17TH ST. GALLEN INTERNATIONAL BREAST CANCER CONFERENCE 2021

Primary Therapy of Early Breast Cancer
Evidence, Controversies, Consensus

17 – 21 March 2021, online worldwide

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

The scientific chairs and the organizers invite you to the fully virtual 17th St. Gallen International Breast Cancer Conference from 17 – 21 March 2021! Experts of all major cooperative groups and centres worldwide actively engaged in basic and clinical research as well as in clinical management of patients with breast cancer will present their latest data, critically reviewed by leading specialists in the field, culminating in the famous Consensus Panel.

We are going fully virtual – secure your presence on the online conference platform!

With the 17th St. Gallen Breast Cancer Conference approaching in just three months, we had to come to some important decisions: While we had hoped that the situation of the pandemic would have allowed us to proceed with the planned “hybrid” setup of our Conference, we feel forced to move to a fully virtual format with SG-BCC 2021. Despite the challenges that come with virtualizing SG-BCC 2021, we will certainly organise the best meeting virtually. It is the aim of offering the full programme, including some new features such as livestream discussions, taking into account global time zones. Also, the core Consensus Panel Voting will take place, albeit in a modified format.

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. 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.

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

In response to the ongoing COVID-19 situation, SONK is pleased to offer a full, CME-accredited online conference with high quality education, which allows experts worldwide to hone their skills, profit from the most up-to-date treatment and research, and get to know more about state-of-the-art technology in the field.

Here is what you can expect:
• A virtual platform with a high quality scientific programme, CME accredited, taking place on 17 – 21 March 2021
• Top-speakers and influencers
• 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.
• Exclusive satellite sympsium integrated in the on-demand offer available to all participants after the congress
• A virtual exhibition allowing participants to get informed about your latest treatment and research
• Customized marketing opportunities through the website and virtual congress platform, newsletters, etc.
• No travel necessary, no infrastructure or staff costs – take part in the congress from your office

While we deeply regret not being able to see all of you in person, we are committed to turn the 17 St. Gallen International Breast Cancer Conference into the highest-quality online education the community will experience this year.

IMPORTANT DEADLINES

Tuesday, 16 February 2021
Companies receive the link to the exhibition portal to upload their logo, information, documents and videos for their virtual booth

Monday, 22 February 2021
Submission deadline for advertising on the virtual platform
Exhibitor registration deadline

Tuesday, 2 March 2021
Deadline for uploading information, documents and videos on virtual booth
CONTACT ADDRESSES

Scientific programme, faculty
St. Gallen Oncology Conferences
c/o Tumor- and Breast Center ZeTuP
Rorschacherstr. 150, 9006 St. Gallen, Switzerland
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info@oncoconferences.ch
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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>Number</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2,766</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>3,024 (+9.3%)</td>
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</tbody>
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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.

Where did participants in 2019 come from?

- 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?

- Medical Oncologist 30%
- Surgeon 26%
- Gynaecologist 18%
- Pharmaceutical Industry 8%
- Others 8%
- General Physician 6%
- Radiotherapist 4%
- Researcher 3%
- Pathologist 2%
- Student 2%
- Press / Media 2%
GRANTS FOR THE DISTRIBUTION OF KNOWLEDGE IN BREAST CANCER CARE

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 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

Publication of lectures of the scientific sessions of the conference in a Supplement of the Journal THE BREAST (Elsevier)
To enhance the impact of the conference lectures on current diagnostics and treatment of women with early breast cancer, the foundation SONK will invite speakers to submit a scientific manuscript reflecting their presentations at the conference. These will be published as a Supplement of the Elsevier Journal THE BREAST a view months after the conference. It will be accessible online and all subscribers of the Journal THE BREAST will receive a print version. Price of this sponsorship opportunity depends on the number of interested sponsors and would be negotiated. For further information, 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 Valckenare, Mondial:
valckenare@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.

SATELLITE SYMPOSIA

All satellite symposia slots are already booked out, however we offer alternative options, for more information please contact Ellen Valckenare (valckenare@mondial-congress.com).
《VIRTUAL EXHIBITION PACKAGES》

The virtual exhibition will be accessible for all registered delegates and exhibitors through the online conference platform. Exhibitors will be displayed in alphabetical order according to their chosen package. The virtual exhibition will be THE meeting point for congress delegates and companies to exchange about the latest research and treatments.

**Premium Virtual Exhibition Package – € 6.900**
- Virtual exhibition presence with logo and company description (no 3D booth directly implemented on the platform)
- Unlimited Brochures to link at your booth
- Unlimited Videos in the video gallery at your booth
- Button to external webpage
- (Video) Chat tool
- 5 Virtual Registrations for company staff with access to scientific sessions and the meeting hub
- 2 regular virtual Registrations with access to scientific sessions and the meeting hub for invited participants
- Acknowledgement in a dedicated sponsor newsletter
- Logo on the conference website with link to company webpage

**Virtual Exhibition Package – € 3.490**
- Virtual exhibition presence with logo and company description (no 3D booth directly implemented on the platform)
- Unlimited Brochures to link at your booth
- 2 Videos on the video gallery
- (Video) Chat tool
- 3 Virtual Registrations for company staff with access to scientific sessions and the meeting hub
- 1 regular virtual Registrations with access to scientific sessions and the meeting hub for invited participants
- Acknowledgement in a dedicated sponsor newsletter
- List of company name on the conference website with link to company webpage

Example 1: List of Exhibitors on the virtual congress platform

Example 2: Structure of the virtual booth
DIGITAL ADVERTISING ON THE VIRTUAL CONFERENCE PLATFORM

Slider on the home page of the virtual platform
€ 5,000 per day / € 18,000 for 4 days
Your company banner will be displayed in a loop on the main page of the Virtual SG-BCC 2021 conference platform.
- Banner provided by your company
- Format: jpeg or png only
- Specifications: 870px Wide x 155px High
- Possibility to link to your company website

Advertisement in the virtual «Meeting Hub»
€ 5,000 per day / € 18,000 for 4 days
The Meeting Hub is the networking tool of the virtual conference platform where everybody can stay in touch during the whole conference – it is the place to meet.
Your company’s ad will be shown in a prominent spot of this subpage and will guarantee you a high presence.
- Ad provided by your company
- Format: jpeg or png only
- Specifications: 700px Wide x 500px High
- No possibility to link to your company website

Sponsor the Virtual SG-BCC 2021 Tutorial Video – € 20,000 Exclusive!

All Participants of Virtual SG-BCC 2021 will receive a tutorial video on «How to use the Virtual Conference Platform?»
Your company will receive significant exposure and recognition through this video. It will show the conference platform in detail with all functionalities and features to all registered delegates. It will be sent via email to all registered delegates and is also available on the virtual conference platform. Delegates will see the video when they first login and it will always be visible in their profile, if they want to change their profile information.

Benefits
- In the video, we will explore the virtual exhibition and strongly encourage delegates to visit it during all conference days – your company’s virtual booth will serve as the sole and prime example during the demonstration (company logo presence minimum 30 seconds).
- Acknowledgement as sponsor with your company logo at the end of the video
MAILINGS TO ALL REGISTERED PARTICIPANTS & MORE

Banner in the Final Information Mailing incl. login details for delegates – € 7,000 – Exclusive!
Promote your company’s onsite activities or spread your company’s message to all registered delegates of the virtual SG-BCC 2021 in the final information mailing prior to the conference – the main source of information for every delegate which will include the access code to the virtual conference platform. Your company banner including a hyperlink will be displayed in the mailing sent out a few days before the start of virtual SG-BCC 2021.

Include your questions in the Feedback Survey – € 3,000 per question
Add your question(s) to the Virtual SG-BCC 2021 feedback survey, which will be send to all attendees after the congress. Question(s) can be submitted in different formats: multiple choice, rating questions or free text and are subject to approval by the organizer. Anonymous results of the submitted questions will be provided. Response rate 2019: 38% (1054 participants). Limited to 3 sponsors

Article in a SG-BCC Conference Newsletter – € 7,000
The SG-BCC conference newsletters will be send prior to the congress to the entire SG-BCC community. Use this unique opportunity to inform the community what they can expect from your company at Virtual SG-BCC 2021. Content: 70 words + picture + link

OTHER ADVERTISING

Banner in the Virtual SG-BCC 2021 Online Registration € 9,000 – Exclusive!
Gain visibility and be present from now until March with a banner including a hyperlink to your company’s website on the “Thank You Page” of the online registration. All delegates registering for the virtual SG-BCC 2021 will be directed to the page upon completion of the registration process. The “Thank you” Page opens automatically. Furthermore, the banner will also be included in the automatic confirmation email that all delegates receive after completion of the registration process.

Advert in the Digital Final Programme – € 5,000
Promote your company’s activities or spread your company’s message with an advertisement in the digital final programme available on the website prior to the start of the conference. (A4 format)
Participation at BCC 2021: satellite symposia, display of the sponsorship items and virtual booth will only appear on the online conference platform if complete payment is received by Mondial GmbH & Co. KG within the payment deadline and before the start of the conference. All payments must be made in EURO (€).

Cancellations and changes to your original booking must be made in writing to Mondial Congress & Events, Ellen Valckenaere: valckenaere@mondial-congress.com. Cancellation without penalties is not possible anymore.