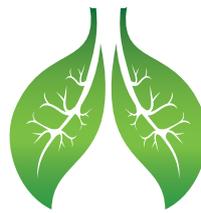


Australian Lung Cancer Conference 2023

15 - 17 February 2023

Gold Coast Convention and Exhibition Centre

Prospectus



**Lung
Foundation
Australia**

Towards 2030

a decade of
transformation in
lung cancer

Towards 2030 - a decade of transformation in lung cancer



Invitation

On behalf of the Lung Foundation Australia, we warmly invite you to be part of the 9th Australasian Lung Cancer Conference to be held on the beautiful Gold Coast, Queensland from 15-17 February 2023.

As Australia's largest multi-disciplinary thoracic oncology conference, we are excited to bring together health care professionals from across the continuum of care to collaborate and build on the opportunities created at ALCC 2020.

Whilst the COVID pandemic has challenged us all, disrupted usual care and kept us apart, what has continued to flourish is our shared commitment to optimising the care for lung cancer and mesothelioma patients and their loved ones, to bring about equity of services, to fast track new medicines and treatments, and to increase research investment both nationally and internationally.

The lung cancer community through collaboration and working with a renewed sense of purpose has made a tremendous difference in the last three years and the conference provides an opportunity to come together and share these learnings and achievements.

There has never been a more important time to bring our community together to set a bold vision for lung cancer into the future - with a national Targeted Lung Cancer Screening program a very real opportunity; an exciting pipeline of new treatments and therapies signaling that the age of personalised or precision medicine is now here; increased investment in Specialist Lung Cancer Nursing and a recognition that more needs to be invested in working with vulnerable communities and Aboriginal and Torres Strait Islander Peoples. The ALCC 2023 creates an environment for the lung cancer community to network, gain valuable insights on planned treatments and therapies and to take stock and push forward together for further reform.

An exciting and diverse scientific program of international and national speakers across a broad discipline of specialists, health care professionals and patient advocates is planned.

To best represent the multi-disciplinary and team care arrangement of lung cancer and mesothelioma we are pleased to include distinct and complementary streams including:

- immunotherapy and targeted therapies,
- lung cancer screening,
- liquid biopsies,
- big and real-world data,
- radiology and artificial intelligence,
- surgery,
- models of care for vulnerable communities including Aboriginal and Torres Strait Islander communities,
- palliative care,
- survivorship,
- smoking cessation,

- occupational exposure including mesothelioma, and
- for the first time a stream specifically focused on primary health care recognising the key role this specialty plays in the early detection of lung cancer.

ALCC 2023 will be a great opportunity for our sponsor to network with Oncologists, Respiratory Physicians, Radiologists, Specialist Lung Cancer Nurses or Clinical Nurse Consultants, GP's, Scientists, Aboriginal and Torres Strait Islander Health Care Workers and Palliative Care Specialists.

ALCC 2023 has been designed to provide macro and micro perspective through keynotes, plenaries, panel presentations, walk throughs and many other mechanisms that will suit the varied needs of attendees.

We warmly invite you to be involved with the 500 passionate lung cancer health care professionals we want to engage on the Gold Coast in February 2023.



Associate Professor Lucy Morgan

Chairperson
Lung Foundation Australia



Mark Brooke
Chief Executive Officer
Lung Foundation Australia



ALCC 2023 Sponsorship

Your corporate support of the ALCC is an investment in the future of lung cancer. It is your opportunity to be a part of the changing landscape and help impact the lives of tens of thousands of Australians.

As part of our thanks, we want to ensure that your corporate support is a worthwhile investment and a sound business decision. Please read through this prospectus to find out more about the benefits associated with being a Corporate Supporter of the ALCC 2023.



ALCC 2023 Hybrid

The Conference will run as a hybrid event.

What does this mean for our Sponsors?



More exposure



More attendees



More longevity

The best of both worlds, with face to face networking and exposure at the Gold Coast Convention Centre as well as your information heavily featured in the virtual platform which will be on demand for a period of time post event.



Why Partner with Lung Foundation Australia?

Lung Foundation Australia's continued commitment to your success is evidenced in the wide range of value adds we bring to our partnership outside of the conference including:

- Patient engagement and sourcing patients for speaking and committee engagement.
- Support for campaigns with high profile media spokesperson including Expert Spokespeople Chairperson and CEO.
- Collaborative approach to PBAC and other submissions – 40+ submissions to Government, PBAC and TGA in 2022.
- Expert support from our network of 300 clinicians engaged in all areas of lung cancer diagnosis, treatment and care.
- Joint media opportunities – 5,055 media articles about lung health in 2022.
- Joint government relations opportunities including program launches with the Parliamentary Friends of Lung Health and Lung Cancer group.
- Opportunities to join our Industry Roundtable Meetings and contribute to development of forward activities and projects.
- Opportunity to present your projects and initiatives for review/contribution by LFA.
- Brand awareness/association with LFA, as the Department of Health's Health Peak Advisory Body for Lung Health and Lung Cancer, and as one of the most influential patient advocacy groups with the Government and Opposition.
- Corporate Social Responsibility opportunities and engagement for your team and staff.

Key Benefits of Sponsorship

The conference will provide your organisation with a number of corporate and social responsibility benefits, including:

- The opportunity to demonstrate strategic alignment with Lung Foundation Australia, at the largest Lung Cancer Conference in the Asia Pacific.
- Acknowledgment in all conference communications and sector-wide promotion of your company, brand, oncology franchise and product portfolio.
- Visibility as an industry leader in the fight against lung cancer and your commitment to improving the health and well-being outcomes for patients.
- Opportunity to connect and build relationships with an engaged clinical audience through education, marketing and sponsored social events.
- Enhanced corporate knowledge of the real-world health service context and the enablers and barriers to the delivery of evidence-based lung cancer treatment, care and support.
- Demonstration of your corporate social responsibility to the thoracic-oncology sector and lung cancer patient community.
- Opportunity for company representatives to attend the consumer advocacy workshop and enhance their understanding of the needs and priorities of people living with or impacted by lung cancer.



Sponsorship Opportunities



Overview

ALCC 2023 Sponsorship Rights	Principal \$60,000	Major \$30,000	Prime \$10,000
Number of sponsorships available	3 only	Limited	Multiple
Complimentary delegate registration	8	6	2
Complimentary exhibition space	4 (36 sqm)	2 (18 sqm)	1 (9sqm)
Complimentary Exhibitor Passes	3	2	2
Sponsor Entitlements			
Keynote Speaker Opportunity for our three top level sponsors to work with the program committee in recommending a Keynote Speaker for their sponsored session.	Y		
Symposium Hosting Opportunity Opportunity to host a symposium, at a time to be determined as mutually beneficial: <ul style="list-style-type: none"> A draft program must be submitted for approval Sponsor will be responsible for the management of their own event logistics, including the payment of costs associated with the event promotion, additional catering requirements and audio-visual equipment Sponsor will be responsible for all speaker costs (registration, flight, accommodation and incidentals) 	Included above as Keynote Session	Available to purchase in a Concurrent Session	
Access to Supplementary Opportunities	First Access	Second Access	Third Access
Access to the Conference Delegate List	Y	Y	
Sponsor Recognition			
Corporate signage (provided by you - one free standing pull up banner) displayed on the main stage and in all associated areas including breakout rooms for the duration of the event	Y		
Verbal acknowledgement at opening and closing ceremony by chairperson	Y		
Logo acknowledgement on sponsor signage at the venue at registration and exhibition entrance	Y	Y	Y
Sponsorship level will be acknowledged in all electronic material, including conference website and promotional content	Y	Y	Y
Advertisement in the digital onsite program handbook and in the Conference APP	Full Page	Half Page	Quarter Page
On-Demand Access			
All sessions will be recorded and uploaded to the Conference virtual platform. All exhibiting sponsors will have their material uploaded and available to delegates for a period of time after the Conference.	Y	Y	Y

Note: All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST), which will be added to your invoice.



Sponsorship Opportunities

Principal Sponsor

\$60,000 (3 opportunities available)

Entitlements:

Our highest level of sponsorship will enable your organisation to work with the Lung Foundation Australia Conference Organising Committee in the following area:

- Keynote Speaker
 - Provide a Keynote Speaker to host one of the conference plenary sessions on a key topic of interest to your company
 - Session promoted with your branding
 - Recording of your session for your use
 - Opportunity to send a personal invitation to registered delegates (facilitated by the organisers) promoting the session or an activity on your booth and include a direct RSVP to you
- First option on any supplementary opportunities

Exhibition:

The exhibition hall will be the prime networking space for the conference with all catering breaks taking place in this space. As well as your in-person exhibition, provision will be made for you to upload sponsor materials to the conference virtual platform for on-demand access post event.

- 36sqm of exhibition space in a prime location
- Virtual - Customised virtual exhibition booth

Registrations:

All in-person registrations will also gain access to the virtual platform for post event viewing.

- 8 Full Delegate Registrations
- 3 Exhibitor Registrations

Marketing:

Promotion will reflect our highest level sponsorship as follows:

- Corporate signage (provided by you - one free standing pull up banner) displayed on the main stage and in all associated areas including breakout rooms for the duration of the event
- Verbal acknowledgement at opening and closing ceremony by chairperson
- Sponsorship level will be acknowledged in all material, including conference website and promotional content
- Logo on Sponsor acknowledgement slide between Plenary Sessions
- Logo acknowledgement on sponsor signage at the venue at registration and exhibition entrance
- Full Page Advertisement in the digital onsite program handbook and Conference APP
- Publicity via the Conference social media channels (Twitter, LinkedIn, Facebook)
- Delegate List pre and post Conference (subject to privacy status selected by delegates)
- 200 word corporate description in the Conference Program

Major Sponsor

\$30,000

Entitlements:

Our Major Sponsors will have access to the very limited number of sponsored program sessions available. Note these take place in the main program and are not lunch or breakfast sessions. These highly sought after places will be sold on a 'first come, first served' basis.

- Option to purchase a Symposium Session (see details advertised)
- Access to supplementary opportunities after our Principal Sponsors

Exhibition:

The exhibition hall will be the prime networking space for the conference with all catering breaks taking place in this space. As well as your in-person exhibition, provision will be made for you to upload sponsor materials to the conference virtual platform for on-demand access post event.

- 18sqm of exhibition booth space in your choice of location (dependent on availability)
- Virtual - Premium level virtual exhibition booth

Marketing:

- Sponsorship level will be acknowledged in all material, including conference website and promotional content
- Logo on Sponsor acknowledgement slide between Plenary Sessions
- Logo acknowledgement on sponsor signage at the venue at registration and exhibition entrance
- Half Page Advertisement in the digital onsite program handbook
- Publicity via the Conference social media channels (Twitter, LinkedIn, Facebook)
- Delegate List pre and post Conference (subject to privacy status selected by delegates)
- 150 word corporate description in the Conference Program

Registrations:

All in-person registrations will also gain access to the virtual platform for post event viewing.

- 6 Full Delegate Registrations
- 2 Exhibitor Registrations

Sponsored Symposium

\$10,000 Limited availability to 'Major Category Sponsors' only

Opportunity to host a symposium aligning with one of the conference streams, at a time to be determined as mutually beneficial. This session is included in the main program and not a breakfast or lunch session.

- A draft program must be submitted for approval
- Sponsor will be responsible for the management of their own event logistics, including the payment of costs associated with the event promotion, additional catering requirements and audio-visual equipment
- Sponsor will be responsible for all speaker costs (registration, flight, accommodation and incidentals)



Sponsorship Opportunities

Prime Sponsor

\$10,000

This entry level sponsorship category is available for all and great for those new to ALCC. We are looking for partners that align with our consumers' needs and our sustainability goals.

Exhibition:

The exhibition hall will be the prime networking space for the conference with all catering breaks taking place in this space. As well as your in-person exhibition, provision will be made for you to upload sponsor materials to the conference virtual platform for on-demand access post event.

- One exhibition booth (9sqm)
- Virtual - Standard level exhibition booth

Registrations:

All in-person registrations will also gain access to the virtual platform for post event viewing.

- 2 Full Delegate Registrations
- 2 Exhibitor Registrations

Marketing:

- Sponsorship level will be acknowledged in all material, including conference website and promotional content
- Logo acknowledgement on sponsor signage at the venue
- Quarter Page Advertisement in the digital onsite program handbook
- Publicity via the Conference social media channels (Twitter, LinkedIn, Facebook)
- 50 word corporate description in the Conference Program



Supplementary Opportunities available to Confirmed Sponsors (Principal, Major and Prime)

Welcome Reception

Exclusive Opportunity
\$POA

A conference highlight and main networking event. This is a major sponsorship opportunity for your organisation to appear as co-host with the ALCC for the Welcome Function. Your logo will feature in all references to the Welcome Function including venue signage, EDM's, the program and delegate registration information as the Welcome Reception Sponsor.

Master Class Sponsor

\$20,000

Align your brand with one of the topical Master Classes, showing your support and investment of the future of lung cancer. Please refer to the program for the list of Master Classes available on Wednesday 15th February.

Conference App and Program Book Branding

Exclusive Opportunity
\$12,000

The Digital APP and Program Book will be highly utilised by all delegates throughout the Conference containing all the program, social events and general information.

Your branding will feature on the face of the APP and the program book will contain an advert on the inside cover of the program book.

Barista Zone

Two Opportunities
\$8,000

The Barista Zone always attracts a queue of delegates for the freshly brewed coffee and will be branded with your logo. You will also be given the opportunity to provide branded napkins and cups. This can be positioned near your booth space and available to delegates at each break.

Ice Cream Station

Exclusive Opportunity
\$7,000

Attendees will welcome this feature during the February sup-tropical heat of Queensland. The cart will feature your branding and can be positioned near your booth space attracting a lineup of delegates.

Conference EDM Advertisement / Feature

\$1,500 per issue

You will be required to supply the advertisement in JPEG format. Specs will be supplied once confirmed. The advertisement must be submitted to the Conference team one week before the selected e-newsletter issue is released. Deadlines will be supplied once confirmed.

Additional Exhibition Booth Space

\$POA

(available to confirmed sponsors only)

Purchase an additional exhibition booth or 9sqm space only to add on to your existing sponsorship entitlement. (Please contact us to confirm cost and availability).

- 9sqm built booth or space only
- 2 Exhibitor Passes





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Contact us

We are open to discussing sponsorship options to suit your organisation that may not be advertised.

For further information or to discuss how you could become involved as a sponsor or exhibitor, please contact the ALCC 2023 Organiser, ICMS Australasia:

Contact

ALCC 2023 Sponsorship Manager

ICMS Australasia

Tel: 07 3255 1002

sponsorship@alcc.lungfoundation.com.au

