17th St. Gallen International Breast Cancer Conference 2021
Primary Therapy of Early Breast Cancer
Evidence, Controversies, Consensus

17 – 20 March 2021, Vienna / Austria

www.sg-bcc.org
To our Partners from Industry and Societies

The next St. Gallen International Breast Cancer Conference will take place from 17 to 20 March 2021, for the third time in the Austria Center of beautiful Vienna. Around 3,000 oncologists (mostly medical oncologists, breast surgeons and gynaecologists, radio-oncologists, pathologists, epidemiologists as well as breast care nurses, basic scientists) from all over the world are again expected to attend this most popular bi-annual conference with the well-known, traditional St. Gallen Consensus Panel Session on the optimal treatment of patients with early breast cancer at the last session of the conference. More than 70 leading international experts from virtually all important breast cancer study groups and centers worldwide are invited to participate as moderators and/or speakers and as panellists of the Consensus session.

We invite you to take advantage of this unique opportunity to present your company and your portfolio to a most interested professional audience as a “major player” in the field. We offer various kinds of options for you to participate in this event and to build up and expand your network within the global oncology community, dedicated to improve the outcome of treatment in women with breast cancer.

Please find attached our catalogue of sponsorship opportunities: Exhibition, satellite symposia, educational grants for the distribution of knowledge and many more opportunities. Kindly note that especially the 7 satellite symposia slots available are sold on a first-come, first-served basis. Do not hesitate to get in touch soon with the local conference organizer Mondial.

It would be our pleasure to welcome you to this important 17th St. Gallen International Breast Cancer Conference in March 2021 in Vienna/Austria.

Looking forward to hearing from you soon.

Yours sincerely,

Prof. Dr. med. Beat Thürlimann
Conference co-chair
Breast Centre Kantonsspital
St. Gallen/Switzerland

Univ. Prof. Dr. Michael Gnant
Conference co-chair
Medical University of Vienna/Austria

Prof. Dr. med. Hans-Jörg Senn
Conference founder and honorary chair
c/o Tumor and Breast Center ZeTuP
St. Gallen/Switzerland

Agnes Glaus, PhD RN
CEO St. Gallen Oncology Conferences
St. Gallen/Switzerland
REASONS TO ATTEND

- Around 3,000 delegates from different breast cancer disciplines, representing more than hundred countries and all continents
- Top-speakers and influencers in early breast cancer science to present data of current research in diagnosis and treatment
- Around 400 submitted poster abstracts from all over the world

- The unique St. Gallen Breast Cancer Consensus session, where breast cancer experts from all over the world will discuss current and future standards and will vote on changes and developments for updated guidelines for the next two years to come. Be part of the audience to closely follow discussions and decisions

Certain parts:
- 3,000 delegates
- Top-speakers and influencers
- 400 submitted poster abstracts
- unique St. Gallen Breast Cancer Consensus session

IMPORTANT DEADLINES

**For industry**

**Thursday, 19 March 2020**
Opening of the online application for exhibition space, satellite symposia and advertising options

**Wednesday, 9 September 2020**
Early-bird deadline for exhibition space and sponsoring application deadline

**November 2020**
Exhibitor manual becomes available

**Wednesday, 2 December 2020**
Final payment deadline for exhibition and sponsoring
Submission deadline for stand drawings
Submission deadline for satellite symposia programme

**For delegates**

**Friday, 5 June 2020**
Opening early registration and hotel bookings

**Friday, 28 August 2020**
Opening poster abstract submission

**Friday, 11 December 2020**
Poster abstract submission deadline

**Friday, 18 December 2020**
Early registration deadline

**Sunday, 28 February 2021**
Late registration deadline

**Monday, 1 March 2021**
Onsite registration fee applies
CONTACT ADDRESSES

Scientific programme, faculty
St. Gallen Oncology Conferences
c/o Tumor- and Breast Center ZeTuP
Rorschacherstr. 150, 9006 St. Gallen, Switzerland
+41 71 243 00 32
info@oncoconferences.ch
www.sg-bcc.org

Congress Organising Office
Ellen Valckenaere
Senior Industry Relations Manager
Mondial Congress & Events
Mondial GmbH & Co. KG
Operngasse 20b, 1040 Vienna, Austria
+43 1 588 04 143
valckenaere@mondial-congress.com
www.mondial-congress.com
DELEGATES’ PROFILE

How many participants attended the last St. Gallen International Breast Cancer Conference in Vienna in 2019?

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2,766</td>
</tr>
<tr>
<td>2019</td>
<td>3,024 (+9.3%)</td>
</tr>
</tbody>
</table>

Where did participants in 2019 come from?
Approximately 60% of participants were European but there were also 40% overseas delegates, with rising numbers of participants from Asia over the last 3 conferences.

- North America: 7%
- South America: 4%
- Africa: 3%
- Europe: 59%
- Asia: 25%
- Oceania: 2%
Which were the professional disciplines of participants in 2019?
The St. Gallen oncology conference attracts specialists from a number of different fields and as such is a great way to showcase your products to a diverse group of attendees: are the numbers from 2019?

<table>
<thead>
<tr>
<th>Professional Discipline</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Oncologist</td>
<td>30 %</td>
</tr>
<tr>
<td>Surgeon</td>
<td>26 %</td>
</tr>
<tr>
<td>Gynaecologist</td>
<td>10 %</td>
</tr>
<tr>
<td>Pharmaceutical Industry</td>
<td>8 %</td>
</tr>
<tr>
<td>Others</td>
<td>8 %</td>
</tr>
<tr>
<td>General Physician</td>
<td>6 %</td>
</tr>
<tr>
<td>Radiotherapist</td>
<td>4 %</td>
</tr>
<tr>
<td>Researcher</td>
<td>3 %</td>
</tr>
<tr>
<td>Pathologist</td>
<td>2 %</td>
</tr>
<tr>
<td>Student</td>
<td>2 %</td>
</tr>
<tr>
<td>Press / Media</td>
<td>2 %</td>
</tr>
</tbody>
</table>
SATellite Symposia

Application starts on Thursday, 19 March 2020. In order to sign up to the conference please complete the Online Exhibition and Sponsorship Application Form. Application will be accepted only via the online submission form. The link is available on the conference website: www.sg-bcc.org
Submission of an application does not guarantee sponsorship item availability. By submitting the online application, companies agree to the terms and conditions, payment conditions and cancellation policy and fee outlined in this dossier, the booking is legally binding upon submission. The prices are listed without VAT, taxes and applicable legal fees.

Included benefits

- Use of the main auditorium located at the conference venue and supply of its basic AV equipment (changing the standard layout of the room is not possible).
- Publication of symposium programme in a dedicated industry section of the final programme book and online in a dedicated industry section of the website
- One full page for advertising in the final programme book
- Sponsors may set-up a roll-ups or a small information sign at the entrances of the lecture room 30 min prior to the symposium
- Sponsors may distribute flyers the day of their symposium in a dedicated area of the venue (to be defined by the organiser)
- One mailing sent by the organisers to all registered participants promoting the satellite symposium – sending date Jan-Feb 2021. Companies provide the mailing “ready-to-send” (guidelines will be provided)
- A 10% discount on the exhibition space will be granted for each company booking a symposium slot (booking exhibition space is highly recommended)
- Full conference registrations for 5 persons from the company
- 2 invitations for participation at official speakers’ dinner
- Satellite Symposia programme with link to company website featured in the congress app

All satellite symposia are held in the main auditorium, no scientific sessions will take place at the same time.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 17 March</td>
<td>08:30 – 10:00</td>
<td>€ 80,000</td>
</tr>
<tr>
<td>Wednesday 17 March</td>
<td>10:30 – 12:00</td>
<td>€ 100,000</td>
</tr>
<tr>
<td>Wednesday 17 March</td>
<td>12:30 – 14:00</td>
<td>€ 100,000</td>
</tr>
<tr>
<td>Thursday 18 March</td>
<td>13:00 – 14:00</td>
<td>€ 95,000</td>
</tr>
<tr>
<td>Thursday 18 March</td>
<td>18.00 – 19.30</td>
<td>€ 90,000</td>
</tr>
<tr>
<td>Friday 19 March</td>
<td>12.30 – 13.30</td>
<td>€ 95,000</td>
</tr>
<tr>
<td>Friday 19 March</td>
<td>17.30 – 19.00</td>
<td>€ 90,000</td>
</tr>
</tbody>
</table>

The price does not include
Travel expenses, hotel accommodation and registration for speakers/chairs of the satellite symposium, VAT, taxes, applicable legal fees. Please note that if sponsors select speakers/chairpersons who are members of the official faculty, a flat contribution of € 1,000 net per speaker/chairperson for partial coverage of travel, accommodation and registration cost shall be rewarded by the organizer to the company.

Symposia slot allocation guidelines
The allocation procedure for symposia starts on Thursday, 8 April 2020.
The applications will be ranked according to the date of application; priority will be given to companies that have supported the St. Gallen International Breast Cancer Conference for the previous two editions, including their total contribution in exhibition and sponsorship items.
Webcasts of scientific sessions of the conference
We are pleased to offer exclusive sponsorship of scientific session webcasts. Following conditions apply:

- The scientific data of session 1 to 10, including posters, will be available on the website www.sg-bcc.org right after the conference.
- Unlimited global access will exclusively be given to the sponsor for 6 months after the conference. Only registered participants of the conference will also have access to the webcasts during the same period.
- The sponsor will be listed as an exclusive partner of the 17th St. Gallen International Breast Cancer Conference 2021 in the final programme book as well as on the website of St. Gallen Oncology Conferences.

The price for the exclusive sponsorship by one sponsor will be subject of individual negotiations. If there is an interest by several sponsors to share this sponsorship issue, this can be negotiated.
For further information about scientific sessions webcasts, please contact: info@oncoconferences.ch

Services for companies providing a satellite symposium

Webcasting your satellite symposium
If you have an interest in webcasting your satellite symposium, our partner, Dr. Thomas Ferber from Oncolotter provides production of video webcasts and livestreams. For further information, please contact Dr. Thomas Ferber info@oncoconferences.ch

After the satellite symposium: Leveraging content to a broader audience
If you have an interest in publishing some of the content of your satellite symposium, you may contact the publisher via Ellen Valckenaere, Mondial: valckenaere@mondial-congress.com

Unrestricted Educational Grants
Grants to support the scientific development of the St. Gallen International Breast Cancer Conference. Grants are unrestricted, without any influence on the scientific programme.

Educational Grants for Poster Presenters from low-income countries
Make a difference where it matters most: St. Gallen Oncology provides a limited number of Educational Grants at a price of €1,800 each, which includes conference registration, travel and hotel costs.
Application starts on Thursday, 19 March 2020. In order to sign up to the conference please complete the Online Exhibition and Sponsorship Application Form. Application will only be accepted via the online submission form.

The link is available on the conference website: www.sg-bcc.org

Submission of an application does not guarantee sponsorship item availability. By submitting the online application, companies agree to the terms and conditions, payment conditions and cancellation policy and fee outlined in this prospectus, the booking is legally binding upon submission.

The prices are listed without VAT, taxes and applicable legal fees.

**Exhibition package (min. 6 sqm)**

- **Early-bird fee until Tuesday, 8 September 2020:** € 530/sqm
- **Regular fee from Wednesday 9, September 2020:** € 580/sqm

**The package includes:**
- Exhibition floor space (space only – without equipment)
- Acknowledgment on the website, final programme book and other conference publications
- Venue security during opening hours
- Exhibitor and conference registrations
- Cleaning of public areas

**The package does not include:**
- Partition walls, carpet and fascia boards
- Furniture and decoration
- Power supply
- Stand cleaning
- Exhibitor insurance

These services can be ordered separately.

Space allocation procedure will start in summer 2020, and will be done according to the following guidelines: total sponsorship contribution, booth size, date of application and payment of first deposit.
COMPANY MEETING ROOMS

Company meeting rooms are available for informal business meetings up to a max. of 20 persons. Please note that product placements or educational lectures are not permitted within these rooms, rental of meeting room is only and purely for non-commercial purpose.

Meeting room rental is exclusive to sponsors & exhibitors of the 17th St Gallen International Breast Cancer Conference.

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Cost 3 conference days</th>
<th>Cost 1 full conference day</th>
<th>Cost ½ conference day</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 22 m²</td>
<td>8</td>
<td>€ 1,200</td>
<td>€ 500</td>
</tr>
<tr>
<td>up to 35 m²</td>
<td>10–14</td>
<td>€ 1,680</td>
<td>€ 700</td>
</tr>
<tr>
<td>up to 45 m²</td>
<td>18</td>
<td>€ 2,160</td>
<td>€ 900</td>
</tr>
<tr>
<td>up to 67 m²</td>
<td>20</td>
<td>€ 2,400</td>
<td>€ 1,000</td>
</tr>
<tr>
<td>&gt; 67 m²</td>
<td>on request</td>
<td>on request</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* Price does not include any technical equipment, installation of technical equipment may reduce capacity
** Rooms available from 09:00 – 18:00 – extension time possible upon request
ADVERTISING

Exclusive to 1 sponsor
Conference bags – € 15,000
Distributed to all delegates, your company’s logo printed along with the St. Gallen conference logo which is a powerful way to promote your company and will continue to serve as a reminder long after the event. 3,500 pieces to be provided by the sponsor after approval by the organizer.

Notepads and pens – € 5,000
Distributed to all delegates, your company’s logo printed along with the St. Gallen conference logo on the notepads and pens, which is a prominent way to promote your company and act as a reminder after the meeting. 3,500 pieces to be provided by the sponsor after approval by the organizer.

Lanyards – € 7,500
Distributed to all participants, your company’s logo printed on the lanyards. Everyone must wear their name badge at all times through the meeting. 4,000 pieces to be provided by the sponsor after approval by the organizer.

e-poster area – price on request
Opportunity to personalise the e-Poster area with your company’s logo, for maximum brand awareness.

Conference App – € 10,000  NEW
For the first time, the conference will have an interactive App displaying the programme and all information about the conference. The company will be featured in the app as well as next to any information promoting the app.

Wifi – € 10,000
A free internet connection will be provided to all participants. The company logo will be displayed on the landing page upon first connection as well as next to any information promoting the wifi.

Welcome Apéro – € 50,000
Wednesday, 17 March 2021 evening at the Austria Centre Vienna, all registered participants are invited.

Water bottles for delegates – price on request  NEW
In line with the aim to host the conference as a green meeting each delegate will receive a refillable water bottle with their congress materials that will feature the sponsors’ logo.
**Limited to 3 sponsors**

**Water dispensers – € 5,000**
A minimum of 10 water dispensers placed at strategic point throughout the exhibition area and the conference center. Your logo will be displayed on the water dispensers.

**Charging stations – € 5,000**
Price for 2 stations, allow participants to charge their mobile device or computer with a locker.

**Sitting cubes placed in the exhibition hall, entrance hall, and e-poster area**
4 sides showing the company logo, other sides dedicated to the St. Gallen Conference
Prices including production cost
20 cubes – € 4,500

**Other advertisements**

- **Company logo and link to your website in the congress app – € 500**
- **Advert in final programme book – € 5,000**
  - Inside page, layout: 300 dpi, 105 mm wide x 210 mm high with bleed
- **Advert in abstract book (The Breast, Elsevier) – € 6,000 – € 10,000**
  - Inside page, layout: 300 dpi, 105 mm wide x 210 mm high with bleed
- **Insert in conference bag – € 5,000**
  - Max. A4 – 4 pages

Feel free to contact us for any further thoughts on sponsorship items and ideas.
We aim to certify the 17th St. Gallen international conference as Green Meeting according to the Austrian Eco Label. As such, we kindly ask you to consider the following points when planning your congress attendance to ensure that all guidelines are met for your exhibition booth:

- All waste must be disposed of at the event location in accordance with the requirements of the waste management system.
- Disposable tableware (mugs, plates, cutlery, etc.) may not be used during the event.
- The materials brought and used to design exhibition booths (stands, roll-ups, decorations, possibly flooring, etc.) are reusable.
- The use of coffee/tea machines with capsule systems are discouraged.
- Give-aways that generate large amounts of waste or environmentally harmful waste, e.g. disposable beverage packaging, products with batteries or rechargeable batteries are avoided.

We believe that this move to sustainability will overall benefit organisers, delegates and exhibitors and look forward to your support in the implementation.
PAYMENT AND CANCELLATION CONDITIONS

Payment Conditions
Participation at BCC 2021: satellite symposia, display/distribution of the sponsorship items and construction of the stand will be permitted once complete payment is received by Mondial GmbH & Co. KG within due time. All payments must be made in EURO (€).
To guarantee the reservation, a deposit of 50 % of the total cost will be invoiced upon receipt of the completed application form(s) and is due for within 30 days upon receipt of the invoice. The final balance is due by Wednesday, 2 December 2020. For bookings made after this date, the full amount is due at the time of reservation.

Cancellation Policy & Fees
Cancellations and changes to your original booking must be made in writing to Mondial Congress & Events, Ellen Valckenaere: valckenaere@mondial-congress.com
Cancellations without penalties is only possible until Wednesday, 9 September 2020 after the deadline, cancellation fees below will apply.
If booking is cancelled later than Wednesday, 9 September 2020, 50 % of total cost will be retained.
If booking is cancelled later than Wednesday, 2 December 2020, 100 % of total costs will be retained.
St. Gallen Oncology Conferences (SONK)
c/o Tumor- und Brustzentrum ZeTuP
Rorschacherstrasse 150
9006 St. Gallen / Switzerland
+41 71 243 00 32
info@oncoconferences.ch
www.sg-bcc.org

Congress Organising Office
Mondial Congress & Events
Mondial GmbH & Co. KG
Operngasse 20b, 1040 Vienne / Austria
+43 1 588 04 143
valckenaere@mondial-congress.com
www.mondial-congress.com