



2022 North America  
Conference on  
Lung Cancer



# COMMERCIAL PROSPECTUS

SEPTEMBER 23-25, 2022 | CHICAGO, IL

[WWW.IASLC.ORG](http://WWW.IASLC.ORG)

CONQUERING THORACIC CANCERS WORLDWIDE





This prospectus outlines a number of flexible options for maximizing corporate brand recognition and customer contact. These opportunities are available as stand-alone items or as a package for various supporter levels.

Exhibit booths, scientific poster viewing sessions, and networking breaks are all scheduled to take place in the Exhibit Hall. This ensures exhibitors as much exposure and delegate traffic as possible. Your company's objectives are highly regarded by the IASLC, and we would be pleased to discuss and accommodate any suggestions that you feel would improve your representation and participation in the IASLC 2022 North America Conference on Lung Cancer.

## CONTACT

### International Association for the Study of Lung Cancer

[corporaterelations@iaslc.org](mailto:corporaterelations@iaslc.org)

999 17th Street, Suite 200

Denver, Colorado, 80202-2725 USA

Phone: +1 720 598 1951

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## INDEX

Invitation	3
About NACLC	4
Facts and Figures	5
The Venue	6
Sponsorship Opportunities	7
Sponsorship Levels	8
Exhibit Opportunities	9
Promotion Opportunities	10
Advertising Opportunities	12
Industry Symposia & Satellite CME Symposia	13
Advisory Board & Ancillary Meetings	14

## PLACE YOUR ORDER

Please place your order via our **online order form**. Orders will be filled on a first-come, first-served basis.

For assistance in using the online order form please contact [corporaterelations@iaslc.org](mailto:corporaterelations@iaslc.org).



# INVITATION

## Dear Colleagues and Friends,

The IASLC 2022 North America Conference on Lung Cancer will take place September 23-25, 2022 at Chicago Marriott Downtown Magnificent Mile. After last year's virtual editions, we are thrilled to invite you to join us again in a face-to-face meeting with virtual elements that will enhance participant's experience and allow anyone from anywhere to join this unique meeting.

The IASLC 2022 NACLC is a dynamic meeting with a long tradition and will feature the most up-to-date research, diverse topics of interest, and educational sessions with leading experts. The Conference is an amazing opportunity to network across disciplines with other individuals in careers focused on thoracic malignancies, while learning about the latest developments in prevention, detection, and care with novel data presentations.

We can't wait to see you again in Chicago, Illinois in September 2022.

### *IASLC NACLC 2022 Conference Co-Chairs*



Jessica Donington



Marina Garassino

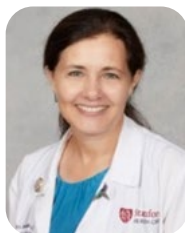


Jyoti Patel

### *IASLC NACLC 2022 Conference Steering Committee*

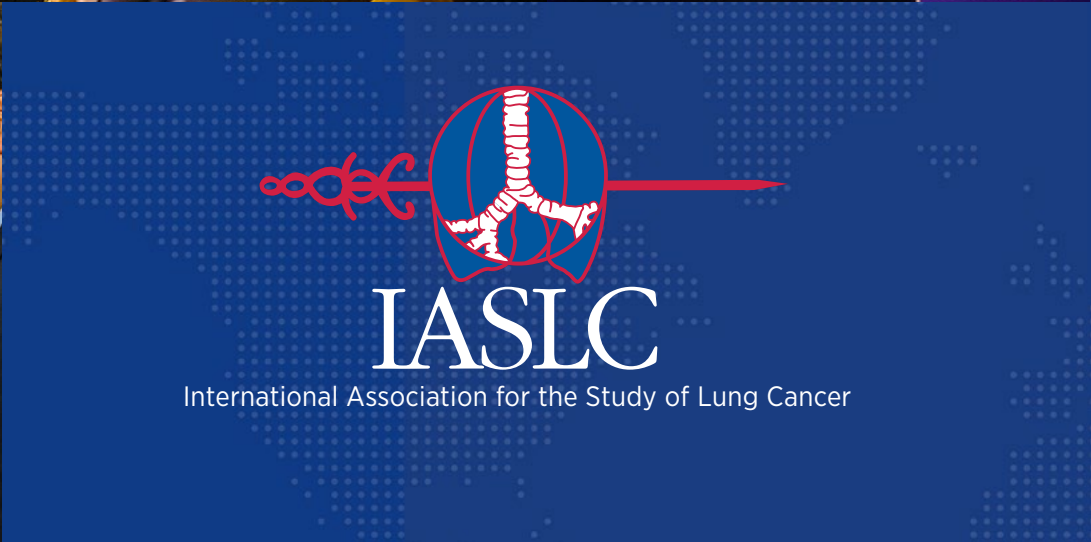


Everett Vokes



Heather Wakelee





## ABOUT THE NORTH AMERICA CONFERENCE ON LUNG CANCER

Founded in 1972, the International Association for the Study of Lung Cancer (IASLC) is an international organization of more than 8,000 lung cancer specialists from 100+ countries. IASLC members work towards developing and promoting the study of etiology, epidemiology, prevention, diagnosis, treatment and all other aspects of lung cancer. IASLC's mission is to enhance the understanding and education of lung cancer to scientists, members of the medical community and the public. In addition to the annual meeting, the IASLC publishes the Journal of Thoracic Oncology, a prized resource for medical specialists and scientists who focus on the detection, prevention, diagnosis and treatment of lung cancer.

**The IASLC North America Conference on Lung Cancer (NACLC)** is an educational and scientific event which will cover key aspects of the diagnosis and management of lung cancer and other thoracic malignancies. With a multi-disciplinary program including invited sessions, parallel oral abstracts sessions and poster presentations, participants will learn about prevention, screening and disparities in uptake of screening, surgical management, advanced radiation therapy techniques, novel therapeutics including targeted agents and immunotherapy, and the latest in diagnostics and lung cancer pathology.





# FACTS AND FIGURES

## FROM PREVIOUS CONFERENCES

Year	Location	# of Delegates	# of Submitted Abstracts
2022	Chicago Marriott Downtown Magnificent Mile, Chicago, Illinois	Est. 650 <i>In-person and virtual</i>	Est. 80
2020	Virtual (Originally Fairmont Chicago Millennium Park, Chicago, Illinois)	631	108
2019	Fairmont Chicago Millennium Park, Chicago, Illinois	354	70



# THE VENUE



All Conference Sessions as well as the Exhibition will take place at Chicago Marriott Downtown Magnificent Mile. It has 70,000 square feet of meeting space, 1200 guest rooms and various on-site restaurants and bars. It is also located in the city center with easy access to shopping, dining, and entertainment.



## CHICAGO HOTEL ACCOMMODATIONS

The Conference Secretariat (International Conference Services Ltd. (ICS)) is the official housing bureau for the IASLC 2022 North America Conference on Lung Cancer and will offer assistance with the coordination of housing requirements for sponsors, exhibitors and delegates. Discounted room rates as well as additional amenities have been negotiated and are only available to delegates and groups who book through the housing bureau.

Although the association and the housing bureau have done their due diligence and negotiated the lowest possible group rate, we cannot predict future specials hosted by competing hotels. However, we urge all sponsors and exhibitors to book at a NACLC contracted hotel. The success of IASLC and NACLC depends on delegates, sponsors, and exhibitors using the contracted hotels. IASLC/NACLC cannot meet contracted room obligations if registrations, sponsors and exhibitors reserve rooms outside the official conference hotels. Rooms that are not filled create an expense for the Association in the form of financial penalties (attrition fees) and place the financial success of the Conference and the Association at risk, which increases with each delegate, sponsor and exhibitor who stays outside the Conference contracted hotels.

**IASLC RETAINS THE RIGHT TO APPLY A PENALTY AND DOWNGRADE LEVELS OR BENEFITS TO ANY SPONSORS AND EXHIBITORS (OR THEIR AGENTS) WHO DO NOT BOOK VIA THE OFFICIAL HOUSING BUREAU.**

*For more information please visit: <http://naclc2022.iaslc.org>*



# SPONSORSHIP OPPORTUNITIES

We are excited to welcome back in person meetings. After last year's virtual editions, we are thrilled to invite you to join us again in a face-to-face meeting with virtual elements that will enhance participant's experience and allow anyone from anywhere to join this unique meeting.

The IASLC 2022 North America Conference on Lung Cancer is a dynamic meeting to market to the premier scientific gathering of medical oncologists, thoracic surgeons, pulmonologists, radiation oncologists, radiologists, pathologists, advanced practice nurses, physicians' assistants and professionals in the field of lung cancer and thoracic oncology. The Conference will cover multi-disciplinary implementation into daily practice. Abstracts will be accepted in multiple categories. Encore abstracts from the IASLC 2022 World Conference on Lung Cancer, which highlight new data, are encouraged.

As a Sponsor and/or Exhibitor, your team will have the opportunity to network with these valuable contacts, providing a unique opportunity for your organization to gain widespread exposure.

We invite you to visit the Conference website at [NACLC2022.iaslc.org](https://NACLC2022.iaslc.org) for further information on the Conference and to view our **Program at a Glance**.

This document outlines the many options available to companies to promote their products and services during the Conference. Please do not hesitate to contact us should there be any opportunities not listed in this prospectus. We are happy to discuss options with you.

## CONTACT

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# SPONSORSHIP LEVELS

NACLC 2022 has designed the following Supporter Levels, which includes a list of benefits and entitlements. If a Supporter wishes to purchase any additional stand-alone benefits, they can be purchased for the listed price through the online booking form.

For assistance in using the online ordering portal please contact: [corporaterelations@iaslc.org](mailto:corporaterelations@iaslc.org)



## DIAMOND LEVEL

USD 100,000 | Exclusive

- Exposure and acknowledgment as a Diamond Sponsor on the Conference website, virtual platform and selected onsite signage and printed materials.
- One (1) Tabletop exhibit
- One (1) Virtual Exhibit.
- Diamond Sponsors will have the first choice to select exhibit booth location.
- Ten (10) Complimentary Registrations for your employees.
- One (1) complimentary virtual delegate bag insert (approved by IASLC).
- Diamond Sponsors will have the first right to select Symposia slot (additional fees apply).
- Advisory Board fee waived (additional costs may apply).
- Rotating footer ad in virtual conference platform.



## PLATINUM LEVEL

USD 60,000 | 3 Sponsorship Available

- Exposure and acknowledgment as a Platinum Sponsor on the Conference website, virtual platform and selected onsite signage and printed materials.
- One (1) Tabletop exhibit
- One (1) Virtual Exhibit.
- Exhibit placement selection first come first served (after Diamond Sponsor).
- Five (5) Complimentary Registrations for your employees.
- One (1) complimentary virtual delegate bag insert (approved by IASLC).
- Approved to conduct an Advisory Board (additional fees apply).
- Rotating footer ad in virtual conference platform.



## GOLD LEVEL

USD 30,000 | 7 Sponsorship Available

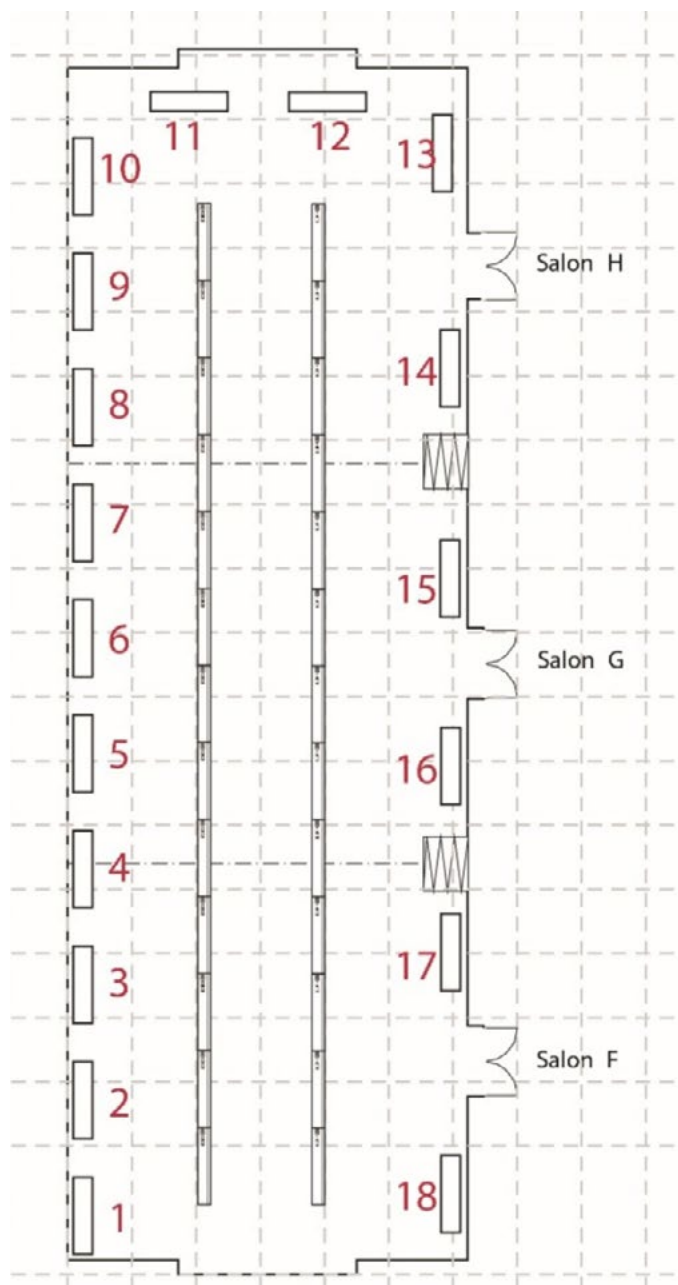
- Exposure and acknowledgment as a Gold Sponsor on the Conference website, virtual platform and selected onsite signage and printed materials.
- One (1) Tabletop exhibit.
- One (1) Virtual Exhibit.
- Three (3) Complimentary Registrations for your employees.
- One (1) complimentary virtual delegate bag insert (approved by IASLC).



# EXHIBIT OPPORTUNITIES

The Exhibit and Poster Hall is located on the same level as the Sessions. The hall can accommodate up to 18 Exhibitors on a first come first served basis, and will also include the Poster boards. Our Diamond, Platinum, and Gold supporters will have first right to exhibit space, leaving only six open exhibit slots.

The Program has a dedicated Poster viewing reception, as well as networking breaks to encourage delegates to visit the exhibit and poster hall.



## Tabletop Exhibit Booth USD 10,000

- One (1) tabletop exhibit
- Panel with Company Name
- One table, two chairs, wastebasket, extension cord
- One (1) virtual exhibit
- One (1) complimentary registration
- Listing in onsite program
- Booth will be assigned once the opportunity has been purchased

## EXHIBITOR MANUAL

The Exhibitor Manual including detailed information on the Exhibition as well as order forms for additional booth accessories (lighting, display materials, graphics, F&B etc.) will be available in June 2022 and will be sent to all exhibitors once payment has been received in full.

# PROMOTION OPPORTUNITIES

Create a custom package by selecting from the following stand-alone items.

Please note that all exclusive options are limited to one company only. Items will be sold on a first come, first served basis. All prices are quoted in US Dollars (USD). Please note that payment must be made in USD, unless otherwise agreed upon.



## WOMEN IN LUNG CANCER NETWORKING LUNCH

**USD 5,000**  
(Exclusive)

Audience will include prominent women medical and research professionals working in lung cancer from North America to speak about their experience and offer mentoring advice to luncheon participants.

**Estimate:** 150-200 attendees

**12:30 - 13:30 on Sunday, September 25, 2022 x 1 session**



## SATURDAY NETWORKING BREAKFAST

**USD 5,000**  
(Exclusive)

**As the Networking Breakfast Supporter you will:**

- Have your company logo on tabletop cards on all food and beverage stations
- Receive acknowledgement in the onsite program

*Saturday Networking Breakfast time at NALC 2022 is as below:*

**07:00 - 08:00 on Saturday, September 24, 2022 x 1 session**



## SATURDAY NETWORKING LUNCHEON

**USD 5,000**  
(Exclusive)

**As the Networking Luncheon Supporter you will:**

- Have your company logo on tabletop cards on all food and beverage stations
- Receive acknowledgement in the onsite program

*Saturday Networking Luncheon time at NALC 2022 is as below:*

**11:30 - 12:30 on Saturday September 24, 2022 x 1 session**





## SUNDAY NETWORKING BREAKFAST

**USD 5,000**  
(Exclusive)

As the Networking Breakfast Supporter you will:

- Have your company logo on tabletop cards on all food and beverage stations
- Receive acknowledgement in the onsite program

*Sunday Networking Breakfast time at NALC 2022 is as below:*

**07:00 – 08:00 on Sunday, September 25, 2022 x 1 session**



## NETWORKING BREAKS

**USD 5,000**  
(3 Available)

Each day, the conference will provide refreshments during the morning and afternoon networking breaks.

As the Networking Breaks Supporter you will:

- Have your company logo on tabletop cards on all food and beverage stations
- Receive acknowledgement in the onsite program

*Networking Break time at NALC 2022 is as below:*

**09:30 – 10:00 on Saturday, September 24, 2022 x 1 session**

**14:30 – 15:00 on Saturday, September 24, 2022 x 1 session**

**09:15 – 09:45 on Sunday, September 25, 2022 x 1 session**



## POSTER VIEWING RECEPTION

**USD 5,000**  
(Exclusive)

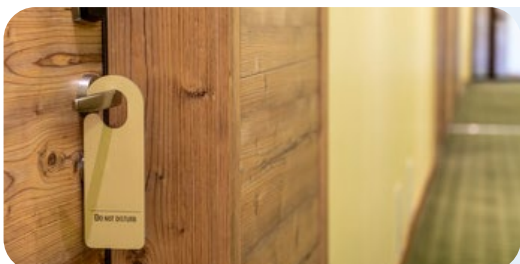
Top-rated abstracts accepted for Poster presentation may be printed and displayed on poster boards in the Exhibit Hall.

As the Poster Supporter you will:

- Have your company logo displayed on the Poster Board numbers.
- Have your company logo displayed on the e-poster section of the virtual platform.

*Poster Viewing Reception time at NALC 2022 is as below:*

**17:30 – 18:45 on Saturday, September 24, 2022 x 1 session**



## DOOR DROP

**USD 5,000**  
(4 Available)

- Must be approved by IASLC first, provided by sponsor
- 2 drops on Friday night / 2 drops on Saturday night

# ADVERTISING OPPORTUNITIES

## PRINT ADVERTISING



### ONSITE PROGRAM BOOK

Advertiser will be responsible for providing their advertisement in high resolution, print ready format as per specifications to be communicated by the IASLC.

*Options as below:*

**Back Cover - USD 15,000 x 1**

**Inside Back Cover - USD 10,000 x 1**

**Inside Front Cover - USD 10,000 x 1**

**Full Page - USD 7,500 x 10**

## DIGITAL ADVERTISING



### DIGITAL ADS

Advertiser will be responsible for providing their advertisement in high resolution format as per specifications and timelines to be communicated by the IASLC. Failure to provide the banner to specs or delayed will result in loss of the opportunity without a refund.

*Options as below:*

**Virtual Conference Bag Insert - USD 2,500 x 10**

**Virtual Broadcast Notification - USD 2,500 x 10**

**Pre-Conference eBlast Banner\* - USD 2,500 x 6**

\*The IASLC will send emails to more than 17,000 interested parties on a regular basis prior to the event to update on newest developments about the Conference. Your custom banner will be displayed in the body of the eBlast.





# INDUSTRY SYMPOSIA AND SATELLITE CME SYMPOSIA

Saturday September 24, 2022	12:00 - 13:00 Lunch Symposia	2 AVAILABLE (USD 40,000)
	19:00 – 21:00	2 AVAILABLE (USD 40,000)
Sunday September 25, 2022	12:30 – 13:30 Lunch Symposia	1 AVAILABLE (USD 40,000)

Industry Symposia (IS) and Satellite CME Symposia are commercially supported educational and promotional activities held in conjunction with the IASLC 2022 North America Conference on Lung Cancer. The IS programs are approved by the IASLC as an independent activity held in conjunction with the Conference. These programs are not sponsored or endorsed by the IASLC and are not part of the official IASLC accredited program.

Industry Symposia must comply with all applicable **ACCME Standards for Commercial Support**. Sponsors are required to submit their agenda and presentation slides to the conference scientific committee in advance for approval. Limited to one symposium per sponsor (first come, first served – based on time of program being provided for review).

## NOTES:

- The Symposium package includes meeting Room and basic AV set up at Chicago Marriott Downtown Magnificent Mile; different room sizes available.
- Acknowledgement in the onsite program and on the conference website.
- Opportunity for an invitation email to all registered delegates. (IASLC will send email with symposia schedule).
- Symposia hours are subject to change.



# ADVISORY BOARD AND ANCILLARY MEETINGS

ADVISORY BOARD AND ANCILLARY MEETINGS	USD 10,000*
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**\* (EXCLUSIVE TO DIAMOND AND PLATINUM SPONSORS)**

Any industry meeting wherein invited participants are professional attendees of the Conference (doctors, physicians, etc.) will be considered an Advisory Board or Ancillary Meeting and a fee is required to hold such a meeting. This could include roundtable discussions, investigator meetings and meet the specialist type meetings. Meetings that would not fall under this category are internal/staff meetings where only your company’s staff are invited (whether attending the conference or not).

Advisory Board and Ancillary Meetings adjunct to the IASLC 2022 North America Conference on Lung Cancer are not allowed to take place during blackout times.

**Advisory Board Meetings time at NACLC 2022 is as below:**

Saturday, September 24, 2022	7:00 – 8:00	x 2 SESSIONS
Sunday, September 25, 2022	7:00 – 8:00	x 2 SESSIONS

**The fee to host an Advisory Board Meeting includes:**

- Meeting space at the Chicago Marriott Downtown Magnificent Mile (if space permits).
- Basic AV package including projector, screen and lectern microphone.

**\*Note:**

The fee for holding an Advisory Board or Ancillary Meeting varies according to the number of invited participants, location and time of the meeting. For detailed information and to discuss your requirements, please contact the Conference Secretariat at **CorporateRelations@iaslc.org**

You are permitted to hold the meeting at another property; however, the fee still applies, and meeting space and the AV package will not be available.