



# Sponsorship Package

FEBRUARY 2-5, 2017  
The Westin Whistler  
Whistler, BC, Canada

## REGISTRATION FEES

Standard Attendees:	\$300 CAD
Nurses/Allied Health/Fellows/Residents:	\$150 CAD
Additional Industry Badge (Sponsor):	\$750 CAD



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## PROGRAM PLANNING COMMITTEE

**Chair: Scott Ernst**

Head, Division of Medical Oncology, London Regional Cancer Program

**Michael Smylie**

Medical Oncologist, Cross Cancer Institute; Professor,  
Division of Medical Oncology, University of Alberta

**Joel Claveau**

Dermatologist, Melanoma and Pigmented Lesions Clini Hôpital Hôtel  
Dieu de Québec

**David Hogg**

Professor of Medicine, Departments of Medicine and Medical Biophysics,  
University of Toronto

**J. Gregory McKinnon**

Professor of Surgery and Oncology, University of Calgary  
and Tom Baker Cancer Centre

**Teresa Petrella**

Medical Oncologist, Sunnybrook Odette Cancer Centre; Associate Professor,  
University of Toronto

**Thomas G. Salopek**

Associate Professor and Divisional Director,  
Division of Dermatology and Cutaneous Science, University of Alberta

**Alan Spatz**

Professor of Pathology and Oncology, McGill University; Canada Research  
Chair in Molecular Pathology; Director, Department of Pathology,  
Jewish General Hospital

**Martin J. Trotter**

Head, Department of Pathology and Laboratory Medicine,  
Providence Health Care, Vancouver, BC; Clinical Professor,  
University of British Columbia

**Carman Giacomantonio**

Associate Professor, Department of General Surgery,  
Department of Pathology Dalhousie University

**Andrea Segal,**

Senior Event Manager, Oncology Education

**Michelle Robbins**

Event Manager, Oncology Education

## PAST EVENT SPONSORS

Abraxis Oncology

AIM at Melanoma Foundation

Amgen Canada Inc.

Alberta Cancer Foundation

Alberta Society of Melanoma

AstraZeneca Canada

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Canadian Skin Patient Alliance

Celgene Inc.

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Graceway Pharmaceuticals

Lundbeck Canada Inc.

Merck

Metaoptima Tech

Pfizer

Roche Canada

Novartis Canada

Sanofi Canada

Save Your Skin

Zymo Genetics



## Dear Industry Partner,

On behalf of the Organizing Committee of the Canadian Melanoma Conference, we are pleased to invite you to join us as a sponsor for our 11th annual meeting being held on February 2-5, 2017 at the Westin Whistler in Whistler, BC.

The Canadian Melanoma Conference is Canada's flagship meeting on the research and treatment of melanoma. A small portion of the meeting will also focus on non-melanoma skin cancers. It brings together medical oncologists, surgeons, dermatologists, radiotherapists, pathologists, immunologists, molecular biologists and industry partners to review the latest research and explore new therapies.

As a sponsor, you will connect with a multidisciplinary cohort of nearly 200 expert physicians and research from across Canada and the United States while simultaneously showing your commitment to leading-edge melanoma research and treatment. Companies can enjoy the benefit of numerous networking opportunities that allow you to meet face-to-face with oncology key opinion leaders and share updates on your latest products and service offerings. In each of the past 5 years, 100% of respondents said they planned to attend future Canadian Melanoma Conferences in the future.

Please note that all sponsorship amounts will need to be made payable to CancerLink Ontario Inc. (Canadian Melanoma Conference). Sponsorships are 100% due upon agreement in order to secure the spot.

Payment may be sent by regular mail to PO Box 71083 Maplehurst, Burlington, Ontario, L7T 2E0 or we can arrange for electronic deposits if you wish. We value your partnership as a sponsor and we look forward to working with you. Please review our sponsorship prospectus and contact us to secure your spot for this successful educational event.

If you have any questions regarding sponsorship opportunities or would like to become a sponsor, please contact, Andrea Segal at [andrea@oncologyeducation.com](mailto:andrea@oncologyeducation.com) or 647.308.3225.

We look forward to seeing you in Whistler in February 2017!

Sincerely,

Scott Ernst  
Head, Division of Medical Oncology, London Regional Cancer Program

# PROJECTED AGENDA

Thursday Feb 2		
TIME	TOPIC	SPEAKER
8:00 a.m. - 10:30 a.m.	Consultancy Meeting	Company TBD
11:00 a.m. - 1:30 p.m.	Consultancy Meeting	Company TBD
2:00 p.m. - 4:30 p.m.	Consultancy Meeting	Company TBD
6:00 p.m. - 7:30 p.m.	Keynote Address & Welcoming Remarks	TBD
7:30 p.m. - 9:00 p.m.	Cocktails & Welcome Reception	
Friday Feb 3		
TIME	TOPIC	SPEAKER
8:00 a.m. - 9:00 a.m.	Symposium Slot	Company, Topic & Speakers TBD
	Good Morning & Welcome Address	Morning Chair
9:20 a.m. - 9:30 a.m.	Address from not for profit	TBD
9:30 a.m. - 11:45 a.m.	Plenary Sessions	
12:00 p.m. - 1:00 p.m.	Symposium Slot	Company, Topic & Speakers TBD
1:15 p.m. - 4:15 p.m.	Plenary Sessions	TBD
Saturday Feb 4		
TIME	TOPIC	SPEAKER
8:00 a.m. - 12:00 p.m.	Internal Company Meetings/ Faculty Meetings	
12:00 p.m. - 1:00 p.m.	Symposium Slot	Company, Topic & Speakers TBD
1:30 p.m. - 5:30 p.m.	Plenary Sessions	TBD
6:30 p.m. - 7:30 p.m.	Symposium Slot	TBD
Sunday Feb 5		
TIME	TOPIC	SPEAKER
8:00 a.m.	Breakfast	
8:30 a.m. -10:30 a.m.	Plenary Session	TBD
10:30 a.m.	Closing Remarks & Thank You	Dr. Scott Ernst

## PROJECTED SESSION TOPICS:

- State of the Art on Immune Check Point inhibitors
- Predictive/Prognostic Immunological Factors Confirmed and Potential
- Sequencing of targeted and Immunotherapy
- Evolving Role of Surgery in the Immunotherapy Era
- Health Economics surrounding management of melanoma in Canada
- Physician Lobbying for patient access to health care
- Intralesional therapy
- Antitumour Virus therapy
- Identifying the High Risk Patient and Approach to Management
- Indications for Adjuvant RT
- Optimal Surveillance strategies post treatment - both low and high risk patients
- Outstanding abstract presentations
- Pathology – challenges cases in melanoma
- Head and Neck Melanomas – Challenging cases of eyes, ears and nose
- Management of Immune Side Effects of Combination Checkpoint Inhibitors
- Management of Advanced SCC in Immunocompromised Patient
- Management of Merkel Cell and Advanced BCC
- New drugs in early clinical trials – what's promising on the horizon

# SPONSORSHIP OPPORTUNITIES

Sponsorship Entitlements		Platinum (\$40,000)	Gold (\$30,000)	Silver (\$25,000)	Bronze (\$10,000)	Non-Profit (\$500)
Promotional Materials	Acknowledgement of support level on conference website	✓	✓	✓	✓	✓
	Acknowledgement of support level on venue signage	✓	✓	✓	✓	✓
	A 8 ft. skirted table top exhibit space	✓	✓	✓	✓	✓
	1 form of promotional material in delegate package	✓	✓			
	Acknowledgement on all other conference documents	✓				
Other	Conference badges (complimentary full registrations)	4	3	2	1	1
	Access to archives after event	✓	✓			
	Opportunity to sponsor Symposium	✓				
	Opportunity to host pre-conference consultancy meetings (2.5 hour)*	✓				
	Additional Sponsor Badges	Up to 2 additional badges may be purchased by any support level sponsor for \$ 750/each.				
	Opportunity to host internal company meetings (Available to all sponsors on a first-come, first-served basis)**	✓	✓	✓	✓	✓

## SPONSORSHIP DETAILS AND ADDITIONAL OPPORTUNITIES

### ~~SYMPOSIUM SUPPORTER \$25,000~~ **SOLD OUT**

Available to Platinum Sponsors Levels only.

Only 3 Symposia slots available. Friday Lunch, Saturday Lunch & Saturday Dinner.

#### Cost Includes:

- One international faculty member (includes airfare and accommodation up to \$7000 – additional costs not included)
- Honorarium for main speaker, one chair from the Canadian Melanoma Conference Faculty and one additional local panel member
- Formal Invitation to all participants pre-conference and in main booklet
- Food, Beverage and Audio-Visual (plus video taping of session and archive on Oncology Education.com)
- Acknowledgement on signage and slides
- Accreditation of the program and distribution of certificates and evaluations



# SPONSORSHIP OPPORTUNITIES

## ~~CONSULTANCY MEETINGS \$4000~~ **SOLD OUT**

(Pre-conference -Thursday, February 2, 2016)

Available to Platinum Level Sponsors Only.

### **Available timeslots include:**

8:00 AM - 10:30 AM | 11:00 AM - 1:30 PM | 2:00 PM - 4:30 PM

### **Cost Includes:**

- 2.5 hr time slot for meeting room
- U-shaped room set for maximum 25 participants
- Standard AV package (LCD, Screen and Flip Chart).

Please Note: Food and Beverage is not included in the rates above but can be arranged by Oncology Education.

## **INTERNAL COMPANY MEETINGS \$4000**

(Available to all supporters on a first-come, first-served basis)

### **Available timeslots include:**

Wednesday, Feb 1, 2017 from 8:00 AM to 5:00 PM

Saturday Morning Feb 4, 2017 from 8:00 AM to 1:00 PM

### **Cost Includes:**

- Company Meeting Room for internal staff meeting
- U-shaped room or classroom set for maximum 25 participants
- Standard AV package (LCD, Screen and Flip Chart).

Please Note: Food and Beverage is not included in the rates above but can be arranged by Oncology Education.

**IF YOU WOULD LIKE TO SPONSOR OR  
HAVE ANY QUESTIONS PLEASE CONTACT:**

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Senior Event Manager  
OncologyEducation.com  
andrea@oncologyeducation.com  
647.308.3225