Conference 2020

Sponsorship and Exhibition Opportunities

June 18-20, 2020
Philadelphia Marriott Downtown

12th Annual Joining FORCEes Against Hereditary Cancer Conference
This year our conference will be held at the Philadelphia Marriott Downtown. The conference will have over 9,000 square feet of exhibit space and offer many opportunities for visibility and connection with the hereditary cancer community. We hope you will join us in our mission by becoming a sponsor of our 2020 conference.

To discuss the conference or sponsorship details, please contact Sue Friedman, SueFriedman@FacingOurRisk.org or at 866-288-7475, ext. 701.
Joining FORCES Conference Demographics

The Joining FORCES Conference is the largest annual gathering by and for the hereditary cancer community. Our 2020 program is expected to attract more than 650 participants.

Attendees of the Joining FORCES conference include:
- People with an inherited mutation in BRCA 1, BRCA 2 or a gene linked to Lynch Syndrome
- People with an ATM, PALB2, PTEN, CHEK2 or other mutation that increases risk for cancer
- People who have been diagnosed with, or at high risk for breast, ovarian, pancreatic, prostate, colorectal, or endometrial cancer
- Women interested in learning about reconstruction options after mastectomy
- Relatives of people with an inherited cancer-causing mutation or family history of cancer
- Caregivers for cancer survivors, people in treatment and high risk individuals
- Researchers who are studying hereditary cancer

People attend the conference to:
- Hear updates from leading researchers and learn about clinical trials enrolling people with an inherited mutation.
- Learn about standard-of-care and cutting-edge options available for treating, detecting or lowering their cancer risk
- Learn about all the options available for breast reconstruction after mastectomy and tips on insurance coverage
- Learn strategies for coping with being high-risk and/or a carrier of an inherited mutation and strategies for sharing risk information with family members
- Learn about ways to improve their quality of life
- Meet and share experiences with others.
- Learn about advocating and improving lives of people and families affected by hereditary cancer
Demographics

The **LARGEST** international conference for people affected by hereditary cancer and the health care providers, researchers and organizations that serve them.

**2018 by the numbers**

- Over **700** attendees
- Over **75** medical experts representing **15** top academic institutions
- **114** scholarship recipients
- **60%** were first time attendees
- **40%** returnees **60%** new attendees
- Over **40** sessions across the care continuum
- Representatives from **20** advocacy groups

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**Attendees from around the country**

98.37% Would recommend this conference to others
97.84% Would attend this conference again
100% Agree there is a need for conferences like this one
2018 Demographics

Attendee Situation

- Positive for an inherited mutation linked to increased cancer risk
- Preivor
- Diagnosed with cancer
- Health care provider
- Patient advocate
- Caregiver or spouse
- Researcher

Attendee Age

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

For which reasons did you attend the conference?

- Information
- Share my story with others
- Learn about/Participate in research
- Resources
- Assistance with decision-making
- Support
- Other

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
As a Sponsor or Exhibitor at the Joining FORCEs 12th Annual Conference you will:

• Gain access to an important and hard to reach population of stakeholders with a high risk for hereditary cancer

• Meet with hundreds of people dealing with, and making medical decisions about hereditary cancer risk management and treatment

• Empower attendees to understand all their options related to risk-management and treatment including high-risk surveillance, and reconstruction options after mastectomy

• Be seen as a true partner in the fight by demonstrating your organization’s commitment to supporting individuals and families affected by hereditary cancers

• Learn about cutting edge information being presented to the hereditary cancer community

• Be a part of the largest annual conference by and for the hereditary cancer community

What the 2020 Conference will offer you:

**An exhibit hall with dedicated exhibition hours.** When attendees are not in sessions, they will be in the hall visiting the exhibitor booths. Breaks between sessions will be held in the hall to encourage interaction.

**Planned social events** where you can mix and mingle with empowered members of the HBOC community. Those events include a welcome reception and an evening poolside party.

**Additional marketing promotional opportunities** such as your logo on all attendee lanyards, or the ability to message attendees through push notifications via our conference mobile app. Share your partnership goals and we will work to customize your sponsorship package.
Become a Diamond Sponsor!
Limited to one sponsor

Pre-Conference Acknowledgement and Benefits
- Joining FORCES E-newsletter (30,000 subscribers). Acknowledged as Diamond-level sponsor with logo and link on two promotions
- Standalone conference promotion. Acknowledged as Diamond-level sponsor with logo and link on two standalone promotions
- Conference website sponsor page. Acknowledged as Diamond-level sponsor with logo and link
- Conference electronic bulletin for attendees: Acknowledged as Diamond-level sponsor with logo and link

Conference
- Eight complementary registrations
- Four 6-ft table-top exhibits or two 12-ft exhibits
- Exclusive right to have photo booth exhibit
- Conference mobile app
  - Prominently placed linkable Micro App (one of only four available)
  - Three linkable promoted posts and three push notifications
  - Full profile listing with name, description, logo, and link
  - Two opportunities to ask a multiple choice poll question of all attendees
- Five conference tote collateral items
- Identified as a Diamond-level sponsor at the conference on signage, opening and break PowerPoint
- Your logo in the conference program included in all attendee totes and used throughout the conference

$75,000
Become a Diamond Sponsor!
Limited to one sponsor
Become a Platinum Sponsor
Limited to three sponsors

$50,000

Pre-Conference Acknowledgement and Benefits
• Acknowledged as Platinum-level sponsor with logo listing and link on conference demand generation emails
• Conference website sponsor page. Acknowledged as Platinum-level sponsor with logo and link
• Conference electronic bulletin for attendees. Acknowledged as Platinum-level sponsor with logo and link

Conference
• Six complementary registrations for conference
• Three 6-ft table-top exhibits or one 10 x 10 exhibit space
• Conference mobile app
  o Prominently placed linkable Micro App (one of only four available)
  o Two linkable promoted posts, and two push notifications
  o Full profile listing with name, description, logo, and link to your website
  o An opportunity to ask a multiple choice poll question of all attendees
• Four conference tote collateral items
• Identified as a Platinum-level sponsor at the conference on signage, opening and break PowerPoint
• Your logo in the conference program included in all attendee totes and used throughout the conference
Become a Gold Sponsor

$25,000

Pre-Conference Acknowledgement & Benefits
- Acknowledged as a Gold-level sponsor with link and logo on conference demand generation emails
- Conference website sponsor page. Acknowledged as a Gold-level sponsor with logo and link
- Conference electronic bulletin for attendees. Acknowledged as a Gold-level sponsor with logo and link

Conference
- Five complementary registrations for conference
- Two 6-ft table-top exhibits
- Conference mobile app
  - One linkable promoted post, and one push notification
  - Full profile listing with name, description, and logo to your website
- Three conference tote collateral items
- Identified as a Gold-level sponsor at the conference on signage, opening and break PowerPoint
- Your logo in the conference program included in all attendee totes and used throughout the conference
Become a Silver Sponsor

Pre-Conference Acknowledgement & Benefits

- Acknowledged as a Silver-level sponsor with link on selected conference demand generation emails
- Conference website sponsor page. Acknowledged as a Silver-level sponsor with logo and link
- Conference electronic bulletin for attendees. Acknowledged as a Silver-level sponsor with listing and link

Conference

- Three complementary registrations for conference
- One 6-ft table-top exhibit
- Conference mobile app
  - One promoted post
  - A profile listing with name, description, and logo
- Two conference tote collateral items
- Identified as a Silver-level sponsor at the conference on signage, opening and break PowerPoint
- Your name in the conference program included in all attendee totes and used throughout the conference

Conference 2020

Limited to one sponsor

$10,000
Become a Bronze Sponsor

Pre-Conference Acknowledgement & Benefits
- Acknowledged as a Bronze-level sponsor with listing on selected conference demand generation emails
- Conference website sponsor page. Acknowledged as a Bronze-level sponsor with logo
- Conference electronic bulletin for attendees: Acknowledged as a Bronze-level sponsor with listing

Conference
- Two complementary registrations
- One 6-ft table-top exhibit
- One conference tote collateral items
- Identified as a Bronze-level sponsor at the conference on signage, opening and break PowerPoint
- Name listed as a Bronze-level sponsor in the conference app
- Your name in the conference program included in all attendee totes and used throughout the conference

$5,000
Become a Show & Tell Sponsor

Limited to four sponsors

Sponsorship opportunity for breast and plastic surgeons and companies that have products or services related to mastectomy or reconstruction

The Show & Tell Room offers women who are contemplating mastectomy or reconstruction the opportunity to meet and learn in-person from women who have had these procedures, and with some of the surgeons who complete these procedures. Our Show & Tell Room is free to all attendees and very well attended. Show & Tell sponsorship offers your practice high visibility and an opportunity to speak directly to women considering reconstruction.

Your practice or company will have a private reception area during Show & Tell hours for you and your staff to host and meet with attendees to showcase the services or products you offer.

Preconference

- Acknowledged as a Show & Tell level sponsor in conference communications
- Inclusion on our conference website sponsor page with logo and link
- Conference electronic bulletin for attendees: Acknowledged as a Silver-level sponsor with listing and link

Conference

- Three complementary registrations for conference and reception
- One round table during the Meet the Experts Roundtable Breakfast
- One 6-ft table-top exhibit
- Conference mobile app
  - One promoted post, (text only)
  - A profile listing with name, description, and logo
- Two conference tote collateral items
- Identified as a Show & Tell-level sponsor at the conference on signage, opening and break PowerPoint
- Private reception room during Show & Tell hours
- Promotion of your private reception (with your logo) in our conference program.

$12,000
Scholarship Gift Fund - $5,000*

Support the hereditary cancer community through the gift of knowledge. Attending the Joining FORCE’s Conference can be life-changing. Unfortunately, for many, attendance is out of reach financially. Every year we receive hundreds of requests for help – from people at every stage of the decision making process – including those just learning about their mutations to those looking for better treatment options. Over 200 of the attendees have also gone on to volunteer – bringing the information received back to their communities.

Acknowledgement

- Listing in our mobile conference app
- Company name and logo (if applicable) at our general session
- Dedicated conference “honor roll” sign of scholarship donors
- Inclusion in all scholarship communications
- If possible (and desired), every effort will be made to have you meet your recipients at the conference

“I was diagnosed with breast cancer and a BRCA2 mutation at the age of 28. When I found out about the research and support that FORCE offers, I knew I had to connect with them. Attending the conference was like something out a dream -speakers and topics tailored to my specific health needs. I was in awe of the attention to detail that went into choosing the session topics and I felt star-struck by the amazing doctors and professionals that were there to speak. After attending the conference, I felt empowered, confident, and hopeful.”

– Anne Embrey
Additional Sponsorship and Promotional Opportunities

Meals and Special Event Sponsorships

Lunch Sponsor

(Available to Bronze Sponsor Level and Higher Only)

As sponsor of the lunch and centerpieces, your name, logo and message will be front and center during our conference lunches.

As exclusive lunch sponsor you will receive:

- A welcome sign at each lunch break recognizing your sponsorship
- Full color signs with your logo and message in all centerpieces used during our networking lunch and our special Spirit of Empowerment awards luncheon
- Recognition of your sponsorship at our general session

Break Sponsor

(Available to Bronze Sponsor Level and Higher Only)

- Signs acknowledging your sponsorship
- Napkins printed with your logo at all break stations
- Recognition of your sponsorship at our general session
Education, Collateral & Research Opportunities

**Attendee Program**

$5,000

Exclusive sponsorship of our conference guide. The guide is filled with answers to frequently asked questions along with tips and resources for attendees. Your organization’s name, logo, URL and a paragraph of text or ad will be featured prominently. (ads and copy subject to approval).

**Room Drops**

$2,500-$3,500

The hotel will deliver your message or promotional item to each room booked in the FORCE room block. This is a high visibility opportunity and will be limited to two room drops per day – Friday and Saturday only.

Paper items (You may provide in envelope or loose) $2,500

Larger Items (Premiums, booklets, etc.) $3,500

**Tote Collateral or Premiums**

$750

Your collateral or premium will be included in all conference totes. Items must weigh under 2 oz. Items over 2 oz. will incur additional charges.

**Volunteer FORCE Training**

$7,500

Exclusive sponsorship of our Volunteer training session. Up to 100 volunteers from around the country will attend the FORCE conference to gather information they can bring back to their communities. They will also receive a day of training designed just for them – to help them further develop their volunteer skills.

Your sponsorship of this important training includes:

- A five-minute slot on the volunteer training agenda to share information about your products and services
- Inclusion of your logo and acknowledgement of your sponsorship on all training invitations and pre-work provided to volunteers
- Recognition of your sponsorship at our general session
- Opportunity to provide a branded premium item to all volunteers
Promotional Opportunities

Lanyards

$4,000

(Available to Bronze Sponsor Level and Higher Only)
As a Lanyard Sponsor, your logo and/or message will be printed on the lanyards that ALL conference attendees and speakers wear throughout the three-day event.

Room Keys

$5,000

(Available to Bronze Sponsor Level and Higher Only)
As sponsor of the hotel key cards, your logo and message will be featured on one side of each hotel key card (the FORCE Conference logo and date will be featured on the other side).

Used by guests throughout the three-day event, this opportunity provides high visibility for your brand and message.

Charging Station Sponsorship

$7,500

Elevate your brand and take center stage with our stand-alone charging station. Only one sponsor will be provided with this exclusive opportunity.

The charging will be placed outside the breakout rooms and available from Thursday through Saturday evening.

Your sponsorship includes:

• Fully branded charging station “wrapped” with your logo and message. We’ll provide the specs – you provide the artwork

• Option for a monitor to play your message continuously
Digital Opportunities

Conference App Sponsor

As our conference app sponsor, you will receive your own prominently displayed in-app micro site (one of two) that will display company information, name and logo, and will also link to your website for full access by every user of our conference app. At our last conference 87% of all attendees polled used the conference app providing great visibility. You will also receive:

- Two push notifications throughout the conference blasting your message to all app users
- One 30 minute promoted post each day (including your name and link)
- Recognition of your sponsorship at our general session
- Recognition in the promotional emails that will be sent to all conference attendees regarding the conference app
- One polling opportunity to ask the conference attendees a multiple choice question of your choice

$7,500