



ACCC 50TH ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT

TRENDS in Business, Technology & Policy

February 28–March 1, 2024 | Capital Hilton | Washington, DC

Sponsorship Prospectus

For more information, contact:

ACCC Corporate Development

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www.accc-cancer.org/AMCCBS



ABOUT:

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 **34,000+ multi-disciplinary practitioners from 1,700 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.

MISSION:

To be the leading education and advocacy organization for the cancer care community.

VISION:

ACCC is a leader in the cancer care community, that brings together stakeholders to create comprehensive solutions that positively impact the patient experience and patient outcomes.

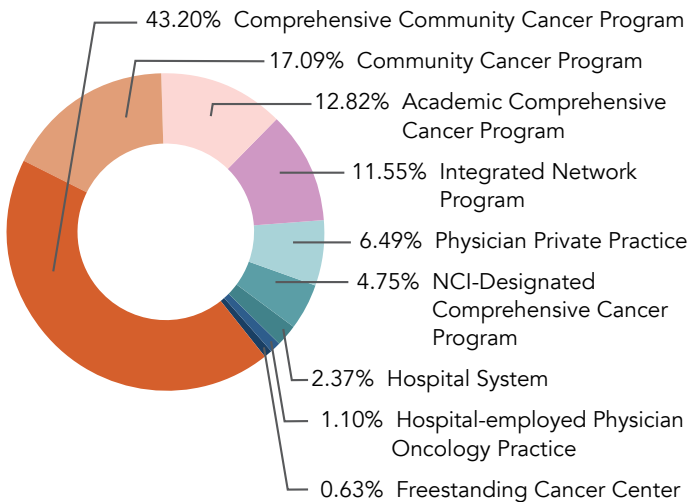
ACCC is recognized as a collaborative and diverse organization that leverages the robust knowledge of its multi-disciplinary membership to provide indispensable resources.

Event & Audience Profile

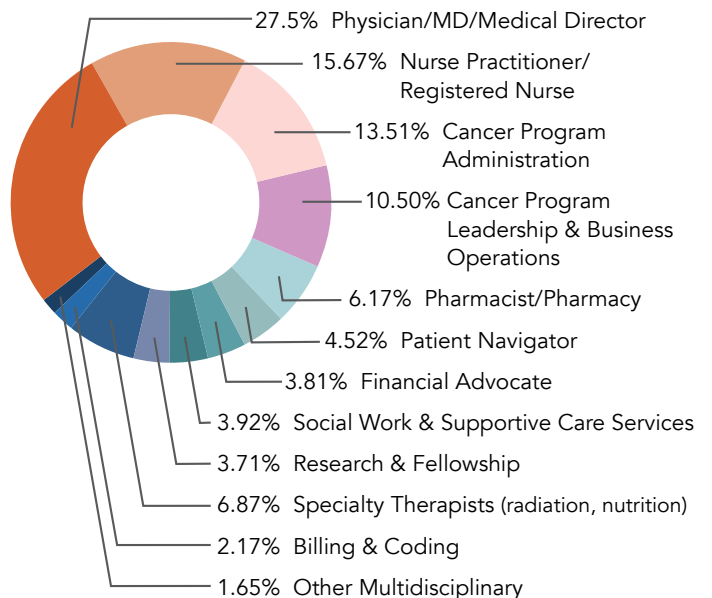
The 50th Annual Meeting & Cancer Center Business Summit (AMCCBS) will attract approximately 600 attendees and is a valuable opportunity to network with leading community oncology groups, hospital oncology service line leaders, cancer center executives, physician leaders, practice administrators, and other health care stakeholders looking to **position their programs for success in 2024 and beyond.**

As part of the 3-day curriculum, attendees will participate in a series of **think tank-style interactive workshops** facilitated by subject-matter experts. These workshops will take a **deep-dive, immersive approach** to the topics and future trends that are impacting cancer programs and practices across the country. AMCCBS will **explore what's on the horizon** in cancer care delivery through identifying emergent challenges and sharing real-world solutions with peers.

Practice Setting:



Discipline:



Becoming an industry supporter at this event means you are partnering with the most trusted name in community oncology to reach this robust, diverse audience.

- **Target** influential decision-makers
- **Meet** renowned leaders and trailblazers in oncology today
- **Interact** 1-on-1 with oncology professionals from across the country
- **Build** visibility and brand awareness for your company
- **Expand** your base and nurture existing customer relationships
- **Introduce** new products and services
- **Generate** new business connections
- **Deliver** product demonstrations
- **Conduct** market research and gather actionable feedback from customers

ACCC attracts a strong industry mix of supporters in the following areas:

- AI and BI technologies
- Diagnostic and Biomarker testing
- EMR and practice management/improvement tools and solutions
- Laboratory services
- Patient and provider education and resources
- Pharma manufacturing and life sciences
- Radiation oncology and medical equipment
- Staffing agencies and executive search firms
- Precision medicine

Call for Abstracts!

ACCC is inviting industry partners to submit an abstract for a possible poster presentation at the ACCC 50th Annual Meeting & Cancer Center Business Summit (#AMCCBS)!

Share your research (encore abstracts are permissible); best practice; resource, tool, or solution; and/or quality and performance improvement initiative on a national stage.

Areas of special interest include:

- Content related to the 2023-2024 ACCC President's Theme: (Re)Building the Oncology Workforce to Deliver Next Generation Cancer Care, with a specific focus on identifying and bringing up diverse leaders who reflect their communities
- Cancer care delivery models
- Cancer research and clinical trials
- Comprehensive cancer care services
- Oncology practice transformation
- Personalized medicine
- AI- or BI-enabled solutions
- Health equity and patient access
- Outreach, screening, and cancer prevention
- Payer challenges (eg, pre-authorizations, brown and white bagging, step therapy, etc.)

Companies whose abstracts are accepted for a poster presentation at the 2024 AMCCBS must be willing and able to become a Poster Sponsor.

\$5,500

Benefits include:

- Promotion and recognition as Poster Sponsor of the AMCCBS
- One (1) complimentary full conference registration
- Pre and Post attendee list

CONTACT US FOR DETAILS!

SPONSORSHIP LEVELS

All sponsors are invited and encouraged to attend conference sessions, meal functions, and social activities to engage with participants at the meeting. General sponsorships are designated on a first-come, first-served basis, and may be limited or shared, depending on availability.

Benefits	Gold \$25,000	Silver \$15,000	Bronze \$10,000
Recognition as Sponsor of the Day. Pre-recorded Sponsor Welcome video will play on a continuous loop placed in high traffic area <i>ACCC reserves the right to approve video content. Limited availability; may be shared; videos should not be longer than 2 minutes and can have sound.</i>	●		
Assisted scheduling of on-site, one-on-one business meetings with key contacts	Up to three (3)	Up to two (2)	
One dedicated email blast to all registered attendees	Pre-conference	Post-conference	
One advertisement in Oncology Issues, ACCC's official journal <i>(AMCCBS show issue Volume 39, No. 2; Oncology Issues is a digital publication)</i>	Premium position	Full page	
One rotating banner ad on the AMCCBS website linked to URL of choice	●	●	
One 4'x8' exhibit footprint for traditional tabletop or bistro-style display*	●	●	●
Mention in AMCCBS ad published in Oncology Issues, ACCC's official journal <i>(Issue Volume 39, No. 3; Oncology Issues is a digital publication)</i>	●	●	●
Complimentary full conference registrations	4	3	2
Pre and post attendee list	●	●	●
Recognition and acknowledgment in annual meeting promotional emails to ACCC membership and registered attendees	●	●	●
Recognition and acknowledgment on the annual meeting website, opening "walk-in" slides, and on-site signage	●	●	●

*Exhibit display space at the AMCCBS is extremely limited and only offered to meeting sponsors based on availability. Exhibit footprints at the AMCCBS are 4'x8' and can be a traditional tabletop display or bistro-style display setup. Audiovisual, electricity, catering, and internet hard line are not included and can be arranged for separately, if needed.

EXCLUSIVE BRANDING OPPORTUNITIES

Put your brand front and center with these must-have conference staples; each exclusive to 1 sponsoring company.

Hotel Key Cards & Welcome Message: \$15,000

Welcome conference attendee guests in style as they arrive at our host hotel, the Capital Hilton! What a great way to greet each attendee with your unique message.

Each guest will receive hotel key cards fully branded on 1 side with your logo/artwork, along with a 1-page welcome letter when they check in. ACCC to handle all sponsor to provide the artwork needed for the key cards according to the specifications sent by ACCC and sponsor to provide the welcome letter in the needed quantity, following specific printing and delivery guidelines.

Massage Station: \$12,500

Bringing care to those who provide care: Sponsored massages are a great way to engage attendees in a relaxed atmosphere. Station will be positioned in a high-traffic area and will include 2 massage therapists giving head, neck, and back mini massages. ACCC to handle all fulfillment. Sponsor recognition will be prominent in this area.

Lanyards: \$10,000

Worn by every attendee, the badge lanyards are provided at registration and are required for entry into all annual meeting functions. Place your logo or company name around the neck of every attendee at the event and stay top-of-mind with your brand prominently displayed.

- Opportunity to select the lanyard from options provided by ACCC
- Company name or logo cobranded with ACCC on lanyards (1-color printing)
- ACCC handles all production and distribution

Conference Totes: \$12,500

Distributed to all attendees upon check-in at registration, ACCC handles all production, fulfillment, and distribution of the 2024 Annual Meeting Tote. Bags will be cobranded, providing widespread exposure throughout the event as attendees store their materials. Benefits include:

- Opportunity to select the bag from options provided by ACCC
- Company logo cobranded with the AMCCBS to fit within printing area on 1 side of the tote
- Opportunity to provide 1 insert of choice in the bags

AMCCBS Wi-Fi: \$10,000

All attendees will be tuned in, giving the sponsor of this opportunity conference-wide visibility and exposure. ACCC to handle all fulfillment. Benefits include:

- Branded main splash page
- Custom password
- Small tent cards with Wi-Fi information on tables around the event

Charging Station: \$7,500 per

Much needed and sought after by this highly networked crowd, the charging station allows attendees to charge a wide variety of electronic devices on-site so there's no need to leave the event to conduct other business.

Your company logo will be prominently placed on the charging station.

SIGNATURE NETWORKING & EDUCATIONAL OPPORTUNITIES

Professional Headshot Studio: \$20,000

Whether you're a seasoned practitioner or just starting out, everyone can benefit from a professional headshot. Photographers are on site in our Headshot Studio to take complimentary headshots for attendees. Brand this space and receive all the credit for providing this necessary element to attendees' professional portfolios.

Welcome & Opening Reception: \$15,000

The Welcome & Opening Reception brings all annual meeting attendees together to network and mingle. Put your company front and center at this highly anticipated kick-off event with signage throughout the space and branded cocktail napkins at all food and beverage stations for enhanced visibility.

Keynote Address or Plenary Session: \$12,500

Keynote Address or Plenary Session sponsorship is high-visibility and designed to maximize your exposure among all attendees at the 2024 AMCCBS. Select a representative from your company to introduce 1 of the speakers in the General Session. You'll work with ACCC content staff to craft a scripted message that will resonate with attendees.

- Company name and/or logo where the session is promoted, including signage outside of the room
- Reserved table at the front of the room for sponsor company representatives

Networking Luncheon Table Talk: \$5,000

Host a roundtable discussion during the Thursday lunch hour. Sponsors will be invited to discuss a topic of their choice with industry colleagues and attendees.

- An opportunity to present new data, launch a new product, educate attendees on a specific topic, and receive feedback
- With support of ACCC membership team, table topic sign-ups will be sent to registered attendees confirming roundtable participants

Deep Dive Workshop: \$35,000

Back by popular demand, ACCC is again hosting a series of two hour interactive workshops that take a "deep dive" into topics and trends impacting cancer programs and practices across the country. These facilitated discussions explore key areas like new care delivery models, AI and BI-enabled technology solutions, personalized medicine, and more. Audience members are C-suite, Vice Presidents, Administrators, Directors, upper-level management, and oncology state society leaders.

Sponsorship includes:

- Co-facilitation of a "Deep Dive" workshop on selected topic alongside an identified cancer care provider and invited subject matter experts and thought leaders to help guide discussion
- Recognition as a Deep Dive Sponsor in program materials, signage and deliverables
- Logo recognition in promotional pre-conference e-mails to members and attendees
- Recognition and acknowledgment on the annual meeting website, opening "walk-in" slides, and on-site signage
- Recognition in post-event reports: ACCC will share a comprehensive report of proceedings and deep dive findings with participants post-AMCCBS. This report will highlight the key trends, challenges, and solutions discussed during the workshop, including actionable "next steps" that will drive content across all ACCC platforms and shared with ACCC's full membership and broader oncology community
- Reserved table and seating for up to four attendees at sponsored Deep Dive
- Up to four complimentary all-access meeting registrations

A LA CARTE ADVERTISING OPPORTUNITIES

Under the Door Hotel Room Drop.....\$4,000 per

Advertiser gets choice of drop date and will supply the 1-page literature in an appropriate quantity that will be distributed to all attendees staying at the Capital Hilton; ACCC reserves the right to approve the drop

In-Room Drop or Attendee Gift.....Available upon request

Advertiser gets choice of drop date and will supply the item being placed inside of guest rooms at the Capital Hilton; ACCC reserves the right to approve the drop

Tote Bag Insert.....\$1,000 per

Advertiser will supply 1 item (either literature or small gift) in an appropriate quantity that will be distributed to all attendees as an insert in the tote bags; ACCC reserves the right to approve the drop

Seat Drop.....\$2,000 per

Advertiser will supply 1 item (either literature or small gift) in an appropriate quantity that will be distributed to all attendees via a seat drop in the general session; ACCC reserves the right to approve the drop

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SPONSORSHIP AGREEMENT

Company Name _____ Website _____
(as it should appear in print)

Address _____

City _____ State _____ Zip _____

Key Contact Name _____

Job Title _____

Phone _____ Email _____

Sponsorship Levels

- GOLD \$25,000
- SILVER \$15,000
- BRONZE \$10,000

Exclusive Branding Opportunities

- Hotel Key Cards & Welcome Message \$15,000
- Conference Totes \$12,500
- Lanyards \$10,000
- Massage Station \$12,500
- AMCCBS Wi-Fi \$10,000
- Charging Station \$7,500 per

Networking & Educational Opportunities

- Professional Headshot Studio \$20,000
- Welcome & Opening Reception \$15,000
- Networking Luncheon Table Talk \$5,000
- Keynote Address or Plenary Session \$12,500
- Deep Dive Workshop \$35,000

A La Carte Advertising Enhancements

- Door Hotel Room Drop \$4,000 per
- In-Room Drop \$ _____
- Seat Drop \$2,000 per
- Tote Bag Insert \$1,000 per

SELECT FORM OF PAYMENT:

ACCC Tax ID #: 51-0137807

- Check
- ACH
- Credit Card

Total Amount Due \$ _____

Checks must be made payable to:

Association of Community Cancer Centers
1801 Research Blvd, Ste. 400
Rockville, MD 20850

PAYMENT BY CREDIT CARD:

Name of Cardholder _____

- Visa
- Master Card
- AMEX
- Discover

Credit Card # _____

Exp. Date: ____ / ____ CVV Code _____

Signature _____

AGREEMENT: In signing this application, I agree to conform to the Association of Community Cancer Centers (ACCC) sponsorship and exhibit regulations for the 2024 Annual Meeting and Cancer Center Business Summit (AMCCBS), which are hereby made a part of this application. I also agree that I understand the ACCC exhibit display placement policy and that ACCC reserves the right to assign displays in the best interest of the 2024 AMCCBS.

Signature _____

Payment Policy: ACCC accepts payment by check, ACH, and credit card. For all credit card payments, a 3% processing fee will be imposed. A 25% nonrefundable deposit must be received with a copy of the signed agreement to secure sponsorship. Full payment must be received by December 8, 2023, otherwise sponsorship will be forfeited to a company on the waiting list. Sponsors with a balance due by the event go-live date will not be allowed to sponsor or display until the balance is paid in full.

Cancellation and Refund Policy: ACCC must be notified in writing in the event of cancellation. If cancellation occurs on or prior to December 8, 2023, all monies will be returned to the sponsor, less the nonrefundable deposit. If cancellation occurs after December 8, 2023, no refunds will be made.

Questions and completed agreement should be sent to:

Sabina Gargiulo, Senior Director, Corporate Relations and Development, sgargiulo@acc-cancer.org