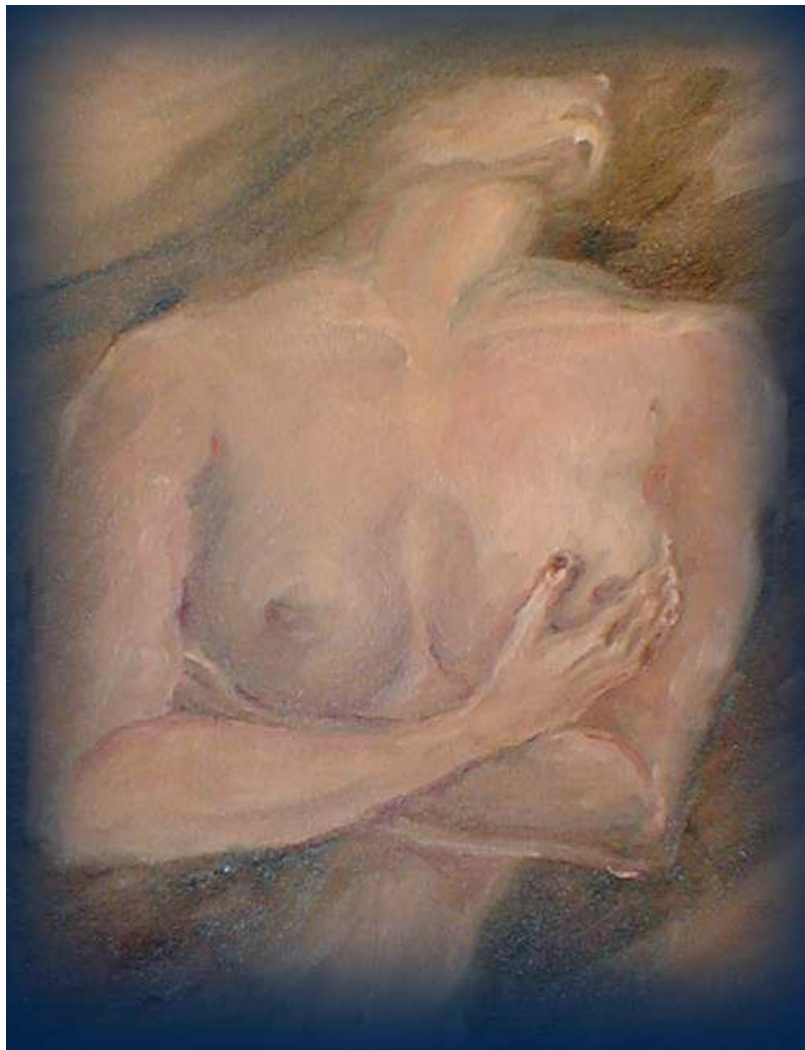


# 6<sup>th</sup> INTER-AMERICAN Breast Cancer Conference

CANCUN MEXICO | JULY 25-28, 2012



## COMMERCIAL OPPORTUNITIES

### CONFERENCE CHAIR

Orlando E. Silva, MD, JD, FACP, FCLM  
Miami, Florida, USA

### CONFERENCE CO-CHAIRS

Javier Cortes, MD  
Barcelona, Spain

Henry L. Gomez, MD  
Lima, Peru

### CONFERENCE SECRETARIAT

International Conference Services Ltd.  
Chelsea Prangnell, Sponsorship & Exhibit Sales  
p: (+1) 604 566 8311 f: (+1) 604 681 1049  
e: iabcc-sales@icsevents.com

[www.iabcc.org](http://www.iabcc.org)

## Conference Information

The 6th Inter-American Breast Cancer Conference offers a tremendous opportunity to market to an exclusive international group of Breast Cancer researchers, clinicians and professionals. Over 400 delegates from the Americas and around the world are expected to attend. Increase your visibility and organization's profile by advertising and/or exhibiting at this outstanding and important event.

The main purpose of this conference is to present the latest developments in breast cancer care. Bridging gaps in understanding and access to treatment, our world-renowned faculty will focus on improving survival through a discussion of new developments in diagnostics, pathology, targeted therapies, adjuvant treatments and how these apply to the clinical setting. Interactive case presentations, panel discussions and other best practices in adult learning are featured throughout the program to ensure an optimal learning environment.

## Driving Collaborative Breast Cancer Research in Latin America – Opening Workshop

Today, only very few Latin American institutions are certified to participate in global clinical trials - it is clear that there is a significant interest and need to better equip and educate oncology institutions in order to meet the growing and demanding requirements for participating in these very pressing trials. We are excited to continue the tradition by starting the IABCC Conference with a workshop on best practices for conducting breast cancer clinical trials in Latin America. Certification is a major topic of this workshop - experienced leaders in breast cancer research from various parts of the world will share their expertise. Attendees will receive a 'how-to' manual to support their efforts to get their institutions certified. This workshop is meant to foster collaboration between investigators, to share ideas and support each other in developing clinical trial sites in Latin America. Our ultimate goal is to enable Latin American breast cancer patients to enroll in global clinical trials and to expedite the development of new treatments.

## Learning Objectives

Upon successful completion of this Conference, participants should be able to:

- Participate in international clinical trials for breast cancer according to good clinical and scientific practices
- Weigh global differences in the occurrence and treatment of breast cancer and select the most appropriate approach for their individual patients
- Evaluate medical, surgical and radiation approaches into treatment algorithms for breast cancer
- Review progress and utility of advances in diagnosis and staging of breast cancer, including MRI, PET and pathology
- Select and use the appropriate adjuvant therapy for patients with different subtypes of breast cancer
- Recognize the role cancer stem cells and circulating tumor cells play in the development and reoccurrence of breast cancer and identify novel strategies being developed to target these cells
- Integrate key updates in chemotherapies, endocrine therapies, systemic treatments and biologic combinations to optimize and individualize treatment for patients with metastatic breast cancer

## Comments from 2010

'Very distinguished group of speakers.'

'Speaker diversity was excellent. This was one of the best conferences I've attended.'

'I found the conference extremely informative and professionally done.'

'Excellent presentations.'

'The speakers were all of excellent scientific level.'

'I have a "refresh" of new things in breast cancer.'



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## Conference Language

The official Conference language is English.

## General City Information

Cancún is a coastal city in Mexico's eastern-most state, Quintana Roo, on the Yucatán Peninsula. Cancún is located on the Yucatan Channel that separates Mexico from the island of Cuba in the Greater Antilles. The Cancún region is sometimes known as the Mexican Caribbean. The conference hotel is currently being confirmed.

## Scientific Committee

**Orlando E. Silva, MD, JD, FACP, FCLM** - Chair  
University of Miami  
Sylvester Comprehensive Cancer Center  
Miami, Florida, USA

**Javier Cortes, MD** - Co-Chair  
Vall d'Hebron University Hospital  
Barcelona, Spain

**Henry L. Gomez, MD** - Co-Chair  
Instituto de Enfermedades Neoplásicas  
Lima, Peru

**Aron Goldhirsch, MD**  
European Institute of Oncology  
Milan, Italy

**William J. Gradishar, MD**  
Feinberg School of Medicine  
Northwestern University  
Chicago, Illinois, USA

**Hyman B. Muss, MD**  
UNC Lineberger Comprehensive Cancer Center,  
Chapel Hill  
North Carolina, USA

**Mark D. Pegram, MD**  
University of Miami  
Sylvester Comprehensive Cancer Center  
Miami, Florida, USA

**Umberto Veronesi, MD**  
European Institute of Oncology  
Milan, Italy

**Stefano Zurrada, MD**  
European Institute of Oncology  
Milan, Italy



## Delegate Profile

This international educational activity is directed at medical, surgical and radiation oncologists with clinical and/or research interests in the treatment of patients with breast cancer. The program can also benefit nurses, pharmacists, physician assistants, and all other health care professionals involved or interested in the biology, prevention, epidemiology, diagnosis, and multidisciplinary treatment of breast cancer.

## Demographic Profile from 2010 – 328 attendees

Argentina	13.5%
Brazil	2.5%
Colombia	2%
Italy	5%
Mexico	44%
USA	22%
Other	11%

## Conference Highlights

- Largest breast cancer conference specifically bringing together clinicians from North, Central and South America, Europe and the Middle East
- Highly interactive program designed around the latest concepts in adult learning
- Direct access to world-renowned faculty
- CME-accredited



International Conference Services Ltd.

## Conference Organizers

International Conference Services Ltd. (ICS) offers more than 30 years of successful management experience of conferences and exhibitions. ICS is excited to be a part of the IABCC organizing team and looks forward to working with you to maximize your experience in Mexico.

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## PLATINUM LEVEL

**\$75,000 USD**

Choose TWO of the marketing opportunities below and receive the Additional Benefits associated with this level.

### 1) Industry Supported Symposium

Hold your own session within the conference program. All symposia are unopposed to encourage maximum attendance. Room rental and basic audio visual package are included. Also, include an invitation to your symposium in the delegate bags.

### 5) Faculty Dinner

Be a host of the faculty dinner. Table cards branded with your logo will be placed on all tables. With an opportunity to make a brief presentation, you can be sure that this marketing opportunity will offer great exposure.

### 2) 'Driving Collaborative Breast Cancer Research in Latin America' Opening Workshop (Gold Support) - includes dinner

As the Gold Supporter of this special event, your logo will be included on all signage relevant to the workshop and verbal recognition will be acknowledged during the evening. A time slot will be reserved for you to address the attendees and welcome them (5 minute maximum). Finally, you will have an opportunity to place a hand-out of scientific materials at each seat for attendees to take home with them (provided in advance by your organization and approved by the Conference Manager).

### 6) Audio Visual Equipment

Support one of the main conference essentials! Funds will be used to off-set audio visual expenses. Your company logo recognition on the conference website and in the on-site program.

### 3) Coffee Breaks (5 total)

Choose to support all five coffee breaks. Your logo will be displayed on all food and beverage stations during the coffee breaks as well as in the conference onsite program and conference website.

### 4) Young Investigator Travel Awards (8 total)

By supporting this item you will allow 8 individuals, who are still in training and would not have otherwise been able to attend the conference, to participate in this important meeting. Your logo will be included on the conference website, in the awards section of the onsite program as well as on the certificate of award.

### Additional Benefits include:

- 3 x exhibit booths
- 5 x complimentary full conference registrations
- One full page advertisement in the onsite program placed in a prime location
- One delegate bag insert
- Participant mailing labels (one time use)
- Logo recognition as Platinum Supporter in the onsite program
- Logo recognition as Platinum Supporter on the conference website, linked to your company website
- Logo recognition as Platinum Supporter on the 'Thank you' onsite signage

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Choose one of the marketing opportunities below and receive the Additional Benefits associated with this level.

### 1) Industry Supported Symposium

Hold your own session within the conference program. All symposia are unopposed to encourage maximum attendance. Room rental and basic audio visual package included. Also, include an invitation to your symposium in the delegate bags.

### 2) 'Driving Collaborative Breast Cancer Research in Latin America' Opening Workshop (Silver Support) - includes dinner

As the Silver Supporter of this special event, your logo will be included on all signage relevant to the workshop and verbal recognition will be acknowledged during the evening. You will have an opportunity to place a hand-out of scientific materials at each seat (provided in advance by your organization and approved by the Conference Manager).

### 3) Internet Café

In a prime location within the exhibition area, the busy internet cafe allows attendees to access the internet and check emails. Your logo will be displayed as the screen saver on all computer stations. As well, you have the opportunity to provide custom mouse pads for each terminal (supplied by your company). Your logo will be included in the onsite program along with the internet café information.

### 4) Abstracts Online

Abstracts will be posted on the conference website before the conference start date and will remain online for a minimum of one year. Your custom banner will be displayed on the Online Abstracts access page of the conference website.

### 5) Posters & Poster Session

The poster session will be held on Thursday afternoon. Your company logo will be displayed on the poster number cards, in the onsite program and on the conference website.

### 6) Onsite Program

The perfect advertising opportunity! Given to every attendee, the onsite program will be viewed multiple times throughout the conference. A full page advertisement will be reserved for your organization on the inside front cover of this publication. As well, your logo will appear on the front cover as the Onsite Program Supporter.

### Additional Benefits include:

- 2 x exhibit booths
- 3 x complimentary full conference registrations
- One full page advertisement in the onsite program
- One delegate bag insert
- Participant mailing labels (one time use)
- Logo recognition as Gold Supporter in the onsite program
- Logo recognition as Gold Supporter on the conference website, linked to your company website
- Logo recognition as Gold Supporter on 'Thank you' onsite signage

## SILVER LEVEL

**\$25,000 USD**

Choose one of the marketing opportunities below and receive the Additional Benefits associated with this level.

### 1) 'Driving Collaborative Breast Cancer Research in Latin America' Opening Workshop (Bronze Support)

- includes dinner  
As the Bronze Supporter of this special event, your logo will be included on all signage relevant to the workshop and verbal recognition will be acknowledged during the evening. As well, you will have an opportunity to place a hand-out of scientific materials at each seat (provided in advance by your organization and approved by the Conference Manager).

### 2) Advisory Board/Investigator Meeting

Capitalize on numerous key opinion leaders in one place at one time! Your meeting will take place outside of the conference schedule. A meeting room is included (based on availability).

*\*Please note, these are closed meetings, by invitation only, and should be a maximum of 20 people. Meetings larger than 20 people must be approved and may be subject to an additional fee. These meetings must be held outside of the conference program and adhere to the black out times. If any conference faculty are used for a speaking engagement, you will be responsible for paying the speaker's travel, accommodation (min. 1 night) and registration expenses.*

### 3) Speaker Ready Room

All speakers will be required to upload their presentations in the speaker ready room. Your company logo will be displayed on the screen saver of each computer terminal as well as on all signage related to the speaker ready room.

### 4) Conference Bags

Leave a lasting impression. Each participant will receive the conference bag which will hold all conference material. Your company logo will be printed on the bags. As well, you have the opportunity to include a promotional piece in each bag (supplied by your company and approved by the Conference Manager).

### 5) Conference Signage

Your company logo included on all conference signage throughout the facility.

### 6) Hotel Key Cards

Customize the hotel's guestroom key cards. Each attendee will receive a customized key card at time of check-in that is branded with your company logo (does not include production of the cards).

### Additional Benefits include:

- 1x exhibit booth
- 2 x complimentary full conference registrations
- One 1/2 page advertisement in the onsite program
- One delegate bag insert
- Participant mailing labels (one time use)
- Logo recognition as Silver Supporter in the onsite program
- Logo recognition as Silver Supporter on the conference website
- Logo recognition as Silver Supporter on 'Thank you' onsite signage



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## BRONZE LEVEL

**\$15,000 USD**

Choose one of the marketing opportunities below and receive the Additional Benefits associated with this level.

### 1) Lanyards

Be visible around the neck of each attendee! Each participant will receive a customized lanyard to hold their name badge, branded with your company logo.

### 2) Participant Mailing Labels

Reach out to the registered delegates by purchasing the mailing labels (one time use).

### 3) Conference Pens

Provide conference attendees with a branded pen they will use for the entire conference. Pens will be placed in each delegate bag. Pens to be supplied by your organization.

### 4) Conference Note Pads

Your branded note pads will be placed in each conference bag. Note pads to be supplied by your organization.

### 5) Email Blast - side banner (3 available)

Email blasts will be sent to all registered delegates prior to the conference. Your company branded side banner will be included in the email blast. Artwork to be supplied by your organization.

### Additional Benefits include:

- 1 x exhibit booth
- 1 x complimentary full conference registration
- One delegate bag insert
- Logo recognition as Bronze Supporter in the onsite program
- Logo recognition as Bronze Supporter on the conference website
- Logo recognition as Bronze Supporter on 'Thank you' onsite signage



## OTHER MARKETING & ADVERTISING OPPORTUNITIES

Interested in supporting one specific item? Select one, or an assortment of items, as follows (full description of benefits on previous pages):

All prices in USD.

<b>‘Driving Collaborative Breast Cancer Research in Latin America’ Opening Workshop</b> — includes dinner:	
Gold Support	\$ 25,000
Silver Support	\$ 15,000
Bronze Support	\$ 10,000
<b>Faculty Dinner</b>	\$ 20,000
<b>Audio Visual Equipment</b>	\$ 20,000
<b>Internet Café</b>	\$ 15,000
<b>Advisory Board/Investigator Meeting*</b>	
If no level support is provided	\$ 15,000
If level support is provided	\$ 7,500
<b>Abstracts Online</b>	\$ 10,000
<b>Posters &amp; Poster Session</b>	\$ 10,000
<b>Onsite Program</b>	\$ 8,000
<b>Speaker Ready Room</b>	\$ 7,000
<b>Conference Bags</b>	\$ 5,000
<b>Conference Signage</b>	\$ 5,000
<b>Hotel Key Cards</b>	\$ 5,000
<b>Coffee Breaks (5 available)</b>	\$ 5,000
<b>Lanyards</b>	\$ 3,000
<b>Young Investigator Travel Awards (8 available)</b>	\$ 2,500
<b>Conference Pens</b>	\$ 2,000
<b>Conference Note Pads</b>	\$ 2,000
<b>Email Blast—Side Banner (3 available)</b>	\$ 2,000

*\*Please note, these are closed meetings, by invitation only, and should be a maximum of 20 people. Meetings larger than 20 people must be approved and may be subject to an additional fee. These meetings must be held outside of the conference program and adhere to the black out times. If any conference faculty are used for a speaking engagement, you will be responsible for paying the speaker’s travel, accommodation (min. 1 night) and registration expenses.*

### ADVERTISING

<b>Onsite Program</b>	
Outside back cover	\$3,500
Full page	\$2,000
1/2 page	\$1,200
Delegate bag insert	\$1,500



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Hold your own session within the conference program. All symposia are unopposed to encourage maximum attendance. Room rental and a basic audio visual package are included.

### Benefits Included

- Room rental
- Basic audio visual package
- One time email blast to registered delegates of your ISS invitation
- Delegate bag insert of your ISS invitation
- ISS listed in the scientific program on the conference website and in the onsite program

### Available unopposed sessions:

#### Wednesday, July 25, 2012

Evening 17:00–18:00

#### Thursday, July 26, 2012

Breakfast 07:00–08:00

Lunch 12:15–13:15

Evening 18:00–19:00

#### Friday, July 27, 2012

Breakfast 07:00–08:00

Lunch 12:15–13:15

#### Saturday, July 28, 2012

Breakfast 07:00–08:00

### Definition of Term

Industry Supported Symposia (ISS) are autonomous, non-CME or CME-accredited educational activities held in conjunction with the IABCC Meetings. An ISS may be supported by a company or a not-for-profit organization. ISS refers to any activity, educational in nature, which is independently organized and offered by another organization and held in conjunction with the 6<sup>th</sup> Inter-American Breast Cancer Conference. This includes, but is not limited to, any educational activity that is non-CME or carries Continuing Medical Education (CME) credit. The information presented in the Unopposed ISS must be balanced and provide the attendee with an objective viewpoint. Proposals for ISS will also be evaluated for the ability to provide educational content distinct from that in the official education and scientific programs. Proposals must be for live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be considered.

### Guidelines

These guidelines are designed to assist you in working with the Scientific Committee if you would like to present an unopposed Industry Supported Symposium.

### Application Process/Deadlines

The organization interested in holding an Industry Supported Symposium shall sign this page and submit the title of the ISS program along with the speaker names and title of presentation(s) by May 31, 2012.

A peer review process of the submitted proposals is conducted by the meeting Scientific Committee. Final proposals will be approved after the selection of the education and scientific program for the symposium to assure that selected ISS are distinct in content and adhere to this policy.

### Program Content

- The proposed program must be unique and not have been previously presented during other forums or meeting involving the co-sponsoring organizations;
- The proposed program title must be indicative of the program topics;
- The proposed objectives should clearly meet the educational needs of the target audience;
- Program must be presented in an objective, balanced and scientifically rigorous manner, and the program cannot promote a specific drug, product or service;
- The content and format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

### Direct Costs

All organizations will be responsible for the management of their own event's logistics and for payment of direct costs associated with event promotion, ISS presenters (registration fee, hotel accommodation—minimum one night, and travel expenses), catering and additional audiovisual equipment. All logistics are to be coordinated in conjunction with International Conference Services for the 6<sup>th</sup> Inter-American Breast Cancer Conference. International Conference Services will liaise on your behalf with the official suppliers and venue.

### Cancellation

The cancellation policy is as follows:

Within 30 days of payment.....Full Refund  
Prior to February 1, 2012.....50% Refund  
After February 1, 2012.....No Refund

Signature of Authorized Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Preferred session date/time: \_\_\_\_\_

# EXHIBITING OPPORTUNITIES

**10' x 10' (3m x 3m) booth**                      **\$3,000 USD**  
**Publisher Rate**                                      **\$2,000 USD**

Your exhibit booth includes the following benefits:

- 10' x 10' (3m x 3m) exhibit space
- 2 Exhibitor staff badges with full access to the Conference; includes delegate bag

**Included in price if requested:**

- 2 sidewalls and back wall (8'/2.5m back wall, two 3'/.09m side walls)
- One 6' table, 2 chairs and waste basket

Carpet is included however electrical is not included.

**Non-profit table top display**                      **\$750 USD**

Includes:

- One 6' table with two chairs
- 1 Exhibitor staff badge with full access to the Conference; includes delegate bag

**Benefits**

- Virtual exhibitor on conference website (includes logo, contact details, website address)
- Listed in the onsite program
- 50–word company bio in the onsite program

## REQUIRED AGREEMENT FOR EXHIBITORS

### Booth Assignment

Booths are allocated by the Exhibition Manager on a first come basis.

### Badge Pick-up

Once full payment is received you will receive a badge request form for up to two representatives (one for table top exhibitors). Badge pick-up will occur during exhibitor registration. No person will be admitted to the Exhibition area without a badge.

### Staffing of Exhibits

Exhibits must be operational for the duration of the Exhibit Hall open hours, and must be staffed and operational during coffee breaks.

### Exhibiting Operations

Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. General promotion, demonstration and distribution of literature/samples must take place at your assigned space. Exhibit areas should be kept clean and in good order. No part of any exhibit, or related signs, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface them. The exhibitor is liable for damage from failure to observe these rules.

### Inclusions

Exhibit space rental does not include any of the following: electricity, internet connection, labour, shipping or any other services. Once your order form has been received, the exhibitor manual will be emailed which includes order forms.

### Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the Exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

### Giveaways, Contests, and Raffle Drawings

Giveaways should be associated with products or services of the exhibiting company. Contests, drawings and raffles cannot be more than \$100 in value.

### Sound Restrictions

No equipment or voice-reproducing machines can be operated in such a manner as to cause a disturbance to other exhibitors. Earphones should be provided, or such devices should be enclosed in a special soundproof booth. The conference organizers or members of the conference organizing committee reserve the right to determine when sound is interfering with another exhibit and must be discontinued.

### Third-Party Representatives

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

### Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The Exhibit Hall will be locked at night and exhibitors will not be allowed access until the Exhibit Hall has been opened for business the following morning. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless International Conference Services, Ltd. (ICS) and the IABCC2012 from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

### Cancellation of Meeting

Upon execution of the exhibitor application, it is mutually agreed that in the event of cancellation due to fire, strikes, governmental regulations, terrorism, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the IABCC2012 organizing committee shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

### Terms and Conditions

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this prospectus. The IABCC2012 and ICS reserve the right to refuse exhibit space to any applicant at its sole discretion.

Signature of Authorized Representative: _____  _____  Date _____  Company Name _____
--

ITEM		PRICE (USD)	SUBTOTAL
<b>Platinum Level</b> select two items from the next column	<input type="checkbox"/> Industry Supported Symposium <input type="checkbox"/> 'Driving Collaborative Breast Cancer Research in Latin America' – Opening Workshop (Gold Support) <input type="checkbox"/> Coffee Breaks (5 total) <input type="checkbox"/> Young Investigator Travel Awards (8 total) <input type="checkbox"/> Faculty Dinner <input type="checkbox"/> Audio Visual Equipment	\$ 75,000	
<b>Gold Level</b> select one item from the next column	<input type="checkbox"/> Industry Supported Symposium <input type="checkbox"/> 'Driving Collaborative Breast Cancer Research in Latin America' – Opening Workshop (Silver Support) <input type="checkbox"/> Internet Café <input type="checkbox"/> Abstracts Online <input type="checkbox"/> Posters & Poster Session <input type="checkbox"/> Onsite Program	\$ 50,000	
<b>Silver Level</b> select one item from the next column	<input type="checkbox"/> 'Driving Collaborative Breast Cancer Research in Latin America' – Opening Workshop (Bronze Support) <input type="checkbox"/> Advisory Board/ Investigator Meeting <input type="checkbox"/> Speaker Ready Room <input type="checkbox"/> Conference Bags <input type="checkbox"/> Conference Signage <input type="checkbox"/> Hotel Key Cards	\$ 25,000	
<b>Bronze Level</b> select one item from the next column	<input type="checkbox"/> Lanyards <input type="checkbox"/> Participant Mailing Labels <input type="checkbox"/> Conference Pens <input type="checkbox"/> Conference Note Pads <input type="checkbox"/> Email Blast–Side Banner	\$ 15,000	
'Driving Collaborative Breast Cancer Research in Latin America' Opening Workshop	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$ 25,000 \$ 15,000 \$ 10,000	
Faculty Dinner		\$ 20,000	
Audio Visual Equipment		\$ 20,000	
Internet Cafe		\$ 15,000	
Advisory Board/ Investigator Meeting	Without level support	\$ 15,000	
	With level support	\$ 7,500	
Abstracts Online		\$ 10,000	
Posters & Poster Session		\$ 10,000	
Onsite Program		\$ 8,000	
Speaker Ready Room		\$ 7,000	
Conference Bags		\$ 5,000	
Conference Signage		\$ 5,000	
Hotel Key Cards		\$ 5,000	
Coffee Breaks (5 available)	Number of coffee breaks _____ x	\$ 5,000 ea	
Lanyards		\$ 3,000	
Young Investigator Travel Awards (8 available)	Number of awards _____ x	\$ 2,500 ea	
Conference Pens		\$ 2,000	
Conference Note Pads		\$ 2,000	
Email Blast–Side Banner (3 available)		\$ 2,000	
<b>Total</b>			<b>\$</b>

ITEM		PRICE (USD)	SUBTOTAL
Advertising—Onsite Program	Back Cover	\$ 3,500	
	Full page advertisement	\$ 2,000	
	1/2 page advertisement	\$ 1,200	
Delegate Bag Insert		\$ 1,500	
<b>Industry Supported Symposium</b> Select one time slot from the next column	<input type="checkbox"/> Wed., July 25, 2012—Evening <input type="checkbox"/> Thurs., July 26, 2012—Breakfast <input type="checkbox"/> Thurs., July 26, 2012—Lunch <input type="checkbox"/> Thurs., July 26, 2012—Evening <input type="checkbox"/> Fri., July 27, 2012—Breakfast <input type="checkbox"/> Fri., July 27, 2012—Lunch <input type="checkbox"/> Sat., July 28, 2012—Breakfast	\$ 30,000	
Exhibits—10' x 10' (3mx3m) Booth	Number of booths _____ x	\$ 3,000 ea	
Exhibits—10' x 10' (3mx3m) Publisher Rate		\$ 2,000	
Exhibits—Non-Profit Table Top Display		\$ 750	
<b>Total</b>			<b>\$</b>

Organization \_\_\_\_\_

Company Name as to Appear in Printed Material (if different from above):  
\_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_ Code \_\_\_\_\_

Phone \_\_\_\_\_ ext \_\_\_\_\_

Email Address \_\_\_\_\_

Company Website \_\_\_\_\_

We acknowledge and agree to the provisions set forth in this Marketing, Advertising & Exhibit Prospectus:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Submit this form along with payment to:

Email: [iabcc-sales@icsevents.com](mailto:iabcc-sales@icsevents.com)

OR

Fax: +1-604-681-1049

Payments accepted via check, wire transfer or credit card. Please advise if you require an invoice and if a PO number should be referenced on the invoice.

**Check**

Check payable to: ICS/IABCC2012

Send to: International Conference Services / IABCC12  
Attn: Chelsea Prangnell, Sponsor/Exhibit Sales  
2101-1177 West Hastings Street  
Vancouver, BC V6E 2K3 Canada

**Wire Transfer Instructions**

Beneficiary Bank: HSBC Bank Canada  
SWIFT Code: HKBC CATT  
Beneficiary Name: International Conference Services Ltd/IABCC 2012  
Beneficiary Account #: 270247475073  
Bank Address: HSBC Canada, 885 West Georgia St. Vancouver, B.C. Canada V6C 3G1  
U.S. Correspondent Bank: HSBC Bank USA  
Swift code: MRMDUS33, ABA No. 0210-0108-8  
Account #: 000050881

**Credit Card Instructions**

Card Type:  Visa  MasterCard

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**NOTE:** All exhibit booths and marketing items are assigned on a first-come, first-paid basis and considered sold only upon payment of invoice. We highly recommend all Order Forms and Contracts be faxed or e-mailed. The Conference does not assume responsibility for late or undelivered Order Forms or Contracts via post. The IABCC2012 agrees to uphold all benefits outlined in the Prospectus.

**PAYMENT:** Due 30 days from the date of Invoice. The IABCC2012 reserves the right to render this Order null and void without notice if Payment is not received by the Due Date.

**CANCELLATION:** Cancellation must be in writing. 50% Cancellation Fee will apply up to February 1, 2012. No refunds after this date. The IABCC2012 reserves the right to re-sell any Marketing items and/or Exhibit Spaces that have been cancelled.