YOUR INVITATION
You are invited to support the Sydney Cancer Conference 2012 (SCC2012) to be held from 26 – 28 September 2012 in the New Law Building at the University of Sydney. This is the third Sydney Cancer Conference held by the University of Sydney Cancer Research Network.

SCC2012 will foster the development of Australia’s future generation of cancer researchers, and provide a national forum to showcase emerging research and areas of strength in cancer research.

The theme of the conference is “From Discovery to Implementation”, which reflects the various elements of cancer research along the translational research continuum.

Sponsorship of this conference will provide an important opportunity to contribute to the dissemination of knowledge to basic researchers and clinicians active in the area of cancer research and treatment. This will increase knowledge, and may improve treatment and promote the extension of best practice across the clinical and supportive care pathway for people affected by cancer.

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PROGRAM FORMAT
The program has been designed to provide an opportunity for established and emerging researchers to present their current research on cancer to leading researchers, practitioners and other health care professionals.

The program will provide delegates and sponsors with the chance to discuss and exchange information, methodologies, and emerging trends, with other professionals and peers in the cancer sector. We hope this discussion, with the support of your company will stimulate the growth of cancer research in Australia and internationally.

The two main conference days, 27 – 28 September 2012, will feature plenary and concurrent sessions. Speakers will be drawn from universities and research institutes in Australia and overseas, providing a national and international perspective on cancer. Three Keynote speakers, each an expert in their field, have already accepted an invitation to speak at the SCC2012. Topics will represent all areas of cancer research – basic biomedical, public health, clinical and psychosocial – to ensure a wide range of viewpoints are presented.

A public lecture on the evening of 26 September 2012 will open SCC2012. There will also be a cocktail reception on the night of the 27 September.

SCC2012 AIMS
- Recognise and reward individuals and businesses committed to cancer research.
- Highlight and promote research being carried out by University of Sydney researchers, and more broadly Australian and international cancer researchers.
- Prominently position The University of Sydney as a supporter of cutting edge cancer research and innovation.
- Network and facilitate information exchange between the University, researchers, and supporters.
- Make the latest cancer information and research accessible to cancer researchers.

THE AUDIENCE
It is anticipated that the conference will attract delegates from a broad cross-section of the health industry who are involved in cancer research and treatment. Potential delegates will include cancer researchers and students involved in basic biomedical research, clinicians, representatives from Federal, State and Local Governments, leaders from non-government organisations, and representatives from private industry and academia.

To ensure the widest possible promotion of this event, marketing material will be distributed through the extensive networks of The University of Sydney, and affiliated cancer groups. The Cancer Research Network itself has over 600 members to distribute materials and information to.
KEYNOTE SPEAKERS

NICK BARKER
Nick obtained his PhD from Reading University, UK in 1996. He joined the group of Professor Hans Clevers in Utrecht to investigate the role of the Wnt signaling pathway in intestinal development and cancer.

In 2001, he joined a Biotech company co-founded by Hans Clevers (Semaia Pharmaceuticals), where he developed small molecule inhibitors of the Tcfβ-catenin protein complex as candidate colon cancer therapeutics. In 2006, he rejoined Hans Clevers’ group where he identified the Wnt target gene Lgr5 as a unique marker of adult stem cell populations in various organs.

In 2010, Nick joined the IMB as Principal Investigator, where he will continue to focus on the role of Lgr5 adult stem cells in epithelial renewal and cancer in organs.

RICHARD SCHILKSY
Dr. Richard Schilsky specializes in the treatment of gastrointestinal cancers and in the development of new cancer treatments.

He works with the gastrointestinal cancer and cancer drug development programs to evaluate and develop novel agents for treatment of digestive cancers, including colorectal and pancreatic cancers at the University of Chicago Medicine.

Since 2010, Dr. Schilsky served as Chairman of the Cancer and Leukemia Group B (CALGB), the largest and oldest cancer clinical trials group in the United States. Dr. Schilsky was also the President of American Society of Clinical Oncology from 2008-2009.

PAUL GLASZIOU

Paul Glasziou FRACGP, PhD is Professor of Evidence-Based Medicine at Bond University and a part-time General Practitioner. He was the Director of the Centre for Evidence-Based Medicine in Oxford from 2003-2010. His key interests include identifying and removing the barriers to using high quality research in everyday clinical practice.

Professor Glasziou has authored over 160 peer-reviewed journal articles which have a total of over 10,000 citations. He is the author of six books related to evidence based practice and is the recipient of an NHMRC Australia Fellowship which he commenced at Bond University in July, 2010.
INVITED SPEAKERS

PLENARY SPEAKERS
Professor John Mattick
Professor Grant MacArthur
Professor Sanchia Aranda
Professor Sean Grimmond
Professor John Simes
Garvan Institute for Medical Research
Peter MacCallum Cancer Centre
Cancer Institute NSW
University of Queensland
University of Sydney

BASIC BIOMEDICAL SPEAKERS
Associate Professor Erik Thompson
Professor Kum Kum Khanna
Professor Alpha Yap
Professor Susan Clark
Associate Professor Jennifer Byrne
Dr Megan Chircop
Professor Pablo Moscato
Dr Philip Gregory
Sally Crossing
University of Melbourne
Queensland Institute of Medical Research
University of Queensland
Garvan Institute for Medical Research
University of Sydney
University of Sydney
University of Newcastle
Centre for Cancer Biology SA Pathology
Cancer Voices

PSYCHOSOCIAL SPEAKERS
Associate Professor Penny Schofield
Professor Suzanne Chambers
Professor Jane Ussher
Peter MacCallum Cancer Centre
Cancer Council Queensland
University of Western Sydney

CLINICIANS AND PUBLIC HEALTH
Professor John Rasko
Professor Paul Keall
Professor Robin Bell
Professor Jane Young
Professor Jacob George
University of Sydney
University of Sydney
Monash University
University of Sydney
University of Sydney

IMPORTANT DATES

SYDNEY CANCER CONFERENCE DATES

26 SEPTEMBER 2012
PUBLIC LECTURE & WELCOME

27 SEPTEMBER 2012
DAY 1 & COCKTAIL RECEPTION

28 SEPTEMBER 2012
DAY 2
NEW VENUE FOR 2012

The Sydney Cancer Conference will be held in a new venue in 2012. It will be held in the New Law Building, Eastern Ave, University of Sydney near Victoria Park.

The venue hosts modern interiors, a large auditorium that seats 300 people, natural light and large spaces ideal for exhibitions. The layout of the exhibition space is in a high delegate throughfare.

The conference will be held concurrently in the auditorium as well as two smaller lecture rooms on the same floor which hold 100 people each.

The Cocktail Reception will be held just upstairs from the conference in the New Law Building Foyer. The foyer has magnificent views into the city, is very modern and spacious.
SPONSORSHIP PACKAGES

SCC2012 and the associated sponsorship would provide an opportunity to:

– Prominently position your company as a supporter of cutting edge cancer research and innovation
– Meet your strategic goals by providing direct exposure to your target market
– Demonstrate your company’s engagement with conferences and events that address cancer research
– Hear and meet the best established and emerging cancer researchers from across Australia
– Network and facilitate information exchange between industry and academic representatives within the cancer sector
– Use display space to exhibit corporate and product/service material
– Allow involvement in a conference which has received positive support across the sector
– Align your company with one of the most respected Sandstone universities in Australia and SE Asia

GOLD SPONSORSHIP $25,000 INC GST

SILVER SPONSORSHIP $14,000 INC GST

BRONZE SPONSORSHIP $8,000 INC GST

COCKTAIL RECEPTION $10,000 INC GST

EXHIBITION TABLES $5,000 INC GST
<table>
<thead>
<tr>
<th>SYDNEY CANCER CONFERENCE 2012 SPONSORSHIP PACKAGES</th>
<th>GOLD $25,000 (only one Gold Sponsor)</th>
<th>SILVER $14,000</th>
<th>BRONZE $8,000</th>
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<tbody>
<tr>
<td>SPONSOR ACKNOWLEDGEMENT</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Your company will be verbally acknowledged as a sponsor of the conference at the opening and closing sessions on each day</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>EXCLUSIVE SPONSORSHIP OF AWARDS</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
<td>1 X Early Career Researcher Innovation ($2,000)</td>
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<tr>
<td>3 x Postgraduate Poster Awards ($1,000 each)</td>
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<tr>
<td>2 x Abstract Presentation Awards ($2,000 each)</td>
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<tr>
<td>HIGH IMPACT LOGO EXPOSURE AND RECOGNITION</td>
<td>All</td>
<td>Official conference program, -SCC2012 website, -Projected slides between symposia sessions, -Delegate satchels, -Promotional flyers/posters both digital and print -EDM's -Social Media</td>
<td>Official conference program, -SCC2012 website, -Projected slides between symposia sessions, -Delegate satchels, -Promotional flyers/posters print only</td>
</tr>
<tr>
<td>Your company's logo will prominently appear on all visual promotional material including: - Official conference program, -SCC2012 website, -Projected slides between symposia sessions, -Delegate satchels, -Promotional flyers/posters both digital and print -EDM's -Social Media</td>
<td></td>
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<tr>
<td>CORPORATE DISPLAY SPACE</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>An opportunity to utilise display space in the foyer outside the main auditorium. Display space is limited so this represents a great opportunity for a sponsor to capture the attention of delegates</td>
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<tr>
<td>PROGRAM ADVERTISEMENT</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Advertisement in the conference program (advertisement supplied by the sponsor)</td>
<td></td>
<td></td>
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<tr>
<td>CONFERENCE AND COCKTAIL TICKETS</td>
<td>3 Conference and 3 Cocktail</td>
<td>2 Conference and 2 Cocktail</td>
<td>1 Conference and 1 Cocktail</td>
</tr>
<tr>
<td>Your company will receive tickets to the conference and tickets to the cocktail reception</td>
<td></td>
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<tr>
<td>ADVERTISING MATERIAL</td>
<td>Two items</td>
<td>One item</td>
<td>One item</td>
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<tr>
<td>The opportunity to place items in delegate satchels</td>
<td></td>
<td></td>
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<tr>
<td>PUBLICITY AND MEDIA</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>The University of Sydney will acknowledge your company as a sponsor in all media releases promoting the conference</td>
<td></td>
<td></td>
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<tr>
<td>SIGNAGE OPPORTUNITIES</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>- Your company's logo will be placed on conference signage</td>
<td></td>
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<tr>
<td>- Opportunity to place a pull-up banner main auditorium</td>
<td></td>
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<tr>
<td>Cocktail Reception only (exclusive)</td>
<td>$10,000</td>
<td>Acknowledged verbally and printed on any Cocktail Reception specific materials. Exhibition table at Cocktail Reception. Short verbal presentation by your company at the Cocktail Reception.</td>
<td></td>
</tr>
<tr>
<td>Exhibition Tables only</td>
<td>$5,000</td>
<td>Spaces are limited. Note: Gold and Silver sponsors receive priority in the allocation of space.</td>
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</tbody>
</table>
SYDNEY CANCER CONFERENCE 2012 (SCC2012)

Sponsorship Booking Form

Please post or email this form to initiate your participation in SCC2012

Company:  
Contact person:  
Address:  
Ph:  
Email:  
Level of sponsorship requested:  
Value of sponsorship package: Amount $  

CONDITIONS OF PAYMENT

A tax invoice will be forwarded to your organisation once your sponsorship is confirmed. Payment must be made by the due date outlined on the invoice (30 days after issue). Note confirmed speakers are subject to change. You will be notified if this occurs.

For cancellations the following applies:
Three months or more prior to the conference – 50% refund
Less than three months prior to the conference – no refund

I agree to the payment details as described above and in the Sponsorship Prospectus.

Name:  
Signature:  
Date:  

For further information contact: Nadine Caisley, Cancer Research Network

Email: nadine.caisley@sydney.edu.au  Phone: (02) 9114 1943