

INTERNATIONAL KIDNEY CANCER SYMPOSIUM: EUROPE 2024



# Sponsorship Prospectus

Sitges, Spain • 18–20 April 2024

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



## General Information

**The Kidney Cancer Association (KCA) is proud to present 2024 IKCS: Europe! This in-person event will occur on April 18, 19, and 20 at the Melia Hotel in Sitges, Spain.**

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

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.

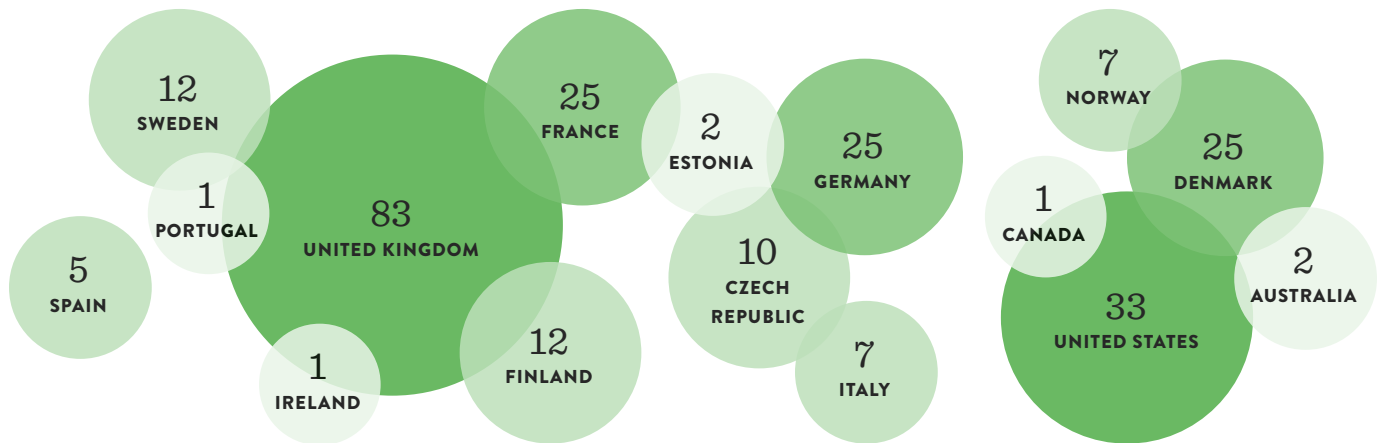
**The Kidney Cancer Association was founded in 1990 by Eugene P. Schonfeld and a small group of patients and doctors in Chicago, Illinois, and has grown into an international non-profit organization.**

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.

# 2023 IKCS: Europe Attendee Demographics

2023 IKCS: EU had a total of **311** registered attendees.

**Fast Facts**      **38** Abstracts      **15** Educational Sessions      **1** Oral Abstract Sessions  
**54** Faculty      **1** Keynote      **4** Oral Abstract Presentations  
**16** Countries      **1** WoodFire



## What is IKCS?

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 is the premier venue to discuss the latest reported data, apply new concepts into routine daily practices, and debate the most controversial topics among the top KOLs in the field of RCC.

### Educational Activity Learning Objectives

Upon completion of this course, the participants should be able to:

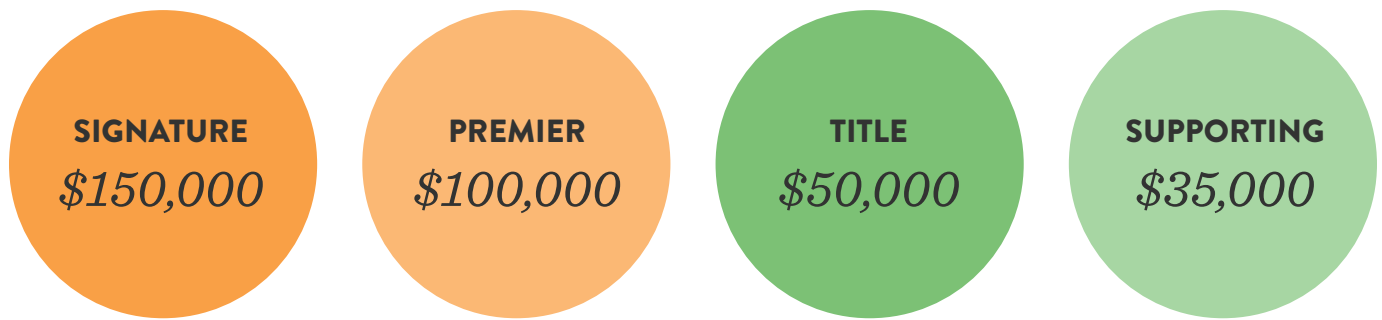
- Characterize the various therapies currently available for locally advanced and metastatic renal cell carcinoma
- Identify the novel approaches to non-clear RCC patient management
- Understand the role of the tumor microenvironment in kidney cancer
- Discuss how to design biomarker-driven clinical trials in kidney cancer

### Target Audience

This educational activity is intended for medical oncologists and urologists who treat patients with kidney cancer. Fellows, trainees, nurses, nurse practitioners, physician assistants, and other healthcare professionals involved in the management of kidney cancer are invited to participate.

# 2024 IKCS: Europe Sponsorship Opportunities

The KCA is pleased to recognize sponsors of 2024 IKCS: Europe at the following levels:



## Sponsorship Benefits

All sponsor levels will be recognized before, during, and after 2024 IKCS: Europe in the following ways:

- ★ KCAMeetings.org website
- ★ Event email to registrants
- ★ 2024 IKCS: Europe event signage
- ★ Logo recognition in 2024 IKCS: Europe Symposium Guide
- ★ Sponsor verbal recognition during 2024 IKCS: Europe welcome

KCA will only be accepting Sponsorship Level Package requests (Signature, Premier, Title, Supporting) and Industry Symposium requests until 30 November 2023.

Companies interested in only a la carte options will need to wait until **30 November 2023**, to choose their items from those that remain. **Starting 30 November**, KCA will open all a la carte options to all interested supporters. These are on a first-come-first-served basis.

# 2024 IKCS: Europe Sponsorship Opportunities

Start with your Sponsorship Level Package below and then customize your ideal sponsor package by selecting from the a la carte options on page 6–8.

Sponsorship Level	<b>SIGNATURE</b> \$150,000 <i>Limit 2</i>	<b>PREMIER</b> \$100,000	<b>TITLE</b> \$50,000	<b>SUPPORTING</b> \$35,000
<b>Symposium Session</b>	1 Unopposed Lunch Time Symposium on Friday <b>OR</b> Saturday	1 Opposed Symposium on Thursday <b>OR</b> Friday evening	-	-
<b>Exhibit Booths</b>	Large Booth	Medium Booth	Medium Booth	Small Tabletop Booth
<b>Complimentary Registrations Included</b>	15	10	5	2
<b>Program Inserts (Print and Digital)</b>	2 Included	1 Included	1 Included	1 Included
<b>Eblast or Push Notification on Conference Mobile App</b>	2 Included	1 Included	1 Included	-
<b>Sponsorship Recognition</b>	Logo recognition on the meeting website, conference mobile app, signage throughout the conference	Logo recognition on the meeting website, conference mobile app, signage throughout the conference	Logo recognition on the meeting website, conference mobile app, signage throughout the conference	Logo recognition on the meeting website, conference mobile app, signage throughout the conference
<b>A La Carte Items</b>	4	3	2	1

## A La Carte Items

### Special Session Sponsorship **1 CREDIT A LA CARTE ITEM**

The following special sessions are first come, first served and are reserved for those sponsors purchasing packages above. These can be selected for 1 A La Carte item each. After the November 30 deadline, these sessions will be open to anyone who wishes to purchase.

#### ○ **KCA Think Tank: Coalition for a Cure**

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 address these demands. Sponsors may receive logo recognition for the Think Tank and the opportunity to bring two attendees to the event.

#### ○ **Young Investigators Session**

The Young Investigators Session is a roundtable session for younger professionals to meet and hear from experts on various career paths and the best advice on how to grow in their careers. Benefits include sole sponsor for the event, signage, and recognition in the program book. Sponsors may select faculty to participate in the Young Investigators Session panel and up to two attendees to come to the event.

#### ○ **Friday Evening Reception**

The Friday Evening Reception is a networking event for all attendees of the conference. All food and beverages will be provided by the KCA. Benefits include sole sponsor for the event, signage, and recognition in the program book.

#### ○ **Poster Session**

At IKCS EU 2023, more than 38 posters were presented during the poster session. Poster sessions have dedicated timeslots throughout both days of the meeting. Benefits include sole sponsor for the event, signage, and recognition in the program book.

## Hotel Branding **2 CREDIT A LA CARTE ITEM**

Display your company's branding or messaging in high traffic areas for congress attendees. Choose from the items listed below, and contact KCA for more details on specs and image examples.

- Pop-Up Banner Stand**  
Promote your messaging on a double-sided, rigid self-standing banner with iron base.
- Elevator Clings** • 2 sets available  
Use a double-sided self adhesive vinyl for branding on the elevators that attendees will use at the Melia Sitges hotel.
- Hall Auditorium Banner**  
Brand the banners in the walkway leading attendees to the general session room.
- Hall Auditorium Stairs** • 1 set available  
Brand the stairs leading up to the hall.  
*There are 4 vinyls included in this package.*
- Floor Decals** • Package of 4 available  
These can be placed in high traffic walkways to the congress area.
- Coffee Break Sponsor with Branded Coffee Sleeves**  
Keep IKCS attendees alert and energized by sponsoring one of the coffee/snack breaks.  
*This sponsorship comes with signage and branded coffee sleeves that will be distributed on breaks.*

## **1 CREDIT A LA CARTE ITEM**

### **Booth Size Upgrade**

Upgrade your small or medium booth to the next size up for 1 A La Carte credit.

- Small Booth – 6' Tabletop
- Medium Booth – 10×10'
- Large Booth – 10×20'

*To purchase booths outside of the sponsorship package, please contact **Maggie Valdes** at [mvaldes@kidneycancer.org](mailto:mvaldes@kidneycancer.org).*

### **Conference Wi-Fi Sponsor** **EXCLUSIVE OPPORTUNITY**

Help 2024 IKCS: Europe attendees stay connected onsite with this exclusive sponsorship opportunity. Your company name will be used as the conference Wi-Fi password.

### **Digital Screens** (1 credit per asset)

Display one digital asset on (2) 55" vertical screens within the conference space. Either a static image or max 30-second video is allowed. These screens will be placed in high-traffic areas.

### ○ **One E-blast to Targeted Registration List**

Utilize the 2024: IKCS Europe registrant list either pre or post-event to survey the participants or disseminate information. The e-blast will be sent by the KCA on behalf of the sponsor. All content must be approved by the KCA.

### ○ **Push Notification on Mobile App**

Send a notification to all attendees during the event on the conference mobile app. QR codes will be placed around the conference area, making it easy for attendees to access the app.

### ○ **Mobile App Sponsor** **EXCLUSIVE OPPORTUNITY**

Be the exclusive sponsor of our conference mobile app. Your company logo will be on all QR code images, which will be used to encourage attendees to download and access the app for conference updates.

### ○ **Company Flyer**

Due to EACCME guidelines, sponsors will not be allowed to have advertisements in the program booklet. Instead, we will allow sponsors to choose to send one program insert (standard 8x11 size paper) to be handed out to attendees at registration.

### ○ **Social Media Wall**

Sponsor the official 2023 IKCS:EU social media booth, where attendees will take photos and promote the congress on social media channels. Sponsor will have logo recognition at the booth.

## Additional Opportunities

### ○ **Specialty Workshop • \$15,000** **EXCLUSIVE OPPORTUNITY**

The KCA will be hosting a specialty workshop on Thursday evening dedicated to a specific topic. The exclusive sponsor will have the opportunity to participate in the workshop, bring up to two representatives, and receive recognition on signage and in the program.



○ **Opposed Symposium • \$25,000**

After the 30 November deadline, all remaining symposium slots will be available for purchase as a stand-alone option. Standard A/V package, along with food/beverage near the symposium, will be provided by the KCA.

○ **Faculty Orientation Night • \$20,000** **EXCLUSIVE OPPORTUNITY**

The KCA will host a Faculty Orientation Event on Thursday night as a kick-off event to IKCS and a chance for faculty to review slides and scripts, confirm any last-minute needs or changes, network with other faculty members, and meet with the planning committee and The France Foundation. The exclusive sponsor will have the opportunity to address the faculty members before the event and interact with the faculty. All food and beverages will be provided by the KCA.

○ **Faculty Lounge • \$10,000** **EXCLUSIVE OPPORTUNITY**

Sponsor the faculty lounge where faculty members will have a dedicated room to network, take breaks with food/beverages and prepare for presentations. The exclusive sponsor will receive lounge access for up to 3 company representatives, opportunity to bring branded items or marketing collateral to be displayed in the lounge and logo recognition on signage.

○ **Dine & Connect: Post-IKCS Saturday Night Event • \$7,500**

KCA will organize an intimate dinner for up to 10 attendees offsite at a restaurant in Sitges. Attendees will reserve their spots with the KCA at registration. Sponsor will receive exclusive access to the dinner (bringing up to 2 attendees), VIP reserved seating and the opportunity to address the attendees at the start of the event. A great way to engage with the audience directly!

○ **Large Meeting Room • \$10,000 per event**

Host an event or meeting for your organization. This opportunity includes room rental for up to 25 people, a standard A/V package, and light food/beverages for attendees.

○ **Small Meeting Room • \$5,000 for 2 days**

Book a private meeting space for your organization. This opportunity includes room rental for up to 10 people on both Friday and Saturday.

# Upcoming Symposiums: Save the Dates



## 2024 IKCS: North America

Louisville, Kentucky

NOV 7-9, 2024



## 2025 IKCS: Europe

Amsterdam, Netherlands

1-3 MAY 2025

## Contact Information

To discuss IKCS sponsorship opportunities, please contact **Maggie Valdes**,  
Manager of Corporate Partnerships, at the KCA at [mvaldes@kidneycancer.org](mailto:mvaldes@kidneycancer.org).

To learn more about IKCS 2024, visit our website at [kidneycancer.org/ikcs](https://kidneycancer.org/ikcs).



KidneyCancerAssociation™

## THE KIDNEY CANCER ASSOCIATION

The global community 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](https://www.kidneycancer.org)

[#UnstoppableTogether](#)

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