



ACCC
39TH NATIONAL
ONCOLOGY CONFERENCE

October 12-14, 2022
Palm Beach
Convention Center

DECONSTRUCTING iNNOVATION

**SPONSORSHIP
& EXHIBIT
PROSPECTUS**



The **ASSOCIATION OF COMMUNITY CANCER CENTERS (ACCC)** invites you to become a sponsor for its **39th National Oncology Conference**, October 12–14, 2022, at the Palm Beach Convention Center in West Palm Beach, Florida.

The ACCC National Oncology Conference is the leading collaborative education and networking event for the multidisciplinary cancer care team. Your company can join leaders and clinicians from community-based cancer centers and physician practices as they gain critical knowledge and practical tools to put into practice. By sponsoring this event, you are partnering with the most trusted name in oncology to reach a highly-targeted audience.

Now that we've resumed in-person events, you don't want to miss out on the opportunity to secure your sponsorship and reserve your booth space before they sell out.

To maximize exposure to our attendees, all sponsors are invited to participate as conference registrants in conference sessions and social activities, offering multiple opportunities to engage with participants and experience high visibility.

WHY SPONSOR THE ACCC 39TH NATIONAL ONCOLOGY CONFERENCE?

The interactive Exhibit Hall offers a relaxed environment to showcase your organization and meet one-on-one with decision makers from the nation's leading major academic centers, large healthcare systems, hospital-based cancer programs, and oncology practices.

Benefits that your organization will receive include the opportunity to:



- **Target** influential decision-makers
- **Interact** face-to-face with oncology professionals from across the United States
- **Build** visibility for your company in a competitive marketplace
- **Expand** your prospect base and strengthen existing customer relationships
- **Introduce** new products and services
- **Generate** new sales leads
- **Give** product demonstrations
- **Conduct** market research
- **Fill** your pipeline and reduce costly sales calls



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 30,000 multidisciplinary 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. For more information, visit acc-cancer.org or call 301.984.9496. Follow us on social media; read our blog, ACCCBuzz; tune in to our CANCER BUZZ podcast; and view our CANCER BUZZTV channel.

SPONSOR LEVELS

	Premier Plus \$20,000	Premier \$12,000	Partner \$7,500	Supporter \$5,000
Recognition as Sponsor of the Day. Pre-recorded Sponsor Welcome/Promo video will play on loop throughout the day near the registration area. ACCC must approve video. <i>Limited availability—first come, first served.</i>	X			
Company name recognition in Keynote Session opening slides and session signage.	X			
One dedicated eblast to conference registrants	X	X		
Priority placement in the Exhibit Hall	X	X		
Banner ad in the conference mobile app (if available)	X	X	X	
Opportunity to host ancillary meetings (if space available)	First Priority	Second Priority	Third Priority	
Complimentary full conference registrations	10	5	3	2
Recognition in ACCC ad in <i>Oncology Issues</i>	Logo recognition	Logo recognition	Acknowledgement	Acknowledgement
Recognition on signage throughout conference space	X	X	X	X
Recognition on the #ACCCNOC webpage	Company Logo	Company Logo	Company Logo	Company Name



For more information, and to reserve your sponsorship opportunities, please contact:

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SPONSORSHIP OPPORTUNITIES

Networking Reception Sponsor: \$15,000

The Welcome & Opening Reception in the Exhibit Hall on Wednesday evening brings together cancer care professionals to mingle with exhibitors. Put your company front and center at this highly anticipated kick-off event with signage throughout the hall, branded cocktail napkins, a bar located near your booth (if space permits) and other options for enhanced visibility.

Networking Break Sponsor(s): \$10,000 for two breaks

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

- Branding on signage and other decorative items

Networking Luncheon Table Talks: \$5,000 (Eight Available)

Host a round table discussion during the Thursday lunch hour. Sponsors will be invited to discuss a topic of their choice with industry colleagues and attendees. *Available to Sponsors at the Partner and Premier levels only.*

- An opportunity to present new data, launch a new product, educate attendees on a specific topic, and receive feedback
- Available to Sponsors at the Partner and Premier levels only
- With support of ACCC membership team, confirm roundtable participants from at least two preferred attendee organizations.

Keynote Book: \$12,500

All attendees will receive a signed copy of Keynote Speaker Julie Holmes book, *Little Big Bangs for Leaders*, to continue their journey of identifying opportunities for “micro-innovations” at their cancer programs or practices.

- Company logo placement on the cover. Book will be customized for attendees, including a foreword from the ACCC President.
- Book signing area will be adjacent to sponsor exhibit booth (if space permits) during the Wednesday evening Networking Reception and Thursday morning Networking Break.

Conference Bags: \$12,500

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

- Opportunity to select the bag from options provided by ACCC
- Company name or logo included on Conference Bags*

Mobile App: \$12,500

The official National Oncology Conference Mobile App is the most critical “go-to” informational tool used by attendees. The mobile app contains features such as the Attendee List, Exhibit Hall Floorplan, Conference Program, App Notifications, and other pertinent, need-to-know information.

- Logo/Company name anywhere app promoted, including on signage near the Registration Desk
- Exclusive ad within app
- Featured company information page within app
- Company logo on mobile app and ACCC website

Innovator Breakfast: \$10,000

Join the five ACCC Innovator Award winners and other attendees to discuss hot topic issues like oncology and primary care collaborations, how implementation of remote patient monitoring can reduce ED visits and hospital admissions, use of technology to improve patient adherence, and more.

- Branding on signage and other decorative items



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Lanyards: \$10,000

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*
- Distributed to all conference attendees at registration

* Logos of an *ineligible company* (i.e., pharmaceutical or device company) are not permitted. If sponsored, by ineligible company, company name would be used instead.

Charging Stations: \$5,000

A popular traffic builder, the charging station allows attendees to charge a wide variety of electronic devices so there's no need to leave the event to conduct other business. Your company logo will be prominently placed on the phone charging station.

Mobile App Alert: \$1,000 Per Alert

Connect directly with attendees at the ACCC 38th National Oncology Conference by sending a dedicated mobile app alert to drive traffic to your booth or website.

- Select the day and time of day when your mobile alert will be disseminated

SPONSORSHIP OPPORTUNITIES OUTSIDE THE EXHIBIT HALL

Hotel Key Cards: \$10,000

Hotel key cards are given to each attendee when they check-in at the Hilton Austin. Your logo will be imprinted on the key card and will be one of the first things attendees see.

Hotel Room Drop: \$8,500 (Two Available)

Avoid the traditional marketing noise by distributing your conference materials directly into the hotel room of every National Oncology Conference attendee for an extra meaningful connection. Includes one item per room.

- Choice of drop date
- Sponsor provides item(s) (approved by ACCC)

Hotel Branding Opportunities: Pricing Varies

Gain extra visibility outside the exhibit hall! Include your logo/booth # or ad on clings and signage in key locations throughout the Hilton West Palm Beach. Opportunities include branded elevator clings, registration desk clings, windows and floor on the path from hotel rooms to the conference center.



For more information please contact:

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PRELIMINARY EXHIBIT HALL SCHEDULE*

WEDNESDAY, OCTOBER 12

- 8:00 AM – 5:00 PM Exhibitor Move-in
- 8:00 AM – 7:00 PM Exhibitor Registration
- 5:30 – 7:00 PM Networking Reception in the Exhibit Hall

THURSDAY, OCTOBER 13

- 7:00 AM – 1:30 PM Exhibit Hall Open
- 7:00 – 8:00 AM Breakfast in the Exhibit Hall
- 10:15 – 11:00 AM Networking Break in the Exhibit Hall
- 12:35 – 1:15 PM Networking Lunch with Table Talks

FRIDAY, OCTOBER 14

- 7:00 AM – 1:30 PM Exhibit Hall Open
- 7:00 – 8:00 AM Breakfast in the Exhibit Hall
- 10:15 – 11:00 AM Networking Break in the Exhibit Hall
- 12:40 – 1:30 PM Networking Lunch
- 1:30 – 3:30 PM Exhibitor Breakdown and Move-out

* Networking breaks and meal times subject to change

SPONSORSHIP APPLICATION



The **sponsorship application** for the ACCC 39th National Oncology Conference can be downloaded online at accc-cancer.org/NOC-exhibitors.

For more details on sponsorship opportunities, please contact Erin Knight, Senior Manager, Exhibits and Corporate Relations, Association of Community Cancer Centers.



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