

In collaboration with  
**acp** Association  
of Cancer  
Physicians

Presented by



OFFICIALLY LICENSED  
**BEST OF ASCO**<sup>®</sup>  
2023 ANNUAL MEETING

Tuesday, 11<sup>th</sup> July 2023 | Virtual  
United Kingdom (UK)

**INDUSTRY  
PROSPECTUS**

## Endorsement Letter



02/13/2023

The American Society of Clinical Oncology (ASCO®) is pleased to announce an agreement with MCI Group, to host an official Best of ASCO® meeting in the United Kingdom. This premier event will highlight abstracts and educational updates from the 2023 ASCO Annual Meeting, the world's largest gathering of physicians, researchers, and others engaged in the study and practice of oncology.

Many summary events are held after the Annual Meeting, but only a select few are organized in connection with ASCO and reliably deserve the title "Best of ASCO®" for their objectivity in content selection.

These official Best of ASCO® meetings present the top abstracts from a pool of more than 4,000 rated by a panel of ASCO experts. MCI Group has created a custom program that promises to meet the needs of members of the oncology care team.

Sincerely,

A handwritten signature in black ink that reads "Brittany Bingle". The signature is written in a cursive, flowing style.

**Brittany Bingle**  
*Licensing Manager*  
Education, Science and Professional Development  
American Society of Clinical Oncology  
2318 Mill Road, Suite 800  
Alexandria, VA 22314

## Message from ACP



On behalf of the Association of Cancer Physicians (ACP), the specialist society for medical oncologists in the UK, we are pleased to invite you to join us as a sponsor for our Best of ASCO<sup>®</sup> UK event in 2023.

Following a very successful and well attended inaugural Best of ASCO<sup>®</sup> UK event in 2021, we are delighted to be partnering with MCI to host the event on 11<sup>th</sup> July 2023. An overview of the most significant treatment advances presented at the ASCO<sup>®</sup> annual meeting in Chicago will be followed by parallel sessions, led by leading UK oncologists, focussing on several key disease sites.

We anticipate a wide audience of both medical and clinical oncologists, in addition to other health care professionals, joining the sessions, to review the latest research and explore new therapies and their potential impact on cancer care in the UK.

The sessions will be topical, relevant and interactive, with plenty of opportunity for Q&A.

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## Message from Scientific Committee

Dear ACP Members and Guests,

This is the Best of ASCO 2023 hosted by the Association of Cancer Physicians, representing Medical Oncology in the UK. The meeting scheduled on 11<sup>th</sup> July will provide you an opportunity to reflect on the data presented at ASCO and make this relevant to UK practice. You will also have access to our scientific committee constituting of leading UK Oncologists to pose your questions and discuss how practice may be managed in the UK.

## Steering Committee



**Prof. Samreen Ahmed**



**Prof. Andrew Wardley**



**Prof. Sanjay Popat**



**Dr. Daniel Hughes**



## About Best of ASCO

The Best of ASCO Meetings offer timely science and education from the world's premier oncology event, the ASCO Annual Meeting, in a two-day program. The abstracts chosen for presentation and discussion reflect the foremost research and strategies in oncology that will directly improve patient care. The program features in-depth discussion and analysis of the latest scientific findings in primary disease sites and practice-changing advances in cancer treatment. Expert faculty will place abstract findings into clinical context and discuss how the results may change the current standard of care. The meetings' smaller size allows for ample time for audience participation and attendee interaction.

## Save the Date for the Best of ASCO Meeting 2023, United Kingdom (UK)

- 11<sup>th</sup> July 2023 | Virtual
- Equity: Every Patient. Every Day. Everywhere.
- The latest cutting-edge research.
- The best in evidence-based education.
- One global oncology community.
- Practice-changing experience.



## Reasons to Participate

- Best of ASCO 2023 United Kingdom (UK) is expected to be attended by 700+ delegates (ACP Members).
- To connect with the local oncologists virtually through various tools available on the platform.
- Virtual event will attract large scale participation, beyond the numbers ever touched in past Best of ASCO, UK conferences.
- ASCO speakers and program content aims to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics.
- An ever-increasing research will benefit from ASCO's efforts to advance and improve the knowledge and practice.
- Nationally & Internationally acknowledged experts will enrich the scientific value of the sessions, discussions, etc.
- Participation as exhibitor and sponsor will ensure premium high-value visibility across a wide spectrum of Healthcare professionals.
- Promotion of Best of ASCO 2023, UK will be done extensively through electronic and social media by engaging with the community in large and various relevant and supporting associations and organizations.
- Showcasing your latest products and systems, at the exhibition, will enrich the learning experience for the attendees.

## Benefits to Participate

- Showcase your sponsored symposiums to the United Kingdom (UK) Oncologists.
- Individual virtual exhibition stall with specific design.
- Customized stall templates are available to suit your need.
- Recorded video byte on the stall (Video clip about the product/company).
- Company profile and products demonstration.
- Product portfolio demonstration.
- Live chat between exhibitor & stall visitor.
- Connect delegates through video chat. (Patron/Platinum/Diamond Sponsors)
- Schedule a call or virtual meeting between exhibitor & stall visitor.
- Business card exchange.
- Lead retrieval.
- Database availability of stall visitors.
- Various reports of exhibition booth activities.



# Attractive Sponsorship Packages

## **PATRON SPONSOR (Only 1 Slot available)**

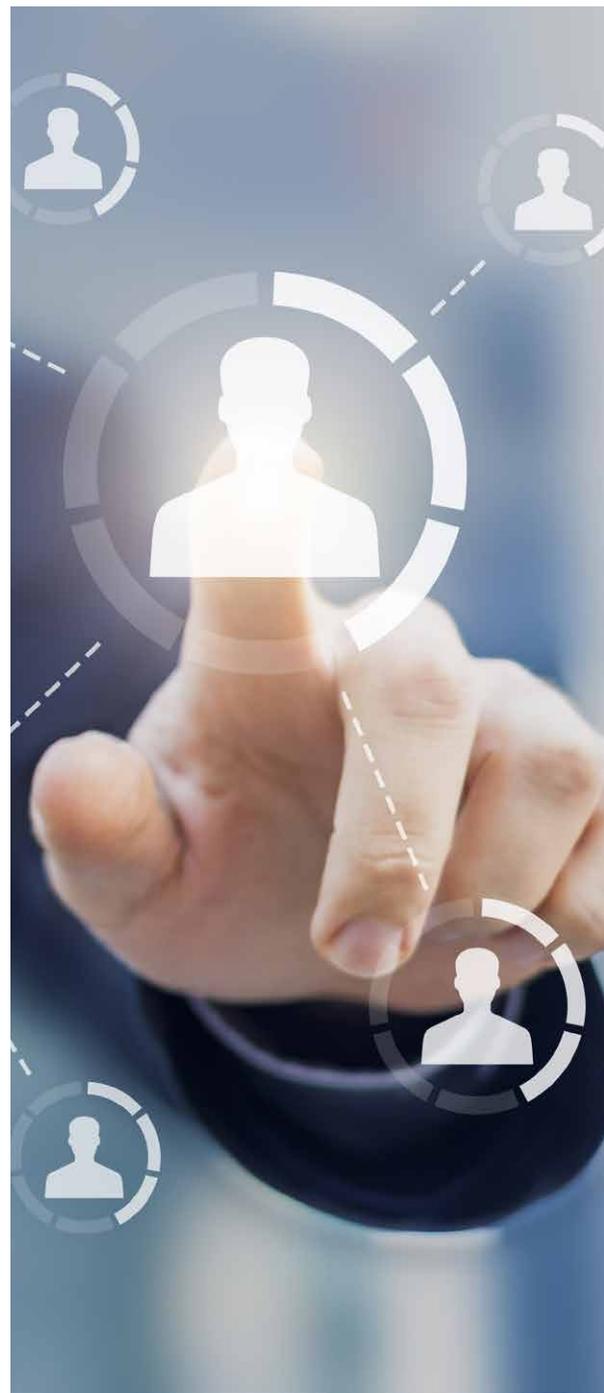
**GBP 17,000**

- Pre-conference Masterclass for 1 Hour on 11<sup>th</sup> July 2023.
- One Ultra Premium virtual booth space with top placement to ensure maximum footfall along with ultra premium booth functionalities.
- 2 Minutes sponsors intro or video ads will be played during the breaks (four times on all the days).
- Complimentary registrations (Delegate & Faculty): 50
- 5 e-mail invitations to delegates with company branding.
- Prominent Branding in the conference hall.
- Allocation of 1st stall in the exhibition hall with maximum delegate footfall.
- Logo on the virtual conference login page.
- Acknowledgment with logo on the 'Welcome Video' as patron sponsor.
- Acknowledgment as a Patron sponsor during session transitions with branding slide (four times a day).
- Acknowledgment in the virtual lobby as patron sponsor.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mails and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- 1 thank you e-mail on behalf of the sponsor to all the attendees.
- Access to company representatives in the scientific sessions: 15

## **PLATINUM SPONSOR (Only 2 Slots available)**

**GBP 14,000**

- One 30 minutes scientific symposium during main conference.
- One Premium virtual booth space with top placement to ensure maximum footfall along with premium booth functionalities.
- 1 Minute sponsors intro or video ads will be played during the breaks (twice on all the days).
- Complimentary registrations (Delegate & Faculty): 40
- 3 e-mail invitations to delegates with company branding.
- Prominent Branding in the conference hall.
- Allocation of 2nd stall in the exhibition hall with maximum delegate footfalls.
- Logo on the virtual conference login page.
- Acknowledgment as a Platinum sponsor during session transitions with branding slide (twice a day).
- Acknowledgment in the virtual lobby as platinum sponsor
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 10



## **DIAMOND SPONSOR (Only 2 Slots available)**

**GBP 11,000**

- One 15 minutes scientific symposium during main conference.
- One Premium virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 25
- 2 e-mail invitations to delegates with company branding.
- Acknowledgment in the virtual lobby as diamond sponsor.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 7

## **QUIZ SPONSOR (Only 4 Slots available)**

**GBP 7,000**

- Branding during quiz session.
- One Superior virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 15
- 1 e-mail invitation to delegates with company branding.
- Acknowledgment in the virtual lobby as quiz sponsor.
- Hyperlinked logo on the conference website.
- Access to company representatives in the scientific sessions: 5



## **GOLD SPONSOR (Only 6 Slots available)**

**GBP 6,000**

- One Superior virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 15
- Acknowledgment in the virtual lobby as gold sponsor.
- Hyperlinked logo on the conference website.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 3

## **REGULAR EXHIBITOR (Only 4 Slots available)**

**GBP 4,000**

- One regular virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 5
- Logo on the conference website as exhibitor.
- Access to company representatives in the scientific sessions: 2

## **Additional Functionalities at Exhibition Booth**

- Lead retrieval & data analytics of booth visitors.
- Recorded brand video on the booth (video clip about the product/company).
- Company profile and products demonstration.
- Live chat between exhibitor & booth visitor.
- Connect delegates through audio.
- Connect delegates through video chat (For Patron/ Platinum/Diamond Sponsors).
- Schedule a call or virtual meeting between exhibitor & booth visitor.
- Business card exchange.
- Various reports of exhibition booth activities.

## Other Attractive Opportunities

### **SPONSORED SYMPOSIUM + VIRTUAL BOOTH**

**GBP 12,000**

- One 30 minute or two 15-minute symposium(s) on topic of your choice, subject to committee's approval.
- One premium virtual booth space with top placement to ensure maximum footfall along with premium booth functionalities.
- Complimentary Registrations - 10

### **SPONSORED SYMPOSIUM**

**GBP 10,000**

- One 30 minute or two 15-minute symposium(s) on topic of your choice, subject to committee's approval.
- Complimentary Registrations - 5

### **GROUP REGISTRATION PACKAGE** DISCOUNT ON PUBLISHED RATES

**10%**

discount on registration of  
**20 - 30 delegates**

**15%**

discount on registration of  
**30 - 50 delegates**

**25%**

discount on registration of  
**50+ delegates**

# Registration



CATEGORY	EARLY BIRD Until 30 <sup>th</sup> April 2023	REGULAR Until 30 <sup>th</sup> June 2023	SPOT 1 <sup>st</sup> July 2023 Onwards
Doctors	£ 25.00	£ 35.00	£ 45.00
Students	£ 12.00	£ 18.00	£ 23.00
Industry	£ 35.00	£ 45.00	£ 55.00
Society Members	£ 12.00	£ 18.00	£ 23.00

# Sponsorship and Exhibition Payment Conditions

## Payment methods:

- Electronic Transfer
- Bank Transfer

## Payment details:

Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from your bank to identify you and confirm your payment.

## Bank details:

All invoices for exhibition space shall be issued by Organizers in USD/GBP. For payments in other currencies, please note the current conversion rate as per RBI would apply. All completed sponsorships / exhibition space booking forms along with bank transfer payment transaction advice must be sent via e-mail to the conference secretariat.

**Fund transfers should be done in USD/GBP only, not in Indian Rupees / United Kingdom (UK) GBP.**

Account Name: **MCI GeTS India Pvt Ltd**

Bank Name: **HDFC Bank Ltd**

Account No: **50200027962560**

Address: **Vatika Atrium A-Block Golf Course Road, Sector-53, Gurgaon-122002, Haryana**

IFSC Code: **HDFC0000572**

Swift Address No: **HDFCINBB**

## Payment terms:

50% payable on presentment of the invoice

50% payable by **15<sup>th</sup> June 2023**

## Cancellation terms:

Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:

**After May, 2023: 50% retention**

**After June 2023: 100% retention**

## General Information

### Sponsorship & Exhibition

The Conference & Exhibition will be held Virtually.

### Allocation of Exhibition Space

Space Allocation will be made on a "first come, first served" basis. A completed Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed, and an invoice will be emailed. Space allocations will be made in the order in which application forms & payment are received.

### Exhibitors' Technical Manual

An Exhibitors' Technical Manual outlining all technical aspects of exhibition will be circulated 05 days before the conference.

## Virtual Platform Features

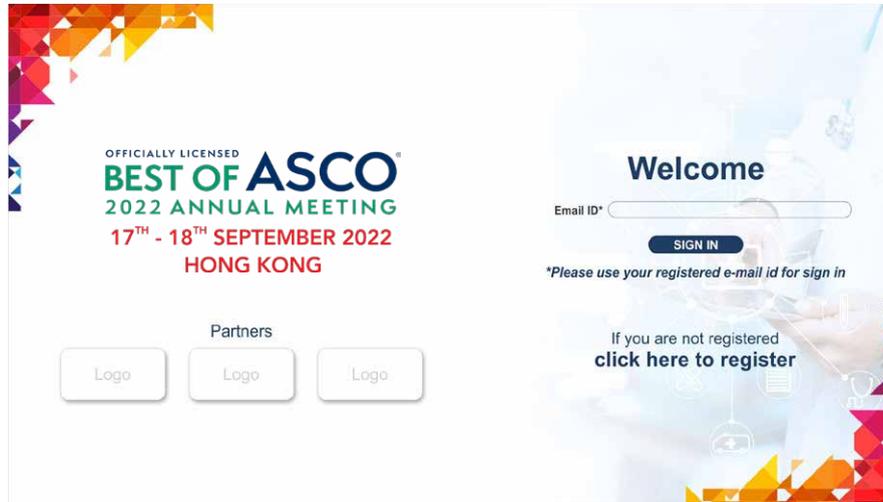
- 3D experience with immersive environment
- Virtual lobby with interactive touchpoints
- Information desk
- Live streaming & session archives
- Live Q & A
- Live polling
- Chat in real time with attendees (text chat box, audio/video calling)
- Attendee dashboard



- Photobooth
- Notifications
- Virtual briefcase
- Attendee video guide
- Engagement & entertainment options (optional)
- Reports & data analytics
- Feedback desk

# Branding Opportunities

## Login Page



**Note:** Partners logos have been used for the depiction purpose & are not the actually confirmed conference sponsors.

## Virtual Lobby



## Information Desk



## Exhibition Pathway



## Conference Hall



## Exhibition Area



### Top 5 reasons for attendees visit the exhibition hall

- To gain leaderboard points and win prizes for Virtual Meeting.
- Interaction with sales staff of various companies.
- Book an appointment for business
- New product launches & details.
- To download product e-catalogues & video's.

## Virtual Booth

### Booth features:

- Medical representatives to interact live with doctors.
- Branding on booths.
- Video on screen.
- Brochure / content downloads.
- Chat with staff.
- Book an appointment.
- Product video's.
- Sales person info.
- Social media.



The above images are for virtual representation only

## Exhibition Booths



# Contact us



## MCI GeTS India

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