



**CoBrCa**

**5<sup>th</sup> World Congress on Controversies in Breast Cancer (CoBrCa)**  
**San Francisco, USA • September 4-6, 2019**

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# SUPPORT & EXHIBITION PROSPECTUS

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## WELCOME NOTE

We are pleased to announce that **5<sup>th</sup> World Congress on Controversies in Breast Cancer (CoBrCa): When is Less More?** will take place **September 4-6, 2019 in San Francisco, CA, USA** and will be hosted by the **University of California, San Francisco (UCSF)**.

The **5<sup>th</sup> CoBrCa Congress** will continue to directly address key and controversial issues facing clinicians in their daily practice in an effort to find solutions to unresolved clinical and therapeutic problems. Experts will debate, discuss and present lectures on topics in medical oncology, surgery, breast imaging, radiation oncology, pathology, reconstruction and more. At the end of each lecture, the audience will be provided with ample time to join the discussion.

We look forward to your participation in this innovative scientific event.

Sincerely,  
**CoBrCa Congress Chairpersons**



**Javier Cortes**  
*Spain*



**Laura Esserman**  
*USA*



**Richard De Boer**  
*Australia*



**Bruce Mann**  
*Australia*



**Angela DeMichele**  
*USA*



**Alastair Thompson**  
*USA*



## PRELIMINARY TOPICS

- Tailored radiotherapy: Dose and schedule
  - HER2 targeted therapy: What, when and for how long?
  - Can we avoid over or undertreatment of DCIS?
  - When is the optimal time to integrate palliative care?
  - Who is the right candidate for neoadjuvant therapy?
  - The changing landscape of breast imaging for screening and diagnosis
  - Rethinking trial design
- Can screening and prevention be integrated and personalized?
  - When can targeted therapies replace chemotherapy?
  - Optimizing choices for mastectomy and reconstruction
  - Should oligometastatic disease be treated with curative intent?
  - The extent/intensity of endocrine therapy: Balancing efficacy with quality of life

## HELP PROMOTE EDUCATION AND ENCOURAGE THE FLOW OF KNOWLEDGE

Join us at **CoBrCa** and become part of our professional network of clinicians, researchers and educators from around the world exchanging ideas, insights and information, in our quest to improve patients' lives.

There are a wide variety of marketing opportunities available at this exciting Congress. We invite you to participate as a valued supporter and exhibitor.

We can meet any budget and can be designed to suite your interests and objectives.

CoBrCa committee and organizers  
[cobrca@congressmed.com](mailto:cobrca@congressmed.com)



# SUPPORT OPPORTUNITIES

There are a wide variety of marketing opportunities at CoBrCa

All support is acknowledged on the congress website, congress e-program and onsite signage.

## Levels of Support

Support levels are defined and calculated based on the total amount of support, which consists of items such as symposia, exhibition and branding opportunities.

<b>DIAMOND</b> US\$ 75,000
<b>PLATINUM</b> US\$ 50,000
<b>GOLD</b> US\$35,000
<b>SILVER</b> US\$ 20,000
<b>SUPPORTER</b> under US\$ 20,000

## Tailor-Made Support Packages

Support packages can be tailored to match any budget and marketing strategy.

Please contact the Congress Organizer for assistance with identifying and securing the opportunities best suited to your objectives.



**INTERNATIONAL SPEAKER** price available on request

The fee will cover international airfare, accommodation, registration and transfers for the invited speaker

- Company profile (100 words) in congress e-program with click through to company website
- Logo acknowledgment: website and e-program
- Logo acknowledgement on congress signage (signage at discretion of the organizers)
- The opportunity to purchase exhibition space at discounted fee

*\* The proposed international speaker is subject to approval by the Organizing Committee*

**SATELLITE SYMPOSIA** price available on request

- Opportunity to organize a symposium for up to 60 minutes.
- Includes: Hall rental and standard audio/visual equipment
- Support to be acknowledged in the Industry section of the congress e- program, website and congress app.
- Logo acknowledgement on congress signage (signage at discretion of the organizers)

*\*The expenses of the symposium chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter*

*\*\* Time slots will be allocated on a first-come, first-served basis*

*\*\*\* The topic, program and speakers are subject to approval by the Organizing Committee*

**CONGRESS APP** **\$ 35,000**

- CoBrCa 2019 will use the official app for the program.
- The app includes all scientific sessions, submitted abstracts, speaker information and other congress related materials.
- The congress app enables participants to view the complete congress program and to create their own customized schedule.
- This is a sole support item.
- Supporter’s logo will appear on the homepage of the app.

**CONGRESS APP PUSH NOTIFICATIONS** **\$ 5,000**

- Reach congress participants in real time with push notification through the congress app.
- Push notifications can be up to 140 characters.

**PROGRAM BOOK AD SPACE** **\$ 5,000-10,000**

- CoBrCa 2019 will print a shortened version of the congress e-program book, available to all delegates. Ad space is available for both the printed program and the e-program as below:
  - Front Cover Ad           \$10,000
  - Back Cover Ad           \$7,000
  - Inside Ad                 \$5,000



**CONGRESS LANYARDS** **\$ 20,000**  
*+ provided in kind*

- Supporter will provide the congress lanyards branded with the company logo.
- This opportunity is reserved for gold supporters and above.
- This is a sole support item.
- In addition to the promotion fee, the supporter is responsible for the production and shipment of the lanyards.

**CONGRESS BAGS** **\$ 20,000**  
*+ provided in kind*

- Supporter will provide the congress bags, branded with the company logo to be distributed to all congress participants.
- This is a sole support item.
- In addition to the promotion fee, the supporter is responsible for the production and shipment of the bags.

**WRITING PADS AND PENS** **\$ 10,000**  
*+ provided-in-kind*

- Opportunity to provide all participants with company branded writing pads and pens.

**REGISTRATION AREA** **\$ 20,000**

- Opportunity to place signage with the company logo in the registration area.
- Placement at discretion of CoBrCa 2019 organizers.

**POSTER AREA** **\$30,000**

Be the official supporter of the CoBrCa 2019 Poster Area.

- Opportunity to place signage with the company logo in the poster area.
- Placement at discretion of CoBrCa 2019 organizers.
- Support to be acknowledged in the Industry section of the congress e- program, website and congress app.

**WIFI/INTERNET** **\$ 75,000**

- CoBrCa delegate will have access to the internet via their laptops or smart phones using the congress WI-FI.
- Initial branded splash screen with the supporting company logo and name will be displayed as they logon.
- This is a sole support item.
- Support to be acknowledged in the Industry section of the congress e- program, website and congress app.

**NETWORKING RECEPTION** **\$ 25,000**

- Opportunity to support the opening Networking Reception for all participants and exhibitors.
- Hospitality provided will be compliant with relevant industry codes.
- Support to be acknowledged in the Industry section of the congress e-program, website and congress app.



**COFFEE BREAKS** **\$ 15,000**

- There will be 2 coffee breaks per day in the exhibition area (*Thursday will have 1 coffee break*). Hospitality provided will be compliant to relevant industry codes.
- Opportunity to display company logo at all catering points.
- Opportunity to provide branded napkins and coasters.
- Support to be acknowledged in the Industry section of the congress e-program, website and congress app.

**SPEAKERS' PREVIEW ROOM** **\$ 20,000**

- Opportunity to support the Speakers' Preview Room, where all the speakers and oral presenters will upload and review their presentations.
- Roll up with company logo and support mention will appear outside the room.
- Opportunity to display company logo at each workstation.
- Support to be acknowledged in the Industry section of the congress e-program, website and congress app.

**SPEAKERS' EXECUTIVE LOUNGE** **\$ 40,000**

- Opportunity to support the Speakers' Executive Lounge, where all the speakers can enjoy refreshments and meet colleagues.
- Roll up with company logo and support mention will appear outside the room.
- Support to be acknowledged in the Industry section of the congress e-program, website and congress app.



## EXHIBITION

An exhibition will be held at the congress venue, parallel to the congress program. The floorplan has been designed to maximize exposure. Coffee breaks and lunches will be held in the exhibition area, providing ample time for networking.

Net exhibition space is available at \$50 per square foot.

*\* The minimum space size is 10' x 10'*

To view the updated exhibition floorplan, please visit the congress website.

Exhibition packages include:

- 2 exhibitor registrations – providing access to the exhibit hall
- Company profile (100 words) in congress e-program with click through to company website
- Logo acknowledgment: website and e-program
- Daily cleaning of public areas
- Invitation to the Network reception for exhibitors

*\*Price includes space only – no material or construction is included. Stand equipment and services, including partition walls, electricity, carpets, furniture, and cleaning, can be ordered in accordance with the information on the congress website.*

### ASSIGNMENT OF EXHIBITION SPACE

Exhibition space will be assigned on a “first come, first served” basis once a complete signed agreement is received.

Full payment is required before the congress commences.

### EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive an exhibitor name badge.

Additional exhibitor badges are available at \$250 with a maximum of 4 additional badges per exhibition space.

The exhibition registration list will be sent to the company for completion closer to the congress date.

### PROMOTIONAL ACTIVITIES

- All demonstrations or instructional activities must be confined to the limits of the exhibition booth
- Advertising materials and signs may not be displayed outside of the exhibitors’ space. Any flyer handout must be approved by the congress secretariat prior to the congress.



## GENERAL TERMS AND CONDITIONS

These terms are the contractual agreement between the CoBrCa 2019 Planning Committee and the Exhibitor(s) / Sponsor(s).

### Application to Participate

Application to participate will be considered only if submitted on the appropriate forms, duly completed. Registration will be confirmed insofar as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Exhibitors/Sponsors will be bound by the Terms and Conditions listed in their contractual agreement.

### Obligations and Rights of the Exhibitors/Sponsors

Registration implies full acceptance by Exhibitors/Sponsors of the exhibition / supporter regulations. Any infringement of these regulations may lead to immediate withdrawal of the right to participate in the Congress without compensation or refund of amounts already paid, and without prejudice to the Exhibitor/Sponsor.

By submitting an application to participate, Exhibitors/Sponsors make a final and irrevocable commitment to occupy the space /items allocated and to maintain his/her installation until the date and time fixed for closure of the event. The Exhibitor/Sponsor may only present on his/her stand or space the materials, products or services described in the application to participate.

No advertising on behalf of firms not exhibiting is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

### Obligation and Rights of Organizer

CoBrCa 2019 will assign exhibition space/sponsorship items as far as possible on the basis of the preference expressed by applicants. Agreements will be considered in order of receipt of application forms accompanied by payment. CoBrCa 2019 reserves the right, in case of absolute necessity, to modify the positioning of booths, with no obligation to provide compensation to Exhibitors/Sponsors. CoBrCa 2019 reserves the right to offer to a different firm any booth space or supporter item that has not been occupied by the event of the opening of the Congress, with no obligation to provide compensation to the defaulting Exhibitor / Sponsor.

### Liability Insurance

Equipment and all related display materials installed by Exhibitors/Sponsors are not insured by the CoBrCa 2019, and under no circumstances will CoBrCa 2019 be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors / Sponsors. The Exhibitor/Sponsor agrees to be responsible for his/her property and person and for the property and persons of his employees and agents and for any third party who may visit his space. The Exhibitor/Sponsor shall hold harmless CoBrCa 2019 from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Exhibitor/Sponsor will purchase insurance policies for the above listed damages.

### Exhibition Regulations

The Exhibition Manager, acting under direction of the CoBrCa 2019 Planning Committee, has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them without prior written consent by the Exhibition Manager.

CoBrCa 2019 reserves the right to alter the general layout or limit the space allotted to each exhibitor /Sponsor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, CoBrCa 2019 will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed so as to avoid blocking aisles, obstructing adjoining booths, damaging the premises or the leased equipment. Exhibitors are kindly requested to allow sufficient see-through areas, which ensure clear views of surrounding exhibits.

In standard booths, height is restricted to 8 feet/96 inches. Exhibitors are responsible for the cost and execution of the design, installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures. Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close of the exhibition. No dismantling or packing of the display before the designated hour. It is the Exhibitor's responsibility to pack and remove or consign for shipment all items of value prior to leaving their exhibit unattended, otherwise the CoBrCa 2019 will arrange for their removal at the Exhibitor's risk and expenses. Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment listed in the prospectus.

Should the Exhibitor /Sponsor fail to make a payment on time, CoBrCa 2019 is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the stand/ sponsorship items or seek compensation for nonfulfillment of contract.

Participation by Exhibitors/Sponsors is dependent upon compliance with all rules, regulations and conditions stated herein. Access to the exhibition is authorized on presentation of a badge issued by the CoBrCa 2019. Exhibitors' badges will not be mailed in advance and may be collected from the onsite registration desk or by prior arrangement. CoBrCa 2019 ensures daily cleaning of the aisles. Exhibitors/Sponsors are responsible for the cleaning of their stands.

The provision of refreshments for the participants by Exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed.

Exhibition areas and fittings made available to Exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor. Any special decoration or fittings must be submitted to the CoBrCa 2019 for prior approval.

Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors. CoBrCa 2019 will not approve stands, which do not comply with the accepted standards, until the necessary changes have been made.

### Industry Codes of Practice

All Exhibitors and Sponsoring Organizations must comply with applicable national and international rules, regulations and industry standards regarding exhibition areas. Failure to comply with these regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose the CoBrCa 2019 to any legal ramifications, demands by the Exhibitor/Sponsor or any third party.

CME

Absolutely no promotional activities will be permitted in the same room immediately prior to, during, or after a CME activity. Exhibit materials must be in a room or area separate from the education and the exhibits must not interfere, or in any way, compete with the

learning experience. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space only; canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted

**CONGRESS ORGANIZER**



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