



 **SPONSOR TODAY!**

ACCC 48TH ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT

March 2-4, 2022
Washington Hilton, DC

The **CONVERGENCE** of Business, Policy & Technology



2022 SPONSOR PROSPECTUS





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SPONSOR OPPORTUNITIES

Examining the most important topics in oncology today, the ACCC 48th Annual Meeting & Cancer Center Business Summit (AMCCBS), March 2 - 4, 2022 will be held at the Washington DC Hilton. This year's conference will deliver a focused look at the hot button issues impacting the delivery of cancer care—and the strategies needed to rebound from the COVID experience, emphasizing the value-based care equation and the impact of industry consolidation on community oncology.

Industry thought leaders, health policy experts, and key influencers in cancer care delivery will explore cutting-edge, real-world examples to increase adaptability to new technologies, transform operations and care processes, and enhance the patient and provider experience in this new reality.

You will join leading stakeholders from across the oncology ecosystem—frontline healthcare providers, employers, payers, life sciences and pharma services, government, health associations, and forward-thinking companies in the hub of health innovation—as they network, share provocative perspectives, and devise groundbreaking strategies to reimagine and reshape the future of oncology care across the nation.

You will leave with new ideas and fresh perspectives on how to manage—and capitalize on—the dramatic changes happening in this shifting cancer care landscape.

AMCCBS ATTENDEES

The AMCCBS audience is comprised of those engaged in cancer care operations, such as chief executive officers; executive directors; financial, medical, and operating officers; development, finance, and operations directors; medical directors; medical, radiation, and surgical oncologists; oncology program and practice administrators and managers; pharmacists; quality directors, and service line executives.

PREMIUM ACCESS

Premium Access sponsorship opportunities ensure greater visibility and engagement with attendees through a Keynote Session; Plenary, and Single Conference Sessions; and Innovation Showcase Sessions.

Offerings and availability are subject to change.

To secure your opportunity, contact:



Erin Knight
Senior Manager, Exhibits and Corporate Relations
Association of Community Cancer Centers
eknight@accc-cancer.org
301.984.5074

SPONSORSHIP DETAILS

Co-hosted by the Association of Community Cancer Centers (ACCC), CCBD Group, and Foley & Lardner LLP, the ACCC 48th Annual Meeting & Cancer Center Business Summit is a unique and valuable opportunity to network with leading community oncology groups, hospital oncology service line leaders, cancer center executives, physician leaders, practice administrators, and other healthcare stakeholders who will be looking for innovative solutions to help position their programs for success in 2022—and beyond.

SPONSORSHIP OPPORTUNITIES & BENEFITS

Platinum Sponsor

\$25,000

- Recognition on save-the-dates, invitations, and signage
- Logo and link (URL) on the AMCCBS meeting website
- Banner ad placement in the meeting app
- Priority location for an exhibit booth
- Dedicated pre-or post-conference e-blast to attendees
- Up to six complimentary all-access meeting registrations
- Priority consideration for Innovation Showcase Presentation (additional fee)

Gold Sponsor

\$15,000

- Recognition on save-the-dates, invitation, and signage
- Logo and link (URL) on the AMCCBS meeting website
- Banner ad placement in the meeting app
- Exhibit booth
- Up to four complimentary all-access meeting registrations
- Priority consideration for Innovation Showcase Presentation (additional fee)

Silver Sponsor

\$10,000

- Recognition on save-the-dates, invitations, and signage
- Logo and link (URL) on the AMCCBS meeting website
- Exhibit booth
- Up to two complimentary all-access meeting registrations

Bronze Sponsor

\$5,000

- Recognition on save-the-dates, invitations, and signage
- Logo and link (URL) on the AMCCBS meeting website
- Either an exhibit booth or option for an additional attendee
- One complimentary all-access meeting registration

BOOTH SPECIFICATIONS

Each 8' x 10' Exhibit Hall booth includes signage, carpet, and pipe and drape. Once approved, sponsors will receive a confirmation email with pertinent deadlines and information, including the timeline to receive an Exhibitor Service Kit from Viper Tradeshow Service, Inc. This kit details the rules and regulations, shipping details, move-in information, and furnishing options.

NOT INCLUDED IN SPONSOR FEES: Furnishings, cleaning, and utilities. The cost and ordering information will be available in the Exhibitor Service Kit.

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**ADDITIONAL SPONSORSHIP OPPORTUNITIES
LISTED ON THE NEXT PAGE.**

PREMIUM ACCESS SPONSOR OPPORTUNITIES

THE FOLLOWING OPPORTUNITIES ARE EXCLUSIVE TO
ALL 2022 GENERAL SPONSOR LEVELS (PLATINUM, GOLD, SILVER, OR BRONZE).
AVAILABILITY IS LIMITED.

Keynote or Plenary Session Sponsor \$15,000

Keynote or Plenary Session Sponsorship is high-visibility sponsorship designed to maximize visibility among all attendees at AMCCBS. Select a representative from your company to introduce one of the meeting's Featured Speakers in the General Session venue. You'll work with ACCC content staff to craft a message that will resonate with attendees.

- Company name and/or logo where the session is promoted, including signage outside of the room

Targeted Session Sponsor (other than Keynote or Plenary Session) \$5,000

Sponsorship of a single conference session (such as breakout sessions) is another high-visibility sponsorship designed to maximize visibility among targeted attendees at AMCCBS. Select a representative from your company to introduce one of the presenters of a specific topic that is consistent with your product or service offerings. You'll work with ACCC content staff to craft a message that will resonate with attendees.

- Company name and/or logo where the session is promoted, including signage outside of the room

Networking Reception Sponsor \$15,000

The Welcome & Opening Reception in the Exhibit Hall on Wednesday evening brings together cancer care professionals to mingle and network with exhibitors. Put your company front and center at this highly anticipated kickoff event with signage throughout the hall, branded cocktail napkins, and other options for enhanced visibility.

Networking Break Sponsor \$7,500 Each or \$15,000 for Three Breaks

As a sponsor of one of our coffee or networking breaks, your logo adorns signage and other decorative items like table cards and napkins at inter-session coffee and networking breaks.

- Branding on signage and other decorative items
- Acknowledgment on the conference website

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PREMIUM ACCESS SPONSOR OPPORTUNITIES

THE FOLLOWING OPPORTUNITIES ARE EXCLUSIVE TO
PLATINUM AND GOLD LEVEL SPONSORS.

Innovation Showcase Presentations

\$7,500 (Gold Sponsor Level)
\$5,000 (Platinum Sponsor Level)

Present your specific products and services in the context of solutions to challenges faced by today's oncology providers. Two Innovation Showcase sessions consisting of up to five Innovation Showcase presenters in both sessions in a lively moderated Q&A format. For further information about this limited sponsorship opportunity, please contact Erin Knight.

Attendee Bag Sponsor

\$7,500

Distributed at the Registration Desk, the branded meeting bags are given to every conference attendee. Meeting bags provide widespread exposure throughout the conference as attendees store their materials and help share your branding throughout the conference.

- Select the bag from options provided by the Association of Community Cancer Centers
- Company logo/artwork included on Conference Bags

Lanyard Sponsor

\$5,000

Worn by every attendee, the badge lanyards are provided at the Registration Desk and are required for entry into all conference functions. Place your logo or company name around the neck of every attendee at the conference and stay at the top of mind as your company name is seen throughout the sessions and Exhibit Hall.

- Company name or logo on lanyards (determined on logo dimensions)
- Distributed to all conference attendees at registration

To secure your opportunity, contact:



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AMCCBS CO-HOSTS

ASSOCIATION OF COMMUNITY CANCER CENTERS

The Association of Community Cancer Centers (ACCC) is the leading education and advocacy organization for the cancer care community. Founded in 1974, ACCC is a powerful network of 28,000 multidisciplinary practitioners from 2,100 hospitals and practices nationwide. As advances in cancer screening and diagnosis, treatment options, and care delivery models continue to evolve—so has ACCC—adapting its resources to meet the changing needs of the entire oncology care team. It is estimated that 65 percent of the nation's cancer patients are treated by a member of ACCC. Learn more at acc-cancer.org.

CANCER CENTER BUSINESS DEVELOPMENT GROUP

The Cancer Center Business Development Group provides business and financial advisory expertise to stakeholders in the delivery of cancer care. Partnering strategies; development, transaction and operational conversion 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. Learn more at ccbdgroup.com.

FOLEY & LARDNER LLP

Foley & Lardner LLP has been providing comprehensive legal services for innovative enterprises in the health care, pharmaceutical, biotechnology, and biomedical sectors for more than 45 years. Our team of more than 150 health care attorneys provide counsel on financial transactions, mergers, acquisitions, affiliations, joint ventures, regulatory and government compliance, and business operations. With offices throughout the United States, Foley is well positioned to serve the wide-ranging needs of cancer care providers and other health care organizations across the country, and our team has been consistently ranked as one of the top healthcare law firms nationally and regionally by Chambers USA and U.S. News. Learn more at foley.com

For over fifteen 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.

In 2017, the Summit was first held as a joint program with the Association of Community Cancer Centers Annual Meeting.

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