



IKCS: EUROPE

INTERNATIONAL KIDNEY CANCER SYMPOSIUM


2023 IKCS:EU

Sponsorship Prospectus

21–22 APRIL 2023

EDINBURGH, UK

*The KCA's International
Kidney Cancer Symposium
(IKCS) is the world's leading
forum on kidney cancer.*



IKCS presenters and attendees travel from Europe, Asia, South America, and dozens of cities across the United States to participate in the symposium.

The Kidney Cancer Association (KCA) is proud to present the 2023 IKCS: Europe, taking place 21–22 April in person at the Edinburgh International Conference Centre.



This annual event, along with IKCS: North America held each fall, is an opportunity for physicians, researchers, academics, and industry professionals from across the globe to join together and exchange ideas which will direct the future of kidney cancer research and treatment in the ultimate pursuit of a cure.

IKCS strives to offer a balanced agenda with meaningful content on topics such as emerging research, noteworthy breakthroughs, current challenges, promising treatments, and patient-focused issues. Each year's symposium is crafted to optimize a collective opportunity for learning, discussion, and collaboration on how to best move the needle toward the next discovery.

The Kidney Cancer Association was founded in 1990 by Eugene P. Schonfeld and a small group of patients and doctors in Chicago, Illinois, and has grown into an international non-profit organization. The KCA promotes scientific advances through two annual research symposia and a robust grant program, participates in legislative advocacy, and seeks to be a source of education and resources for patients, caregivers, and anyone impacted by kidney cancer.

2022 IKCS: Europe Demographics

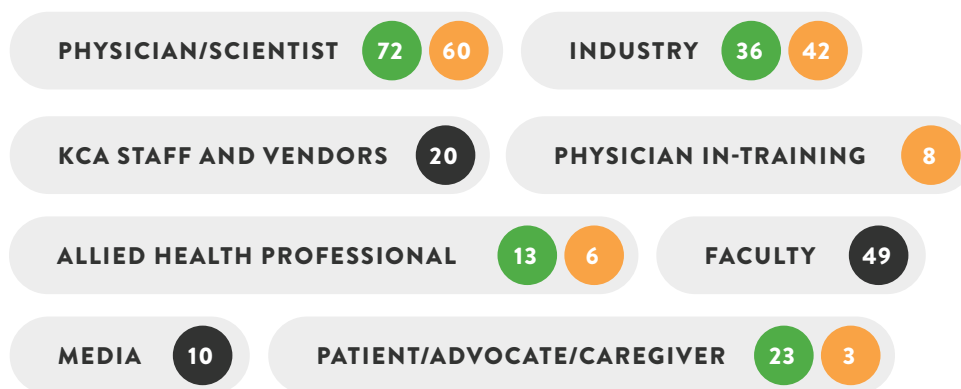
VIRTUAL

IN-PERSON

"It is helpful to hear in the debates and second line presentations how other clinicians make treatment choices"

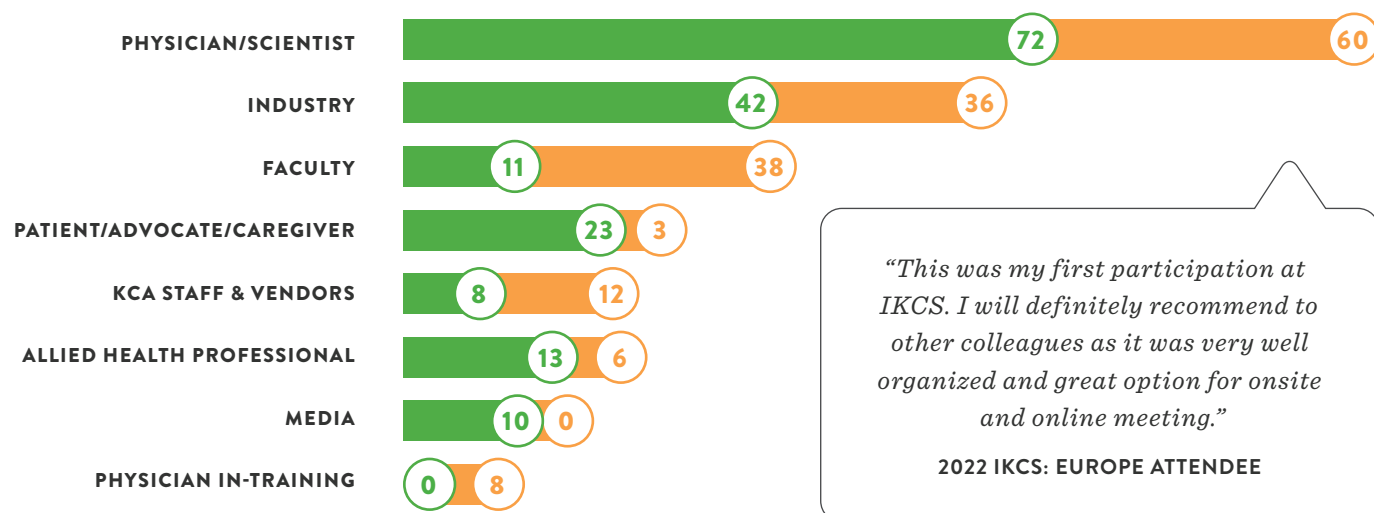
2022 IKCS: EUROPE ATTENDEE

Registration Category Breakdown

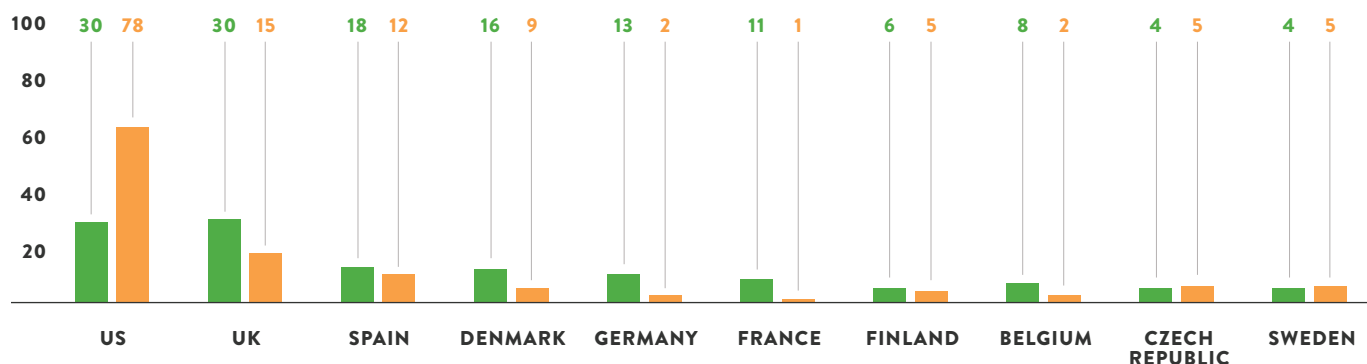


*44 KCA Board & Committee Members received comp registration & are accounted for in the appropriate category above.

Attendee by Registration Category



Attendee by Most Represented Country



2023 IKCS: EU Premium Sponsorship Opportunities

The KCA is pleased to recognize sponsors of 2023 IKCS: Europe at the following levels. Click on the sponsor level to reserve your a la carte selections.

DIAMOND
£275,000

GOLD
£200,000

SILVER
£100,000

BRONZE
£50,000

Limit 2

	Large	Medium	Medium	Small
Live Booth				
Symposium Session	1 unopposed with 1st time option	1 unopposed with 2nd time option	-	-
Virtual Booth	Included	Included	Included	Included
Virtual Banner	Included	Included	Included	None included
Comp Reg Included	30	20	10	5
Program Ad	2-page ad	Full-page ad	1/2-page ad	1/4-page ad
Delegate Bag Insert	2 inserts	2 inserts	1 insert	-
Push Notifications	3	2	2	1
Sponsorship Recognition	Logo recognition on the meeting website, conference platform, slides**, signage throughout the conference, and 1 Eblast	Logo recognition on the meeting website, conference platform, slides**, signage throughout the conference	Logo recognition on the meeting website, conference platform, slides**, signage throughout the conference	Logo recognition on the meeting website, conference platform, slides**, signage throughout the conference
A La Carte Options	5	3	2	1

***Due to CME regulations, slides include company name only (no logos allowed).

A La Carte Options

On 30 November 2022, KCA will open all a la carte options to all interested supporters. If you have purchased a sponsorship package, please contact KCA for your included number of options available based on your level of sponsorship before 30/11/22. The below a la carte options are on a first-come, first-served basis.

General Support Opportunities

Large Booth • £4,500

Medium Booth • £3,000

6' Tabletop • £1,500

Conference Wi-Fi • £5,000 **EXCLUSIVE OPPORTUNITY**

Help IKCS attendees stay connected onsite with this exclusive sponsorship opportunity. Your company name will be used as a password, and your logo will be displayed on a splash page.

Conference Bag Clip-On • £7,500 **EXCLUSIVE OPPORTUNITY**

KCA welcomes your company to support the carry-all bag for use by 2023 IKCS: Europe attendees. As the exclusive supporter, your logo will be visible as a clip-on to the outside of the bag (such as a luggage tag), garnering coveted visibility throughout the duration of the meeting of 200+ estimated live attendees.

Special Events

KCA Think Tank Sponsor : Coalition for a Cure • £25,000 **EXCLUSIVE OPPORTUNITY**

The KCA Think Tank: Coalition for a Cure brings together a robust group of stakeholders in the kidney cancer space to discuss critical challenges and needs, in addition to developing projects and solutions to addressing these demands. Sponsors may select up to 2 attendees for the Think Tank.

Poster Sessions • £10,000 **EXCLUSIVE OPPORTUNITY**

In 2022, more than 30 posters were presented during Poster Sessions. Poster Sessions have dedicated timeslots throughout both days of the meeting. Sponsors will have recognition benefits at both the Poster Sessions through floor decals and signage.

Thursday Evening First-Time Attendee Reception • £20,000 **EXCLUSIVE OPPORTUNITY**

Exclusive sponsorship for the Thursday night reception event during 2023 IKCS: Europe for all first-time attendees. All registrants are invited to attend the evening reception which will include complimentary light refreshments. Benefits will include recognition as the sole sponsor for the event, signage and recognition in the program booklet.

Friday Evening Reception • £25,000 **EXCLUSIVE OPPORTUNITY**

Exclusive sponsorship for the Friday night reception event during 2023 IKCS: Europe for all attendees. All registrants are invited to attend the evening reception which will include complimentary light refreshments and music. Benefits will include recognition as the sole sponsor for the event, signage and recognition in the program booklet.

Women in RCC Networking Event • £10,000 **EXCLUSIVE OPPORTUNITY**

Women in RCC is a new group holding their third meeting at 2023 IKCS: Europe. It was formed to help elevate the female professional voice within the fields of urology and oncology. Benefits will include recognition as the sole sponsor for the event, signage and recognition in the program booklet.

Advertisements (these are in addition to those included in your desired package)

Program Book Ad (print and online)

1/4-page ad • £3,500

1/2-page ad • £5,000

Full-page ad • £10,000

Conference Bag Insert • £2,500/ea

Each conference attendee receives a complimentary bag that is distributed at registration. Ensure your company's branding by including one marketing item in the IKCS conference bag.

Push Notification on IKCS 2023 Virtual Platform • £5,000

Display a message and link to virtual attendees through the IKCS Virtual Platform. Due to CME regulations, only 10-minute duration timeslots are available. All content needs to be approved by the KCA.

One Eblast to One Targeted Registration List • £10,000

Utilize the IKCS registrant email list either pre- or post-event to survey participants or disseminate information. All content needs to be approved by the KCA. Sponsors do not receive a physical list as KCA will send the e-blast out to the attendees.

Hotel and Conference Signage

Coffee Break or Snack Break Signage and Coffee Sleeves • £12,000/per break

Keep IKCS attendees alert and energized by sponsoring one of the coffee/snack breaks while availability lasts. Sponsors can include their company name on coffee sleeves for an additional £3,000

Escalator Branding

£10,000/per escalator • All (4) escalators £32,000

Escalator clings can be purchased exclusively, which includes all escalators or individually. Availability is on a first-come, first-served basis.

Side Tables • £1,500 (package of 6)

Clings will include your logo/artwork and placed on the side tables in highly visible areas of the EICC.

Floor Clings • £1,500 (package of 6)

Lead attendees to your booth/table-top with branded floor decals. Decals will be placed in high-traffic areas and will include the sponsor logo. Packages of 6 floor clings are available. One package equals one selection.

Window Clings • £5,000

Ignite your brand's visibility at the main entrance to the EICC. More than 200 attendees will pass by this sponsorship opportunity on their way to sessions. (Visible to passersby from street level.)

Hand Sanitizer Stations • £8,500

Encourage clean hands through visible and readily accessible stations. Sanitizer stations will be located in highly visible locations. The sponsor logo will be placed on each station sign.

Cubby Branding Opportunity

1 for £12,750 • 2 for £20,000

Showcase your company's logo in a custom-built lounge area across from the high-traffic registration and expo hall. Attendees will have an area to relax and network in between sessions.

Ground Clings (package of 10, from Sheraton to EICC) • £5,000

EXCLUSIVE OPPORTUNITY

Help attendees get from the Sheraton to the EICC with these ground clings! Your ground clings will be the directional signage that attendees need in order to get to the EICC from the Sheraton! Custom ground graphic decals that are digitally printed and adhere to the sidewalks from the Sheraton hotel to the EICC. Note the graphic will include KCA branding + sponsored company logo at the bottom.

Digital Screen Sponsorship • £10,000

(5 screens available)

Opportunity to supply a frame on 5 digital screens throughout the conference and meeting session rooms. Screens will be located on the exhibition show floor outside each theatre, providing visitors with updated information about the upcoming sessions that day.

Additional Opportunities

Good Mood Espresso Station • £12,500

Fuel and reward attendees with a hot espresso on the way to sessions. Located at the Registration desk; your sponsorship covers the cost of this service for attendees.

Passport Game & Prize Sponsor • £3,000

Increase your attendee exposure through this customized incentive to drive booth traffic - the 'Passport to Prizes' contest! Each attendee will receive a passport game card with the participating sponsor's name and booth number. Your company has the opportunity to sponsor this interactive game, and your logo will be listed on every game card.

Event Sponsorships

Opposed Industry Symposium • £30,000

Companies that also select sponsorship packages receive the priority choice of date and time for sponsored industry symposiums. Visit the program at a glance to see what slots are still available.

Affiliate/Ancillary Events

Host an event or meeting for your organization. An affiliate meeting is any event held during the dates of the IKCS 2023: Europe Symposium, and the event is not part of the official IKCS Program. Events may include, and are not limited to Advisory Board Meetings, Sales Meetings, Hospitality Suites, Pre-conference Business Meetings, Committee, Staff Meetings, and Board Meetings. Visit the program at a glance to view events taking place in the formal schedule.

For Non-Profit • £500

For those purchasing Sponsorship Package • £750

For all others • £1,000

Additional Information

Placing Sponsorships on Hold

KCA understands that most companies require a formal review process before committing to sponsorship funding. When a sponsor indicates their interest in an opportunity that is offered as an exclusive or sole sponsorship, KCA can place that item or level on hold for a maximum of three (3) weeks after receiving the interest in writing. After three (3) weeks, the sponsorship and/or item will be made available to other interested parties if final commitments cannot be made.

Right of First Refusal

For Diamond sponsors, the KCA will offer right of first refusal for the same sponsorship level and/or sponsorship package for 2024 IKCS: Europe. KCA will contact Diamond sponsors from 2022 IKCS: Europe with 2024 IKCS: Europe sponsorship prospectus details before contacting companies at the Gold or Bronze levels.



Tentative schedule (*note this schedule is subject to change*)

Friday, 21 April

8:30 - 12:45 - General Session
12:45 - 14:15 - Lunch/Exhibits open/Posters
13:00 - 14:00 - ISS
14:15 - 17:00 - General Session
17:00 - 18:00 - Reception and poster walks
18:00 - 19:00 - ISS

Saturday, 22 April

8:30 - 12:00 - General Session
12:00 - 13:30 Lunch/Exhibit open Posters
12:15 - 13:15 - ISS
13:30 - 15:00 - General Session
15:00 - 16:00 - Woodfire
16:00 - 16:30 - Closing
16:30 - 17:30 - ISS

Contact Information

To discuss IKCS sponsorship opportunities, please email meetings@kidneycancer.org.

To learn more about IKCS: Europe, visit Kidneycancer.org.



KidneyCancerAssociation®

KIDNEY CANCER ASSOCIATION

The global community is dedicated to serving and empowering patients and caregivers, and leading change through advocacy, research, and education in order to be the universal leader in finding a cure for kidney cancer.

KIDNEYCANCER.ORG

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#UnstoppableTogether

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