

# EBCC

EUROPEAN  
BREAST CANCER  
CONFERENCE

14



Research & Innovation in the  
Multidisciplinary Management  
of Breast Cancer

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## Sponsorship & Exhibition Prospectus

[www.eortc.org/ebcc](http://www.eortc.org/ebcc)

20 - 22 March 2024  
Milan, Italy



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## EBCC<sup>13</sup> in numbers

**1800+**

Participants

**55**

Sessions

**45+**

Hours of  
lectures

**139**

Speakers

# Welcome to

# EBCC-14

We are delighted to invite you to take part in the 14<sup>th</sup> edition of the **European Breast Cancer Conference (EBCC-14)** in **Milan, Italy**, from **20-22 March 2024**.

As one of the **largest Breast Cancer Conferences** outside the USA, EBCC-14 offers an ideal platform for **education, interaction, and innovation**. Our aim is to address challenges in breast cancer care, share the latest scientific knowledge, facilitate **networking** discussions and promote its integration into daily practice.

Participants from over 80 countries will gather to exchange insights and enhance patient care, including clinicians, scientists, patient representatives, and health professionals, who will collaborate to **address key issues** throughout the breast cancer journey.

EBCC-14 builds upon a **multidisciplinary approach** highlighting significant advancements in prevention, diagnosis, treatment, and survivorship. This year,

EBCC-14 will focus on **research and innovation** in the multidisciplinary management of breast cancer care, and will include **new data** on prevention, medical oncology, surgical oncology, imaging, radiotherapy, immunotherapy, and basic and translational research.

The three-day event will also offer thought-provoking debates, keynotes, best practices, society meetings, and clinical science symposia. The programme highlights the importance of teamwork, interactions among specialists, and features new engaging sessions such as the inaugural **'Investigator Awards'** for innovation and multidisciplinary.

We are thrilled to offer new opportunities for promoting your organisation and services, including **exclusive digital options** on our Conference App. Join us in Milan for an exceptional EBCC-14 experience, bringing together breast cancer specialists worldwide to share knowledge, learn, and network.

Kind regards,

## EBCC-14 Organising Committee

Michail Ignatiadis\* | *Belgium*

Fiorita Poulakaki\*\* | *Greece*

Laura Biganzoli | *Italy*

David A. Cameron | *UK*

Giuseppe Curigliano | *Italy*

Jos Jonkers | *Netherlands*

Isabel Rubio | *Spain*

Francesco Sardanelli | *Italy*

Tanja Spanic | *Slovenia*

Frederieke Van Duijnhoven | *Netherlands*

## EBCC-14 National Organising Committee

Giuseppe Curigliano\* | *Italy*

Rosanna D'Antona | *Italy*

Michelino De Laurentis | *Italy*

Vivana Galimberti | *Italy*

Lorenzo Livi | *Italy*

Giuseppe Petralia | *Italy*

Giancarlo Pruneri | *Italy*

\* Chair

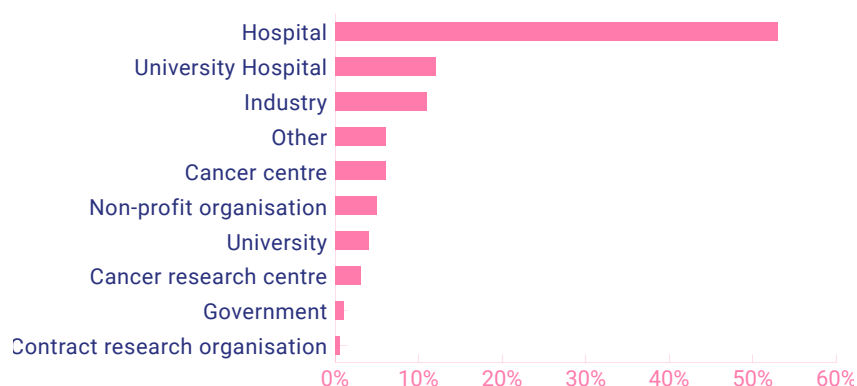
\*\* Co-Chair



# Look back at the last EBCC-13

16-18 November 2022, held in Barcelona, Spain

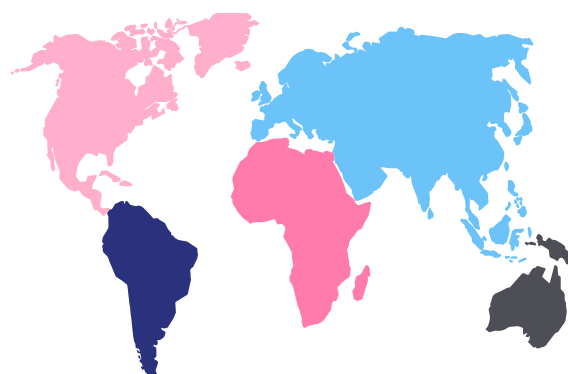
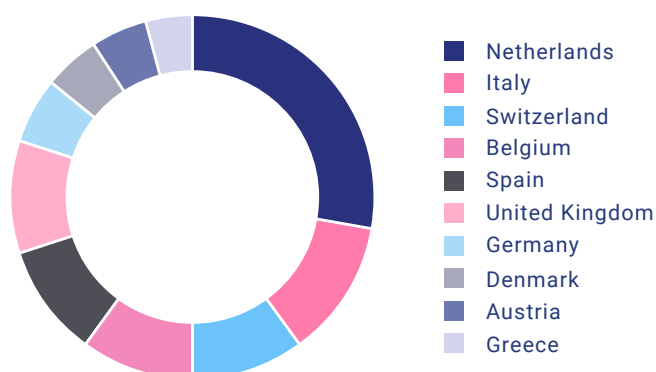
## Place of work



## Media reach



## Top 10 countries of participants



## Profile of participants



# Programme at a glance

The below programme overview is subject to changes. Please consult the conference website for up-to-date version.

ROOM: SILVER		RED	BLUE	YELLOW
Wednesday 20 March				
<b>Opening incl Arts &amp; Humanities &amp; Clinical Science Award</b> <i>08:30-09:30</i>				
<b>Clinical Symposium</b> Immunotherapy beyond PD1/PDL1 checkpoint inhibitors & newer Antibody-drug-conjugates: the basics and the future <i>09:30-11:00</i>				
Coffee break (free of charge)/ Poster spotlight in exhibition hall   11:00-11:30				
<b>Award Session</b> Young Investigator Innovation Award & Oral abstracts <i>11:30-12:30</i>			<b>Europa Donna session</b> <i>11:30-12:30</i>	
Cashbar lunch in exhibition hall/ poster area <i>12:30-14:00</i>	<b>Satellite Symposia 1</b> <i>12:45-13:45</i>	<b>Satellite Symposia 2</b> <i>12:45-13:45</i>	<b>Satellite Symposia 3</b> <i>12:45-13:45</i>	
<b>Plenary Session</b> Keynote <i>14:00-14:30</i>				
<b>Debate</b> HER2 Low <i>14:45-15:45</i>	<b>Society Session</b> ESSO <i>14:45-15:45</i>			<b>Society Session</b> ESP <i>14:45-15:45</i>
Coffee break (free of charge)/ Industry Forum at exhibition   15:45-16:15				
<b>Clinical Symposium</b> Invasive lobular breast cancer (ILC) <i>16:15-17:45</i>	<b>Clinical Symposium</b> Towards second generation early detection of breast cancer <i>16:15-17:45</i>			

**Welcome reception in exhibition hall | 18:00-19:00**

## Thursday 21 March

### Clinical Symposium

Treatment of HR+  
HER2- ABC: current  
standard of care &  
perspectives

08:30-10:00

### Oral abstracts session

10:00-11:00

### Europa Donna session

10:00-11:00

### Society Session

EUSOBI

10:00-11:00

Coffee break in exhibition hall (free of charge)/ Poster spotlight | 11:00-11:30

### Debate

This house believes  
that doing more  
surgery to get access  
to new adjuvant  
therapies among which  
CDK4/6-inhibitors is a  
backward step

11:30-12:30

### Society Session

EUSOMA

11:30-12:30

### Society Session

EACR

11:30-12:30

Cashbar lunch in  
exhibition hall/ poster  
area

12:30-14:00

### Satellite Symposia 4

12:45-13:45

### Satellite Symposia 5

12:45-13:45

### Satellite Symposia 6

12:45-13:45

### Debate

This house believes  
that pembrolizumab  
needs to be continued  
as post-neoadjuvant  
treatment in patients  
with TNBC disease

14:00-15:00

### Multi Team

Management  
of individuals  
with breast  
cancer germline  
susceptibility

14:00-15:00

### Society Session

ESTRO

14:00-15:00

### Clinical Symposium

Can real world data  
replace the traditional  
control arm in a trial?

15:15-16:45

### Clinical Symposium

Lifestyle interventions  
to improve survivorship  
care after breast cancer

15:15-16:45

Coffee break (free of charge) / Industry Forum at exhibition | 16:45-17:15

### Multi Team

Management of the  
old frail patient

17:15-18:15

### Best Practice

What survivorship  
means for breast  
cancer patients &  
physicians

17:15-18:15

## Friday 22 March

### Clinical Symposium

De-escalation of axillary therapy after upfront surgery and after primary systemic therapy  
**08:30-10:00**

### Clinical Symposium

Brain metastases  
**08:30-10:00**

### Award session

Multidisciplinary team award and oral abstracts  
**10:00-11:00**

### Europa Donna session

**10:00-11:00**

**Coffee break in exhibition hall (free of charge)/ Poster spotlight | 11:00-11:30**

### Debate

Adjuvant CDK4/6-inhibitors  
**11:30-12:30**

### Debate

This house believes that a second breast conserving surgery should always be performed in case of small recurrence early disease  
**11:30-12:30**

### Best practice

Breast reconstruction and radiation therapy  
**11:30-12:30**

Lunch/ poster area/ poster spotlight  
**12:30-14:00**

**Satellite Symposia 7**  
**12:45-13:45**

**Satellite Symposia 8**  
**12:45-13:45**

**Manifesto Session**  
**14:00-15:00**

**Closing Session**  
Keynote  
**15:00-15:30**



# 📍 Conference venue

**Address: Allianz MiCo**

Via Gattamelata Gate 14,

20149 Milano MI, Italy.

Tel +39 02 43426133

**[ebcc2024@fieramilanocongressi.it](mailto:ebcc2024@fieramilanocongressi.it)**



**Allianz MiCo** is one of the largest and most modern conference centres in Europe. The original comet-shaped roof characterises Allianz MiCo and is a landmark for the city of Milan.

With 65 fully equipped meeting rooms and more than 50,000 square meters of exhibition space, Allianz MiCo is the ideal venue for events of all sizes. The upper storeys are directly accessible by commercial vehicles for easy building and dismantling. It is accessible by public transport.

Allianz MiCo is right in front of the "Portello" underground station of the purple line. Just a few steps from the city life district and Corso Sempione. [See map here.](#)





# Key deadlines

## Conference dates

28.08.2023	Abstract submission opens
15.11.2023	Deadline abstract submission
05.02.2024	Late-breaking abstract submission opens
12.02.2024	Late-breaking abstract submission deadline
20-22 March 2024	EBCC-14

## Exhibition deadlines

15.01.2024	Provide company logo and 50-word company description
15.01.2024	Send stand design for individual booth
09.02.2024	Send exhibition space order form deadline
09.02.2024	Send exhibitor badges order
09.02.2024	Bag insert and other material handling to Kristal freight forwarder
05.03.2024	Order services from MiCo (e.g., artwork, catering, furniture)
10.03.2024	Send order lead retrieval system (badge scanner)

## Satellite symposia deadlines

15.11.2023	Send satellites symposia draft programme (topic and title)
09.02.2024	Submit Satellite Symposia final programme including speakers & timing (complete template) and provide items for e-blast
09.02.2024	Send Satellite Symposium badge order

## Exhibition build-up & dismantling

18.03.2024	Exhibition build-up from 08:00-22:00
19.03.2024	Exhibition build-up from 08:00-20:00
22.03.2024	Exhibition dismantling from 16:00-00:00

## Registration deadlines

30.06.2023	Registration open
18.10.2023	Early rate registration
24.01.2024	Regular rate registration (accepted presenters until end of Feb)
31.01.2024	Cancellation with refund (minus €100) or replace registration without cost
06.03.2024	Late / Onsite rate registration

## Exhibition opening hours

Wednesday:	20.03.2024	9:00 – 19:00
Thursday:	21.03.2024	9:00 – 17:30
Friday:	22.03.2024	9:00 – 15:30

# 🔍 Sponsorship opportunities at a glance

- Sponsorship packages
- Satellite symposia opportunities
- Time slots for satellite symposia
- Industry forum opportunities
- Exhibition opportunities
- Exhibition floorplan
- Onsite advertisement
- Conference material
- Multimedia material
- Conference services
- Awards
- Meeting rooms
- Educational support opportunities

Welcome reception on Wednesday from 18:00-19:00 h in the exhibition hall

NEW

## 📌 Note: Codes of practice

All exhibitors and sponsors at EBCC-14 are responsible for adhering to any Italian and other relevant European codes of practice. Please note that the EBCC-14 will be applying through the EthicalMedTech conference vetting system.

MedTech Europe – Represents the European Medical Technology Industry  
[www.ethicalmedtech.eu/medtech-code](http://www.ethicalmedtech.eu/medtech-code)

All rates listed are **excluding VAT**.

# Sponsorship packages

## Platinum Package: Exclusive

€ 85,000

- 36 sqm booth (space only) in prime
- Satellite Symposium of 60 min in an exclusive time slot on Wednesday or Thursday in the largest meeting room red: 450 seats, fully managed AV and recording of your Satellite Symposium that will be made available on the conference website.
- 1 exclusive mailings to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent) and 1 post conference mailing.
- On-screen promotion of satellite symposia in the registration area (jpg)
- Recognition as Platinum Sponsor throughout the venue, conference website and on mobile app
- 1 meeting room (34 pax) for the duration of the conference
- Large logo in prominent place on the mezzanine wall
- Large card banner(1260x600px) in industry list on the mobile app
- 1 news feed banner (2400x600px) & landing page at the mobile app
- 1 session banner (1200x600px)/video in the daily programme on the mobile app during the entire conference
- 3 push notifications (limited to 200 words) on mobile app
- 5 exhibitor badges and 5 full registrations

### Choose 3 items from the below (non exclusive)

- Advertising Pillar covering 4 sides, size: 105x280x105 cm- Printed on 2 sides in front of the red meeting room
- 3x advertising windows in the registration area
- 3 escalators windows, digital printing on forex or sticker 156x121 cm double sided
- 1 conference bag insert
- 2 rental of Event Lead scanner set with iPod

## Diamond Package: Limited to 2 sponsors

€ 75,000

- 27 sqm booth (space only) in prime location
- Satellite Symposium of 60 min in an exclusive time slot on Wednesday or Thursday, fully managed AV and recording of your Satellite Symposium that will be made available on the conference website.
- 1 exclusive mailing to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent)
- On-screen promotion of satellite symposia in the registration area (jpg)
- Recognition as Diamond Sponsor throughout the venue, conference website and on mobile app
- Logo in prominent place on the mezzanine wall
- 1 meeting room (14 pax) for the duration of the conference
- 1 large card banner (1260x600) in industry list at the mobile app
- Session banner (1200x600px)/video on the daily programme at the mobile app
- 2 push notifications on mobile app (limited to 150 words)
- 8 exhibitor badges

### Choose 2 items from the below (non exclusive)

- 2x advertising windows in the registration area
- 2 escalators windows, digital printing on forex or sticker 156x121 cm double sided
- 1 conference bag insert
- 2 rental of Event Lead scanner set with iPod

## Gold Package: Limited to 5 sponsors

€ 60,000

- 18 sqm booth (space only)
- Satellite Symposium of 60 min in an exclusive time slot on Thursday/Friday (first-come, first-served principle) fully managed AV and recording of your Satellite Symposium that will be made available on the conference website.
- 1 exclusive mailing to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent)
- On-screen promotion of satellite symposia in the registration area (jpg)
- Recognition as Gold Sponsor throughout the venue, conference website and on mobile app

- 1 push notification on mobile app (limited to 100 words)
- 1 session banner (1200x600px)/video in the daily programme on the mobile app
- Medium card banner (600x600 px) in industry list at the mobile app
- 6 exhibitor badges

### Choose 2 items from the below (non-exclusive)

- 1x advertising window in the registration area
- 1 escalators Window, digital printing on forex or sticker 156x121 cm double sided
- 1 conference bag insert
- 1 rental of Event Lead scanner set with iPod

## Silver Package: Limited to 2 sponsors

€ 30,000

- 18 sqm booth (space only)
- 1 exclusive mailing to all delegates to promote the Industry Forum Programme (promotion will be sent only to prescribers and delegates who gave consent)
- Recognition as Silver Sponsor throughout the venue and conference website and mobile app
- Medium card banner (600x600) in industry list on the mobile app
- 1 push notification on mobile app (limited to 75 words)

- 1 session banner (1200x600px)/video in the daily programme on the mobile app
- 25 min Industry Forum
- 5 exhibitor badges

### Choose 1 item from the below (non-exclusive)

- 1 conference bag insert
- 1 rental of Event Track symposium scanner (2hrs)



# **Satellite symposia opportunities**

This is a unique opportunity available only to those taking a sponsorship package. Satellite Symposia constitute an ideal medium to reach a targeted audience and to inform potential clients about the latest scientific information and developments in patient's care. Satellite Symposia take place within the MiCo, inside the session halls assigned to the official conference programme.

A maximum of three (3) parallel sessions at the same time will be allowed to ensure visibility of your satellite symposium. Each session is 60 minutes and slots will be assigned on first-come, first-served principle and/or on the highest sponsorship level.

We will help you to boost participation at the session through our own promotional channels.

The programme of all sponsored speaking opportunities is subject to approval by the EBCC Council. The content

of these sessions and opinions expressed by presenters are those of the sponsor/presenter and not of the EBCC. Satellite Symposium holders are responsible for payment and arrangement of travel and accommodation for their speakers, regardless of whether these speakers are included in the EBCC-14 scientific programme. A speaker is permitted to speak in only one Satellite Symposium during the entire Conference. It is the duty of the Satellite Symposium holder to check with speakers that they haven't been invited as speakers for other If a speaker has been booked for more than one Satellite Symposium, EBCC reserves the right to reject the Satellite Symposium programme. Similar Satellite Symposia programmes cannot be held in parallel: at the time of programme submission, in case of overlap, the first come, first served rule will apply.

## **Tip:**

- Provide accreditation (CME) to the delegates of your satellite symposium session. This will give a great advantage and attract more delegates.
- Provide lunch boxes to further encourage participation (lunch will not be provided to delegates; only cashbar catering available at the exhibition).



# Time slots for satellite symposia

## Wednesday 20 March 2024

Room	Capacity Theatre	Time
Blue Room Level +1	300	12:45 – 13:45
Red Room Level +1	450	12:45 – 13:45
Yellow Room Level +1	300	12:45 – 13:45

## Thursday 21 March 2024

Room	Capacity Theatre	Time
Blue Room Level +1	300	12:45 – 13:45
Red Room Level +1	450	12:45 – 13:45
Yellow Room Level +1	300	12:45 – 13:45

## Friday 22 March 2024

Room	Capacity Theatre	Time
Red Room Level +1	450	12:45 – 13:45
Yellow Room Level +1	300	12:45 – 13:45

### The rates include:

- Room rental
- Standard setup (theatre style with stage, lectern, and speaker table)
- Standard AV equipment and services: amplification, data projection, AV technician
- Recording of the satellite symposium.
- Use of Speaker Preview Room for Satellite Symposium faculty.
- Publication of the Satellite Symposium programme on the conference website.
- Use of the conference logo on invitations and promotional documentation.
- One-time promotion of the Satellite Symposium in a special e-blast sent by the EBCC-14 to subscribers and the participants who opted-in for receiving news.
- The room will be available 15 min before and 15 min after the session.

**Note:** No branding possibilities in the meeting room.





# Industry forum opportunities

This unparalleled opportunity provides your organisation an exclusive setting, conveniently located in the Poster Spotlight area in the Exhibition hall, in which to present your latest research in a setting that facilitates discussion - and relationships!

Each session is 25 minutes long and during the afternoon coffee breaks (provided coffee and refreshment free of charge to all delegates) in the exhibition. These sessions are available only to those booking a Silver Sponsorship package.

The sponsoring company must ensure that all publications and promotions referring to the Industry Forum Session mention: "Official EBCC-14 sponsored Industry Forum Session" to avoid any confusion with the official scientific Conference programme. A draft topic and speaker list must be submitted together for review and approval.

Date	Time
Wednesday 20 March 2024	15:50 - 16:15
Thursday 21 March 2024	16:50 - 17:15

## ✦ Industry forum sessions includes:

- Rental of the Industry Forum area and standard setup (lectern and speaker table).
- EBCC seating cubes and ample standing space around the presentation area.
- AV equipment and services: amplification, data projection, AV technician and possibly headsets.
- Publication of the Industry Forum programme on the conference website and on the mobile app.
- Use of the speaker preview room.
- Use of conference logo on invitations and promotional documents
- Exclusive mailing to all delegates to promote the Industry Forum programme (only to prescribers and delegates who consent to receive emails).
- One push notification on mobile app (limited to 75 words)



# Exhibition opportunities

We have designed the exhibition layout to ensure the highest level of exposure to delegates at EBCC-14. The size of the exhibition allows us to combine the exhibition with the poster area, and includes catering services during coffee breaks, attracting delegates to the exhibition.

## Exhibition rates

Package	Rate
<b>Industry all-inclusive* 9 SQM (3x3) booth</b> Includes: <ul style="list-style-type: none"><li>• Shell scheme walls of 2.5 m height (including build-up of it)</li><li>• Furniture &amp; equipment as described on page 19</li><li>• Cleaning before the start of the exhibition opening</li><li>• 2 exhibitor badges.</li></ul>	€ 5,500
<b>Medical society all-inclusive* 9 SQM (3x3) booth</b> Includes: <ul style="list-style-type: none"><li>• Shell scheme walls of 2.5 m height (including build-up of it)</li><li>• Furniture &amp; equipment as described on page 19</li><li>• Cleaning before the start of the exhibition opening</li><li>• 2 exhibitor badges.</li></ul>	€ 3,000
<b>Newcomers** all-inclusive* 9 SQM (3x3) booth</b> Includes: <ul style="list-style-type: none"><li>• Shell scheme walls of 2.5 m height (including build-up of it)</li><li>• Furniture &amp; equipment as described on page 19</li><li>• Cleaning before the start of the exhibition opening</li><li>• 2 exhibitor badges.</li></ul>	€ 4,500
<b>Space only (minimum 9sqm)</b> Includes: <ul style="list-style-type: none"><li>• <b>No</b> materials or constructions are included.</li><li>• Portable booth is only accepted in combination with a shell scheme → subject to approval.</li><li>• Entitled to receive 2 exhibitor badges per 9sqm.</li></ul>	Price per sqm € 500

Please see the following page for [more details](#).

## 📌 Note:

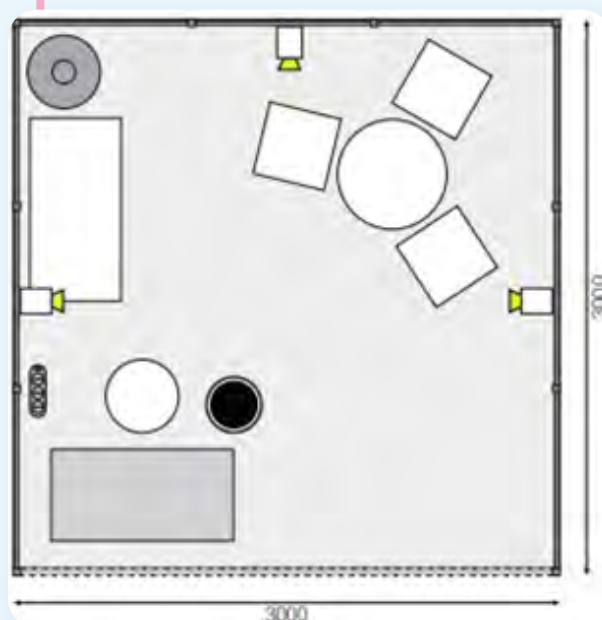
- The minimum exhibition space is 9 sqm. Multiples of 9 sqm may be purchased to have a bigger booth. Space allocation will be made on a 'first come, first served' basis. A completed order form should be emailed to [ebcc@eortc.org](mailto:ebcc@eortc.org) to ensure reservation of a desired location.
- Booth package/space can be ordered until 8 weeks before the conference starts.
- The exhibition layout may change if a redesign is necessary due to organisational changes and/or to optimise the space, which might also change the booth numbers.
- Note that due to the strict European GDPR regulations we cannot provide any delegate lists. However, you may order a badge scanner to collect data of the delegates visiting your booth.
- Please regularly consult the industry section on the event website [www.eortc.org/ebcc14/](http://www.eortc.org/ebcc14/) for the exhibition manual, order forms and other important information.
- Extra exhibitor badges may be purchased at € 100 per badge.

## \* Items included in an All-inclusive 9sqm booth:

Side view of 9sqm booth



Top view of the 9sqm booth:



## Technical description

- Aluminium profiles walls cm.h.250x100
- Front fasciaboard cm.h.300x40 (print area 297.2x25.2h)
- Carpet flooring (colour TBD)
- 1 company Name cm.297,2x25,2h
- 3 LED spotlights 30W
- 1 multiple socket up to 2KW

## Booth equipment

- 1 reception desk and 1 stool
- 1 waste bin
- 1 coat hanger
- 1 lockable cabinet
- 1 round table cm.h.70 and 68 diameter
- 3 chairs

The booth will be prepared for you and will be ready as of Tuesday mid day.

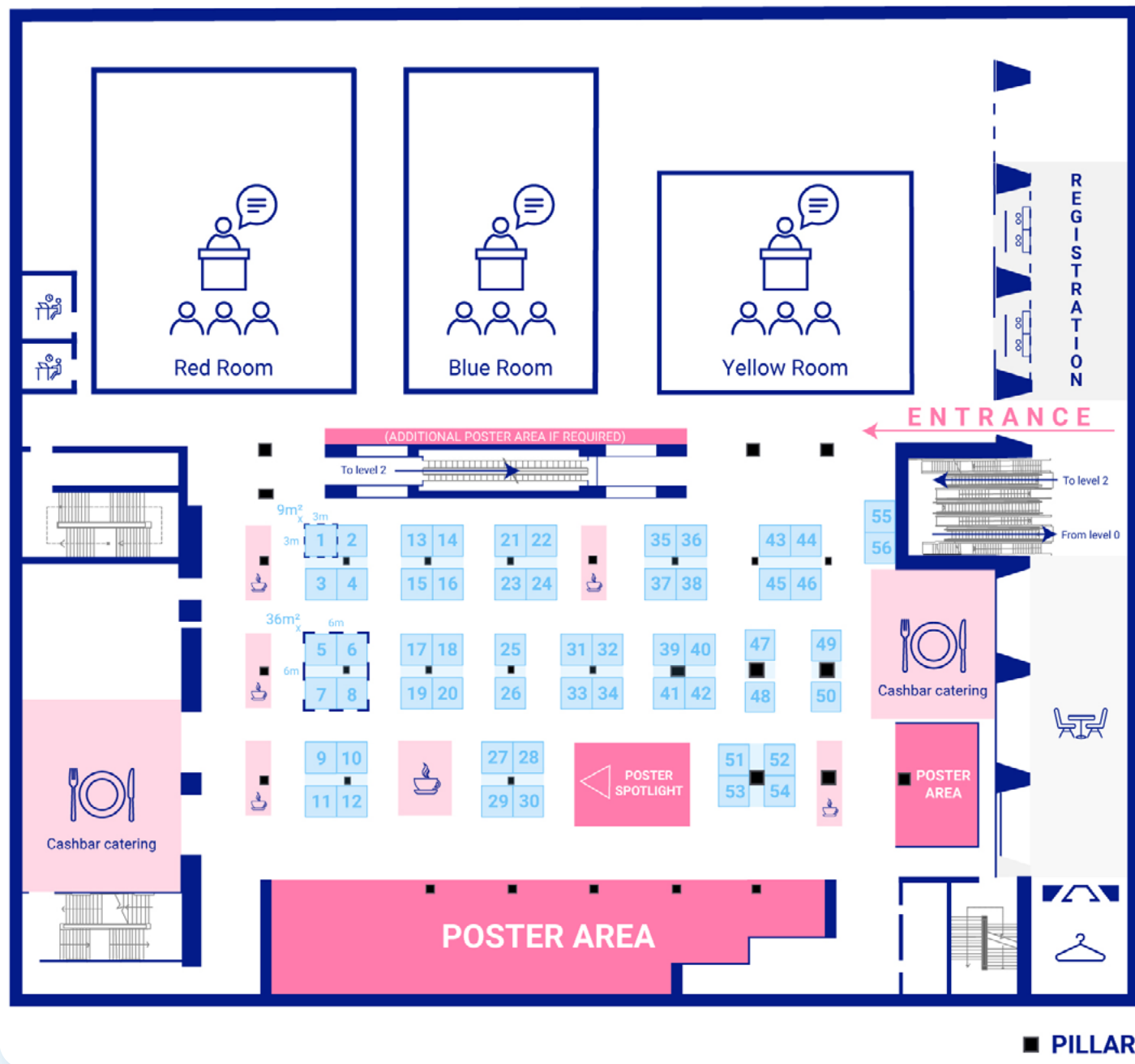
Artwork files, more/different furniture and other services can be ordered at own cost.

\*\* Newcomer Rate is for companies supporting EBCC for the first time in 5 years and/or for small businesses/start-up companies up to 80 employees.

# 🏠 Exhibition floorplan

Please note: this exhibition floorplan is subject to changes.

## MiCo NORTH HALL Level 1





# Other sponsorship opportunities

## Onsite advertisement

### Pillar coverings: digital printing on PVC per unit

€ 5,000

Ensure your continued visibility to each participant throughout the conference – book the exclusive right to place your message around the pillar. Only 2 pillars available right at the entrance of the exhibition and just after the registration area. Size: 150x150x400 cm - Printed on 4 sides (A-D)



Pillar coverings (4 sides)

### Vertical panels at the registration area

€ 1,500

Digital printing on forex depth 5 mm with aluminium stiffening frame to wall fixing 110x300cm, one sided



Vertical panels (one sided)

## Signage totems

Digital printing on forex depth 3 mm with self-supporting aluminium frame and closed base

- Panel - Size: 100x240 cm - one-sided
- Panel - Size: 100x240 cm - double-sided

€ 900

€ 1,300

## Escalators panel per unit

€ 500

Every participant is taking the escalators/stairs. Your message will be seen throughout the conference. Digital printing on forex, 150x50cm

## Escalators windows

€ 1,500

Double-sided digital printing on forex - 3 pieces of 156x121cm - 4 available positions



Escalators windows (per unit)

## Niches in the corridor panels

€ 300

Yellow/blue meeting room facing the exhibition. Perfect additional advertisement opportunity for Gold Sponsors. Panel - Size: 195x130 cm - one-sided. Digital printing on forex depth 3 mm

Please contact Rosa Ciloglu at [ebcc@eortc.org](mailto:ebcc@eortc.org) for other advertisement possibilities, different dimensions, and further information.



# Conference material

## Exclusive: Conference pens & notebooks

€ 6,000

Ensure your continued visibility to each participant throughout the conference – book the exclusive right to distribute a promotional pen and notebook with your branding. Sponsor is responsible for the production & shipment of the pens and notebooks. pen and notebook with your branding. Sponsor is responsible for the production & shipment of the pens and notebooks.



## Exclusive: Conference bags (deadline 15.01.2024)

€ 8,000

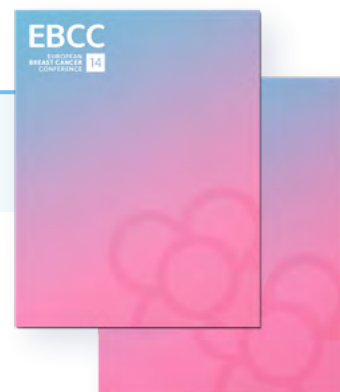
A well-known favourite: this exclusive item offers massive visibility. The bag will be made available to each participant and ensure premier positioning of your company logo, the venue, all around the city and across the globe when participants return home. Your logo will be placed on the bag (on one side, the other side will have the conference branding) and includes a flyer insert.



## Conference bag insert

€ 2,500

Insert your company flyer in the EBCC-14 Conference Bags. Limited to a maximum 1 A4 page, double-sided.





## Multimedia material

### Industry poster

€ 5,500

Share your ongoing trials and your pipeline, by displaying your poster throughout the conference. This will be in an area open to all delegates, allowing you to engage/present with a diverse audience during the breaks.

### Conference app event tile

€ 5,000

Add your sponsor's logo to the event tile image that is seen on the selection screen of the app and when a user installs and opens an event. A cost-effective, quick, and easy way to reach your target audience, the app will provide participants with everything they need to navigate the Conference on their smartphone. Your logo will appear on the start-up screen of the app.

### Exclusive: WIFI

€ 5,000

Position your brand on the EBCC-14 Wi-Fi network in the venue. Wi-Fi will be available in all session rooms and areas, enabling delegates to engage in lively social media interaction!

- Logo acknowledgment on the Wi-Fi landing page
- Acknowledgment in the Planner and onsite

### Scientific programme webcasts

€ 25,000

Webcasts will be available on the Conference website/app to view and re-visit sessions at participants' convenience. They are also extremely popular after the conference with people who could not attend and prove invaluable to delegates having to present the most interesting data to their colleagues in the workplace who were unable to be there but will benefit from this new knowledge.

# Conference services

## Exclusive: Welcome reception

€ 12,000

First drinks on you! Don't miss the chance to welcome attendees and kick off the fun at the Wednesday evening Welcome reception. Your logo will be featured on promotional items and featured on digital promotion, including event details and conference signage. The reception will be held in the exhibition area for 1 hour on Wednesday from 18:00 to 19:00.

## Exclusive: Speaker ready room

€ 5,000

Speaker Ready Room is available for the first time for sponsors to gain visibility and branding with our 100+ speakers. Coffee and refreshments are always available to the speakers. Your banner will appear prominently in the room (to be provided by the sponsor).

## Exclusive: Headshot lounge (deadline 15.01.2024)

€ 10,000

Provide something that gives value to delegates: professional headshots used for CV on social media. While people wait in line for their headshots your team can provide them with information about your company, help establish connections, and build relationships. You can send the final headshots with your compliments, along with your branded message to ensure communication continues after the conference. (Price is not including the headshot booth).

## Mobile device charging station

€ 4,000

Product Branding Opportunity! Stations will be placed in high-traffic areas for quick and complimentary re-charging of mobile devices. Charging devices are compatible with all wireless carriers, and will charge all smart phones, computers, and tablets. Full colour wrap on each station to deliver your product message to all attendees.

## Water dispensers

€ 4,000

Company logo displayed on a minimum of 5 water dispensers strategically placed throughout the Conference venue.

## Coffee break one day

€ 5,000

## Coffee breaks during the whole conference

€ 15,000

Learning is hard work and people need a break. Be the hero, while gaining premium exposure, by offering conference attendees that much-needed cup of coffee so they get the jump start they need for the rest of the day. Coffee breaks are offered in the exhibition hall. Your company logo will appear in the mobile app and signage posted at coffee stations. A push notification on the app promoting the coffee break and your company will be scheduled.

# Awards

## Sponsor award

€ 5,000 per award category

Spotlighting excellence – Award sponsorship showcases your brand as a thought leader and subject matter expert in alignment with your chosen category and being seen to be supporting and driving industry innovation in this area.

This year, the EBC-Council will give two prestigious awards. Sponsor(s) will be acknowledged at the Award Session on Friday as “with the support of”. Non-exclusive sponsorship.

- **Multidisciplinary TEam Award (MTEA)**

This a new prestigious award for a multidisciplinary team conducting impactful research related to breast cancer.

Multidisciplinary teams that submit to EBCC an original research abstract in the fields of medical oncology, surgical oncology, radiotherapy, medical imaging, survivorship, translational and basic research, and healthcare research related to breast cancer not previously published or presented in another conference will be eligible to apply. The work needs to be multidisciplinary.

The multidisciplinary team winning this award will receive 5,000 EUR and for three members of the team free travel arrangements, accommodation, registration to the conference, participation to the faculty dinner.

- **Young Investigator Innovation Award (YIIA)**

This is a new prestigious award in medical oncology, surgical oncology, radiotherapy, medical imaging, survivorship, translational and basic research, and health care research related to breast cancer.

Early and mid-career investigators up to 45 years of age who submits an original research abstract to EBCC-14 conference. will be eligible for the award.

The winner of the EBCC YIIA award will receive free travel arrangements, accommodation, registration to the conference, participation to the faculty dinner and 5,000 EUR award.



# Meeting rooms

Several meeting rooms are available for rental by companies supporting the conference. Meeting rooms are closed rooms for business meetings only and may not be used to exhibit company's products or to organise activities, such as industry symposia, educational and Meet-the-Expert sessions. All persons requiring access to the meeting room need to be duly registered to the Congress and have a valid congress badge (industry, delegate, or day badge).

Room/Hall	Capacity 'U'-Shape	SQM	NW, Level	Price per day	Price for entire conference
Turquoise 2*	34 pax	126	-1	3000	9000
Green 1**	38 pax	157	-1	3200	9000
Green 2**	38 pax	143	-1	3200	9000
Green 3**	38 pax	157	-1	3200	9000
Meeting 1	12 pax O-shape	28	1	1000	2500
Meeting 2	8 pax O-shape	21	1	800	2000
Meeting 3	14 pax	53	-1	1000	2500
Meeting 4+5	22 pax	93	-1	1500	4000
Meeting 6	14 pax	43	-1	1000	2500

## Note:

- \* Equipment: Amplification, Video projector Panasonic 7,200 lumens Solid Shine laser projector-PT-RZ770, Speaker table, n.1 podium with n.1 microphone, n.2 microphones speaker tables, central screen 300 x 225 cm, stage: 6 x 2 x h.0,40 mt
- \*\* Equipment: Endowments: Amplification, Videoprojector Panasonic 7,200 lumens Solid Shine laser projector - PT-RZ770, Speaker table, n.1 podium with n.1 microphone, n.2 microphones speaker tables, central screen 300x225cm, stage: 6 x 2 x h. 0,40 mt
- \*\*\* Equipment: Amplification, Video projector Panasonic 7,200 lumens Solid Shine laser projector-PT-RZ770, Speaker table, n.1 podium with n.1 microphone, n.2 microphones speaker tables, central screen 300 x 225 cm, stage:6 x 2 x h.0,20 mt
- Meeting rooms do not include AV (unless mentioned) or catering. No daylight.
- You can order AV or catering at your own cost at the E-Commerce webshop.

# Educational support opportunities

Educational grants help provide the most appropriate setting for participants to learn about the latest developments in breast cancer by supporting the Conference programme. The grants support the meeting facilities and operational activities, helping to ensure the most appropriate setting for participants to acquire the latest knowledge and data, as well as interacting and building relationships with their peers. This is a major aid and advancement to the quality and impact of the scientific programme. Your support will also be acknowledged in the EBCC-14 Planner,

## Registration support

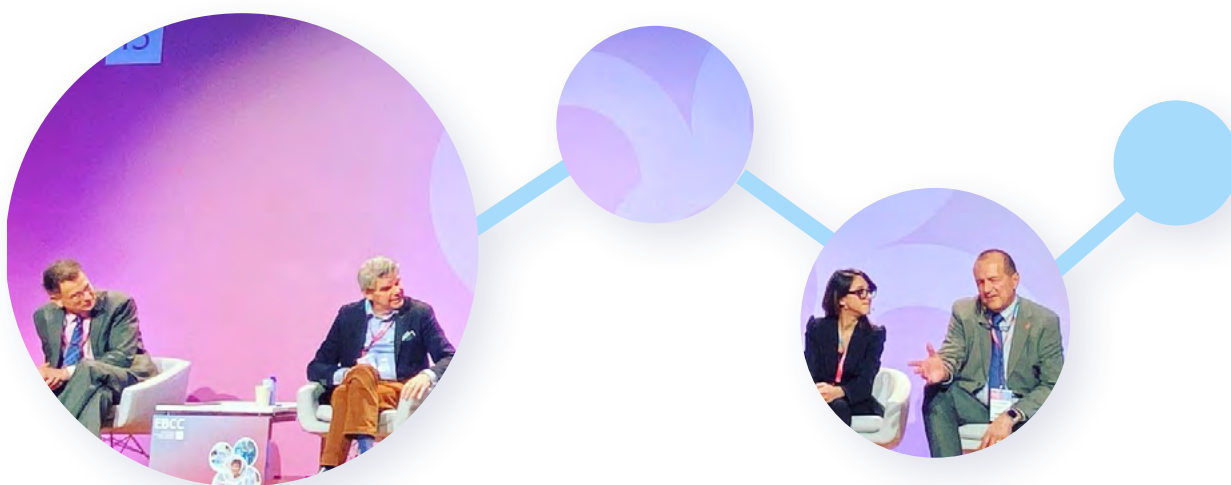
Provide registration to enable early career researchers, and those based in low- and middle-income economy countries, to attend. Registration rates depend on delegates categories and date of support.

**Please note:** Access to the satellite symposia and exhibition is restricted to prescribers only. Researchers, Patient Advocates or Student categories will not be able to gain access to these sessions/areas.

## Unrestricted educational support

Unrestricted support enables us to develop the Conference programme and to support participants to acquire the latest knowledge and data, as well as network with their peers. Support can be in the form of a grant or sponsorship, depending on your requirements. Acknowledgement will be tailored according to the type and level of support.

Please contact Rosa Ciloglu at [ebcc@eortc.org](mailto:ebcc@eortc.org) for further information.





## Contacts

### EORTC

Avenue E. Mounier 83,  
1200 Brussels, Belgium  
Tel: +32 2774 1550  
[ebcc@eortc.org](mailto:ebcc@eortc.org)



*The future of cancer therapy*

### Venue

#### MiCo

Via Gattamelata, 20149 Milan - Italy  
Gate 14  
Tel +39 02 43426133  
[ebcc2024@fieramilanocongressi.it](mailto:ebcc2024@fieramilanocongressi.it)



### Sponsorship & Exhibition

Mrs. Rosa Ciloglu  
[rosa.ciloglu@eortc.org](mailto:rosa.ciloglu@eortc.org)  
+32 2774 1577

### Accommodation

#### MiCo DMC

P.le Carlo Magno 1 - 20149 Milan - Italy  
For group booking: [ebcc@micodmc.it](mailto:ebcc@micodmc.it)  
[hotel.ebcc2024@micodmc.it](mailto:hotel.ebcc2024@micodmc.it)  
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