Research & Innovation in the Multidisciplinary Management of Breast Cancer

Sponsorship & Exhibition Prospectus

www.eortc.org/ebcc

20 - 22 March 2024

Milan, Italy
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EBCC 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 14th 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 multidisciplinarity.

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

- Hospital
- University Hospital
- Industry
- Other
- Cancer centre
- Non-profit organisation
- University
- Cancer research centre
- Government
- Contract research organisation

Media reach

- 54 Countries
- 2500 New stories
- 8 Press releases

Top 10 countries of participants

- Netherlands
- Italy
- Switzerland
- Belgium
- Spain
- United Kingdom
- Germany
- Denmark
- Austria
- Greece

Profile of participants

- Surgical Oncologist/General Surgeon
- Other
- Clinical Oncologist
- Medical Oncologist
- Basic/Translational Research Specialist
- Gynaecologist & General Physician
- Side Support Staff
- Industry Representatives
- Patient Advocate/Representative
- Radiotherapist/Radiation Oncologist
- Student
- Radiologist
Programme at a glance

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

<table>
<thead>
<tr>
<th>ROOM: SILVER</th>
<th>RED</th>
<th>BLUE</th>
<th>YELLOW</th>
</tr>
</thead>
</table>

**Wednesday 20 March**

**Opening incl Arts & Humanities & Clinical Science Award**
08:30-09:30

**Clinical Symposium**
Immunotherapy beyond PD1/PDL1 checkpoint inhibitors & newer Antibody-drug-conjugates: the basics and the future
09:30-11:00

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

**Award Session**
Young Investigator Innovation Award & Oral abstracts
11:30-12:30

**Europa Donna session**
11:30-12:30

**Cashbar lunch in exhibition hall/ poster area**
12:30-14:00

**Satellite Symposia 1**
12:45-13:45

**Satellite Symposia 2**
12:45-13:45

**Satellite Symposia 3**
12:45-13:45

**Plenary Session**
Keynote
14:00-14:30

**Debate**
HER2 Low
14:45-15:45

**Society Session**
ESO
14:45-15:45

**Society Session**
ESP
14:45-15:45

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

**Clinical Symposium**
Invasive lobular breast cancer (ILC)
16:15-17:45

**Clinical Symposium**
Towards second generation early detection of breast cancer
16:15-17:45

**Welcome reception in exhibition hall | 18:00-19:00**
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 08:30-10:00  | **Clinical Symposium**  
Treatment of HR+ HER2- ABC: current standard of care & perspectives |
| 10:00-11:00  | **Oral abstracts session**  
**Europa Donna session**  
**Society Session**  
EUSOBI  
10:00-11:00 |
| 10:00-11:30 | **Coffee break in exhibition hall (free of charge)/ Poster spotlight** |
| 11:00-12:30 | **Satellite Symposia 4**  
Satellite Symposia 5  
Satellite Symposia 6 |
| 12:30-14:00 | **Cashbar lunch in exhibition hall/ poster area**  
**Satellite Symposia 4**  
Satellite Symposia 5  
Satellite Symposia 6 |
| 14:00-15:00 | **Clinical Symposium**  
Can real world data replace the traditional control arm in a trial?  
**Clinical Symposium**  
Lifestyle interventions to improve survivorship care after breast cancer |
| 15:15-16:45 | **Multi Team**  
Management of individuals with breast cancer germline susceptibility  
**Best Practice**  
What survivorship means for breast cancer patients & physicians |
| 16:45-17:15 | **Coffee break (free of charge) / Industry Forum at exhibition**  
**Multi Team**  
Management of the old frail patient  
**Best Practice**  
What survivorship means for breast cancer patients & physicians  
**Multi Team**  
Best practice
<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT/SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-10:00</td>
<td><strong>Clinical Symposium</strong> De-escalation of axillary therapy after upfront surgery and after primary systemic therapy</td>
</tr>
<tr>
<td>10:00-11:00</td>
<td><strong>Award session</strong> Multidisciplinary team award and oral abstracts</td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>Coffee break in exhibition hall (free of charge)/Poster spotlight</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td><strong>Debate</strong> Adjuvant CDK4/6-inhibitors</td>
</tr>
<tr>
<td></td>
<td>This house believes that a second breast conserving surgery should always be performed in case of small recurrence early disease</td>
</tr>
<tr>
<td></td>
<td><strong>Best practice</strong> Breast reconstruction and radiation therapy</td>
</tr>
<tr>
<td>12:30-14:00</td>
<td>Lunch/poster area/poster spotlight</td>
</tr>
<tr>
<td>12:45-13:45</td>
<td><strong>Satellite Symposia 7</strong></td>
</tr>
<tr>
<td>12:45-13:45</td>
<td><strong>Satellite Symposia 8</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Manifesto Session</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Closing Session</strong></td>
</tr>
<tr>
<td></td>
<td>Keynote</td>
</tr>
</tbody>
</table>

**Room Assignments:**
- ROOM: SILVER
- ROOM: RED
- ROOM: BLUE
- ROOM: YELLOW
Conference venue

Address: Allianz MiCo
Via Gattamelata Gate 14,
20149 Milano MI, Italy.
Tel +39 02 43426133
ebcc2024@fieramilanocongressi.it

Allianz MiCo is one of 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>28.08.2023</td>
<td>Abstract submission opens</td>
</tr>
<tr>
<td>15.11.2023</td>
<td>Deadline abstract submission</td>
</tr>
<tr>
<td>05.02.2024</td>
<td>Late-breaking abstract submission opens</td>
</tr>
<tr>
<td>12.02.2024</td>
<td>Late-breaking abstract submission deadline</td>
</tr>
<tr>
<td>20-22 March 2024</td>
<td>EBCC-14</td>
</tr>
</tbody>
</table>

#### Exhibition deadlines

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

#### Satellite symposia deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.11.2023</td>
<td>Send satellites symposia draft programme (topic and title)</td>
</tr>
<tr>
<td>09.02.2024</td>
<td>Submit Satellite Symposia final programme including speakers &amp; timing (complete template) and provide items for e-blast</td>
</tr>
<tr>
<td>09.02.2024</td>
<td>Send Satellite Symposium badge order</td>
</tr>
</tbody>
</table>

#### Exhibition build-up & dismantling

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.03.2024</td>
<td>Exhibition build-up from 08:00-22:00</td>
</tr>
<tr>
<td>19.03.2024</td>
<td>Exhibition build-up from 08:00-20:00</td>
</tr>
<tr>
<td>22.03.2024</td>
<td>Exhibition dismantling from 16:00-00:00</td>
</tr>
</tbody>
</table>

#### Registration deadlines

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.06.2023</td>
<td>Registration open</td>
</tr>
<tr>
<td>18.10.2023</td>
<td>Early rate registration</td>
</tr>
<tr>
<td>24.01.2024</td>
<td>Regular rate registration (accepted presenters until end of Feb)</td>
</tr>
<tr>
<td>31.01.2024</td>
<td>Cancellation with refund (minus €100) or replace registration without cost</td>
</tr>
<tr>
<td>06.03.2024</td>
<td>Late / Onsite rate registration</td>
</tr>
</tbody>
</table>

#### Exhibition opening hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>20.03.2024</td>
<td>9:00 – 19:00</td>
</tr>
<tr>
<td>Thursday</td>
<td>21.03.2024</td>
<td>9:00 – 17:30</td>
</tr>
<tr>
<td>Friday</td>
<td>22.03.2024</td>
<td>9:00 – 15:30</td>
</tr>
</tbody>
</table>
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.

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

All rates listed are excluding VAT.
### Platinum Package: Exclusive

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 sqm booth (space only) in prime</td>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td>On-screen promotion of satellite symposia in the registration area (jpg)</td>
<td>On-screen promotion of satellite symposia in the registration area (jpg)</td>
</tr>
<tr>
<td>Recognition as Platinum Sponsor throughout the venue, conference website and on mobile app</td>
<td>Recognition as Platinum Sponsor throughout the venue, conference website and on mobile app</td>
</tr>
<tr>
<td>1 meeting room (34 pax) for the duration of the conference</td>
<td>1 meeting room (34 pax) for the duration of the conference</td>
</tr>
<tr>
<td>Large logo in prominent place on the mezzanine wall</td>
<td>Large logo in prominent place on the mezzanine wall</td>
</tr>
<tr>
<td>1 meeting room (34 pax) for the duration of the conference</td>
<td>1 large card banner (1260x600px) in industry list on the mobile app</td>
</tr>
<tr>
<td>1 large card banner (1260x600px) in industry list on the mobile app</td>
<td>1 news feed banner (2400x600px) &amp; landing page at the mobile app</td>
</tr>
<tr>
<td>1 session banner (1200x600px)/video in the daily programme on the mobile app during the entire conference</td>
<td>1 session banner (1200x600px)/video in the daily programme on the mobile app during the entire conference</td>
</tr>
<tr>
<td>3 push notifications (limited to 200 words) on mobile app</td>
<td>3 push notifications (limited to 200 words) on mobile app</td>
</tr>
<tr>
<td>5 exhibitor badges and 5 full registrations</td>
<td>5 exhibitor badges and 5 full registrations</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 sqm booth (space only) in prime location</td>
<td>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.</td>
</tr>
<tr>
<td>1 exclusive mailing to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent)</td>
<td>1 exclusive mailing to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent)</td>
</tr>
<tr>
<td>On-screen promotion of satellite symposia in the registration area (jpg)</td>
<td>On-screen promotion of satellite symposia in the registration area (jpg)</td>
</tr>
<tr>
<td>Recognition as Diamond Sponsor throughout the venue, conference website and on mobile app</td>
<td>Recognition as Diamond Sponsor throughout the venue, conference website and on mobile app</td>
</tr>
<tr>
<td>Logo in prominent place on the mezzanine wall</td>
<td>Logo in prominent place on the mezzanine wall</td>
</tr>
<tr>
<td>27 sqm booth (space only) in prime location</td>
<td>1 meeting room (14 pax) for the duration of the conference</td>
</tr>
<tr>
<td>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.</td>
<td>1 large card banner (1260x600) in industry list on the mobile app</td>
</tr>
<tr>
<td>1 exclusive mailing to all delegates to promote your Satellite Symposium (promotion will be sent only to prescribers and delegates who gave consent)</td>
<td>Session banner (1200x600px)/video on the daily programme at the mobile app</td>
</tr>
<tr>
<td>On-screen promotion of satellite symposia in the registration area (jpg)</td>
<td>2 push notifications on mobile app (limited to 150 words)</td>
</tr>
<tr>
<td>Recognition as Diamond Sponsor throughout the venue, conference website and on mobile app</td>
<td>8 exhibitor badges</td>
</tr>
<tr>
<td>Logo in prominent place on the mezzanine wall</td>
<td>Choose 2 items from the below (non exclusive)</td>
</tr>
<tr>
<td>2x advertising windows in the registration area</td>
<td>2 escalators windows, digital printing on forex or sticker 156x121 cm double sided</td>
</tr>
<tr>
<td>2 escalators windows, digital printing on forex or sticker 156x121 cm double sided</td>
<td>1 conference bag insert</td>
</tr>
<tr>
<td>1 conference bag insert</td>
<td>2 rental of Event Lead scanner set with iPod</td>
</tr>
<tr>
<td>1 conference bag insert</td>
<td>2 rental of Event Lead scanner set with iPod</td>
</tr>
</tbody>
</table>
## 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 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**

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity Theatre</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Room Level +1</td>
<td>300</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Red Room Level +1</td>
<td>450</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Yellow Room Level +1</td>
<td>300</td>
<td>12:45 – 13:45</td>
</tr>
</tbody>
</table>

**Thursday 21 March 2024**

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity Theatre</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Room Level +1</td>
<td>300</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Red Room Level +1</td>
<td>450</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Yellow Room Level +1</td>
<td>300</td>
<td>12:45 – 13:45</td>
</tr>
</tbody>
</table>

**Friday 22 March 2024**

<table>
<thead>
<tr>
<th>Room</th>
<th>Capacity Theatre</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Room Level +1</td>
<td>450</td>
<td>12:45 – 13:45</td>
</tr>
<tr>
<td>Yellow Room Level +1</td>
<td>300</td>
<td>12:45 – 13:45</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 20 March</td>
<td>15:50 - 16:15</td>
</tr>
<tr>
<td>2024</td>
<td></td>
</tr>
<tr>
<td>Thursday 21 March</td>
<td>16:50 - 17:15</td>
</tr>
<tr>
<td>2024</td>
<td></td>
</tr>
</tbody>
</table>

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)
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

<table>
<thead>
<tr>
<th>Package</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>Industry all-inclusive</em> 9 SQM (3x3) booth</em>*</td>
<td>€ 5,500</td>
</tr>
<tr>
<td>Includes:</td>
<td></td>
</tr>
<tr>
<td>• Shell scheme walls of 2.5 m height (including build-up of it)</td>
<td></td>
</tr>
<tr>
<td>• Furniture &amp; equipment as described on page 19</td>
<td></td>
</tr>
<tr>
<td>• Cleaning before the start of the exhibition opening</td>
<td></td>
</tr>
<tr>
<td>• 2 exhibitor badges.</td>
<td></td>
</tr>
</tbody>
</table>

| **Medical society all-inclusive* 9 SQM (3x3) booth** | € 3,000 |
| Includes:                                             |        |
| • Shell scheme walls of 2.5 m height (including build-up of it) |        |
| • Furniture & equipment as described on page 19       |        |
| • Cleaning before the start of the exhibition opening |        |
| • 2 exhibitor badges.                                 |        |

| **Newcomers** all-inclusive* 9 SQM (3x3) booth      | € 4,500 |
| Includes:                                           |        |
| • Shell scheme walls of 2.5 m height (including build-up of it) |        |
| • Furniture & equipment as described on page 19     |        |
| • Cleaning before the start of the exhibition opening |        |
| • 2 exhibitor badges.                               |        |

| **Space only (minimum 9sqm)**                      | Price per sqm € 500 |
| Includes:                                          |        |
| • No materials or constructions are included.      |        |
| • Portable booth is only accepted in combination with a shell scheme subject to approval. |        |
| • Entitled to receive 2 exhibitor badges per 9sqm. |        |

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 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/ 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:

**Technical description**

- Aluminium profiles walls cm.h.250x100
- Front fascia board 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.
Please note: this exhibition floorplan is subject to changes.
Onsite advertisement

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

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)

**€ 5,000**

**Vertical panels at the registration area**

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

**€ 1,500**
### Signage totems

Digital printing on forex depth 3 mm with self-supporting aluminium frame and closed base
- Panel - Size: 100x240 cm - one-sided € 900
- Panel - Size: 100x240 cm - double-sided € 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

### 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 for other advertisement possibilities, different dimensions, and further information.
## Conference material

### Exclusive: Conference pens & notebooks

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 6,000</td>
<td></td>
</tr>
</tbody>
</table>

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.

### Exclusive: Conference bags (deadline 15.01.2024)

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 8,000</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 2,500</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive: Welcome reception</strong></td>
<td>€ 12,000</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Exclusive: Speaker ready room</strong></td>
<td>€ 5,000</td>
</tr>
<tr>
<td>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).</td>
<td></td>
</tr>
<tr>
<td><strong>Exclusive: Headshot lounge (deadline 15.01.2024)</strong></td>
<td>€ 10,000</td>
</tr>
<tr>
<td>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).</td>
<td></td>
</tr>
<tr>
<td><strong>Mobile device charging station</strong></td>
<td>€ 4,000</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Water dispensers</strong></td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Company logo displayed on a minimum of 5 water dispensers strategically placed throughout the Conference venue.</td>
<td></td>
</tr>
<tr>
<td><strong>Coffee break one day</strong></td>
<td>€ 5,000</td>
</tr>
<tr>
<td><strong>Coffee breaks during the whole conference</strong></td>
<td>€ 15,000</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
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).

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

**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 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 for further information.
Contacts

EORTC

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1200 Brussels, Belgium
Tel: +32 2774 1550
ebcc@eortc.org

Sponsorship & Exhibition

Mrs. Rosa Ciloglu
rosa.ciloglu@eortc.org
+32 2774 1577

Venue

MiCo
Via Gattamelata, 20149 Milan - Italy
Gate 14
Tel +39 02 43426133
ebcc2024@fieramilanocongressi.it

Accommodation

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Ple Carlo Magno 1 - 20149 Milan - Italy
For group booking: ebcc@micodmc.it
hotel.ebcc2024@micodmc.it
www.book.micodmc.it/ebcc2024/en