



Sponsorship & Exhibition Prospectus

EORTC Summit

Breaking Boundaries in Clinical
Cancer Research



23-24 March 2027 | The Square, Brussels, BE

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Introduction

The EORTC Summit 2027 is a pioneering, methodology-driven forum designed to shape the future of clinical cancer research.

Moving beyond traditional results-driven oncology conferences, the Summit addresses a critical industry reality: a clinical trial concept designed today may take five to eight years to report, meaning that future-proof design is an absolute operational necessity. By focusing on the infrastructure behind clinical development, the event provides a collaborative space to simplify operational complexity and explore next-generation tools before they become standard practice.

The event will target over 600 cross-sector decisionmakers, including world-renowned clinical investigators, academic researchers, patient advocates, and regulatory authorities from the European Commission and national HTA agencies.

For commercial partners, pharmaceutical companies, biotechs, and CROs, this multi-stakeholder setting provides an exceptional B2B engagement opportunity. Sponsoring or exhibiting allows your company to position itself as a co-architect of oncology innovation, enabling direct interaction with the KOLs running tomorrow's trials, benchmarking execution models, exploring regional feasibility across European systems, and showcasing alignment with patient-centered research.

EORTC Summit Organising Team



Meet the Chairs



Benjamin Besse

Institut Gustave Roussy
France



Elena Garralda

Vall d'Hebron Institute of Oncology
Hospital | Spain

Programme Overview

TUESDAY 23 MARCH 2027

09:00-09:15 WELCOME AND INTRODUCTION

Summit Chair: Benjamin Besse – Institut Gustave Roussy, France

Summit Co-Chair: Elena Garralda – Vall d'Hebron Institute of Oncology, Spain

09:15-12:45 TRACK 1 – DATA SCIENCE & ARTIFICIAL INTELLIGENCE

Track Co-Chairs: Vassilis Gelfinopoulos – EORTC, Belgium & Jeroen Lemaire –
In The Pocket, Belgium

09:15-10:45 SESSION 1: DATA AND AI IN CLINICAL SCIENCES

09:15-09:45 **Towards virtual patient: AI for accelerating medical discovery**

Hoifung Poon – Microsoft Health Futures, USA

09:45-10:05 **The AI transformation of clinical care**

Rudolf Fehrmann – University Medical Center Groningen, the Netherlands

10:05-10:45 **Panel discussion: The technology isn't the change:**

How AI will transform our practice

Including Alina Helsloot – Elsevier, the Netherlands

10:45-11:15 COFFEE BREAK IN THE EXHIBITION HALL

11:15-12:45	SESSION 2: APPLIED AI: FROM THE TECHNOLOGY LAB TO APPLICATION
11:15-11:35	Opportunities for accelerating clinical research <i>Cristina Durán – Evinova, Switzerland</i>
11:35-11:55	Lessons from advanced automotive technology <i>Jonas Ambeck-Madsen – Toyota Motor Europe, Belgium</i>
11:55-12:45	Panel discussion: Balancing opportunities and risks in AI innovation <i>Including Niels Vandervoort – Johnson & Johnson Innovative Medicine, Belgium</i>
12:45-14:00	POSTER VIEWING / LUNCH IN THE EXHIBITION HALL
14:00-17:30	TRACK 2 – QUALITY OF LIFE & PATIENT CENTRICITY
Track Co-Chairs: Madeline Pe – EORTC, Belgium & Ananda Plate – WECAN (Workgroup of European Cancer Patient Advocacy Networks), Germany	
14:00-15:30	SESSION 3: STRENGTHENING THE VALUE OF PATIENT EXPERIENCE DATA FOR DECISION-MAKING
14:00-14:15	The importance of Patient-Reported Outcomes (PROs) and patient preferences <i>Jan Geissler – PatVOCATES, Germany</i>
14:15-14:30	PROs to assess benefits and harms of cancer treatments <i>Martin Stockler – University of Sydney, Australia</i>
14:30-14:45	Patient preferences to assess the benefit and harms trade-off <i>Francesco Pignatti – EMA, the Netherlands</i>
14:45-15:00	The value of PROs in Health Technology Assessment (HTA) for comparative effectiveness/comparative safety <i>Lisa Vervueren – RIZIV/INAMI, Belgium</i>
15:00-15:30	Panel discussion <i>including Jens Lehmann – Innsbruck Medical University, Austria</i>
15:30-16:00	POSTER VIEWING / COFFEE BREAK IN THE EXHIBITION HALL
16:00-17:30	SESSION 4: WHAT'S NEXT: ASSESSING PATIENT EXPERIENCE THROUGH DIGITAL HEALTH & REMOTE MONITORING
16:00-16:15	ePROs and visualisation tools for patients: making PROs more useful for patients <i>Bernhard Holzner – Innsbruck Medical University, Austria</i>

16:15-16:30	From data to decision: using wearables and PROs to enable timely intervention in cancer trials <i>Bill Byrom – Signant Health, United Kingdom</i>
16:30-16:45	Ethics and perspectives on digital health/remote monitoring <i>Tarec Christoffer El-Galaly – Aarhus University, Denmark</i>
16:45-17:00	Remote monitoring to assess patients' outcomes – which direction should these developments go? <i>Speaker to be announced soon</i>
17:00-17:30	Panel discussion <i>including Jens Lehmann – Innsbruck Medical University, Austria</i>

17:30-18:30 POSTER VIEWING / WELCOME RECEPTION IN THE EXHIBITION HALL

WEDNESDAY 24 MARCH 2027

09:00-12:30 TRACK 3 – METHODOLOGY
RECIST: MEASURING WHAT MATTERS IN MODERN ONCOLOGY

Track Co-Chairs: *Saskia Litière – EORTC, Belgium & Elena Garraalda – Vall d'Hebron Institute of Oncology, Spain*

09:00-10:30 SESSION 5: EVIDENCE, EXPECTATIONS, AND THE PATH FORWARD

09:00-09:10	Setting the scene: why RECIST matters <i>Elena Garraalda – Vall d'Hebron Institute of Oncology, Spain</i>
09:10-09:25	Can we do better than one dimension? <i>Raquel Perez-Lopez – Vall d' Hebron Institute of Oncology, Spain</i>
09:25-09:40	PET and RECIST – to PERCIST or not? <i>Ronald Boellaard – Amsterdam UMC, the Netherlands</i>
09:40-09:55	Liquid biopsy (ctDNA) for monitoring response and progression in solid tumour patients <i>Klaus Pantel – UKE Hamburg, Germany</i>
09:55-10:30	Panel discussion

10:30-11:00 POSTER VIEWING / COFFEE BREAK IN THE EXHIBITION HALL

Track Co-Chairs: Saskia Litière – EORTC, Belgium & Elisabeth G.E. de Vries – UMCG, the Netherlands

11:00-12:30 SESSION 6: FROM RESPONSE ASSESSMENT TO CLINICAL DECISION-MAKING

- 11:00-11:05 **RECIST 2.0 – The road ahead**
Elisabeth G.E. de Vries – UMCG, the Netherlands
- 11:05-11:20 **The structural barriers: data sharing and validation**
Ralf Omar Floca – DKFZ Heidelberg, Germany
- 11:20-11:35 **What industry needs from RECIST: enabling better development decisions**
Rob Janiczek – Johnson & Johnson, USA
- 11:35-11:50 **RECIST and regulatory science: credibility, interpretability, consistency**
Speaker tbc
- 11:50-12:05 **From response to value: the HTA perspective on RECIST**
Beate Wieseler – IQWiG, Germany
- 12:05-12:30 **Panel discussion**
Including Erik Briers – Europa Uomo, Belgium & Elena Garraalda – Vall d’Hebron Institute of Oncology, Spain

12:30-13:45 POSTER VIEWING / LUNCH IN THE EXHIBITION HALL

13:45-17:15 TRACK 4 – INTERNATIONAL POLICY & REGULATIONS

Track Co-Chairs: Denis Lacombe – EORTC, Belgium & Richard Sullivan – King’s College London, United Kingdom

13:45-15:15 SESSION 7: RESETTING PRIORITIES IN CLINICAL CANCER RESEARCH: FROM EU POLICIES TO IMPACT (PART 1)

- 13:45-13:55 **Opening and scene setting**
Denis Lacombe – EORTC, Belgium & Richard Sullivan – King’s College London, United Kingdom
- 13:55-14:20 **Keynote 1: Balancing commercial and public health needs**
Martin Kaiser – The Institute of Cancer Research, United Kingdom

14:20-14:45	Keynote 2: Methodological and technical innovation versus policy and regulations: an (ir)reconcilable gap? <i>Richard Sullivan – King’s College London, United Kingdom</i>
14:45-15:10	Keynote 3: Europe in the Global Health Policy Environment <i>Adrian Gheorghe – Center for Global Development, United Kingdom</i>
15:10-15:15	Introducing the panel discussion: objectives and participants <i>Denis Lacombe – EORTC, Belgium & Richard Sullivan – UCL, United Kingdom</i>
15:15-15:45	POSTER VIEWING / COFFEE BREAK IN THE EXHIBITION HALL
15:45-17:15	SESSION 8: RESETTING PRIORITIES IN CLINICAL CANCER RESEARCH: FROM EU POLICIES TO IMPACT (PART 2)
15:45-16:15	EU frameworks for clinical research: regulations, policies and looking forward <i>Joanna Drake – EU Commission DG Research and Innovation, Belgium</i>
16:15-17:15	Panel discussion: Optimising stakeholder alignment in research and care Co-Chairs: <i>Denis Lacombe – EORTC, Belgium and Richard Sullivan – UCL, United Kingdom</i> Panellists: <i>Roisin Adams – National Centre for Pharmacoeconomics, Ireland</i> <i>Erik Briers – Europa Uomo, Belgium</i> <i>Winette van der Graaf – Netherlands Cancer Institute, the Netherlands</i> <i>Lada Leyens – EFPIA, Belgium</i> <i>Marjolein Geurts – Erasmus MC, the Netherlands</i> <i>Additional panellists tbc</i>
17:15-17:30	CLOSING REMARKS
	Summit Chair: Benjamin Besse – Institut Gustave Roussy, France Summit Co-Chair: Elena Garralda – Vall d’Hebron Institute of Oncology, Spain

Exhibition Opportunities

Industry Stand Package

6.500 €

- Module of 9 sqm
- Two printed back walls
- White counter with high stools
- Two exhibitor passes

Options not included.*



SMEs* Stand Package

5.500 €

- Module of 9 sqm
- One printed back wall
- White counter with high stools
- Two exhibitor passes

Options not included.*



Medical Society Stand Package

3.500 €

- Module of 9 sqm
- One printed back wall
- White counter with high stools
- Two exhibitor passes

Options not included.*



Custom stand / Space only

600 €/sqm

- Stand designed and built according to tailor-made specifications → subject to approval
- Two exhibitor passes

Refer to the exhibition floor plan on the [Summit website](#) to select your stand location.

Exhibition Opportunities

- 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 anouck.snickers@eortc.org to ensure reservation of a desired location.
- Packages and space booked less than eight weeks before the start of the Summit will be subject to approval.
- 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.
- Please regularly consult the sponsor section on the event website for the exhibition manual, order forms and other important information.
- Extra exhibitor badges may be purchased at € 105 per badge.
- *SME stands for Small and Medium-sized Enterprise. The SME rate in this prospectus is available to companies with up to 250 employees.
- *Optional stand services not included in the packages include AV equipment (e.g. screens, projectors), additional lighting, cleaning services, extra electrical supply, upgraded furniture, decorations, and other enhancements. Full details and available options can be found in the Exhibitor Manual.



Sponsorship Packages

Platinum Package (Exclusive)

30.000 €

- Industry Stand Package (9 sqm)
- Escalator banner in the main hall of the venue (prime location)
- Up to one minute corporate video to be displayed in the venue
- Two exclusive (pre and post) mailings to all registered delegates
- Recognition (digital and on-site) as Platinum partner wherever relevant
- Two light wall totems
- Five exhibitor passes

Gold Package (Limited to 2 sponsors)

20.000 €

- Industry Stand Package (9 sqm)
- Banner between the registration desk and the exhibition area (high visibility)
- Up to 30-second corporate video to be displayed in the venue
- One non-exclusive mailing to all registered delegates
- Recognition (digital and on-site) as Gold partner wherever relevant
- One light wall totem
- Five exhibitor passes

Silver Package

10.000 €

- Industry Stand Package (9 sqm)
- One non-exclusive mailing to all registered delegates
- Recognition (digital and on-site) as Silver partner wherever relevant
- One light wall totem
- Two exhibitor passes

Custom Package

- Partnership opportunities are customisable as we're happy to tailor a solution that aligns with your specific goals, audience, and budget.

Sponsorship Opportunities

📍 Onsite Visibility Opportunities

THE SQUARE ENTRANCE:

Outside covering 1 (exclusive)

6.000 €

Outdoor banner near the main entrance of the venue



Outside covering 2 (exclusive)

6.000 €

Outdoor banner near the main entrance of the venue



REGISTRATION AREA:

Sticker above the escalator (exclusive)

4.500 €

Branded sticker above the main escalator



Hall banner (exclusive)

7.000 €

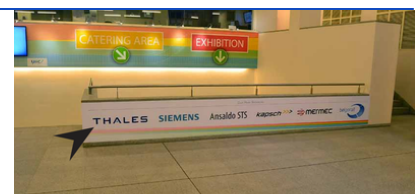
Banner in the registration area - entrance hall



Stair banner (exclusive)

5.000 €

Banner on stairs in the main hall



Sponsorship Opportunities

REGISTRATION AREA:

Escalator side stickers (Limited to 2 sponsors)

3.000 €

Stickers (price for two units) on the sides of the main escalator leading to the session room



FOYER (MAIN HALL TO JOIN THE SESSIONS):

Balcony banner (exclusive)

4.500 €

Balcony banner in the hall leading to the session room



Pillar sticker (Limited to 2 sponsors)

4.000 €

Pillar stickers in the foyer leading to the session hall (price for 1 unit)



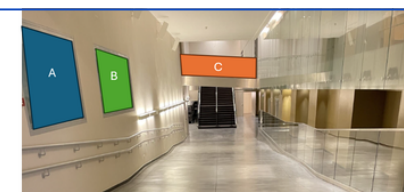
Stickers at the entrance to the Main Plenary Session

3.500 € to 5.000 €

Sticker A: 3.500 €

Sticker B: 3.500 €

Sticker C: 5.000 €



OTHER SPONSORSHIP ITEMS:

Totem

2.000 €

Double-sided totem



Sponsorship Opportunities



Digital Opportunities

Corporate video

5.000 €

Your company video will be shown on a screen in the venue. Please note: No drug promotion is permitted. The video will be played without sound; therefore, subtitles are required.

Inter-session slides

5.000 €

Display of your logo between sessions. Price for the two-day event.

Wi-Fi

5.000 €

Display of your logo on the Wi-Fi landing page (for the two-day event).

Question in the post-Summit survey (exclusive)

2.000 €

Let us help you with your market research! A unique opportunity to ask delegates a question of your choice in the post-Summit survey.



Services Opportunities

Welcome reception (exclusive)

On-demand price

Sponsor the first drink and welcome attendees at the evening reception on Tuesday 23 (17h30). Your logo will appear on promotional materials, digital promotions, and event signage. The 1-hour reception will take place in the exhibition area.

Sponsor a healthy networking break for one day

On-demand price

Outdoor sticker for one window on the left of the main entrance of the venue.

Speakers' preview room

5.000 €

Sponsor the Speakers' Preview Room and gain visibility by our speakers. Your logo will be added to the totem which will be placed outside the room.

Water bottles

On-demand price

Provide eco-friendly water bottles (1 000 units) featuring your logo. Please note that the EORTC logo will be displayed on the opposite side of the bottle to your logo.



Educational Grant Opportunities

The EORTC Summit on Clinical Cancer Research welcomes independent educational grants from organisations committed to advancing cancer research, innovation, and patient outcomes.

Grant support contributes to the development of a high-quality scientific programme that fosters multidisciplinary dialogue among leading researchers, clinicians, patient representatives, regulators, industry experts, and other stakeholders involved in clinical cancer research.

Funding may be allocated to support scientific sessions, educational initiatives, early-career investigator participation, travel grants, and activities that facilitate knowledge exchange and collaboration.

All grant contributions are acknowledged in accordance with applicable industry codes and transparency requirements, while preserving the full independence of the scientific programme, faculty selection, and content development.

The level of grant support and associated conditions will be discussed on a case-by-case basis between the sponsoring company and EORTC.



Contact information

For more information, please contact:

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Find out more: www.eortc.org/summit