9TH SUMMIT & EDUCATIONAL PROGRAM

ASSOCIATION FOR VALUE-BASED CANCER CARE SUMMIT

INTEGRATING COST, QUALITY, ACCESS INTO CLINICAL DECISION-MAKING IN ONCOLOGY

October 16-18, 2019
New York Athletic Club
New York, NY

2019 PROSPECTUS
www.avbcconline.org
INVITATION FROM THE LEADERSHIP

Dear Partners,

On behalf of the Association for Value-Based Cancer Care (AVBCC), we would like to formally invite you to attend and sponsor the 9th Association for Value-Based Cancer Care Summit being held on October 16-18, 2019, at the New York Athletic Club in New York, NY.

Building on the success of last year’s Summit, AVBCC will again include fast-paced intense sessions/presentations, guided by the expertise of more than 100 faculty speakers, panelists, and key opinion leaders in their respective fields, providing stakeholders in attendance with a thorough understanding of the evolution of the value equation as it relates to cancer care.

UNIFYING ALL CANCER CARE STAKEHOLDERS

Join more than 600 business leaders, healthcare executives, and multidisciplinary providers—from C-suite executives, community oncology providers, nurse and patient care navigators, practice managers, directors, and administrators—to professionals representing diverse ecosystem segments, including:

- Artificial intelligence
- Managed healthcare
- Biotechnology
- Pharmaceuticals
- Integrated health systems
- Cancer centers of excellence
- Institutional/private Investors
- Employers and self-insured funds
- Health information technology
- Big data
- Personalized medicine
- Researchers and scientists
- Government legislators
- Agencies
- Policymakers
- Patient advocacy groups

REASONS TO ATTEND & SPONSOR THE SUMMIT

This one-of-a-kind event will provide a constructive, valuable, and mutually beneficial opportunity to:

- **Gain new perspectives** on the multifaceted policy, regulatory, and marketplace dynamics that will help guide and align with your near- and long-term strategic plans
- **Share knowledge and insights** with other leaders in open exchange between like-minded stakeholders
- **Take learnings received** and apply them to help transform cancer care for the better
- **Network with experts** who are driving the conversation on the latest technologies, innovations, and business strategies that will advance your delivery of high-quality care
In this prospectus, you will find information on activities, statistics, and options for supporting the 9th Annual Summit. Please make sure to review the key sponsorship dates and deadlines.

Thank you for your commitment to this effort and to AVBCC. We look forward to your participation and seeing you in New York!

Kind regards,
Burt, William, and Jayson

Co-Chairs

Burt Zweigenhaft, BS
Managing Partner
Upstream Partners
Co-Founder, AVBCC

William McGivney, PhD
Managing Principal
McGivney Global Advisors

Jayson Slotnik, JD, MPH
Managing Partner
Health Policy Strategies

Barry Brooks, MD
Medical Director & Chairman
The US Oncology Network
P&T Committee
McKesson Specialty Health

“The Summit was great, and I do not say stuff if I do not mean it. I had more people than ever come up to me and say how great the sessions were; and entertaining too!”

—William McGivney, PhD
Managing Principal, McGivney Global Advisors

“It was a revelation to me that AVBCC can convene the best minds in the country all thinking about how we solve the crucial problem of coming up with a market access model that works for transformative cancer therapies.”

—Managing Director, Alliance for Regenerative Medicine, and former Executive Vice President of Biotechnology Industry Organization
attendee overview by ecosystem setting

- 26% Life sciences/manufacturer
- 12% Retail chain/specialty pharmacy
- 11% Consulting services to life sciences/managed care/healthcare coverage
- 11% Patient care delivery/practice
- 9% Group purchasing organization/pharmacy benefit management
- 9% Pathway & clinical decision support services
- 6% Managed care/healthcare coverage—affiliated benefit plans
- 5% Government policy & legislation
- 4% Trade group—affiliated, organization, wholesaler, third-party logistics
- 3% Community outreach/advocacy-based organization
- 3% Investment banking, private equity, capital lending
- 1% Healthcare economic outcomes research

Data on file with the Association for Value-Based Cancer Care.

“I love coming to AVBCC. It is the one meeting where all of these different stakeholders’ perspectives are talked about. No other meeting does this!”
–Industry representative from Boehringer Ingelheim

“In 2 days, I received a complete understanding of the cancer care ecosystem that would’ve taken multiple meetings to obtain.”
–Former President of ASCO
**AVBCC attendee & sponsor satisfaction**

**Nearly 100% Agreed**
Content, Topics, Sessions, and Information Were Relevant and Up-to-Date

- Nearly 100% Agreed
- 70%
- 26%
- 4%

**Question:** What is your level of agreement/disagreement with the following statement regarding the overall AVBCC Summit?

**Statement:** The content, topics, and information presented during sessions were relevant and up-to-date

**96% Stated**
They Can Apply Learnings to Their Place of Work

- 96% Stated
- 65%
- 31%
- 4%

**Question:** What is your level of agreement/disagreement with the following statement regarding the overall AVBCC Summit?

**Statement:** I can take what I learned at the Summit and apply it at my place of work

**93% Would Recommend**
Attending AVBCC to a Colleague

- 93% Would Recommend
- 93%
- 4%

**Question:** Would you recommend this event to a colleague?

Data on file with the Association for Value-Based Cancer Care.
AVBCC attendee & sponsor satisfaction

Nearly 90% Stated AVBCC’s Business Development and Networking Atmosphere Met Expectations

**Question:** How well did the business development and networking aspects of the AVBCC Summit meet your expectations?

- **40%** Met most of my expectations
- **27%** Exceeded my expectations
- **20%** Met some of my expectations
- **4%** Did not meet my expectations

96% Established Valuable Contacts That Are Helpful to Building Business Relationships

**Question:** Approximately how many relevant networking contacts did you make at the Summit?

- **63%** 1-5 contacts
- **33%** 6-10 contacts
- **4%** 0 contacts

New Connections Made at the Summit Are Likely to Result in Business Generation Opportunities

**Question:** Approximately how many of these new networking contacts will likely result in a follow-up discussion or business opportunity for your organization?

- **67%** 1-5 contacts
- **29%** 6-10 contacts
- **4%** 0 contacts

Data on file with the Association for Value-Based Cancer Care.
AVBCC attendee & sponsor satisfaction

“Benchmarking” AVBCC to Other Conferences

- 60% Academy of Managed Care Pharmacy (AMCP)
- 53% Association for Value-Based Cancer Care (AVBCC)
- 40% Other*
- 40% Asembia
- 27% National Comprehensive Cancer Network (NCCN)
- 27% CBI - Value-Based Oncology Management
- 27% American Society of Clinical Oncology (ASCO)
- 20% Community Oncology Alliance (COA)
- 20% Association of Community Cancer Centers (ACCC)
- 20% American Society of Hematology (ASH)
- 7% Pharmaceutical Care Management Association (PCMA)

*Other conferences provided: ISPOR, HAD, NAMCP, SABCS, sPCMA

Question: Which of the following conferences did you attend within the past year? Respondents were able to select all answer options that applied.

There’s Extremely High Value in Attending One All-Inclusive Stakeholder Conference

Question: How much value do you place in being able to attend one meeting where all of the cancer care stakeholders’ perspectives are discussed?

83% Stated AVBCC Provided Higher Value Than Other Conferences

Question: Compared with other industry conferences that you attended within the past year, and that included cancer care ecosystem stakeholder perspectives, at what level did AVBCC satisfy your informational and business development needs?

Data on file with the Association for Value-Based Cancer Care.
popular sponsorship offerings

EXHIBITING
(Included for Corporate Sponsors)

Each Exhibitor Will Be Entitled to the Following:

• 2 Conference registrations that include access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference
• Tabletop space includes one 6’ table, 2 chairs, and 1 wastebasket with liner
• Standard identification sign displaying the exhibitor’s name and booth number
• Complimentary exhibitor listing in the Conference Guide and within the Conference Mobile App
• Hyperlink and 50-word description of your company on the meeting website
• Refreshments provided by AVBCC in the exhibit hall during selected breaks

Exhibit Hall Tabletop
$7,500 (for profit)
$2,500 (nonprofit)
(nonprofit status documentation required)

Closing Date: August 11, 2019

PRINT ADVERTISEMENT OPPORTUNITIES

Rates for 1-Page Advertisement Positions

• Conference Guide $3,500 (Run of Book) - (Included for Corporate Sponsors)
• Conference Guide $4,500 (Cover 2)
• Conference Guide $5,500 (Cover 4)
• Additional Pages $3,000 each
• Cover Tip $8,000

Space Closing Date: September 10, 2019 • Material Closing Date: September 24, 2019

UPON CHECK-IN FOR THE CONFERENCE

Sponsor-Supplied Literature Rack Material Inserts (1 Item per sponsor) .......................$1,750
(Included for Corporate Sponsors)
Name Badge Sponsor (Exclusive Opportunity) ......................................................... $8,000 SOLD
Conference Padfolio (Exclusive Opportunity) ......................................................... $12,000 SOLD
popular sponsorship offerings

DIGITAL SPONSORSHIP OFFERINGS

E-Newsletter Conference Summary Highlights

Rectangle .................................................. $10,000
(1 spot available)

Wide Leaderboard ....................................... $10,000
(1 spot available)

• Sponsors will receive static banner advertisement placement space within all related post-conference summary e-newsletters (Sponsor provides banner ad creative files and links)
• Conference summary content is independently developed by AVBCC/The Lynx Group
• 3 E-newsletters containing 4-5 “Snippet” summary articles within each e-newsletter

Rectangle and Leaderboard .......................$25,000
(Exclusive Opportunity)

• E-newsletters containing Snippet articles will be delivered staggered throughout a 4- to 5-week post-conference span
• Snippet articles will include a link directing back to the full summary article housed on AVBCC/VBCC websites
• E-newsletters will be deployed post-conference to AVBCC Summit attendees, as well as non-attendees leveraging VBCC’s proprietary e-mail database*

*Proprietary e-mail database: Over 10,000 stakeholders specific to oncology (per e-mail deployment)

CONFERENCE MOBILE APP & INTERNET ACCESS OFFERINGS

Closing Date: September 10, 2019

Laptop Terminal/Charging Station (Exclusive Opportunity) ........................................ $5,000
• Name and logo will appear on the background screens or as a screensaver
• Station will include approximately 4-5 laptops and charging equipment supplied by AVBCC
• Sponsor recognition on/or adjacent terminal/station

Splash Page on Conference Mobile App (Exclusive Opportunity) ............................. $7,000 SOLD

Banner Advertisement on Conference Mobile App (4 spots available) .......................... $4,000
(+2 Point Benefit Item Option for Corporate Sponsors)

Wi-Fi (Exclusive Opportunity) .................................................. $15,000 SOLD
• Network name will be specific to AVBCC
• Password will be unique to the Sponsor (up to 8 characters recommended)
• Landing page will be directed to the Sponsor’s web page of choice

All digital offerings will be awarded on a first-come, first-served basis. Contact us for details on available inventory, space and material closing dates, specifications, and delivery instructions.
sponsored breaks

MEAL BREAKS

Each Meal-Break Sponsor Will Receive

- Unopposed time slots, open access to all attendees
- Buffet-style food and beverages provided by AVBCC
- 8 Conference registrations that include access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference
- Acknowledgment and recognition in AVBCC publicity and event materials*
- Opportunity to stream prerecorded video or slide content of your choice during the meal break
- Opportunity to chair/table-drop company literature to attendees in the meal-break room
- Meal-break attendee list tracking will be provided with a report delivered to Sponsor within 2 weeks post-conference
- Opportunity to nominate a company representative to serve as a general or breakout session moderator or panelist on Day 1 or 2 of the conference†

Investment: $35,000 per meal break

Meal-Break Dates:
October 17 – October 18

Meal-Break Allotted Time:
Approximately 60 minutes

Availability: 3

Meal-break slots will be awarded on a first-come, first-served basis. AVBCC will provide final meal-break assignments to Sponsors.

* Including on or within the AVBCC website, Conference Mobile App, onsite venue signage, and meal-break room big screen monitor.
† The Sponsor may be required to sign a Confidential Disclosure Agreement based on sensitive and confidential nature of AVBCC’s activities and initiatives. Nominations must be received by July 14, 2019. Final approval of Sponsor’s nomination will be at the sole discretion of AVBCC leadership and confirmed by August 21, 2019.
ONE-ON-ONE DISCUSSIONS
(+4 Point Benefit Item Option for Corporate Sponsors)

- Must be either a Corporate Sponsor or Conference Sponsor to qualify
- Engagements will be held individually with 3 AVBCC faculty experts
- All content, agenda, and discussion guide material are the responsibility of the Host
- Hosts are strongly encouraged to provide The Lynx Group with a prioritized list of AVBCC faculty they prefer for engagement discussions
- Allotted time will be up to 30 minutes per expert engagement discussion
- Discussions will be scheduled on Days 1 and 2 of the conference
- The Lynx Group/AVBCC staff will manage all aspects of participant identification, recruitment, logistics, and AVBCC faculty communications pre/peri-conference to coordinate scheduling

Availability: Limited
Investment: $10,000
Closing Date: August 11, 2019

- The Lynx Group/AVBCC staff will provide meeting room space for each engagement
- Basic audiovisual package will be available in meeting rooms
- AVBCC will require a minimum of 1 month advance preparation/coordination for these activities
- If applicable, AVBCC will provide honorarium to participants
- Contingent on faculty waivers, unedited audio recording files will be provided to Host approximately 7-10 days post-conference
on-site event & session offerings

OPENING EVENING RECEPTION:

Honoring Cancer Researchers and Patients*

Exclusive Sponsorship • $50,000 • Closing Date: August 11, 2019

• Includes tabletop exhibit space
• Advertisement position in Conference Guide
• 8 Conference registrations that include access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference
• Acknowledgment in AVBCC publicity and event materials, including on or within the AVBCC website and onsite venue signage and meeting materials
• 2-Hour tour of the Swim Across America Laboratory at Memorial Sloan Kettering Cancer Center in New York, NY, for up to 12 Sponsor-appointed representatives coinciding with the AVBCC Conference (final date and time TBD)

*AVBCC to pass through a charitable donation of $20,000 (40% of Sponsorship) to Swim Across America.

Keynote Speaker Sponsorships

Availability: 2 • $15,000/each • Closing Date: August 11, 2019

• There will be 2 keynote addresses on Days 1 and 2 of the conference
• Sponsors will receive acknowledgment in AVBCC publicity and event materials, including on or within the AVBCC website and onsite venue signage and meeting materials
• Sponsors will have the opportunity to address and welcome attendees to the keynote session they are sponsoring
• 2 Conference registrations that include access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference

General & Breakout Session Sponsorships

(+2 Point Benefit Item Option for Corporate Sponsors)

$10,000 per sponsor • Closing Date: August 11, 2019

• Multisponsored non-CE/CME sessions addressing both clinical and non-clinical topics
• Acknowledgment on all conference signage, audience generation materials, and meeting materials
• General session or breakout session Sponsorship acknowledgment on signage within, or adjacent to, 3 sessions of your choice (contact us for session selection options)
digital specifications

MOBILE APP BANNER ADS
Closing Date: September 10, 2019
Specifications
File Type: .JPG or .PNG
Size: 300 dpi

MOBILE APP SPLASH PAGE AD
(Exclusive Opportunity)
Closing Date: September 10, 2019
Specifications
File Type: .JPG or .PNG
Size: 300 dpi
Dimensions: 640W × 960H; 640W × 1136H; 2048W × 2048H

WI-FI
Closing Date: September 10, 2019
Specifications
Password of sponsor’s choice (up to 10 characters)
Upon login, attendees will be redirected to sponsor-provided webpage of choice (sponsor must send URL link)

DELIVERY INSTRUCTIONS
E-mail .JPG or .PNG creative banner file plus URL link to:
Samantha Weissman, Director, Digital Marketing
The Lynx Group
sweissman@the-lynx-group.com
Phone: 732.992.1531
In your e-mail subject line, please reference:
AVBCC2019 Summit Mobile App Files, Sponsor Name, Banner Ad Title

conference print guide ad specifications

PRINT AD
Closing Date: September 10, 2019
Material Closing Date: September 24, 2019
Rectangle - Trim size: 8½" x 10¼"
Live area: 7½" x 10¼" (¼" from trim)
Bleed: 8¾" x 11½" (½" past trim)
Spread trim size: 16¼" x 10¾"
Spread bleed size: 16½" x 11½"

PRINT DELIVERY INSTRUCTIONS
Please upload your file to our FTP site:
http://upload.thelynxgroup.com
Sign on as guest.
To guarantee inclusion in the Conference Guide, please upload no later than September 10, 2019, and send e-mail confirmation to smiranda@the-lynx-group.com
new for 2019

PRE-CONFERENCE VALUE-BASED PROFESSIONAL DEVELOPMENT SEMINAR & LEARNING EVENT

(Set Number of Registrations Are Included for Corporate Sponsors with +2 Point Benefit Item Option for Additional Registrations)

The need to maintain an active dialogue among all stakeholders in oncology care is more important than ever as we have seen tremendous change in the field of healthcare and oncology, including the development of accountable care organizations, an escalation in personalized care, numerous barriers with patient access, payer challenges, and the ever-shifting landscape of oncology drug reimbursement.

Seminar sessions will be guided by the expertise of acknowledged industry leaders sharing a detailed understanding of the evolution of the value equation, focusing on current trends and demands facing all stakeholders in optimizing value in cancer care.

PROFESSIONAL DEVELOPMENT SEMINARS

Wednesday, October 16, 2019 • New York Athletic Club, New York, NY

Strengthen YOUR Value Proposition/Positioning in a Competitive Environment Through Learnings Received

Optimizing Value in Cancer Care for All Stakeholders

- Understanding Multistakeholder "Value"
- "Ecosystem" Stakeholders' Needs
- Pharmacist P&T Committee Influence
- Structuring "Value-Based" Agreements
- Consensus Guidelines & Contracting Pathways
- Data & Information Technologies
- Formulary Management & Contracting
- Integrated Healthcare Delivery Systems

Contact your Lynx Group representative for seminar details, registration information, and sponsorship opportunities.
Looking to Partner with The Lynx Group (TLG) or AVBCC in Other Ways?

TLG is a global strategic alliance of medical communication and education companies. Through our unique business model, we strive to provide pivotal and contemporary information and education for all stakeholders in healthcare. TLG is also the official association management and marketing company of AVBCC.

TLG, your preferred partner, has broad and deep experience in crafting solutions for life science companies and is well-positioned to:

- Provide **benchmark strategic planning guidance, timelines, and solution recommendations** aligned with your Strategic Imperatives
- Make a **comprehensive suite of offerings** available to capture a holistic access and engagement plan with key stakeholder groups geared toward optimizing outcomes
- Ensure **seamless solution** integration and execution plans
- Pledge to **provide the highest quality** as a key partner

**Access & Engagement Platforms with Your Target Customer and Key Stakeholder Groups**

- **Steering Committee, Focus Group, and Advisory Board Management Services**
  - Single- or multistakeholder
  - Live or virtual

- **Live Conferences**
  - Exhibit displays
  - Diverse sponsorship opportunities

- **Market Research**
  - Qualitative
  - Quantitative

- **Nonpersonal Print & Digital Promotion**
  - Branded or unbranded advertising
  - Dedicated e-mail blasts
  - Cover tips, inserts, polybag outserts

- **Branded Custom Communications**
  - Mechanism of Action™ (MOA)
  - Mechanism of Pathway™ (MOP)
  - Mode of Delivery™ (MOD)

- **AVBCC Corporate Sponsorship Programs**
  - Three levels: Pioneer, Major, and Patron
  - Includes a number of ways to structure benefits based on the needs of your organization

- **Conference Correspondent™**
  - On-site daily coverage of key sessions at particular scientific meetings

- **Nonclinical Monographs**
  - Conquering the Cancer Care Continuum™
  - Patient Assistance Program Profiler™

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**Practice Managers, Billing & Coding Specialists**

**Physicians**

**Patients & Caregivers**

**Nurses & Patient Navigators**

**Payers, P&T Committee Members**

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**the lynx group**
Looking to partner with AVBCC in additional ways?
Contact us for customized sponsorships and support opportunities.

John Hennessy
732.992.1886
jhennessy2@the-lynx-group.com

Phil Pawelko
732.992.1887
ppawelko@the-lynx-group.com

Nick Englezos
732.992.1884
nenglezos@the-lynx-group.com

Scott Hammersla
917.848.1738
shammersla@the-lynx-group.com
Complete company name, address, etc., exactly as it should appear in AVBCC Conference publicity and event materials, including on or within the exhibitor list on the AVBCC website, Conference Mobile App, on-site venue signage, and meeting materials during the conference.

Company Name ____________________________________________________   Website _________________________________________
Address _____________________________________________________________________________________________________________
City _____________________________________________________________  State _____________  Zip _ _____________________________
Company Phone _____________________________________________  Company Fax ___________________________________________
Briefly list the type of business/product/service your company provides: ___________________________________________________

Contact: All information will be sent to the person listed below. It is this person’s responsibility to share all information with the representatives, including third-party companies, involved with the meeting.

Name __________________________________________________________   Title ________________________________________________
Address (if different) _________________________________________________________________________________________________ __
City _______________________________________________________________________  State _____________  Zip ____________________
Contact Phone ______________________________________  Fax ______________________________________
E-mail (required)  ______________________________________

Agreement
I agree to comply with the rules and regulations as outlined in this Agreement. This completed form is considered binding on both the exhibitor/sponsor and AVBCC.

Company-Authorized Signature _________________________________ __________________  Date ________________________________

PAYMENT INFORMATION
Make check(s) payable to:
Association for Value-Based Cancer Care
Attn: Andrea Kelly
1249 South River Road, Suite 202A, Cranbury, NJ 08512
Fax: 732.992.1526 • E-mail: akelly@the-lynx-group.com
Full payment must be received by Friday, September 6, 2019

Cancellation Policy
There will be no refunds if the exhibitor company payment is received.

PAYMENT
☐ Check: #____________
☐ Purchase Order: #____________
Credit Card:  
☐ VISA  ☐ MasterCard  ☐ American Express

Credit Card Number  ___________ /___________  
Expiration Date _____________  CSC Code

PAYMENT FOR SPACE
All accounts must be paid in full by Friday, September 6, 2019.

Note: Fee includes up to 2 complimentary conference registrations allowing access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference. No exhibitor shall share, transfer, assign, sell, or barter assigned space without the expressed written permission of AVBCC. Any relationships between companies wishing to exhibit in the same booth or adjoining booths must be disclosed for approval by AVBCC with the submission of the contract or no later than September 6, 2019.

Exhibit space will be used solely by the company listed above. ___________ (Initial)

BLACKOUT TIMES
The Lynx Group (TLG), organizers of the AVBCC Conference, AVBCC Conference chairs ask that any supporter or nonsponsor be considerate of the planning involved in this meeting. Consequently, any unauthorized programs on, off, or near the meeting properties that would attract registered participants of the AVBCC Conference or its faculty are prohibited. TLG offers educational and commercially supported complementary programs; however, for specially tailored events, please contact John Hennessy at 732-992-1886 or e-mail jhennessy2@the-lynx-group.com.

Blackout times for unauthorized events are from Wednesday, October 16, beginning at 6:00 am, to Friday, October 18, ending at 7:00 pm.

SPACE REQUEST
Exhibits at the AVBCC Conference will be assigned on a first-come, first-served basis. Note: All space assignments will be made by AVBCC event staff. Full consideration will be given to the exhibitor’s preferences. If all other space has already been assigned, AVBCC reserves the right to assign space as equitably as possible.

Are there specific organizations you do not wish to adjoin?  ☐ No  ☐ Yes (If yes, please list below)
print, digital, on-site, and additional sponsorship opportunities

Complete company name, address, etc., exactly as it should appear in AVBCC publications and website.

Company Name _____________________________________________ Website _____________________________________________

Company Phone ___________________________ Company Fax ___________________________

Address ______________________________________________________________________________________________________________

City _____________________________________________________________________________ State _____________ Zip ______________________________

Contact: All information will be sent to the person listed below. It is this person’s responsibility to share all information with the representatives, including third-party companies, involved with the meeting. Contact’s e-mail is required.

Name _____________________________________________ Title _____________________________

Address (if different) ______________________________________________________________________________________________________

City _____________________________________________________________________________ State _____________ Zip ______________________________

Contact Phone ___________________________ Fax ___________________________

E-mail (required) ______________________________________

Agreement
This completed form is considered binding on both the sponsor and AVBCC.

Company-Authorized Signature ___________________________________________________ Date ________________________________

PRINT ADVERTISEMENT OPPORTUNITIES
Rates for 1-Page Advertisement Positions

$3,500 Conference Guide (Run of Book) $________

$4,500 Conference Guide (Cover 2) $________

$5,500 Conference Guide (Cover 4) $________

$3,000 Each Additional Page $________

$8,000 Cover Tip $________

DIGITAL ADVERTISEMENT OPPORTUNITIES
Mobile App & Internet
$5,000 Laptop Terminal/Charging Station $________

$4,000 Banner Advertisement on Conference Mobile App $________

$15,000 Wi-Fi $________

E-NEWSLETTER CONFERENCE SUMMARY HIGHLIGHTS

$10,000 Rectangle (50% Share of Voice) $________

$10,000 Wide Leaderboard (50% Share of Voice) $________

$25,000 Rectangle and Leaderboard (Exclusive 100% Share of Voice) $________

UPON CHECK-IN & VENUE VISIBILITY OPPORTUNITIES
$1,750 Literature Rack Center (Per set of inserts) $________

$8,000 Lanyard Neck Strap and Card Holder $________

$12,000 Conference Padfolio $________

EVENT & SESSION OPPORTUNITIES
$10,000 General and/or Breakout Sessions $________

$15,000 Keynote (Day 1) $________

$15,000 Keynote (Day 2) $________

$35,000 Keynote (Exclusive Days 1 & 2) $________

$50,000 Opening Evening Reception Honoring Cancer Researchers and Patients $________

EXPERT OPINION LEADER ENGAGEMENT OFFERINGS
$7,500 One-on-One Discussions $________

SPONSORED BREAKS
Day 1 and 2 Meal Breaks
$35,000 (Day 1 afternoon) $________

$35,000 (Day 2 morning) $________

$35,000 (Day 2 afternoon) $________

Please rank order your general time slot preference 1-2, with 1 being your first choice.

□ Morning □ Afternoon

Total Amount of Sponsorship(s) $________

Please note: All sponsorship items referenced within this prospectus are net pricing-based rates. Some offerings are awarded on a first-come, first-served basis. Please refer to important closing/deadline dates referenced within the prospectus for additional information.

Cancellation Policy
There will be no refunds if the exhibitor company payment is received.

PAYMENT

☐ Check: # __________   ☐ Purchase Order: # __________

Credit Card:
☐ VISA    ☐ MasterCard    ☐ American Express

Credit Card Number ___________________________

Expiration Date ___________________________

CSC Code ___________________________

Name on Credit Card ___________________________

PAYMENT INFORMATION

Make check(s) payable to:
Association for Value-Based Cancer Care
Attn: Andrea Kelly
1249 South River Road, Suite 202A, Cranbury, NJ 08512
Fax: 732.992.1526 • E-mail: a.kelly@the-lynx-group.com

Full payment must be received by Friday, September 6, 2019
EXHIBIT RULES AND REGULATIONS

CONTRACT FOR SPACE: Application must be on the official form. The receipt of your signed contract and full payment shall constitute a contract with the Association for Value-Based Cancer Care (AVBCC) for the right to use exhibit space. In the event of fire, strike, or other uncontrollable circumstances rendering the exhibit space unfit or unavailable, or causing the exhibit show to be canceled 10 days or more prior to the exhibit date, the contract will not be binding and payment will be refunded. If cancellation occurs within 10 days of the opening date, 50% of the rental fee will be refunded.

SPACE ASSIGNMENT: Exhibit booth locations will be assigned on a first-come, first-served basis. Space will be reserved only after receipt of a completed application and the payment of the appropriate exhibit fee. AVBCC will attempt to honor choice of space as noted on the contract in the order requested. In the event that preferred space has been assigned, AVBCC reserves the right to assign alternative space. No exhibitor shall share, transfer, assign, sell, or barter assigned space without the expressed written permission of AVBCC. Any relationships between companies exhibiting in the same space or adjoining space must be submitted for approval by AVBCC with the submission of the contract or no later than September 6, 2019.

SPACE RENTAL: Exhibit space provides a 6-foot tabletop space to accommodate the exhibitor’s choice of display. Note that only tabletops and pop-up booths will be allowed. There will be no building of booths on-site. Should you be using a pop-up, please provide a photo to ensure it will fit properly.

Rental fee includes the use of marked space, 1 identification sign, 2 registrations to the conference, allowing access to all general and breakout sessions, as well as any planned receptions and/or activities scheduled on Days 1 and 2 of the conference. Furniture and other requests must be ordered through the show’s Service Contractor. Any costs for these additional services will be billed directly to the exhibitor.

EXHIBITOR REGISTRATION: Exhibit fees entitle 2 staff members to exhibit and attend conference sessions and functions at no additional charge. Additional staff is welcome to attend conference sessions and functions, but registration fees are required to do so. The company name appearing on the exhibitor badges must be the same company name that appears on the contract for space.

EXHIBIT REGULATIONS: AVBCC has developed these rules to protect the rights of all exhibitors and to consider the general appearance of the show as a whole, which must take precedence over that of any individual exhibitor. The rules adopted by AVBCC require the cooperation of all exhibitors in maintaining due respect for adjoining exhibitors.

1. All exhibitors are responsible for informing their personnel and their authorized representatives of these rules.
2. Tabletop and custom freestanding displays will be allowed as long as they fit within the confines of your booth. Units and display materials may not obstruct exhibit space to the right or left of the booth.
3. All booths must be carpeted and may require contracting directly with the on-site exhibit services company for carpet rental.
4. Nothing may be glued, pasted, tacked, nailed, screwed, or otherwise permanently attached to columns, walls, floors, or other parts of the building or furniture. It is recommended that an easel be used for signage. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage that they may cause.
5. Exhibitors wishing to use props or to display items that do not directly pertain to their product or business must have prior approval from AVBCC. Any special equipment must fit in your booth. This approval must be sought in writing at least 45 days in advance of the show. All correspondence should be addressed to Linda Mezzacappa, in care of AVBCC, who will respond within 15 days.
6. All demonstrations, discussions, or other activities such as distribution of descriptive literature of any kind must be confined to the exhibitor’s booth.
7. All giveaway items must be approved by AVBCC and can only be distributed within the exhibitor’s booth. Items that cannot be stored in sufficient quantities within this space are not appropriate. Due to local liquor law regulations, alcoholic beverages must be purchased from the hotel.
8. No exhibitor shall hold or sponsor any type of contest, raffle, or drawing for prizes either in the exhibit hall or in connection with the meeting without advance approval by AVBCC.

INSTALLATION AND DISMANTLING OF EXHIBIT SPACE: Information for installation and dismantling of the booth will be provided once payment has been received.

EXHIBIT SPACE CANCELLATION: All cancellations must be made in writing to AVBCC. No telephone cancellations will be accepted. There will be NO REFUNDS if the exhibiting company cancels.

LIABILITY: The exhibitor hereby assumes the entire responsibility and hereby agrees to protect, defend, indemnify, and save AVBCC and the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses, or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual Liability set forth in this Exhibit Agreement, in an amount not less than $2,000,000 Combined Single Limit for personal injury and property damage.

AVBCC and the Hotel, its owners, and its operator shall be included in such policies and additional named insured. In addition, the exhibitor acknowledges that neither AVBCC nor the Hotel, its owners, or its operator maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.
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To fulfill the mission of the Association for Value-Based Cancer Care (AVBCC), the support of like-minded organizations to further improve patient access to and quality of care continues to help AVBCC develop and implement our activities. We would like to acknowledge and thank the following for their commitment to AVBCC’s efforts.

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