $1,700
- **Shell scheme booth** (8x6 ft, including complimentary registration for 1 delegate) $3,250

(*) Based on first come first served receipt of commitments

www.elsevier.com/events/conferences/AI-and-Big-Data-in-Cancer
### ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:
- Listing of your company name and logo in the program booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

| Branding and Visibility | DELEGATE BAG | LANYARDS | REFILL BOTTLES | RATIFICATION DESK | \--- | \--- | \--- | \--- |
|-------------------------|--------------|----------|---------------|-------------------|------------------|
| **Two spots available** | $6,000       | \$3,300  | \$8,500       | \$3,000           | **Exclusive**    | **$3,000** | **$1,100** | **$950** |
| Have your company logo on the highly valued delegate bag. Used long after the event this will ensure long lasting visibility for your company. | Complimentary registration for 1 delegate | Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference. | Your company logo on every refill bottle available at the conference. | Complimentary registration for 1 delegate | **Your company logo on pens distributed at the conference** | **Opportunity to give a short address at the beginning of the lunch** | **Your company logo on A1 sized foam-backed posters where the breaks will be taking place** | **Complimentary registration for 2 delegates** |

<table>
<thead>
<tr>
<th>Networking Opportunities</th>
<th>WELCOME DRINKS RECEPTION</th>
<th>COFFEE BREAK</th>
<th>POSTER AWARD</th>
<th>LUNCH SESSION</th>
<th>POSTER SESSION &amp; DRINKS</th>
<th>GALA DINNER</th>
<th>WORKSHOP</th>
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<tbody>
<tr>
<td><strong>Exclusive</strong></td>
<td>$8,200</td>
<td>$3,000</td>
<td>$3,500</td>
<td><strong>Exclusive</strong></td>
<td><strong>Exclusive per break US$</strong></td>
<td><strong>Exclusive</strong></td>
<td><strong>CONTACT US</strong></td>
</tr>
<tr>
<td>Opportunity to give a short address at the beginning of the reception</td>
<td>Sponsorship of one of the Conference Lunches</td>
<td>Sponsorship of one of the conference poster sessions</td>
<td>An opportunity to have the poster award awarded in the closing session named after your company.</td>
<td>Sponsorship of one of the Conference Lunches</td>
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<td><strong>Showcase your products to the conference delegates at a dedicated workshop session.</strong></td>
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<td>Your company logo on available paraphernalia (eg. napkins, doilies etc)</td>
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<td>Your company logo on A1 sized foam-backed posters where the breaks will be taking place</td>
<td></td>
<td>Your company logo on available paraphernalia (eg. napkins, doilies etc)</td>
<td><strong>Sponsorship of one of the conference poster sessions</strong></td>
<td></td>
<td><strong>Pre conference workshop</strong></td>
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<tr>
<td>Your company logo on A1 sized foam-backed posters positioned around the reception area</td>
<td>Your company logo on A1 sized foam-backed posters where the lunch will be taking place</td>
<td></td>
<td><strong>Sponsorship of one of the conference poster sessions</strong></td>
<td><strong>Sponsorship of one of the conference poster sessions</strong></td>
<td><strong>One set of promotional materials to be handed out at registration</strong></td>
<td><strong>$3,400</strong></td>
<td><strong>(1h duration during the lunch)</strong></td>
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<tr>
<td>Delegate bag insert</td>
<td>Opportunity to give a short address at the beginning of the lunch</td>
<td>Complimentary registration for 2 delegates</td>
<td><strong>Complimentary registration for 1 delegate</strong></td>
<td>Delegate bag insert</td>
<td><strong>Complimentary registration for 2 delegates</strong></td>
<td><strong>Lunch Workshop</strong></td>
<td><strong>$4,200</strong></td>
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<td>Complimentary registration for 2 delegates</td>
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<td><strong>(1h duration during the lunch)</strong></td>
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<tr>
<th>Conference App</th>
<th><strong>Exclusive</strong></th>
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<th>CONTACT US</th>
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<tr>
<td><strong>$950</strong></td>
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<td><strong>$3,400</strong></td>
<td><strong>$3,400</strong></td>
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<tr>
<td><strong>Sponsor Elsevier’s conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app.</strong></td>
<td><strong>Details of the program and speakers</strong></td>
<td><strong>Abstracts of all the talks and posters</strong></td>
<td><strong>Presentation and Poster files</strong></td>
<td><strong>Information on exhibitors and sponsors</strong></td>
<td><strong>Conference floor plans</strong></td>
</tr>
<tr>
<td><strong>Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors.</strong></td>
<td><strong>This action is exclusive for sponsors/exhibitors, allowing you to place a full color advert on the app</strong></td>
<td><strong>Image should be text lite PNG or JPG and have a size of 1500x200 px</strong></td>
<td><strong>This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays. Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.</strong></td>
<td><strong>This action is exclusive for sponsors/exhibitors, allowing you to place a full color advert on the app</strong></td>
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**Conference App**

| \--- | \--- | \--- | \--- | \--- | \--- |
| **Complimentary registration for 1 delegate** | **Complimentary registration for 1 delegate** | **Complimentary registration for 1 delegate** | **Exclusive per break US$** | **Complimentary registration for 1 delegate** | **Exclusive per break US$** |
| **Exclusive** | **Exclusive** | **Exclusive** | **Sponsorship of one of the Conference Lunches** | **Sponsorship of one of the Conference Lunches** | **Conference floor plans** |
| **$3,400** | **Sponsorship of one of the Conference Lunches** | **Sponsorship of one of the Conference Lunches** | **Complimentary registration for 1 delegate** | **Complimentary registration for 1 delegate** | **Conference floor plans** |
| **$4,200** | **Conference floor plans** | | **Complimentary registration for 1 delegate** | **Conference floor plans** | **Conference floor plans** |

**CONTACT US**

**www.elsevier.com/events/conferences/AI-and-Big-Data-in-Cancer**
SPONSORSHIP AND EXHIBITION ORDER FORM

1. YOUR DETAILS
   Company contact name for correspondence

   Title (Prof. Dr. Mr. Ms.)  First Name

   Surname

   Job Title

   Organization

   Address

   State/Country

   Post/Zip Code

   Tel   Fax

   Email

2. ORDER DETAILS

   □ EXCLUSIVE PLATINUM SPONSOR $ 23,500
   □ GOLD SPONSOR     $ 14,500
   □ SILVER SPONSOR    $ 8,500

EXHIBITOR OPPORTUNITIES

   □ Table top (6ft table top exhibition stand, including complimentary exhibition pass for 1 person) $ 1,700
   □ Shell scheme booth (9x6 ft, including complimentary registration for 1 delegate) $ 3,250

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRANDING AND VISIBILITY

   □ Delegate bag $ 6,000
   □ Lanyards      $ 5,300
   □ Refill bottles $ 8,500
   □ Registration desk $ 3,000
   □ Charging station $ 3,000
   □ Promotional material $ 1,100
   □ Conference app  Contact Us

NETWORKING OPPORTUNITIES

   □ Welcome drinks reception $ 8,200
   □ Coffee break          $ 3,000
   □ Poster award           $ 3,500
   □ Lunch session          $ 7,000
   □ Gala dinner            $ 9,500
   □ Poster session & drinks $ 5,000

WORKSHOP

   □ Pre conference workshop (1h duration on Sunday) $ 3,400
   □ Breakfast workshop (1h duration) $ 3,400
   □ Lunch Workshop (1h duration during the lunch break) $ 4,200

3. HOW TO PAY

   Please note that all figures are subject to VAT at the prevailing rate

   Total amount payable $ ______

   □ I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

4. SIGN AND DATE THE FORM

   I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

   Signature   Today’s Date

5. RETURN TO

   Carolina Ulloa Parra
   Conference Sponsorship Sales Executive
   STM Journals | Elsevier Radarweg 29 | 1043NX Amsterdam | The Netherlands
   Tel: +31 204852125 | E-mail: culloaparra@elsevier.com

TERMS AND CONDITIONS OF BOOKING:

   Acceptance of applications for exhibits or sponsorship is at the discretion of the organisers. Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please contact the conference department immediately using the contact given during your communication to confirm your booking. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty. Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.

   You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.

   A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.

   The exhibition stand contract constitutes a licence to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.

   The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package for reasons of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.

   Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US$3,000,000) is required prior to the event.

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