



The banner features a stylized graphic on the left composed of multiple overlapping, colorful lines in shades of blue, green, yellow, and red, forming a shape reminiscent of a star or a cluster of lines. To the right of this graphic, the text reads: **ACCC 44TH ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT**, **March 14–16, 2018**, Renaissance Washington, DC Downtown Hotel, and **THE CONVERGENCE of BUSINESS, QUALITY, TECHNOLOGY, & POLICY**. In the top right corner, there is a red arrow icon pointing right with the text **SPONSOR TODAY!**. Below the main text, there are three logos: **ACCC** (Association of Community Cancer Centers), **CCBD GROUP** (Cancer Center Business Development), and **FOLEY & LARDNER LLP**. The word **CO-HOSTS** is positioned to the left of the ACCC logo.

## **ACCC 44<sup>TH</sup> ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT: A UNIQUE AND COMPELLING SPONSORSHIP OPPORTUNITY**

The Association of Community Cancer Centers (ACCC) and Cancer Center Business Summit (CCBS) are joining forces to present one national meeting in 2018 focused on Business, Quality, Technology & Informatics, and Policy & Reimbursement.

The **ACCC 44<sup>th</sup> Annual Meeting & Cancer Center Business Summit** is a 3-day sponsor-supported conference where the leading experts in oncology—including cancer care providers and business leaders—convene to focus on innovation in oncology, including strategic service line planning, care delivery and business models, hospital and practice alignment strategies, healthcare policy, reimbursement and payment reform, data collection and reporting, alternative payment models, and more.

Collectively, the ACCC Annual Meeting and the Cancer Center Business Summit have been supported annually by over 60 sponsoring organizations and an audience of more than 700 oncology stakeholders. Both meetings have been extremely well received and highly rated by attendees, faculty, and sponsors.

Content for the 2018 Meeting is planned jointly by an ACCC-member Task Force and a national Advisory Board of thought leaders drawn from diverse segments of the oncology sector.

### **ACCC 44<sup>th</sup> ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT DETAILS**

Healthcare reform is undergoing a wave of radical change and disruptive innovation, with stakeholders focused on transitioning to a value-based care delivery model that aims to reduce costs and improve quality of care. At the same time, leveraging new technologies, experimenting with various business models, and developing new relationships are changing the way that medicine is practiced—and will be the key to success.

In this transformative healthcare environment, all stakeholders—providers, patients, payers, and policy makers—are increasingly interconnected. Sponsor the ACCC 44th Annual Meeting & Cancer Center Business Summit, where this convergence of business, quality, technology & policy will be explored through interactive, collaborative learning.

Gain knowledge, share successes and lessons learned, and network across disciplines and fields around a wide range of topics, including:

- Alternative Payment Models & the Impact on Oncology
- Integrated Cancer Care Teams: Opportunities & Challenges
- Identifying High Cost Cancer Patients & Developing Successful Interventions
- Technology's Role in the Redesign of Oncology
- Patient Engagement & Expectations—What's Realistic & Where Do We Need to Go?
- Managing the Data Explosion
- Federal Health Policy Affecting Oncology

Don't be tossed about in this convergence riptide. Sponsor the ACCC 44th Annual Meeting & Cancer Center Business Summit to learn from experts and influencers in the oncology arena and come away with key insights to help steer your organization towards forward-thinking, fiscally sound business strategies.

## SPONSORSHIP DETAILS

The ACCC 44<sup>th</sup> Annual Meeting & Cancer Center Business Summit is a unique and compelling opportunity for your organization to network with leading community oncology groups, hospital oncology service line leaders, cancer center executives, physician leaders, practice administrators, and other cancer care stakeholders, who will be looking for ways to help position their programs for success, while addressing the most critical issues affecting their businesses today.

ACCC and CCBS have developed a robust mailing list of over 40,000 potential attendees for marketing the 2018 Summit. To supplement these efforts, all sponsors are encouraged to assist with promotions. This may include posting the Meeting details on your website, contributing contacts to the mailing list, advertising or announcing in social media communications with clients, colleagues, and prospects.

A description of sponsor opportunities is listed below. Join us for this important event at the Renaissance Washington, DC Downtown Hotel from March 14-16, 2018. There will be numerous networking opportunities throughout the Meeting, including a Welcome & Opening Reception during the evening of Wednesday, March 14.

## ADVISORY BOARD AND TASK FORCE

The following individuals serve as members of the ACCC 44th Annual Meeting & Cancer Center Business Summit Advisory Board and Task Force, and are responsible for guiding the development of program content for the meeting.

### Advisory Board

Edward Abrahams, PhD <i>Personalized Medicine Coalition</i>	Leonard K. Kalman, MD <i>Miami Cancer Institute</i>
Michael J. Anderson, MD <i>Dana-Farber Community Cancer Care</i>	Ira Klein, MD, MBA, FACP <i>Janssen Pharmaceutical Companies</i>
Carla Balch <i>TransMed Healthcare Systems</i>	Michael Kolodziej, MD <i>Flatiron Health</i>
Ronald Barkley, MS, JD <i>Cancer Center Business Development Group</i>	Mark J. Krasna, MD <i>Meridian Health System</i>
David C. Beyer, MD, FACR, FACRO, FASTRO <i>Arizona Oncology Services</i>	Peter Kuhn, PhD <i>University of Southern California</i>

Kelly Blair <i>Sg2</i>	Harlan Levine, MD <i>City of Hope</i>
Michael L. Blau, JD <i>Foley &amp; Lardner LLP</i>	Kathleen G. Lokay <i>Via Oncology</i>
Nancy Bookbinder <i>Oncology Resource Consultants</i>	Barbara L. McAneny, MD <i>New Mexico Oncology Hematology Consultants, Ltd.</i>
Linda Bosserman, MD, FACP <i>City of Hope</i>	Erich Mounce, MS <i>West Cancer Center</i>
Jennifer Carter, MD <i>N-of-One</i>	Tynan Olechny <i>Pershing Yoakley &amp; Associates</i>
Stephanie Clayton Hobbs <i>UT Southwestern Simmons Cancer Center</i>	Gitesh Patel <i>The Comprehensive Blood &amp; Cancer Center</i>
Lindsay Conway <i>The Advisory Board Company</i>	Kavita K. Patel, MD, MSHS <i>Brookings Institution</i>
Bruce Cutter, MD, MMM <i>Summit Cancer Centers</i>	R. Steven Paulson, MD <i>Texas Oncology</i>
Steve D'Amato, BScPharm <i>New England Cancer Specialists</i>	Bobby Reddy, MD <i>NantHealth</i>
George Daneker, MD <i>Cancer Treatment Centers of America</i>	Dennis Reilly <i>Intervention Insights</i>
Christian G. Downs, JD, MHA <i>Association of Community Cancer Centers</i>	Barry Russo, MBA <i>The Center for Cancer and Blood Disorders</i>
Daniel Dosoretz, MD <i>21st Century Oncology</i>	Deirdre Saulet, PhD <i>The Advisory Board Company</i>
Robert Green, MD <i>Flatiron Health</i>	Lee Schwartzberg, MD <i>West Cancer Center</i>
Teri U. Guidi, MBA, FAAMA <i>Oncology Management Consulting Group</i>	Michael Seiden, MD, PhD <i>McKesson Specialty Health - US Oncology Network</i>
Richard J. Hall <i>Oncology Services International</i>	Kelley D. Simpson <i>Oncology Solutions, LLC</i>
John E. Hennessy, MBA, CMPE <i>WellRithms</i>	Larry Strieff, MD <i>Hill Physicians Medical Group</i>
William Jordan, DO <i>Jordan Group</i>	

### Task Force

Wendalyn Andrews <i>University of Arizona Cancer Center</i>	Crystal Lopez, BAS, CMC, CMIS <i>Renown Health</i>
Louise M. Baca, MSN, RN <i>Maine Medical Center Cancer Institute</i>	Leeanne Sciolto <i>Inova Cancer Center</i>
Mark J. Krasna, MD <i>Meridian Health System</i>	Fran Spine, LPN, CCS-P, CPMA, CHONC, CPCO <i>Premier Oncology Hematology Management Society</i>
Becky L. DeKay, MBA <i>University Health Shreveport, Feist-Weiller Cancer Center</i>	Imelda Unto, RN, MSN, OCN <i>Florida Hospital Memorial Medical Center Cancer Institute</i>

## SPONSOR OPPORTUNITIES AND BENEFITS

### Platinum Sponsor - \$25,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on the meeting website
- Opportunity to place one-page ad insert in meeting app
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set up marketing exhibit booth or display table (priority location)
- Dedicated e-blast to attendees
- Up to six complimentary meeting registrations

### Gold Sponsor - \$15,000

- Recognition on save-the-dates, invitation, and signage
- Logo and web link (URL) on meeting website
- Opportunity to place one-page ad insert in meeting app
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set up marketing exhibit booth or display table
- Up to four complimentary meeting registrations

### Silver Sponsor - \$10,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on meeting website
- Opportunity to place 1/2-page ad insert in meeting app
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set up marketing display table
- Up to two complimentary meeting registrations

### Bronze Sponsor - \$5,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on meeting website
- Opportunity to place 1/4-page ad insert in meeting app
- Opportunity to provide pamphlet/small promotional item in attendee bag
- Opportunity to set up marketing display table
- One complimentary meeting registration

Supporter Level	Logo, Name, URL on Meeting Website	Ad Placed in AMCCBS Meeting App	Promo Item in Attendee Bag	Booth or Display Table Space	Complimentary Meeting Registrations
<b>Platinum Sponsor</b> \$25,000	*	One Page	*	Booth or Table	Six
<b>Gold Sponsor</b> \$15,000	*	One Page	*	Booth or Table	Four
<b>Silver Sponsor</b> \$10,000	*	1/2 Page	*	Table	Two
<b>Bronze Sponsor</b> \$5,000	*	1/4 Page	*	Table	One

## OTHER SPECIAL-PURPOSE SPONSOR OPPORTUNITIES

**Keynote Sponsor - \$25,000**

**Faculty Dinner Sponsor - \$25,000**

**Networking Reception Sponsor - \$25,000**

**Networking Break Sponsor(s) - \$5,000 per break or \$12,500 for all networking breaks**

**Attendee Bag Sponsor - \$8,000 (only available to Platinum or Gold Sponsor)**

- Custom attendee bag
- Three additional complimentary meeting registrations

**Lanyards - \$4,000 (only available to Platinum or Gold Sponsor)**

- Custom lanyards for each attendee
- One additional complimentary meeting registration

## SPONSORSHIP APPLICATION



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**The Sponsorship Application is provided below to register as a sponsor for the ACCC 44<sup>th</sup> Annual Meeting & Cancer Center Business Summit.**

**Please direct your sponsorship inquiries to:**

**Amanda Kramar**  
**Association of Community Cancer Centers**  
[akramar@acc-cancer.org](mailto:akramar@acc-cancer.org)



**APPLICATION AND CONTRACT FOR SPONSORSHIP**  
**ACCC 44<sup>th</sup> Annual Meeting and Cancer Center Business Summit**  
**March 14-16, 2018**  
**Renaissance Washington, DC Downtown Hotel, Washington, D.C.**

**Section 1: Contact Information**

Company Name.....  
 Contact..... Title .....  
 Tel..... Fax .....  
 Email ..... Website .....  
 Address .....  
 City..... State ..... Zip..... Country .....

**Section 2: Description of Products or Services to be featured** (required for approval) .....

- Indicate Level of Sponsorship requested:
- Platinum (\$25,000)
  - Gold (\$15,000)
  - Silver (\$10,000)
  - Bronze (\$5,000)

Other Special Purpose Sponsor:

**Section 3: Payment Information**

Make checks payable to:  
 Association of Community Cancer Centers

Mail payments to: Association of Community Cancer Centers  
 c/o Anne Marie Davis  
 1801 Research Blvd., Suite 400  
 Rockville, MD 20850  
 Phone: (301) 984-9496 • Email: adavis@accc-cancer.org

**Credit Card Payment** (Your signature authorizes your card to be charged for the total amount due. Summit reserves the right to charge the correct amount if different from the total listed. Cardholder is responsible for any changes in the exchange rate.)

- Visa     MasterCard     American Express     Discover

Card Number: \_\_\_\_\_ CSV# \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Section 4: Acknowledgement**

I acknowledge that as an authorized representative of the above Sponsor, I have received, reviewed, and agree that we will comply with the Policies for Sponsors of the ACCC 44<sup>th</sup> Annual Meeting & Cancer Center Business Summit. This sponsor application will become a contract upon Sponsor's authorized signature and the Meeting's acceptance and approval.

Sponsor Signature..... Date.....

Printed Name..... Telephone.....

Internal Use Only

Authorized Signature..... Date.....

Account Number ..... Assigned Booth/Table Number.....

## CO-HOSTS



Association of Community Cancer Centers

The **Association of Community Cancer Centers (ACCC)** is the leading advocacy and education organization for the multidisciplinary cancer care team. ACCC is a powerful network of more than 23,000 practitioners and 2,000 cancer programs and practices nationwide. An estimated 65% of cancer patients in the United States are treated by an ACCC member.

ACCC represents cancer care professionals from every discipline in oncology—working in every care delivery setting. From private practices to hospital-based cancer programs, large healthcare systems, and major academic centers, ACCC members address the most critical issues in quality cancer care delivery.

ACCC promotes the entire continuum of quality cancer care for our members and the patients they serve in communities nationwide. ACCC is the premier provider of “how-to” resources for the entire oncology care team, on topics such as patient-centered care, strategic planning, precision medicine, practice improvement, immunotherapy, molecular testing, specialty pharmacy, oral oncolytics, and more. For more details, please visit [acc-cancer.org](http://acc-cancer.org).



The **Cancer Center Business Development Group** provides business and financial advisory expertise to stakeholders in the delivery of cancer care. Practice partnering strategies. Planning, development and operational transformation of comprehensive service lines/cancer centers. Design and implementation of innovative cancer care delivery models, such as the oncology

medical home and oncology specialist networks. Initiatives in value-based alternative payment models in oncology, including the Oncology Care Model (OCM) and commercial bundled pricing methodologies. Visit [www.ccbdgroup.com](http://www.ccbdgroup.com) for more information.



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With offices throughout the United States and the backing of Foley’s Health Care Industry Team, named “Law Firm of the Year — Health Care Law” for three years in a row by U.S. News – Best Lawyers®. Foley is well-positioned to serve the wide-ranging needs of cancer care providers and other health care organizations across the country. Visit [www.foley.com](http://www.foley.com) for more information.



For the past ten years, the **Cancer Center Business Summit** has served as a thought leadership forum and annual educational conference on matters of oncologist-hospital alignment, business strategies, business models, and best business practices in the rapidly evolving oncology sector. The Co-Founders and Co-Hosts of the Cancer Center Business Summit are Foley & Lardner and Cancer Center Business Development Group. Visit [www.CancerBusinessSummit.com](http://www.CancerBusinessSummit.com) for more information.

LEARN MORE AT [ACCC-CANCER.ORG/AMCCBS](http://ACCC-CANCER.ORG/AMCCBS)