

Conference 2012

Sponsorship & Promotional Opportunities

FORCE is offering corporations, businesses, hospitals, and researchers the opportunity to support our 7th annual Joining FORCEs Against Hereditary Cancer conference through sponsorship and promotional packages. These packages provide our partners an opportunity to present their solution, campaign, product, research, or offering to the FORCE Conference attendees. There are a variety of different packages available as well as ala carte offerings that can be added to enhance a package to meet specific objectives. We can customize packages for researchers who would like to recruit at the conference. Contact conference@facingourrisk.org to discuss all sponsorship options.

Sponsorship Levels

Sponsor Levels and Benefits	Title	Presenting	Supporting	Show & Tell	Exhibiting
	\$100,000	\$25,000	\$10,000	\$6,000	\$5,000
PRINTED COLLATERAL					
Conference brochure (quantity-40,000 pieces) (only for those who commit by February 15)	Logo on cover co-branded with FORCE	Logo	Listing	Listing	Listing
Conference syllabus (quantity-600 pieces)	Logo on cover co-branded with FORCE	Logo	Logo	Listing	Listing
FORCE newsletter (quantity 18,000 pieces)	Logo	Logo	Listing	Listing	Listing
ELECTRONIC VISIBILITY					
Conference website (50,000 impressions)	Logo with link co-branded with FORCE	Logo and link	Logo	Listing	Listing
National E-Newsletter (10,000 individual communications each)	Logo with link co-branded with FORCE (5 mailings)	Listing (5 mailings)	Listing (2 mailings)	Listing (2 mailings)	Listing (1 mailings)
Regional E-Newsletter (8,000 individual communications each)	Logo with link co-branded with FORCE (3 mailings)	Listing (3 mailings)			
Social media blasts (30,000 impressions)	Listing				
ONSITE VISIBILITY					
Opening presentation	Logo co-branded with FORCE Individual slide 5 minute podium time during welcome address	Logo on slide and mention at welcome address	Listing on slide and mention at welcome address	Listing on slide at welcome address	Listing on slide at welcome address
Closing presentation	Mention and 5 minute podium time				
Exhibit hall space	Premium space in exhibit hall or near registration Two 6 ft exhibit tables	Premium space in exhibit hall One 6 ft. exhibit table.	Premium space in exhibit hall One 6 ft. exhibit table	One 6 ft. exhibit table One sponsor table and 2 staff for Show & Tell	One 6 ft. exhibit table
Attendee tote collateral (subject to approval)	3 items	2 item	1 item	1 item	1 item
Clinical trials poster session	6 posters	4 posters	2 posters	1 poster	1 poster
Complementary registrations	6	4	3	2	2
Onsite signage	Logo co-branded with FORCE on all conference signage	High-visibility logo on acknowledgement sign	Logo on acknowledgement sign	Logo on acknowledgement sign and Show & Tell Room sign	Listing on acknowledgement sign

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Marketing Promotional Opportunities

Ala Carte Offerings

Opportunity	Price
Hotel Room Keys	\$3,500
Badge Lanyards	\$1,500
Conference Tote Bag	\$5,000
Water Bottles	\$4,000
Tote Bag Collateral	\$1,000
Lunch and Break Sponsor (Friday)	\$10,000
Lunch and Break Sponsor (Saturday)	\$10,000
Outreach Coordinator Team Building	\$10,000
Conference Welcome Reception	\$10,000
Conference Wind-Down Pool Party	\$10,000
Sponsored Concurrent Session	\$15,000

Descriptions

Hotel Room Keys: Your logo and message on every hotel room key. This is for all FORCE conference guests staying at the Hyatt Grand Cypress during the week of the event. Approximate quantity is 500.

Badge Lanyards: Your logo and/or message printed on all lanyards. These lanyards will be distributed to all FORCE conference attendees at registration (attached to their conference badge). Approximate quantity is 650.

Conference Totes: Your logo and/or message printed on all FORCE conference totes. These are given to every attendee at registration. Approximate quantity is 650.

Water Bottles: Your logo and/or message printed on all water bottles distributed to FORCE conference attendees at registration. Approximate quantity is 650.

Tote Collateral: Your custom collateral distributed in the conference tote bag handed out to all attendees. Item is subject to approval and you are responsible for production and shipping. Approximate quantity is 650.

Lunch & Break: Custom table signs with logo and/or message on all tables at lunch and throughout breaks. Also includes one banner with your logo and/or message displayed at lunch. This opportunity is available for Friday and/or Saturday.

Outreach Coordinator Team Building and Training: Make a lasting impression on FORCE volunteer outreach groups. These are our liaisons to the community. Sponsors have the opportunity to address the coordinators in a 10 minute welcome. Table and banner signage included.

Conference Welcome Reception: Our elegant welcome reception is a hit with all attendees. Featuring dessert and cocktails, it is a great opportunity to get your company's name out there in a prominent and elegant way.

Conference Wind-Down Pool Party: This casual event is your final chance to reach our attendees. Your logo and/or message will be displayed on table signs as well as an event banner.

Sponsored Concurrent Session: Sponsor determines the topic and speaker for this breakout session. Limited session times are available. Speaker name and session outline must be provided for review by July 1. FORCE will provide a moderator of our choosing. All content and speakers must be pre-approved by the conference planning committee. Speaker travel and accommodations will be covered by sponsor. In addition to session, speaker may participate in Saturday morning expert roundtable where participants can meet one-on-one and ask questions of speakers.



Joining FORCEs Conference Demographics

Who attends the Joining FORCEs Conference?

The Joining FORCEs Conference is the largest annual gathering by and for the hereditary cancer community.

Our 2011 program attracted 530 participants.

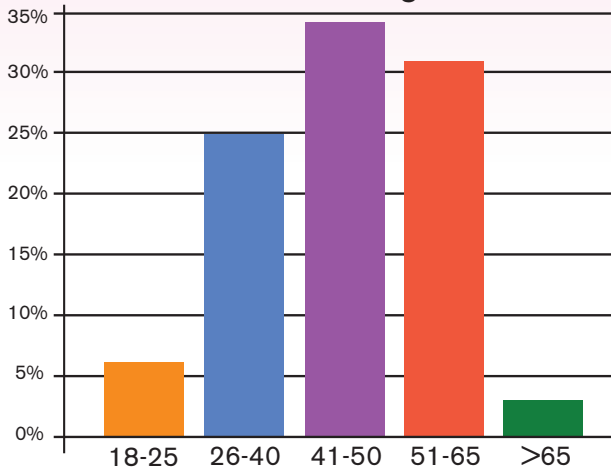
Attendees of the Joining FORCEs conference include:

- People with a BRCA 1 or BRCA 2 mutation
- People with a strong family history of breast, ovarian, or other cancers
- Women who are at high risk for breast or ovarian cancer
- Breast cancer survivors and ovarian cancer survivors
- Women considering prophylactic mastectomy or oophorectomy to lower their risk for cancer
- Women who have undergone prophylactic mastectomy or oophorectomy
- Women interested in learning about reconstruction options after mastectomy
- Relatives of people with a BRCA mutation or family history of cancer
- Health care providers who care for high-risk individuals or people who carry a BRCA mutation
- Researchers who are studying hereditary cancer
- Mental health care providers whose practice includes high-risk individuals or people who carry a BRCA mutation

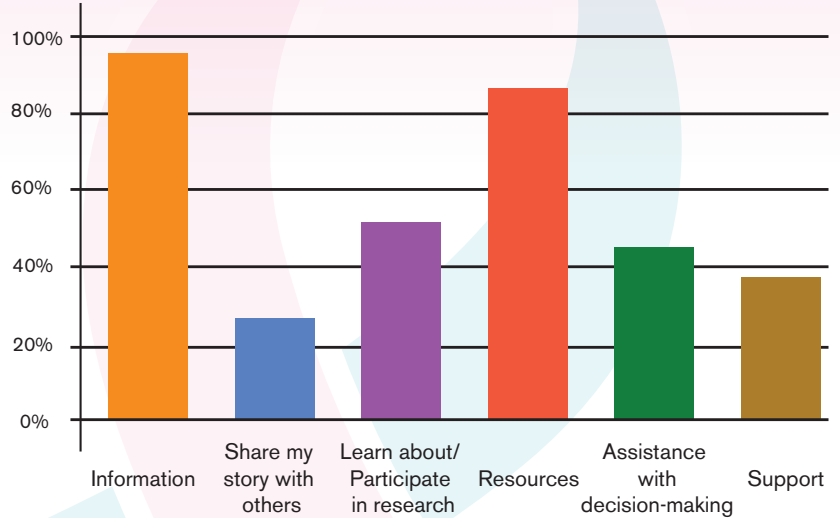
Reasons people attend

- Hear updates from leading researchers on BRCA and hereditary cancer
- Learn about standard-of-care and cutting-edge options available for lowering cancer risk or for detecting cancer early
- Learn about all the options available for breast reconstruction after mastectomy and tips on insurance coverage for out-of-state procedures
- Learn strategies for coping with being high-risk and/or a carrier of a BRCA mutation and strategies for sharing risk information with family members
- Learn about ways to improve your quality of life while living with hereditary cancer or hereditary cancer risk
- Learn about clinical trials available for high-risk individuals or cancer survivors with hereditary cancer
- Meet and share experiences with other individuals who have faced hereditary cancer risk
- Learn about advocating and improving lives of people with BRCA or hereditary cancer risk

Attendee Age



Reason Attended



Why sponsor?

- Supporting the Joining FORCEs Conference provides your organization with access to an important and hard to reach population of stakeholders with or at high risk for hereditary cancer.
- You can help save lives through education and awareness of hereditary cancer and detection, treatment, prevention, and quality of life options.
- You can empower attendees to understand all their options related to risk-management and treatment including high-risk surveillance, and reconstruction options after mastectomy.
- Your organizations participation demonstrates a commitment to supporting individuals and families affected by hereditary cancers.
- You can be a part of the largest annual conference by and for the hereditary cancer community.

Attendee Situation

