



2020 World Conference  
on Lung Cancer Singapore

# COMMERCIAL PROSPECTUS

Supported by



Held in



JANUARY 26-29, 2021 | SINGAPORE

CONQUERING THORACIC CANCERS WORLDWIDE

[www.IASLC.org](http://www.IASLC.org)





This package outlines a number of flexible options for maximizing corporate brand recognition and customer contact. These opportunities are available as stand-alone items, or can be grouped together to create a package. Additional benefits are available for companies who reach one of the various supporter levels, as outlined on page 8.

Exhibit booths, scientific poster viewing sessions, networking breaks, and the welcome reception are all scheduled to take place in the Exhibit Hall. This ensures exhibitors as much exposure and delegate traffic as possible. Your company's objectives are highly regarded by the IASLC, and we would be pleased to discuss and accommodate any suggestions that you feel would improve your representation and participation in the IASLC 2020 World Conference on Lung Cancer.

## **CONTACT**

**International Association for the Study of Lung Cancer**  
 sponsorship@iaslc.org  
 13100 East Colfax Avenue, Unit 10  
 Aurora, CO, 80011 USA  
 Phone: +1 720 598 1951  
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## **PLACE YOUR ORDER**

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# Invitation



## **Dear Colleagues and Friends, Sponsors and Exhibitors,**

It is our great pleasure and honor to extend to you a warm invitation to attend and participate in the IASLC 2020 World Conference on Lung Cancer (WCLC 2020) of the International Association for the Study of Lung Cancer (IASLC) to be held August 9-12, 2020 in the vibrant city of Singapore.

The IASLC World Conference on Lung Cancer has become the premier platform not only for the presentation of new science, but also for unique networking opportunities. Building on the tremendous success of previous editions, the 2020 Conference will be the world's largest international gathering of clinicians, researchers and scientists in the field of lung cancer and thoracic oncology. With delegates from more than 100 countries attending, this Conference will provide the ideal forum to discuss the latest findings, put them into context and really understand how they affect your practice day to day.

We encourage physicians, nurses, other clinicians, researchers and scientists as well as patients and advocates in the lung cancer field and those interested in any aspect of thoracic oncology to attend this Conference. It is only through an exchange of the widest variety of research that we can offer the best program and benefits to our members and patients.

The Conference program will be both exciting and groundbreaking in its wide-ranging and multidisciplinary content. In addition to traditional abstract presentations and lectures by world renowned invited speakers, we will be offering workshops, interactive sessions, hands on workshops as well as several sessions specifically dedicated to nurses, patients and advocates.

We look forward to welcoming you to an inspiring, educational, and enjoyable program in the vibrant city of Singapore.

Sincerely,

**Yi-Long Wu**

*IASLC WCLC 2020 Conference President*

**Daniel Shao-Weng Tan**

**Ross Andrew Soo**

*IASLC WCLC 2020 Conference Co-Chairs*





Founded in 1972, the International Association for the Study of Lung Cancer (IASLC) is an international organization of more than 7,000 lung cancer specialists from 100 countries. IASLC members work towards developing and promoting the study of etiology, epidemiology, prevention, diagnosis, treatment and all other aspects of lung cancer. IASLC's mission is to enhance the understanding and education of lung cancer to scientists, members of the medical community and the public. In addition to the annual meeting, the IASLC publishes the Journal of Thoracic Oncology, a prized resource for medical specialists and scientists who focus on the detection, prevention, diagnosis and treatment of lung cancer.

## ABOUT THE WORLD CONFERENCE ON LUNG CANCER (WCLC)

August 9-12, 2020

Singapore

**The IASLC World Conference on Lung Cancer (WCLC)** is the largest international gathering in the field of lung cancer and thoracic oncology. With a stellar scientific program and well known faculty, WCLC highlights the most advanced treatments, clinical trials and studies in thoracic oncology and lung cancer.

# FACTS AND FIGURES

## FROM PREVIOUS CONFERENCES



Year	Location	# of Delegates	# of Submitted Abstracts
2019	Barcelona, Spain	<i>in progress</i>	2,411
2018	Toronto, Canada	7,443	2,033
2017	Yokohama, Japan	6,764	1,970
2016	Vienna, Austria	6,541	2,044
2015	Denver, USA	5,985	2,122

DELEGATE DEMOGRAPHICS*	WCLC 2018 Toronto, Canada	WCLC 2017 Yokohama, Japan	WCLC 2016 Vienna, Austria	WCLC 2015 Denver, USA
Europe	21%	19%	47%	22%
North America	43%	20%	22%	50%
Asia Incl. Australia	30%	57%	24%	22%
Rest of the World	6%	4%	7%	6%

\*WCLC 2019 data will be available in November 2019.

### DELEGATE SPECIALTIES

Medical Oncology	28.00%	Pulmonary Medicine	10.80%	Diagnostic Radiology	1.50%
Other	16.50%	Cancer Research	10.40%	Advocacy	1.40%
Thoracic Surgery	12.30%	Radiation Oncology	6.90%	Biostatistics	< 1%
Nursing	3.30%	Basic Science	2.50%	Hematology	< 1%
Pathology	3.00%	Pharmacy	2.10%	Smoking Cessation	< 1%

### EXHIBITOR FEEDBACK FROM WCLC 2018, TORONTO, CANADA

- 91% of the exhibitors rated the overall quality of the Conference as Excellent or Good.
- 88% of the exhibitors rated the accomplishment of their goals for WCLC 2018 as Excellent or Good.

# THE VENUE

Suntec Singapore is the world's leading Meetings & Conference Centre, located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With great versatility featuring 42,000m<sup>2</sup> of flexible customisable space, free WiFi, digital signage, and an excellent range of culinary choices, the award-winning facility will be the venue of the IASLC 2020 World Conference on Lung Cancer.

Only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located in the Central Business District with direct access to 5,200 hotel rooms.



## SINGAPORE HOTEL ACCOMODATIONS

The Conference Secretariat (International Conference Services Ltd. (ICS)) is the official housing bureau for the IASLC 2020 World Conference on Lung Cancer and will offer assistance with the coordination of housing requirements for sponsors, exhibitors and delegates. Discounted room rates as well as additional amenities have been negotiated for more than 15 hotels only available to delegates and groups who book through the housing bureau.

Although the association and the housing bureau have done their due diligence and negotiated the lowest possible group rate, we cannot predict future specials hosted by competing hotels. However, we urge all sponsors and exhibitors to book at a WCLC contracted hotel. The success of IASLC and WCLC depends on delegates, sponsors, and exhibitors using the contracted hotels. IASLC/WCLC cannot meet contracted room obligations if delegates, sponsors and exhibitors reserve rooms outside the official Conference hotels. Rooms that are not filled create an expense for the Association in the form of financial penalties (attrition fees) and place the financial success of the Conference and the Association at risk. This risk increases with each delegate, sponsor and exhibitor who stays outside the Conference contracted hotels.

**THEREFORE IASLC RETAINS THE RIGHT TO APPLY A PENALTY AND DOWNGRADE SPONSORSHIP LEVELS OR BENEFITS TO ANY SPONSORS AND EXHIBITORS (OR THEIR AGENTS) WHO DO NOT BOOK VIA THE OFFICIAL HOUSING BUREAU.**

*For a full list of Conference hotels and rates, please contact [WCLC2020@icsevents.com](mailto:WCLC2020@icsevents.com).*





# SPONSORSHIP OPPORTUNITIES

The IASLC 2020 World Conference on Lung Cancer is a unique, unequalled opportunity to market to the premier international scientific gathering of researchers, clinicians and professionals in the field of lung cancer and thoracic oncology. The Conference will bring together leaders in the field of thoracic oncology from across the world.

As a Sponsor and/or Exhibitor, your team will have the opportunity to network with these valuable contacts, providing a unique opportunity for your organization to gain widespread international exposure.

We invite you to visit the Conference website (*available in September 2019*) at [wclc2020.iaslc.org](http://wclc2020.iaslc.org) for further information on the Conference.

This document outlines the many options available to companies to support the Conference and promote their products and services. Please do not hesitate to contact us should there be any opportunities not listed in this prospectus and we are happy to discuss options with you.

## CONTACT

For any inquiries, or for additional information, please contact:

**International Association for the Study of Lung Cancer**

[sponsorship@iaslc.org](mailto:sponsorship@iaslc.org)

13100 East Colfax Avenue, Unit 10

Aurora, CO, 80011 USA

Phone: +1 720 598 1951

Fax: +1 720 325 2848

## PLACE YOUR ORDER

Sponsorship & exhibit items are sold on a first come, first served basis. To view which items are still available for purchase and to place your order please click the button below to access our online ordering portal.

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# SPONSORSHIP LEVELS

In addition to the benefits listed for each opportunity on the following pages, you will receive additional benefits once your total commercial contribution exceeds a pre-determined total. Your total contribution to IASLC WCLC 2020 is calculated based on the NET purchase of any items from the opportunity list including exhibit booth space and symposia. **Please note that educational grants DO NOT count towards your total contribution in determining your sponsorship level.**



## DIAMOND LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 800,000 OR HIGHER

- Exposure and acknowledgement as a Diamond Sponsor on the Conference website and selected onsite signage and printed materials.
- Branding of one (1) complimentary delegate networking lounge (36 Sqm).
- Diamond Sponsors will have first choice to select exhibit booth location.
- One (1) complimentary delegate bag insert (supplied by Sponsor).
- Opportunity to host two (2) complimentary Advisory Board meetings.
- Use of one (1) complimentary office from August 9-12, 2020 at Suntec or connected hotels (subject to availability).



## PLATINUM LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 700,000 OR HIGHER

- Exposure and acknowledgement as a Platinum Sponsor on the Conference website and selected onsite signage and printed materials.
- Branding of one (1) complimentary delegate networking lounge (36 Sqm).
- Platinum Sponsors will have second choice to select exhibit booth location after Diamond Sponsors.
- One (1) complimentary delegate bag insert (supplied by Sponsor).
- Opportunity to host one (1) complimentary Advisory Board meeting.
- One (1) complimentary Exhibit Showcase Session during Networking Break of your choice.





## GOLD LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 550,000 OR HIGHER

- Exposure and acknowledgement as a Gold Sponsor on the Conference website and selected onsite signage and printed materials.
- Branding of one (1) complimentary charging/working station.
- Gold Sponsors will have third choice to select booth location after Diamond and Platinum Sponsors.
- Opportunity to host one (1) complimentary Advisory Board meeting.
- One (1) complimentary Exhibit Showcase Session during Networking Break of your choice.



## SILVER LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 400,000 OR HIGHER

- Exposure and acknowledgement as a Silver Sponsor on the Conference website and selected onsite signage and printed materials.
- Branding of one (1) complimentary charging/working station.
- Silver Sponsors will have fourth choice to select booth location after Diamond, Platinum and Gold Sponsors.
- Opportunity to host one (1) complimentary Advisory Board meeting.



## BRONZE LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 200,000 OR HIGHER

- Exposure and acknowledgement as a Bronze Sponsor on the Conference website and selected onsite signage and printed materials.
- Opportunity to host one (1) complimentary Advisory Board meeting.
- Priority booth selection after Diamond, Platinum, Gold and Silver Sponsors.
- One (1) complimentary delegate bag insert (supplied by Sponsor).



## SUPPORTER LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 75,000 OR HIGHER

- Exposure and acknowledgement as a Supporter on the Conference website and selected onsite signage and printed materials.
- One (1) complimentary delegate bag insert (supplied by Sponsor).



## CONTRIBUTOR LEVEL

COMPANIES WHO REACH A TOTAL SPEND OF USD 25,000 OR HIGHER

- Exposure and acknowledgement as a Contributor on the Conference website and selected on onsite signage and printed materials.

# SPONSORSHIP OPPORTUNITIES



Create a custom sponsorship package by selecting from the follow stand-alone items.

Please note that all exclusive sponsorship options are limited to one company only. Items will be sold on a first come, first served basis. All prices are quoted in US Dollars (USD). Please note that payment must be made in USD, unless otherwise agreed upon.

**In addition to the associated benefits for each opportunity listed on the following pages, you will receive additional benefits once your total commercial contribution of items from this prospectus (including symposia and exhibits) reaches one of the Sponsorship levels listed on pages 8-9.**



## VIRTUAL MEETING (EXCLUSIVE)

**USD 150,000**

The Virtual Meeting of the IASLC WCLC 2020 Conference will feature all oral presentations including presentation slides as well as audio records of all 2020 sessions. Presentations will be made available online within 24 hours of the live presentation. This comprehensive library will be available to attendees (no charge) and non-attendees of the meeting (at additional charge). The Virtual Meeting will be online for one year after the Conference and a link to access the Virtual Meeting will be placed on the IASLC website at [www.iaslc.org](http://www.iaslc.org). More than 2,300 delegates accessed the Virtual Meeting in previous years.

### As the Sponsor of the Virtual Meeting you will:

- Be acknowledged on the home page of the Virtual Meeting.



## ONSITE MOBILE APPLICATION (EXCLUSIVE)

**USD 110,000**

The onsite mobile application will be provided to delegates free of charge and will be available for IOS and Android mobile devices. The onsite mobile application will include the full scientific program including abstracts sorted by day and time and the Exhibit Floor Plan including company description of all exhibitors. It will also include general Conference, venue and local information. Delegates who have downloaded the mobile application will receive timely updates about any onsite program changes or important announcements via notification alerts.

### As the Sponsor of the Onsite Mobile Application you will:

- Have your custom graphic/banner displayed on the access page of the mobile application.





## DIRECTIONAL SIGNAGE (EXCLUSIVE)

**USD 100,000**

With more than 100,000 square meters contracted meeting and exhibit space, sufficient, highly-visible directional signage throughout the venue is of great importance. Effective signage significantly assists in making the delegate experience as smooth as possible.

### As the Sponsor of the Directional Signage you will:

- Have your logo placed on all Conference directional signage acknowledging your company as the sponsor.



## WIRELESS INTERNET (EXCLUSIVE)

**USD 85,000**

Wireless internet will be available throughout the entire Suntec Convention Center at no charge allowing delegates to use the Conference's onsite mobile application, to access abstracts and connect with peers and colleagues.

### As the Sponsor of the Wireless Internet you will:

- Have your company logo displayed on all relevant signage associated with the wireless internet.
- Have your company logo/banner displayed on the access page of the wireless network.



## INTERNET CAFÉ (EXCLUSIVE)

**USD 45,000**

An Internet Café will be located in the Exhibit Hall, providing delegates the ability to access the internet and to check emails at no charge.

### As the Sponsor of the Internet Cafe you will:

- Have your company logo displayed on all relevant signage associated with the Internet Café.
- Have your custom screen-saver displayed on all computers.
- Have mouse pads with your company logo placed at each computer station (supplied by Sponsor).



## DAILY NEWSPAPER (4 EDITIONS)

**USD 45,000 PER DAY  
USD 150,000 FOR ALL**

Each day the Conference will feature a Daily Newspaper edition highlighting hot Conference topics or sessions taking place that day. It will also include interviews with IASLC Board Members, Keynote Speakers as well as Conference Delegates. The Newspaper will be distributed throughout the Convention Center (including the registration area, delegate lounges, and speaker ready room). The Daily Newspaper will also be posted on the Conference website in PDF format. Sponsors can support one edition of the Newspaper at USD 45,000 or become the exclusive sponsor of all editions for the entirety of the Conference at USD 150,000.

### As the Sponsor of the Daily Newspaper you will:

- Have the opportunity to place two half page advertisements in your sponsored edition.
- Have the opportunity to hand out copies of the Daily Newspaper at your exhibit booth.



## POSTER SESSION (2 AVAILABLE)

**USD 45,000 PER DAY  
USD 65,000 FOR ALL**

Top rated abstracts accepted for Poster presentation will be printed and displayed on poster boards in the Exhibit Hall. Each day a different set of Posters will be displayed.

### As the Sponsor of a Poster Session you will:

- Have your company logo displayed on the Poster Board numbers.





## **WELCOME NETWORKING RECEPTION (EXCLUSIVE)**

**USD 40,000**

The Welcome Networking Reception will take place on Sunday, August 9 in the Exhibit Hall. It is the official opening of the Exhibit Hall and will provide delegates and exhibitors with the opportunity to network while enjoying local delicacies and beverages.

### **As the Sponsor of the Welcome Networking Reception you will:**

- Have table top cards with your company logo displayed on all food and beverage stations in the Exhibit Hall during the Welcome Networking Reception.
- Be acknowledged as the Sponsor of the Welcome Networking Reception.



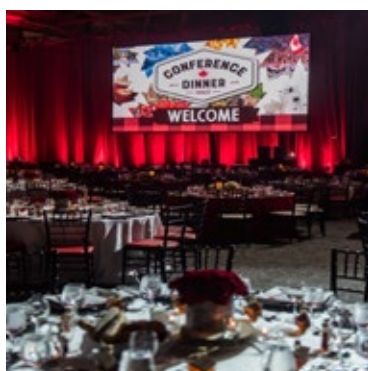
## **FACULTY NETWORKING DINNER (EXCLUSIVE)**

**USD 40,000**

The Faculty Networking Dinner will take place on Monday, August 10. More than 500 faculty members are expected to be invited. This event provides a unique opportunity for networking and faculty recognition.

### **As the Sponsor of the Faculty Networking Dinner you will:**

- Receive ten (10) complimentary tickets to the event.
- Have your company logo placed on the invitations, tickets, menu cards and on the holding slide at the event.
- Be verbally acknowledged during the event as the Sponsor.



## **IASLC FOUNDATION ROAD TO HOPE**

**USD 40,000**

*AN EVENING FOR ALL CELEBRATING RESEARCH AND HOPE!*  
**(EXCLUSIVE)**

Scheduled for Tuesday, August 10, this unique networking event offers the exclusive opportunity to meet and interact with doctors, scientists and survivors in support of ongoing research dedicated to finding a cure for lung cancer. All WCLC 2020 delegates are invited to attend at a nominal charge.

### **As the Sponsor of the IASLC Foundation Networking Event you will:**

- Receive ten (10) complimentary tickets to the event.
- Have your company logo placed on the tickets, on the holding slide at the event and on the IASLC Foundation website.
- Be verbally acknowledged during the event as the Sponsor.



## **WATER STATIONS (EXCLUSIVE)**

**USD 30,000**

Water stations will be provided throughout the public space at the venue (excluding rooms allocated to CME educational sessions).

### **As the Sponsor of the Water Stations you will:**

- Have your company logo on water stations.



## **CHARGING STATION/RECHARGE BAR (5 AVAILABLE)**

**USD 15,000 EACH**

A charging station/recharge bar allows delegates to recharge their electronic devices for free. These stations will be in high demand and will be placed in the Exhibit Hall and in a highly visible, public area of the venue.

### **As the Sponsor of the Charging Stations you will:**

- Have signage on the Charging Stations featuring your organization's name and logo.
- Have the opportunity to place promotional material in designated areas within the Charging Station area.



## **PATIENT ADVOCACY LOUNGE (EXCLUSIVE)**

**USD 15,000**

A patient advocacy lounge will be located in the Exhibit Hall to provide patients and advocates a meeting point during their busy Conference schedule.

### **As a Sponsor of the Patient Advocacy Lounge you will:**

- Have the opportunity to place promotional materials in the Patient Advocacy Lounge.
- Be acknowledged as the Sponsor of the Patient Advocacy Lounge.
- Have a graphic sticker of your company logo placed on the lounge floor.





## COLLABORATIVE LOUNGES

**USD 15,000**

Small lounges for 10 people will be made available for delegates to meet in a more private space and better facilitate networking and collaboration. The lounges will be pre-set with a conference table, chairs and a flat screen monitor. Delegates will be able to reserve a time slot to meet with their colleagues during the Conference.

### As a Sponsor of the Collaborative Lounge you will:

- Have the opportunity to place promotional materials in the Lounge.
- Be acknowledged as the Sponsor of the Lounge.



## ACTIVATION AREAS

**USD 10,000  
SPACE ONLY**

Be creative and provide delegates with an engaging and exciting environment! Provide a variety of interactive activities conducive to informal networking on the exhibit floor, such as:

- Virtual reality presentations
- Specialty food & beverage stations
- Career corner with headshot photographer and resume consultant
- Interactive games corner
- Book signings
- Many more...

### As a Sponsor of the Activation Area you will:

- Have the opportunity to place promotional materials in the Activation Area.
- Be acknowledged as the Sponsor of the Activation Area.

Contact us to discuss your ideas!



## DELEGATE LOUNGES (5 AVAILABLE)

**USD 10,000  
EACH**

Several delegate lounges will be located in the Exhibit Hall to provide delegates with a comfortable seating area to conduct meetings, check emails or simply to study the Conference program.

### As a Sponsor of one of the Delegate Lounges you will:

- Have the opportunity to place promotional materials in the Delegate Lounge.
- Be acknowledged as the Sponsor of the Delegate Lounge
- Have a graphic sticker of your company logo placed on the lounge floor.



## EXHIBIT INFORMATION BOOTH (EXCLUSIVE)

**USD 10,000**

Managed by multilingual staff, the Exhibit Information Booth will be available at any time during the opening hours of the Exhibit Hall to assist delegates with any questions they may have regarding the WCLC 2020 Exhibition Hall. The Information Booth will also host the offices for the official Show Service Provider, Customs Broker, Lead Retrieval and Poster Printing.

### As the Sponsor of the Exhibit Information Booth you will:

- Have the desk branded with your custom design/banner.



## WATER BOTTLES (EXCLUSIVE)

**USD 7,500**

Re-usable water bottles will be included in each delegate bag.

### As the Sponsor of this exclusive item you will:

- Have the opportunity to brand the Water Bottles with your logo/custom design (Re-usable Water Bottles to be supplied by Sponsor).



## NOTE PADS (EXCLUSIVE)

**USD 7,500**

Note pads will be included in each delegate bag.

### As the Sponsor of this exclusive item you will:

- Have the opportunity to provide your custom branded Note Pads for inclusion in the delegate bags (supplied by Sponsor).



## PENS (EXCLUSIVE)

**USD 7,500**

Pens will be included in each delegate bag.

### As the Sponsor of this exclusive item you will:

- Have the opportunity to provide your custom branded Pen for inclusion in the delegate bags (supplied by Sponsor).



### **MEDIA WORKROOM (EXCLUSIVE)**

**USD 5,500**

More than 150 press and media representatives are expected to attend WCLC 2020. The Media Workroom offers free wireless and wired internet access as well as printers for media and press representatives.

#### **As the Sponsor of the Media Workroom you will:**

- Have table top cards with your company logo placed on the food and beverage station in the Media Workroom.
- Have your company logo placed on all relevant signage associated with the Media Workroom.

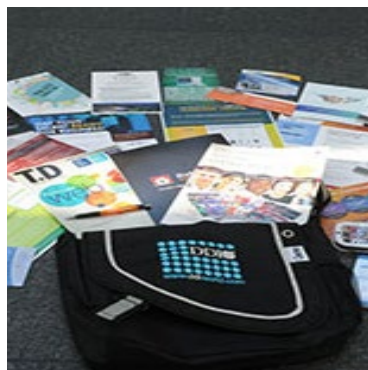


### **OFFICE/MEETING SPACE**

**USD 3,500  
PER DAY**

The Conference offers limited office space for hospitality suites, staff offices, press rooms etc. The office space does not include AV or any food and beverage; however it does provide a common gathering space during the conference. A minimum 4 day rental is required to book an office.

- Please contact the Conference Secretariat with your requirements.



### **DELEGATE BAG INSERT**

**USD 2,500**

The Conference offers the opportunity for you to place a promotional item in the delegate bag.

- Materials need to be provided by your company and must be approved by the IASLC (Maximum size: A4 size, maximum number of pages: 4)



### **PUBLICATION DISPLAY**

**USD 1,000**

A publication table will be located in the Exhibit Hall.

- Only materials approved by the IASLC will be displayed.
- Materials distributed or displayed without prior approval will be removed.



# OTHER SPONSORSHIP OPPORTUNITIES



## DEVELOPING NATION TRAVEL AWARDS

(10 AVAILABLE)

**USD 10,000  
EACH**

The Conference offers 10 Developing Nation Travel Awards. The awards consists of complimentary Conference registration, a fixed financial amount to help offset travel expenses and four nights' accommodation paid for by the Conference.

### As the Sponsor of the Developing Nation Travel Awards you will:

- Provide an applicant who otherwise might not be able to afford to attend the Conference with the opportunity to attend.
- Have the opportunity to send a representative to hand out the certificates to the award winners together with the IASLC President during the IASLC General Assembly.



## PATIENT ADVOCATE TRAVEL AWARDS

(5 AVAILABLE)

**USD 10,000  
EACH**

The Conference offers up to five Patient Advocate Travel Awards. The awards consist of complimentary Conference registration, a fixed financial amount to help offset travel expenses, and four nights' accommodation paid for by the Conference. Only one representative per organization can receive an award.

### As the Sponsor of the Patient Advocate Travel Awards you will:

- Provide an applicant who otherwise might not be able to afford to attend the Conference with the opportunity to attend.
- Have the opportunity to send a representative to hand out the certificates to the award winners together with the IASLC President during the IASLC General Assembly.



## SUPPORTIVE TRAINING FOR ADVOCATES ON RESEARCH AND SCIENCE (STARS) (4 AVAILABLE)

**USD 15,000  
EACH**

Lung cancer treatment and research has been evolving rapidly in the past 10 years. As a result, lung cancer now has a growing cadre of patients who have lived long enough to become advocates for their disease. However, most of these advocates do not have a strong background in science or medicine. To address this need, the IASLC offers an educational program to help lung cancer advocates evolve into research advocates. This six month program will train, develop and nurture lung cancer patient research advocates (PRAs) in the science and realities of lung cancer research.

### As the sponsor of the STARS program you will:

- Be acknowledged as a sponsor of the program.

# DIGITAL SIGNAGE OPPORTUNITIES\*



\* Content and artwork must comply with Conference guidelines and must be approved by the IASLC.

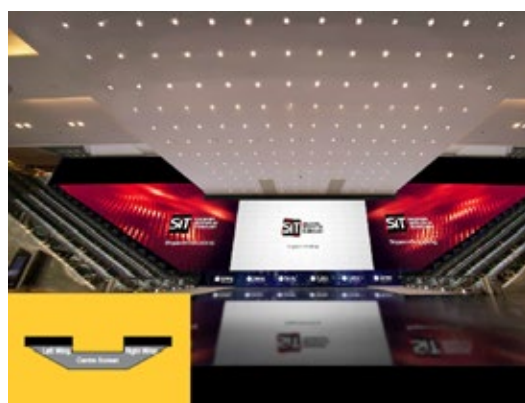
**THE BIG PICTURE** - Located at the entrance of Suntec Singapore, the world's largest HD video wall combines 664 units of 55" HD LCD screens to form a stunning digital backdrop that measures 62m (W) by 15m (H). The unique design and size of The Big Picture, capable of displaying up to 8K resolution, offers advertisers a unique, highly visible marketing opportunity.



## THE BIG PICTURE FULL SCREEN

**USD 27,500 (10 Sec)**  
**USD 34,500 (15 Sec)**  
**USD 53,000 (30 Sec)**

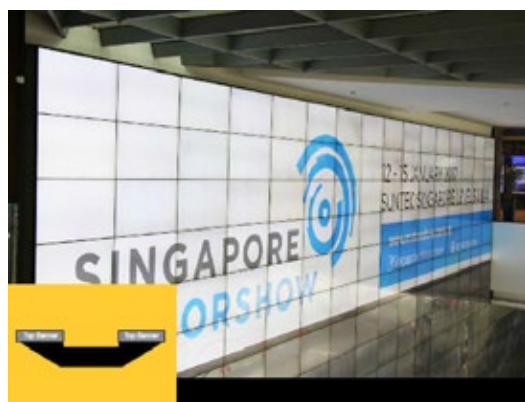
Display Duration: one week  
Display Loop: 10 minute cycle  
Ad Unit Duration: 10, 15, 30 seconds



## THE BIG PICTURE CENTRE SCREEN + WINGS

**USD 24,000 (10 Sec)**  
**USD 30,500 (15 Sec)**  
**USD 47,000 (30 Sec)**

Display Duration: one week  
Display Loop: 10 minute cycle  
Ad Unit Duration: 10, 15, 30 seconds



## THE BIG PICTURE TOP BANNERS

**USD 17,500 (10 Sec)**  
**USD 21,000 (15 Sec)**  
**USD 35,000 (30 Sec)**

Display Duration: one week  
Display Loop: 10 minute cycle  
Ad Unit Duration: 10, 15, 30 seconds

## THE NICOLL CORNER SCREEN

Strategically located at one of the venue's busiest cross junctions, the Nicoll Corner Screen is the most prominent screen in the CBD with a monthly reach of over four million pedestrians and vehicle passengers. With its ideal location, display clarity, wide viewing angles and impactful size measuring 12.3m (W) by 14.3m (H), this iconic screen offers advertisers extensive reach to event participants.



### NICOLL CORNER SCREEN

Display Duration: one week  
Display Loop: 10 minute cycle  
Ad Unit Duration: 10, 15, 30 seconds

**USD 17,500 (10 Sec)**  
**USD 21,000 (15 Sec)**  
**USD 35,000 (30 Sec)**

## IN-CENTER DIGITAL SCREEN NETWORK

Engage with a captive audience in the Center through the 72 55" interactive digital screens located on all levels from B2 to L6. The digital screen network offers advertisers a pervasive presence in Suntec Singapore.



### IN-CENTER DIGITAL SCREENS

Display Duration: one week  
Display Loop: 2 minute cycle for 5 day display  
Ad Unit Duration: 10 seconds

**USD 15,000 (10 Sec)**



# STATIC SIGNAGE OPPORTUNITIES\*



\* Content and artwork must comply with Conference guidelines and must be approved by the IASLC.



## ESCALATOR BANNER LEVEL 3 - 4

USD 15,000

Display Duration: 5 day (Sat-Wed)

Dimensions: 10.38m (W) x 0.58m (H)

- Price is per handrail glass panel, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



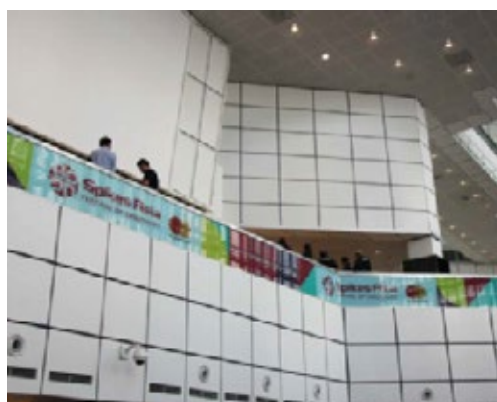
## ESCALATOR BANNER LEVEL 4 - 6

USD 18,000

Display Duration: 5 day (Sat-Wed)

Dimensions: 21.90m (W) x 0.58m (H)

- Price is per handrail glass panel, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



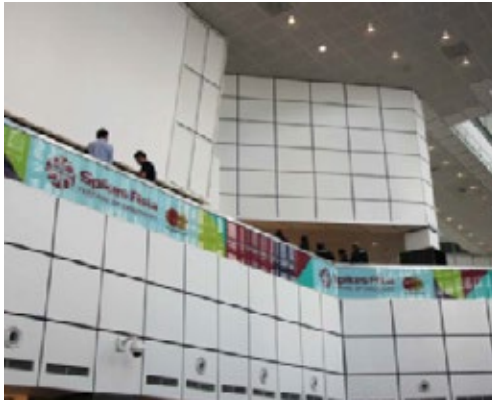
## GLASS RAILING BANNER LEVEL 4

USD 20,000

Display Duration: 5 day (Sat-Wed)

Dimensions: various sizes available

- Price is per glass railing banner, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## GLASS RAILING BANNER LEVEL 6

**USD 25,500**

Display Duration: 5 day (Sat-Wed)

Dimensions: various sizes available

- Price is per glass railing banner, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## INTERNAL LIFT DOOR DECALS + FLOOR DECALS

**USD 21,000**

Display Duration: 5 day (Sat-Wed)

Dimensions: Internal Lift Door Decals: 100cm (W) x 243cm (H)

Internal Lift Landing: 170cm (W) x 205cm (H)

- Price is per lift
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## V-WALL BANNER

**USD 20,500**

Display Duration: 5 day (Sat-Wed)

Dimensions: 675cm (W) x 368cm (H)

- Price is per banner, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## CONCOURSE FACADE BANNER

**USD 35,000**

Display Duration: 5 day (Sat-Wed)

Dimensions: 8m (W) x 9.66m (H)

- Price is per banner, single sided
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## **CRESCENT ESCALATOR WALL BANNER**

**USD 18,500**

Display Duration: 5 day (Sat-Wed)

Dimensions: 416cm (W) x 280cm (H)

- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## **EXIT PILLAR BANNER**

**USD 8,500 (A&D)  
USD 8,700 (B&C)**

Display Duration: 5 day (Sat-Wed)

Dimensions: Exit Pillar A: 91cm (W) x 311cm (H)

Exit Pillar B: 97cm (W) x 291cm (H)

Exit Pillar C: 98cm (W) x 291cm (H)

Exit Pillar D: 91cm (W) x 295cm (H)

- Price is per banner
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



## **DRIVEWAY TRACK BOLLARD DECALS**

**USD 25,000**

Display Duration: 5 day (Sat-Wed)

Dimensions: 39cm x 43cm

- Price is for a set of 47 bollards
- Includes production, installation and dismantle
- Graphic due by June 30, 2020



# ADVERTISING OPPORTUNITIES



## ONSITE PROGRAM

<b>Outside Back Cover (Exclusive)</b>	USD 25,000
<b>Inside Front Cover (Exclusive)</b>	USD 20,000
<b>Inside Back Cover (Exclusive)</b>	USD 17,500
<b>Full Page</b>	USD 15,000
<b>Half Page</b>	USD 7,500



## ABSTRACT BOOK

<b>Outside Back Cover (Exclusive)</b>	USD 25,000
<b>Inside Front Cover (Exclusive)</b>	USD 20,000
<b>Inside Back Cover (Exclusive)</b>	USD 17,500
<b>Full Page</b>	USD 15,000
<b>Half Page</b>	USD 7,500

## DIGITAL ADVERTISING

<b>Banner in pre-Conference eBlast<sup>1</sup></b>	USD 7,500
<b>Banner in Highlight of the Day eBlast<sup>2</sup> (4 Available) (during Conference)</b>	USD 10,000 each / USD 30,000 all four

Sunday, August 9 / Monday, August 10 / Tuesday, August 11 / Wednesday, August 12

<sup>1</sup> The IASLC will send emails to more than 17,000 interested parties on a regular basis prior to the event to update on newest developments about the Conference. Your custom banner will be displayed in the body of the eBlast.

<sup>2</sup> Every morning (Sun-Wed), the IASLC will provide delegates with an email update highlighting the best sessions and presentations scheduled for that day. It will also include any session or room changes to make sure delegates always have the most up-to-date information. Your custom banner will be displayed in the body of the Highlight of the Day eBlast.

*Sponsor will be responsible for providing the banner advertisement as per specifications and timelines provided by the IASLC. Failure to provide the banner to specs or delayed will result in loss of the opportunity without a refund.*



<b>Sunday, August 9, 2020</b>	09:45-11:15	EXCLUSIVE (USD 125,000)
	11:30-13:00	EXCLUSIVE (USD 150,000)
	13:00-14:30	EXCLUSIVE (USD 150,000)
	14:30-16:00	EXCLUSIVE (USD 150,000)
	16:00-17:30	EXCLUSIVE (USD 150,000)
<b>Monday, August 10, 2020</b>	07:00-08:00	3 AVAILABLE (USD 50,000)
	12:00-13:30	EXCLUSIVE (USD 175,000)
	18:00-19:30	EXCLUSIVE (USD 150,000)
<b>Tuesday, August 11, 2020</b>	07:00-08:00	3 AVAILABLE (USD 50,000)
	12:00-13:30	EXCLUSIVE (USD 175,000)
	18:00-19:30	EXCLUSIVE (USD 150,000)
<b>Wednesday, August 12, 2020</b>	07:00-08:00	3 AVAILABLE (USD 50,000)
	12:00-13:30	EXCLUSIVE (USD 175,000)

- Industry Supported Symposia (ISS) are commercially supported educational and promotional activities held in conjunction with the IASLC 2020 World Conference on Lung Cancer. The ISS programs are approved by the IASLC as an independent activity held in conjunction with the Conference. These programs are not sponsored or endorsed by the IASLC and are not part of the official IASLC accredited program.
- In order to comply to the IASLC guidelines, the Sponsor must provide the symposium program to the IASLC and the Scientific Committee for approval; speakers and chairs are only allowed to participate in one symposium (first come, first served – based on time of program being provided for review).

**Notes:**

- The Symposium package includes meeting Room and basic AV set up at Suntec; different room sizes available.
- Symposia hours are subject to change.



# ADVISORY BOARD AND ANCILLARY MEETINGS

## ADVISORY AND ANCILLARY BOARD MEETING

USD 9,500\*

Any industry meeting wherein invited participants are professional attendees of the Conference (doctors, physicians, etc.) will be considered an Advisory Board or Ancillary Meeting and a fee is required to hold such a meeting. This could include roundtable discussions, investigator meetings and meet the specialist-type meetings. Meetings that would not fall under this category are internal/staff meetings where only your company's staff are invited (whether attending the conference or not).

Advisory Board and Ancillary Meetings adjunct to the IASLC 2020 World Conference on Lung Cancer are not allowed to take place during blackout times.

### The fee to host an Advisory Board Meeting includes:

- Meeting space at the Suntec or connected hotels (if space permits).
- Basic AV package including projector, screen and lectern microphone, if meeting takes place at Suntec.

#### \*Note:

- The fee for holding an Advisory Board or Ancillary Meeting varies according to the number of invited participants, location and time of the meeting. For detailed information and to discuss your requirements, please contact the Conference Secretariat at [wclc2020-industry@icsevents.com](mailto:wclc2020-industry@icsevents.com).
- You are permitted to hold the meeting at another property; however, the fee still applies and meeting space and the AV package will not be available.



# SHOWCASE SESSIONS & WORKSHOPS



## SHOWCASE SESSION (30 MIN)

USD 10,000 EACH

For 30 minutes during a Networking or Lunch Break, the showcase session is a great way to further promote your organization. Located in the Exhibit Hall with theater-style seating for up to 100 attendees, your use of the Showcase Theater includes basic AV such as microphone, projector and screen as well as electricity.

Sponsors are primarily responsible for marketing their Session prior and during the Conference, but the Conference will assist with marketing by sending a dedicated eBlast to all registered delegates prior to the Conference with a complete listing of all Showcase Sessions including times and descriptions.

In addition, all Showcase Sessions will be listed on the Conference website, in the Onsite Program as well as the onsite signage for the Showcase Theater.

*Note: Showcase Sessions are only available to Not-for-Profit Organizations and official Exhibitors and/or Sponsors of the Conference. Lunch slots are NOT available to pharmaceutical companies. Pharmaceutical companies can only purchase Networking Break slots.*

## HANDS ON TRAINING SESSION AND WORKSHOPS

USD 10,000 EACH



The opportunity to host a Workshop/Hands-On Training Session is provided to device companies only and will provide you with the chance to showcase your systems and devices in a more intimate atmosphere than the Exhibit Hall. The Conference will provide a room at Suntec all day on Saturday, August 8 or from 07:00 to 11:30 on Sunday, August 9, 2020 (subject to availability).

The Conference will also provide marketing assistance by having your Workshop/Hands-On Training Session listed on the Conference website as well as in the Onsite Program. In addition we will send out one dedicated eBlast listing all Workshops/Hands-On Training Sessions prior to the Conference.

# EXHIBIT OPPORTUNITIES

## ISLAND EXHIBIT BOOTH (3m x 3m) (Min. 6 Booths)

USD 5,500 PER 9m<sup>2</sup> (EARLY RATE)

USD 6,500 PER 9m<sup>2</sup> (AFTER FEBRUARY 09, 2020)

**Minimum booth size: 6 booths (= 54m<sup>2</sup>) / Maximum booth height: 6m**

- An Island Booth is 54m<sup>2</sup> or larger, exposed to aisles on all four sides.
- The entire cubic content of the space may be used up to the maximum allowable height of 6m.
- All booths of the Island Booth will be charged at the USD 5,500 early rate (late rate after February 9, 2020: USD 6,500).

## PENINSULA EXHIBIT BOOTH (3m x 3m) (Min. 4 Booths)

USD 5,000 PER 9m<sup>2</sup> (EARLY RATE)

USD 5,750 PER 9m<sup>2</sup> (AFTER FEBRUARY 09, 2020)

**Minimum booth size: 4 booths (= 36m<sup>2</sup>) / Maximum booth height: 3.5m**

- Peninsula Booths have three sides exposed to aisles and must be composed of a minimum of four booths.
- The entire cubic content of the space may be used up to the maximum allowable height of 3.5m.
- All booths of the Peninsula Exhibit Booth will be charged at the USD 5,000 rate (late rate after February 09, 2020: USD 5,750).

## CORNER EXHIBIT BOOTH (3m x 3m)

USD 5,000 PER BOOTH (EARLY RATE)

USD 5,750 PER BOOTH (AFTER FEBRUARY 09, 2020)

**Maximum booth height: 2.5m**

- Corner Booths have two sides exposed to an aisle.
- No walls are allowed on the aisle side of the exhibit, unless authorized by show management.

## LINEAR/INLINE EXHIBIT BOOTH (3m x 3m)

USD 4,500 PER BOOTH (EARLY RATE)

USD 5,000 PER BOOTH (AFTER FEBRUARY 09, 2020)

**Max. booth height: 2.5m**

- Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line.

## PUBLISHER RATE (3m x 3m)

USD 1,500 PER BOOTH (EARLY RATE)

USD 2,000 PER BOOTH (AFTER FEBRUARY 09, 2020)

- Publishers will be assigned their booth space based on availability and do not have the option to choose their booth space (generally inline booth).
- Only one booth per publisher is available at the reduced rate. If subsequent booths are requested by publishers, then these will be charged at the regular booth price at USD 4,500 (early) & USD 5,000 (late).
- Premium space such as corner booths will be charged at the regular rate.

## NON-PROFIT AND ADVOCACY RATE (TABLE TOP DISPLAY)

USD 500

Exhibitors who are defined as non-profit or advocacy organizations are eligible to receive the reduced booth price of USD 500 for a maximum of one table top display. Assignment of space will be confined to a specific area on the floor plan. Non-profit and advocacy exhibitors do not have the option to choose booth space in other locations on the exhibit floor at this reduced rate. If subsequent additional booths are requested, then these are charged at the regular booth price.

### Table Top Display for Not-for-Profit includes

- Panel with company name.
- Two Exhibitor Badges allowing access to Exhibit Hall only.
- Listing in Onsite Program and on Conference website.
- One table, two chairs, wastebasket.

### Table Top Display for Advocacy Organizations includes

- Panel with company name.
- Two Exhibitor Badges allowing access to Exhibit Hall only.
- One full Conference Registration.
- Listing in Onsite Program and on Conference website.
- One table, two chairs, wastebasket.

## THE PURCHASE OF EACH EXHIBIT BOOTH INCLUDES THE FOLLOWING (IF REQUESTED AND ORDERED)

- One 3m x 3m exhibit space.
- Panel with company name.
- Two Exhibitor Badges\* including delegate bags with Conference materials.
- Acknowledgment in Onsite Program.
- One table, two chairs, wastebasket.
- Listing as an Exhibitor on the Conference website with link to company website.
- Maximum of 4 additional Exhibitor badges\* at USD 400 per badge are available per booth.

*\*Exhibitor badge = access to Exhibit Hall only*



## **BOOTH ALLOCATION**

- Booths are allocated on a first come, first served basis after major Sponsors.
- No Exhibitor may sublet or share with another Exhibitor without the prior written approval of the Exhibit Manager.

## **EXHIBITOR MANUAL**

The Exhibitor Manual including detailed information on the Exhibition as well as order forms for additional booth accessories (lighting, display materials, graphics, F&B etc.) will be available in March 2020 and will be sent to all exhibitors once payment has been received in full.

## **EXHIBIT HOURS**

Sunday, August 8	20:30 - 22:00 (Welcome Reception)
Monday, August 9	09:30 -16:30
Tuesday, August 11	09:30 -16:30
Wednesday, August 12	09:30 -14:00

*\*Please note that Exhibit Hours are subject to change*

## **BOOTH HEIGHT**

<b>Booth Size</b>	<b>Max. Booth Height</b>
9m <sup>2</sup> - 27m <sup>2</sup>	2.5m
28m <sup>2</sup> - 54m <sup>2</sup>	3.5m
> 54m	6m



# **SPONSOR / EXHIBITOR ORDERS**

Sponsorship & exhibit items are sold on a first come, first served basis. To view which items are still available for purchase and to place your order please click the button below to access our online ordering portal.

**PLACE YOUR ORDER**

### **CONTACT:**

**International Association for the Study of Lung Cancer**  
sponsorship@iaslc.org  
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Aurora, CO, 80011 USA  
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