



**ACCC 41ST NATIONAL  
ONCOLOGY CONFERENCE**

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***REALIZING INNOVATION***

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October 9-11, 2024 | Hilton Minneapolis | Minneapolis, MN

**Sponsorship &  
Exhibit Prospectus**

**For more information, contact:**

ACCC Corporate Relations & Development  
Sabina Gargiulo, [sgargiulo@accc-cancer.org](mailto:sgargiulo@accc-cancer.org)

[www.accc-cancer.org/NOC](http://www.accc-cancer.org/NOC)

## ABOUT:

The **Association of Cancer Care Centers (ACCC)** is the leading education and advocacy organization for the cancer care community. Founded in 1974, ACCC is a powerful network of **40,000+ multi-disciplinary practitioners from 2,100 hospitals and practices nationwide.**

As advances in cancer screening and diagnosis, treatment options, and care delivery models continue to evolve, so has ACCC, adapting its resources to meet the changing needs of the entire oncology care team.

## MISSION:

To be the leading education and advocacy organization for the cancer care community.

## VISION:

ACCC is a leader in the cancer care community, that brings together stakeholders to create comprehensive solutions that positively impact the patient experience and patient outcomes.

ACCC is recognized as a collaborative and diverse organization that leverages the robust knowledge of its multi-disciplinary membership to provide indispensable resources.

## Event & Audience Profile

The **ACCC National Oncology Conference** attracts approximately **700 attendees** and is the leading collaborative education and networking event for the multi-disciplinary cancer care team. Join leaders and clinicians from community-based cancer centers and physician practices as they gain real-world, critical knowledge and practical tools that can be implemented immediately.

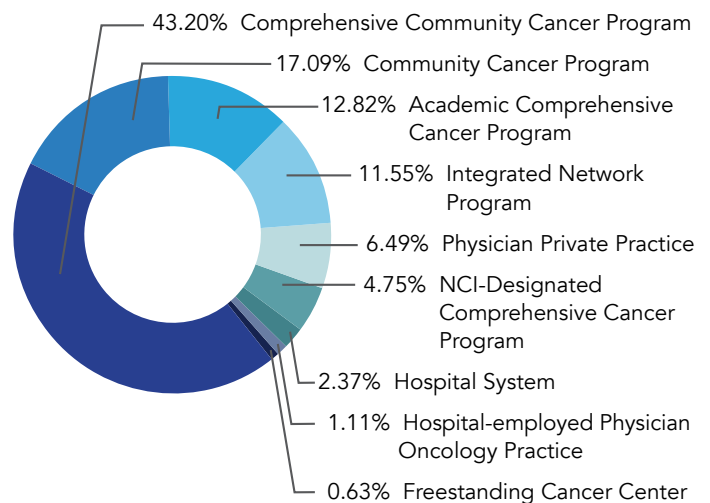
Becoming an industry supporter at this event means you are partnering with the most trusted name in community oncology to reach this robust, diverse audience.

- **Target** influential decision-makers
- **Meet** renowned leaders and trailblazers in oncology today
- **Interact** 1-on-1 with oncology professionals from across the country
- **Build** visibility and brand awareness for your company
- **Expand** your base and nurture existing customer relationships
- **Introduce** new products and services
- **Generate** new business connections
- **Deliver** product demonstrations
- **Conduct** market research and gather actionable feedback from customers

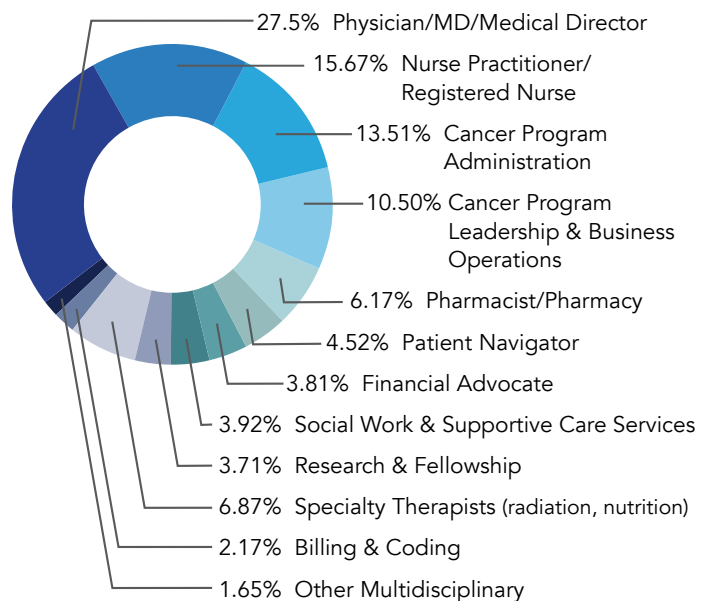
ACCC attracts a strong industry mix of supporters in the following areas:

- AI and BI technologies
- Diagnostic and Biomarker testing
- EMR and practice management/improvement tools and solutions
- Laboratory services
- Patient and provider education and resources
- Pharma manufacturing and life sciences
- Radiation oncology and medical equipment
- Staffing agencies and executive search firms
- Precision medicine
- Business operations/transformation and consulting services

## Practice Setting:



## Discipline:



# SPONSORSHIP LEVELS

All sponsors are invited and encouraged to attend conference sessions, meal functions and social activities to engage with participants at the conference "beyond the booth". General sponsorships are designated on a first come, first served basis, and may be limited depending on availability.

Benefits	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Friend of ACCC* \$5,000
Recognition as Sponsor of the Day. Pre-recorded Sponsor Welcome video will play on a continuous loop placed in high traffic area <i>ACCC reserves the right to approve video content. Limited availability; may be shared; videos should not exceed than 2 minutes and can have sound.</i>	●			
Assisted scheduling of onsite 1:1 business meetings with key contacts	Up to three (3)	Up to two (2)		
One (1) dedicated eblast to all registered attendees	Pre-conference	Post-conference		
One (1) rotating banner ad on the NOC website linked to URL of choice	Top Leaderboard	Sidebar Box		
One (1) advertisement in Oncology Issues, the official Journal of ACCC	Full page, Premium position	Full page		
One (1) 8x10 exhibit booth in the Exhibit Hall** First come, first served based on availability.	●	●	●	
Mention in NOC ad published in Oncology Issues, the official Journal of ACCC	●	●	●	
Recognition and acknowledgement in conference promotional emails to the ACCC membership and registered attendees	●	●	●	
Complimentary full conference registrations	4	3	2	2
Pre and Post attendee list <i>Name, title and organization only per ACCC policy</i>	●	●	●	●
Recognition and acknowledgement on the conference website, opening slides, and on-site signage	●	●	●	●

\*Friend of ACCC is not acknowledged as an official sponsorship level by ACCC.

\*\*Exhibit booth package at the ACCC National Oncology Conference includes an 8x10 footprint, one (1) 6ft table, two (2) chairs, wastebasket, and identification sign. Audio visual, electrical, catering, carpeting/flooring, furniture, internet hard line is not included and can be arranged for separately by the supporter.

## EXCLUSIVE BRAND ACTIVATIONS

Put your brand front and center with these must have conference staples; each exclusive to one (1) sponsoring company.

### Hotel Key Cards & Welcome Message: \$15,000

Welcome conference attendee guests in style as they arrive at our host hotel, the Hilton Minneapolis! What a better way of greeting each attendee with your unique message.

Each guest will receive hotel key cards fully branded on one side with your logo/artwork, along with a one-page welcome letter when they check-in at the hotel. ACCC to handle all production, fulfillment, and coordination with hotel; sponsor to provide artwork for the key cards and welcome letter in the needed quantity, following specific printing and delivery guidelines.

### Lanyards: \$10,000

Worn by every attendee, the badge lanyards are provided at registration and are required for entry into all conference functions. Place your logo or company name around the neck of every attendee at the event and stay at the top-of-mind as your brand is prominently displayed.

- Opportunity to select the lanyard from options provided by ACCC
- Company name or logo co-branded with ACCC on lanyards – one color printing
- ACCC handles all production and distribution

### Professional Headshot Studio: \$15,000

Whether you're a seasoned practitioner or just starting out, everyone can benefit from a professional headshot. Photographers are on site in our Headshot Studio to take complimentary headshots for attendees. Brand this space and receive all the credit for providing this necessary element to attendees' professional portfolios.

### Conference Totes: \$12,500

Distributed to all attendees upon check-up in registration, ACCC handles all production, fulfillment, and distribution of the 2024 NOC Conference Tote. Bags will be co-branded, providing widespread exposure throughout the event as attendees store their materials. Benefits include:

- Opportunity to select the bag from options provided by ACCC
- Company logo co-branded with the NOC to fit within printing area on one side of the tote
- Opportunity to provide one (1) insert of choice in the bags

### The 360 Immersive Photo & Video Experience: \$10,000

Attendees can immerse themselves in a 360 video that lets you create dynamic photos, video boomerangs, and GIFs. This is truly an innovative and unique photo booth experience that takes you where your imagination wants to go! Custom branding is included with each video and photo created for a memorable take-home gift for attendees.

### Massage Station: \$12,500

Bringing care to those who provide care – sponsored massages are a great way to give back to attendees in a relaxed and memorable atmosphere. Station will be positioned in a high traffic area and will include two (2) massage therapists giving head, neck, and back mini massages. ACCC to handle all fulfillment. Sponsor recognition will be prominent in this area.

## #TOGETHERWECAN #ACCCNOC GROUP COLLABORATION ACTIVITIES

Back by popular demand! Work with ACCC to design a unique activity that promotes fun, collaboration and team building at the 2024 NOC. Activities will be prominently positioned and easily accessible for attendees to participate.

### Adult Coloring Mural Activity: \$20,000

Coloring is not just for kids! ACCC will produce a large black and white mural, imprinted with the sponsor logo, for attendees to color in throughout the event. Our goal is to see this come to life by the end of the conference as each section is completed. Sponsor recognition will be prominent in this area.

### Photo Sticker Wall: \$20,000

Mosaic Photo Sticker Wall allows guests to place their printed mosaic photo on a larger-than-life wall to complete the master image. Mosaic Photo Stickers engages attendees with your brand and collage. X and Y coordinates tell your guest exactly where to place their photo sticker. Mosaic Photo Wall can be any size, 4' to 20' wide.

## Lego Wall: \$25,000

We are never too old to play! Celebrate your brand and organizational message on a full-scale, pre-designed Lego Wall, size 8' to 20' wide available. Bold signage will quickly identify the proud sponsor, with uniformed and scripted brand ambassadors available to meet and greet attendees.

## "I Live Here" Selfie Photo World Map: \$25,000

Attendees help to build a selfie photo wall-sized map that celebrates the locality of NOC attendees and the various geographies represented in the ACCC membership. Photos are printed with sponsor's branding of choice and placed on a map wall which can be any size, 8' to 20' wide available. Uniformed and scripted brand ambassadors available onsite to meet and greet attendees.

# SIGNATURE EDUCATION & NETWORKING OPPORTUNITIES

## Product Theater (Non-CE): \$35,000

**Breakfast: 2 available**

**Lunch: 2 available**

This dedicated session aims to further introduce your company, products and services to our membership and educate on hot topics and future trends of relevance to practitioners in the oncology field.

Target audience should be inclusively aimed at the multi-disciplinary cancer care team who need to be at the forefront of new clinical data, therapies, technologies and operational innovations within their programs and practices. ACCC does not guarantee headcount.

- Session slot: 1 hour (including mealtime)
- Recommended Presentation Length: approx. 30 minutes
- Recommended Total Session Length including Q&A: 45 minutes
- Basic AV, catering, co-promotion and logistical support included

## 41st Annual Welcome & Opening Reception: \$15,000

The Welcome & Opening Reception in the Exhibit Hall brings together cancer care professionals to network and mingle. Put your company front and center at this highly anticipated kick-off event with signage throughout the hall, branded cocktail napkins, a bar located near your booth (if space permits) and other options for enhanced visibility.

## International Panel:

### Come Together: A Global Perspective on Cancer Care Delivery

ACCC is extremely excited to be convening this international delegation of cancer care providers from around the world. Global leaders will share and learn from common challenges and best practices on how cancer programs engage with their communities in prevention and education efforts; ensure equitable patient access to care; and develop innovative staffing and care delivery models.

Cancer program leaders from the following global regions will be represented: United States, Caribbean, Africa, Europe, Asia, South America, and the Middle East.

[Contact us for more details.](#)

## Keynote Address: \$12,500

Keynote Address sponsorship is high-visibility and designed to maximize your exposure among all attendees at the 2024 NOC. Select a senior representative from your company to introduce the Keynote in general session. You'll work closely with ACCC editorial staff to craft a scripted message that will resonate with attendees.

- Collaboration with ACCC on script development
- Company name and/or logo session promotion
- Room signage

## Networking Luncheon Table Talk: \$5,000

Host a round table discussion during the Thursday lunch hour. Sponsors will be invited to discuss a topic of their choice with attendees. Luncheon table talks accommodate up to 10-12 attendees.

- An opportunity to present new data, launch a new product, educate attendees on a specific topic, and receive feedback
- Logistical and promotional support from ACCC is provided

## “THE UN-BOOTH” EXHIBIT DISPLAY EXPERIENCES

Designed to encourage conversation in an inviting and low-pressure format within the Exhibit Hall, grab attention by keeping the conversation going with one of these new display experiences without the shipping hassle. The footprint of these areas is 4’ x 8’ and include two (2) complimentary full registrations to the conference for company representatives.

**Bistro Table Display.....\$5,000**

**Available: 4**

Includes one (1) bistro table, and two (2) high stools; availability is limited and based on first-come, first-served; only one (1) display per company. One (1) freestanding retractable 3w x 8h banner is allowed. Collateral must reside on the supplied bistro table.

**Mini-Lounge Display.....\$5,000**

**Available: 4**

Includes one (1) 24” x 24” coffee table, two (2) comfy lounge chairs; availability is limited and based on first-come, first served; only one (1) display per company. One (1) freestanding retractable 3w x 8h banner is allowed. Collateral must reside on the supplied coffee table.

## A LA CARTE ADVERTISING OPPORTUNITIES

**Branded Cocktail Table Clings.....\$3,500 set of 3**

ACCC will position these on surfaces of the hi-boy cocktail tables scattered throughout the event footprint for custom branding and messaging beyond the booth. Advertiser to supply the artwork; ACCC handles all production, installation, and removal.

**Under the Door Hotel Room Drop.....\$4,000 per**

Advertiser gets choice of drop date and will supply the 1-page literature in an appropriate quantity that will be distributed to all attendees staying at the Capital Hilton; ACCC reserves the right to approve the drop.

**In-Room Drop or Attendee Gift.....Available upon request**

Advertiser gets choice of drop date and will supply the item being placed inside of guest rooms at the Capital Hilton; ACCC reserves the right to approve the drop.

**Tote Bag Insert.....\$1,500 per**

Advertiser will supply 1 item (either literature or small gift) in an appropriate quantity that will be distributed to all attendees as an insert in the tote bags; ACCC reserves the right to approve the drop.

**Seat Drop.....\$2,500 per**

Advertiser will supply 1 item (either literature or small gift) in an appropriate quantity that will be distributed to all attendees via a seat drop in the general session; ACCC reserves the right to approve the drop.

# SPONSORSHIP & EXHIBIT AGREEMENT

Company Name \_\_\_\_\_ Website \_\_\_\_\_  
 (as it should appear in print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Key Contact Name \_\_\_\_\_

Job Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Sponsorship Levels

- GOLD \$25,000
- SILVER \$15,000
- BRONZE \$10,000
- FRIEND\* \$5,000  
*\*not recognized as an official sponsorship level*

### Education & Networking

- Product Theater \$35,000
- International Panel \$ \_\_\_\_\_
- 40th Annual Welcome Reception \$15,000
- Luncheon Table Talk \$5,000
- Keynote Address \$12,500

### Un-Booth Exhibit Experiences

- Bistro Table Display \$5,000
- Mini Lounge \$5,000

### Exclusive Brand Activations

- Hotel Key Cards & Welcome \$15,000
- Conference Totes \$12,500
- Lanyards \$10,000
- Massage Station \$12,500
- 360 Photo/Video Experience \$10,000
- Professional Headshot Studio \$15,000

### A La Carte Advertising Enhancements

- Door Hotel Room Drop \$4,000
- Cocktail Table Clings \$3,500 set of 3
- In-Room Drop \$ \_\_\_\_\_
- Tote Bag Insert \$1,500
- Seat Drop \$2,500

### Group Collaboration Activities

- Adult Coloring Mural \$20,000
- Photo Sticker Wall \$20,000
- Lego Wall \$25,000
- Selfie Map Wall \$25,000

#### SELECT FORM OF PAYMENT: ACCC Tax ID #: 51-0137807

- Check    ACH    Credit Card

Total Amount Due \$ \_\_\_\_\_

#### Checks must be made payable to:

Association of Community Cancer Centers  
 1801 Research Blvd, Ste. 400  
 Rockville, MD 20850

#### PAYMENT BY CREDIT CARD:

Name of Cardholder \_\_\_\_\_

- Visa    Master Card    AMEX    Discover

Credit Card # \_\_\_\_\_

Exp. Date: \_\_\_\_ / \_\_\_\_   CVV Code \_\_\_\_\_

Signature \_\_\_\_\_

**AGREEMENT:** In signing this application, I agree to conform to the Association of Community Cancer Centers (ACCC) sponsorship and exhibit regulations for the 2024 National Oncology Conference (NOC), which are hereby made a part of this application. I also agree that I understand the ACCC booth placement policy and that ACCC reserves the right to assign booths in the best interest of the 2024 NOC.

Signature \_\_\_\_\_

**Payment Policy:** ACCC accepts payment by check, ACH, and credit card. For all credit card payments, a 3% processing fee will be imposed. A 25% non-refundable deposit must be received with a copy of the signed agreement to secure sponsorship. Full payment must be received by July 5, 2024, otherwise sponsorship will be forfeited to a company on the waiting list. Sponsors with a balance due by the event go-live date will not be allowed to sponsor or display until the balance is paid in full.

**Cancellation and Refund Policy:** ACCC must be notified in writing in the event of cancellation. If cancellation occurs on or prior to July 5, 2024, all monies will be returned to the sponsor, less the non-refundable deposit. If cancellation occurs after July 5, 2024, no refunds will be made.

**Questions and completed agreement should be sent to:**  
 Sabina Gargiulo, Sr. Director, Corporate Relations, [sgargiulo@accc-cancer.org](mailto:sgargiulo@accc-cancer.org)