



Sponsorship and Exhibition Prospectus

Questions?

Conference Manager

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Conference Organizer

Teresa Zimmers

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Invitation

On behalf of the Conference Planning Committee, we would like to invite you to take part in what promises to be a great **first in-person edition since 2018**. Everyone is so excited to finally meet again in this very exclusive 2023 conference!

The Conference Chair, **Dr. Teresa Zimmers**, Indiana University, Co-Chairs **Dr. Barry Laird** and **Dr. Richard Skipworth**, University of Edinburgh, along with the entire Planning Committee, **Dr. Bette Caan**, Kaiser Permanente Northern California, **Dr. Imed Gallouzi**, King Abdullah University of Science and Engineering, **Dr. Andrew Judge**, University of Florida, and **Dr. Bei Zhang**, Pfizer, are proud to host the

7th Cancer Cachexia Conference in Edinburgh, Scotland September 28-30, 2023

About the Cancer Cachexia Conferences

1st Cancer Cachexia Conference

Year: 2012

Location: Boston, USA

Attendees: 150

Primary goal of this conference:

We wanted to gather scientists and physicians working in this same space and begin open discussions to advance our understanding of the underlying mechanisms driving tissue wasting in cancer. We also engaged the trainees by giving them access to digital poster boards, where their data were projected on a 50' digital display using an iPad or mobile phone device. By being able to control the size of their figures, and if desired, access information from the web in real time, presenters could better interact with their audience. This was one of the more popular features of the conference and was funded under an industry sponsorship - hence the importance of your participation.

2nd Cancer Cachexia Conference

Year: 2014

Location: Montreal, Canada

Attendees: 171 (from 20 countries)

Main innovations:

- More funding: support from 6 biotechnology and pharmaceutical companies, the NCI, and the Canadian equivalent of the NIH (CIHR).
- More short talks in the program to maximize opportunities for younger scientists to present their work.
- Introduction of the *“Cutting Edge Science in Cancer Cachexia”* session, which followed the Keynote speaker and was composed of 5-minute presentations of unpublished or newly published data. These talks were also used to increase awareness of the posters accompanying these presentations.

3rd Cancer Cachexia Conference

Year: 2016

Location: Washington DC, USA

Attendees: 156 (15 countries)

Main innovation:

- Addition of a half-day session in the morning of the first day of the conference with a focus on clinical trial design. The intent of this session was to engage discussions among medical oncologists and industry to improve on how clinical trials could be conducted. A committee, composed of physicians, invited speakers that discussed selection of primary and secondary outcome measures. As part of this clinical session, we also invited a pancreatic cancer patient who gave a moving presentation of what it was like to live with cachexia. We also extended invitations to other patients, family members, and caregivers from the DC/Baltimore area to attend the pre-meeting, free of charge, as an outreach effort to educate the public on cachexia. The advocates were given direct access to health care professionals in the field, willing to answer their questions.

4th Cancer Cachexia Conference

Year: 2018

Location: Philadelphia, USA

Attendees: 161 (18 countries)

Main innovations:

- Introduction of new session topics, such “*Analysis of Big Data*” and “*Identification of Biomarkers in Cancer Cachexia*”. Importantly, both sessions utilized data sets from human studies.
- Emphasis on highlighting the next generation of cancer cachexia researchers, recognizing that young basic and physician scientists are moving away from science and choosing alternative careers. We therefore designed a special session called “*Next Generation Researchers in Cancer Cachexia*”, which highlighted six presenters (3 PhD, 3 MD) to give oral presentations. These speakers were selected from a pool of applicants by co-chairs that themselves were junior cachexia researchers.
- We of course kept our most successful elements from previous years such as the pre-meeting on clinical trials and the “*Cutting Edge Science in Cancer Cachexia*” short talk session.

5th and 6th Cancer Cachexia Conferences

Years: 2020 and 2021

Location: Virtual

Attendees: 310 in 2020 (22 countries) | 256 in 2021 (20 countries)

The September 2020 edition was planned to take place in Montreal, Canada - but as you know, the COVID-19 pandemic hit in March, so the program was converted to virtual. Then 2021 also required a last-minute shift to virtual for the 6th edition. These meetings, international in scope, featured outstanding speakers, all leading scientists and physician-scientists actively working in the cancer cachexia field. The virtual conferences introduced new session topics, such as “*Metabolic Dysfunction in Cancer Cachexia*”, “*Nutrition Imbalance and Strategies in Cancer Cachexia*”, “*Therapy-induced Muscle Dysfunction and Wasting*”, and “*Mechanism of Muscle Wasting: Microenvironment*”. We repeated the pre-meeting focused on the advancement of clinical trials, with an emphasis on functional outcome measures and clinical trial results. Oral and poster presentations, along with time allotted for social interactions, filled the 3-day programs in a completely virtual setting.

7th Cancer Cachexia Conference (2023)

Year: 2023

Location: Edinburgh, Scotland

Attendees expected: 250

The 7th Cancer Cachexia Conference will be held at Surgeon's Quarter, home of the Royal College of Surgeons of Edinburgh from Thursday September 28 - Saturday, September 30, 2023, with accommodations at the Ten Hill Place Hotel. We chose Edinburgh to honor the late Professor Kenneth C.H. Fearon, an early pioneer in the molecular translational research of cancer cachexia. Our local co-organizers—Drs. Laird and Skipworth—were trained by Prof. Fearon and will inject local tradition and color into the Conference.

Keynote: This year, the conference will honor as keynote speaker, Professor Denis Guttridge of Medical University of South Carolina, who initiated this Cancer Cachexia Conference series and presided over the first six.

Format: The conference will be held entirely in person with recordings of the presentations available online following the close of the conference. Given the uniqueness and intimacy of the setting in the heart of historic Old Town Edinburgh, the Conference will be quite exclusive and we expect about 250 attendees in person. We expect a mix of clinicians, scientists, trainees, patients, patient advocates, and affiliates (editors, funders, etc.). Scientific events will be complemented with social events to promote collaboration, communication, and goodwill. The Cancer Cachexia Society is a 401(c)3 non-profit organization registered in the USA. Other funding for the conference will come from federal grants, university support, and conference registration fees.

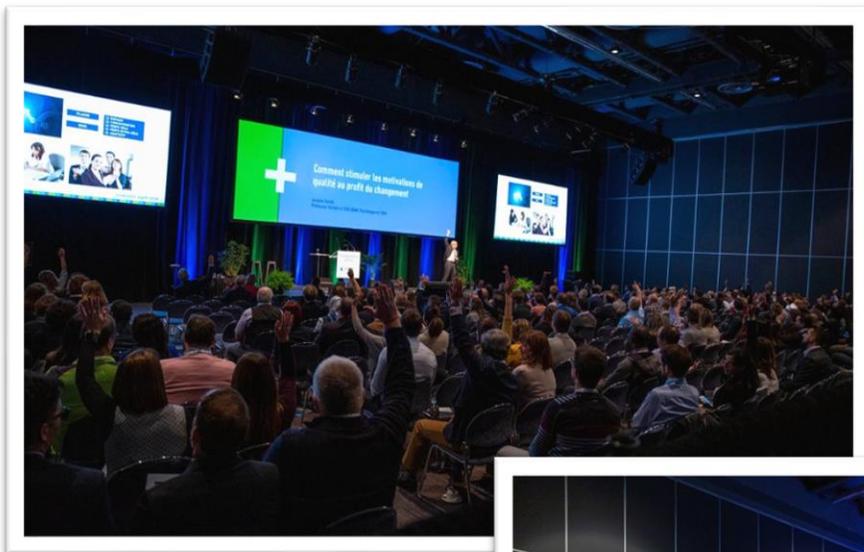
6 REASONS WHY YOUR PARTICIPATION IS SO IMPORTANT TO US

1. You've just read the many innovations we introduced over the years. These initiatives are well appreciated from our delegates and have great benefits to research, but they require funding, and most of them were made possible thanks to industry sponsorships.
2. Your participation will also help cover certain expenses related to our invited speakers who are the pillars of the programs we're so proud to offer year after year.
3. With your help, we can extend the opportunity for in-person travel to the conference to investigators from under-resourced countries and under-represented and under-served communities.
4. We need you to partner with us to raise visibility and exposure to the younger generation, as the future of research relies on them.
5. We want to have you onsite with us, have a booth in the exhibit hall and connect with our attendees; we want to provide for the opportunity for bi-directional exchange of information to further the goals of both sponsors and attendees.
6. Funding of scientific conferences such as the Cancer Cachexia Conference allows sharing of knowledge and new data among scientists and physicians hailing from across the globe, all working towards finding solutions and making the world a bit better in their own way.

Therefore, we are actively searching for partners at a variety of levels. Sponsorship opportunities are listed in the following pages.

Why you?

With breakthroughs in immuno-oncology and cancer treatment and increased focus on cancer metabolism, there is growing interest in cancer cachexia as it is positioned at the intersection of immunity, metabolism, and neoplasia. Cachexia influences quality of life, response to therapy, survival, and survivorship. Thus, it draws upon the expertise and interest of a broad spectrum of the cancer research community and includes researchers focused upon metabolism, skeletal muscle, adipose biology, systems biology, and immunology. As our community grows it is likely to have a positive effect on understanding cachexia of diverse etiologies, within the disciplines of nephrology, diabetes, pulmonary, cardiology, arthritis, and nursing. Sponsoring this meeting would be an excellent way to show your support of the scientific and clinical advancements in cachexia and to have direct engagement with those in the field.



2023 Cancer Cachexia Conference Planning Committee

Bette J. Caan, PhD | Senior Research Scientist, Division of Research, Kaiser Permanente Northern California, Oakland, California, USA

Imed Gallouzi, PhD | Professor, Bioscience and Associate Director, Biological and Environmental Science and Engineering Division, KAUST Smart-Health Initiative, Kingdom of Saudi Arabia *and* Emeritus Professor, McGill University, Montreal, CANADA

Andrew R. Judge, PhD | Professor of Physical Therapy and Associate Director for Training, Myology Institute, University of Florida, Gainesville, Florida, USA

Barry J.A. Laird, MBChB MRCGP MD | Reader in Palliative Medicine, Institute of Genetics and Cancer, University of Edinburgh ; Consultant, Edinburgh Cancer Centre, and St Columba's Hospice Care, Edinburgh, Scotland

Richard Skipworth, MBChB MD FRCS | Consultant General and Upper GI Surgeon, Royal Infirmary of Edinburgh, and Honorary Reader at the University of Edinburgh, Scotland

Bei B. Zhang, PhD | Vice President, Metabolic Research; Worldwide Research, Development & Medical, Pfizer, Cambridge, Massachusetts, USA

Teresa A. Zimmers, PhD | HH Gregg Professor of Cancer Research, Indiana University, Indianapolis, Indiana, USA

Conference Communication and Promotion Plan

Over the course of the next year, there will be a tremendous outreach for this very exclusive meeting.

- A promotional slide has been shared around the world at conferences since September 2022.
- A massive “Save-the-Date” e-blast was sent through university programs withing North America and abroad.
- Pinned and additional promotional posts on the Cancer Cachexia Society Twitter and Facebook accounts are shared regularly and re-shared by the Board of Directors and members.
- We can count on our promoting partners:
 - The cancer cachexia research groups (e.g., member of the SWCD) - e-blast and website
 - The RNA Society
 - Our home universities and cancer centers
 - Patient-facing cancer organizations
- We will also be asking major Canadian and US universities and cancer centers and the National Institute of Health to help distribute our notices to their constituencies in the academic, pharmaceutical and biotechnology communities.
- Advertising in collaboration with World Muscle Society (www.worldmusclesociety.org); TREAT-NMD {www.treat-nmd.eu} and patient organizations such as Let's Win PC, Pancreatic Cancer Action Network (PanCAN), and others.
- The meeting will be advertised at other meetings that deal with related topics (i.e., Society of Cachexia, Wasting Disease; University of Florida myology and myogenesis meetings; World Muscle Society Meeting).
- And of course we will also use our own website (www.cancercachexiasociety.org) to promote the event and the call for abstracts!

Sponsorship and Exhibiting Opportunities

Sponsorships are unrestricted educational grants. All fees listed are in US currency (USD).

	Premium	Platinum	Corporate	Supporter	Exhibitor
	\$25,000	\$15,000	\$7,500	\$3,000	\$1,500
PRE-EVENT					
Exclusive eblast ³	1	-	-	-	-
Program advertisement ³	Full page Color	Full page color	Half page color	Quarter page color	-
Logo/					
Website - Sponsor page	Y	Y	Y	Y	-
Program - back cover	Y	Y	Y	Y	-
Program - Exhibitor list	Y	Y	Y	-	Y
Email signature event banner	Y	Y	Y	-	-
ON-SITE					
Registrations					
Exhibitor limited access ¹	2	2	1	0	1
Full conference access	4	2	2	1	0
Booth	16x8	8x8	8x8	-	8x8
Mobile App					
Exhibitor list	Y	Y	Y	Y	Y
Banner	Y	Y	Y	-	-
Logo	Y	Y	Y	Y	-
Acknowledgement					
Opening slide	Name on slide	Name on slide	Name on slide	Name on slide	-
Closing remarks	Verbal	Verbal	Name on slide	Name on slide	-
Signage					
Logo on event signage	Y	Y	Y	-	-
Your choice of 1 option	Logo on lanyards ³ or Branded room key cards ³ or Branded hotel room door hanger	Wi-Fi sponsor or Health and hygiene sponsor or Mobile app sponsor	Breakfast (1 breakfast) or Lunch (1 lunch)	1 Coffee break or Mobile app banner	-
Name in video loop between conferences	Y	Y	Y	Y	-



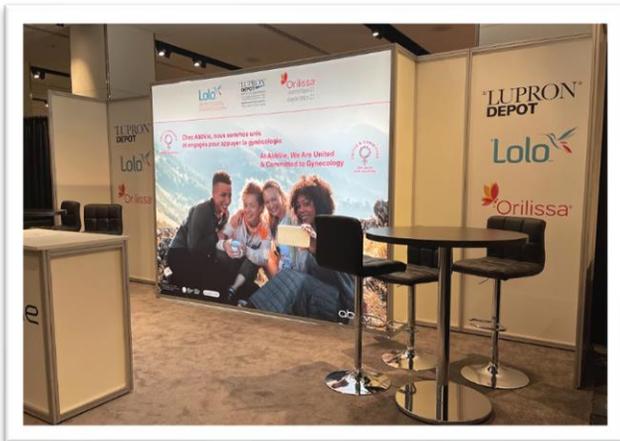
¹ Exhibitor access includes breakfasts, breaks and lunches – no access to sessions, social activities.

² Full conference access – sessions, poster halls, exhibit hall, networking activities and social events.

³ Artwork/Speaker/Content/Item provided by sponsor at own costs – CCS and/or venue to approve.

À la Carte Items (Add-ons)

- Additional “exhibitor” registration¹: \$1,000
- Additional “full” sponsor registration²: \$1,500
-
- Breakfast or lunch 45 minutes symposium³: \$10,000
- Poster sessions supporter: \$5,000
- Delegate bag with your **exclusive** logo³: \$1,500
- Re-usable Cancer Cachexia drinking cup with your **exclusive** artwork/logo³: \$1,000
- Sponsored Cancer Cachexia notebook with your logo³: \$750
- Sponsored pens (your logo) ³: \$1,000
- Branded decals at hotel or event venue (doors, escalators, floor, etc.)³: \$1,000
- Additional advertisement space in program: \$500 per half page



The Exhibition Package Includes:

- 3 days of exhibition
- 8x8 exhibition space
- 6’ skirted table
- Two chairs
- Trash can
- Wi-Fi
- Daily breakfast, lunch and coffee breaks
- Access to poster rooms

*Excluded:

- Electricity and power bars
- Access to sessions
- Ticketed social events

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Approximate Daily Exhibit Schedule:

**Subject to change as the program is not yet confirmed.*

60 - 120 mins.	Breakfast
15 - 30 mins.	Morning Coffee Break
30 - 45 mins.	Desert & Coffee, Poster Viewing and Exhibit Hall Visits
15 - 30 mins.	Afternoon Coffee Break

Benefits of Sponsoring and/or Exhibiting

To help provide a quality educational event, we are soliciting your participation and financial assistance in the form of an educational grant.



Sponsor Benefits

As a sponsor, you will have the opportunity to:

- Gain access to an **audience of basic and clinical scientists, physicians, principal investigators, and PhD students** with an interest in accelerating research leading to better diagnosis and therapies for this cancer syndrome.
- This is your organization's opportunity to **participate in promoting new ideas & products** in a variety of choices.

Exhibitor Benefits

As an exhibitor, you will have the opportunity to:

- Network with colleagues and potential customers on site.
- Demonstrate new products during session specifically allocated for this purpose where traffic will be funneled towards the exhibit hall.



How We Plan to Funnel Traffic to the Exhibit Hall

- Choose the perfect location: the Exhibit Hall is **centrally located, circled by the poster rooms, in the lobby of the main floor** of the Surgeons Quarters. Delegates must walk through the exhibition hall to access the stairs leading to the main conference room.
- Every day, a **continental breakfast, lunch** (or coffee and dessert - depending on the space available) and **2 coffee breaks** will be served in the Exhibit Hall.

Specific Needs? Let's Customize Your Package!

From full sponsorship opportunities, to partly sponsoring a non-accredited activity, don't hesitate to reach out to us if you'd like to customize your sponsorship package to better suit your business objectives and marketing budget.

The Conference Administration would be pleased to discuss any additional or alternate suggestions that may be more attractive to you for recognition.

Any type of sponsorship on your behalf will significantly be appreciated and acknowledged either through print, on site materials, on the conference web, in the mobile app, or on PowerPoint running loops and within our Conference program.

Your support and participation will play an important role in making this a truly outstanding event by helping us engage in discussions to contribute to our mission of increasing our understanding of cancer Cachexia that may translate to advancing the knowledge of the other cachexia conditions.

On behalf of the Organizing Committee of the 7th **Cancer Cachexia Conference** we will look forward to greeting you amongst us in Edinburgh and in discussing our research with you.

We would like to thank you in advance for your consideration and look forward to having you share in our excitement for our 7th **Cancer Cachexia Conference**.

Teresa A. Zimmers, PhD
zimmerst@iu.edu

Questions?

Any questions pertaining to sponsorship of this conference can also be directed to:

Sponsorship Coordinator
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About the sculpture Artist

The bronze sculpture found on the cover page is untitled sculpture no.29. The artist, Richard Toszczak, is a Belgian-born, Edmonton-based figurative sculptor. He studied philosophy and modernist sculpture, working in steel, at the University of Alberta and pursued further artistic training in the Loire Valley with Martine Vaugel, first director of sculpture at the New York Academy of Art. For more information on the artist, please visit his website at www.richardtoscza.com or www.oenogallery.com and www.scottgallery.com