



IKCS: NORTH AMERICA
INTERNATIONAL KIDNEY CANCER SYMPOSIUM

IKCS 2021

Sponsorship Prospectus

NOVEMBER 5-6, 2021

AUSTIN, TEXAS



*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 IKCS 2021! IKCS 2021 will be a hybrid meeting taking place November 5th and 6th at the Hyatt Regency in Austin, Texas, and online for those unable to attend in person.

This annual event, along with IKCS: Europe held each spring, 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.

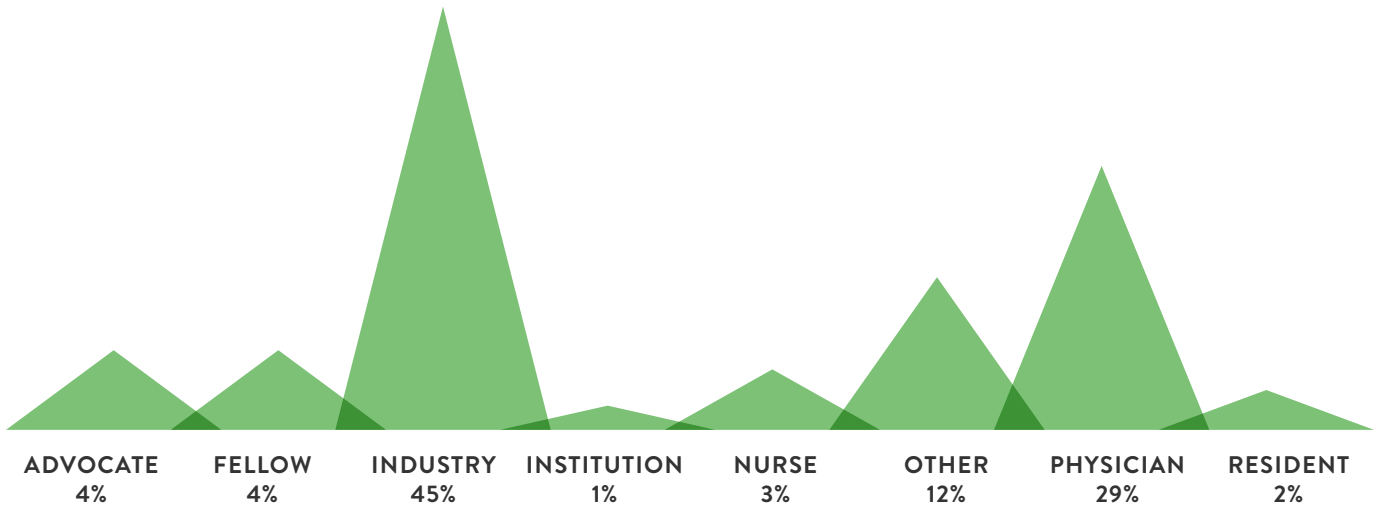
IKCS presenters and attendees travel from Europe, Asia, South America, and dozens of cities across the United States to participate in the symposium.

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.

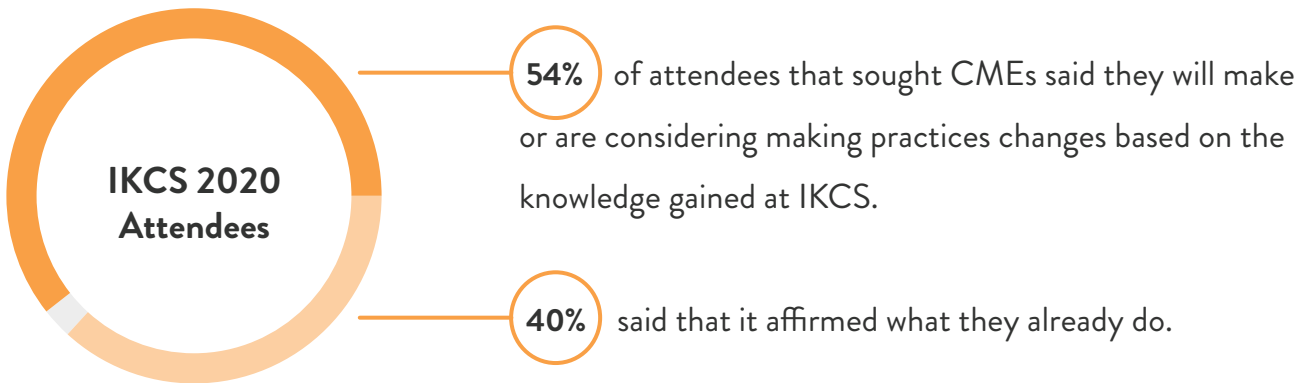
The Kidney Cancer Association was founded in 1990 by Eugene P. Schonfeld and a small group of patients and doctors in Chicago, Illinois, and has grown into an international non-profit organization. The KCA promotes scientific advances through two annual research symposia and a robust grant program, participates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

IKCS Demographics

IKCS 2020: A Virtual Experience was the best attended IKCS to date with more than 576 registered attendees—increasing attendance 24% from the previous year.



Based on the IKCS 2020 CME outcomes data



Ability to characterize the various therapies currently available for locally advanced and metastatic RCC

33%
INCREASE IN HIGH ABILITY

Ability to identify the novel approaches to ncRCC trial design and patient management

35%
INCREASE IN HIGH ABILITY


Knowledge of the role of metabolism as both a driver in RCC pathogenesis and as a target in its treatment

57%
INCREASE IN HIGH ABILITY

IKCS 2021 Premier Sponsorship Opportunities

The KCA is pleased to recognize sponsors of IKCS 2021 at the following levels:

Sponsorship levels will be based on the total amount of funding committed to all sponsorship opportunities.



Diamond SPONSOR TYPE	_____	\$300,000
Platinum SPONSOR TYPE	_____	\$200,000
Gold SPONSOR TYPE	_____	\$125,000
Silver SPONSOR TYPE	_____	\$80,000
Bronze SPONSOR TYPE	_____	\$35,000

Premier Sponsorship Benefits

All Bronze sponsors and higher will be recognized before, during, and after IKCS in the following ways:

- KCAMeetings.org website
- KCA eBlasts about IKCS 2021 and “Know Before You Go” email
- Sponsor slides at sessions and verbal recognition during IKCS 2021 welcome
- Logo recognition in IKCS 2021 Symposium Guide
- IKCS 2021 event signage
- Recognition on after-event email and survey
- Logo recognition on IKCS 2021 conference app

SPONSORSHIP BENEFIT	DIAMOND \$300,000	PLATINUM \$200,000	GOLD \$125,000	SILVER \$80,000	BRONZE \$35,000
Exhibit Booth Size	10x20	10x20	10x10	10x10	10x10
Number of Included Registrations	30	25	20	10	5
Satellite Session	Included Priority time during IKCS agenda	Included Ancillary times	+\$50,000	+\$50,000	+\$50,000
Onsite Recognition	Separate sponsor slide for Diamond sponsor(s) Other onsite recognition opportunities include floor clings, logo recognition, etc.				
Charging Station Sponsorship	Included				
Social Media Messages to the KCA Community	Two thank you messages leading up to event	One thank you message leading up to event	-	-	-
Meals + Breaks	Recognition as sponsor for two meals and/or snack breaks	Recognition as sponsor for one meal and/or snack break			
Use of Registrant Mailing List	Two-time use pre and post conference	One-time use pre or post conference	One-time use pre or post conference	-	-
IKCS Conference App	Recognition as app sponsor and 2 push notifications during IKCS	Logo recognition on app as sponsor and 1 push notification	Logo recognition on app as sponsor	Logo recognition on app as sponsor	Logo recognition on app as sponsor
Digital Sign Ad	Full-page ad	½ page ad	½ page ad	¼ page ad	Logo only
Conference Bag Insert	Three approved items	Two approved items	One approved item	One approved item	One approved item
IKCS 2021 Symposium Guide Ad	2-page layout ad	Full-page ad	½ page ad	½ page ad	¼ page ad
KCA's Think Tank: Coalition for a Cure Key Learnings	Synopsis of key learnings	Synopsis of key learnings	Synopsis of key learnings	Synopsis of key learnings	Synopsis of key learnings

Additional Sponsorship Opportunities

The Special IKCS Sponsorship Opportunities outlined below are only available to add on to Bronze sponsorships and above.

SPECIAL IKCS SPONSORSHIP OPPORTUNITIES

Non-CME Satellite Symposia

The KCA is pleased to offer two (2) opportunities for corporate-sponsored non-CME satellite symposia sessions during the IKCS 2021 agenda over the lunch hour on both Friday, November 5th, and Saturday, November 6th. Companies that sponsor at the Diamond and/or Platinum level will be offered these time slots on a first come, first served basis. There will also be several opportunities outside of the IKCS 2021 agenda to host a corporate-sponsored non-CME satellite symposia sessions. These sessions are available to Bronze sponsors and above for an additional \$50,000.

The tentative times for these sessions are:

Thursday, November 4th • 6:00pm–7:00pm or 7:00pm–8:00pm • *dinner session*

Friday, November 5th • 7:00am–8:00am • *breakfast session*

Saturday, November 6th • 7:00am–8:00am • *breakfast session*

These sessions involve the IKCS 2021 attendees but the content and presenter(s) are planned and executed by the sponsor or its designated third-party medical event/communications vendor. The fee for the non-CME satellite symposia includes the meeting space, AV and food and beverage to be ordered by the KCA team.

Friday Evening Reception Sponsorship \$50,000

Exclusive sponsorship for the Friday night reception event during IKCS 2021 for all IKCS attendees. Benefits are negotiable and dependent on reception space but include recognition as sole sponsor of event.

Think Tank: Coalition for a Cure Reception Sponsorship \$25,000

Sponsorship of reception following the Think Tank: Coalition for a Cure meeting to be held on Thursday, November 4th. The reception is for all attendees of the Think Tank session. Benefits are negotiable and dependent on reception space but include recognition as sponsor of event.

IKCS Conference WiFi Sponsorship \$20,000

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

Charging Station Sponsorship \$15,000

Attendees can charge phone, tablets, or laptops at one of four charging stations. Diamond-level sponsorship(s) include a charging station. Your company name and logo will appear on signage at the charging station.

Coffee Break/Snack Break Sponsorship \$10,000

Keep IKCS attendees alert and energized with a sponsorship of one of the coffee/snack breaks. The Diamond- and Gold-level sponsorships include coffee/snack sponsorships; one to two additional opportunities are available depending on agenda.

One-Time Usage of Registrant Mailing List \$10,000

Utilize the IKCS registrant mailing list either pre- or post-event to survey participants or disseminate information. All content needs to be approved by the KCA.

EXHIBIT AND OTHER RECOGNITION OPPORTUNITIES

Due to restrictions in space, only a limited number of tabletop exhibits are available to companies and/or organizations who are not IKCS 2021 Premier Sponsors. The below recognition opportunities can be added to Premier Sponsorships or purchased separately by any company or organization interested in reaching IKCS 2021 attendees.

Tabletop Booth \$3,000

Push Notification on IKCS 2021 Conference App \$5,000

Company Logo Included on IKCS 2021 Conference App \$3,000

Conference Bag Inserts \$2,500

Ad in IKCS 2021 Symposium Guide

¼ page ad • \$3,500

½ page ad • \$5,000

Full-page ad • \$10,000

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 and Platinum sponsors, the KCA will offer right of first refusal for the same sponsorship level and/or sponsorship package for IKCS 2022. KCA will contact Diamond and Platinum sponsors from IKCS 2021 with IKCS 2022 sponsorship prospectus details before contacting companies at the Gold through Bronze levels and before releasing the prospectus publicly.



SAVE THE DATE

IKCS 2022

NOV 4-5, 2022 • AUSTIN, TX

Contact Information

To discuss IKCS sponsorship opportunities, please contact Kendall Pace Monroe, Chief Advancement Officer, at the KCA at kmonroe@kidneycancer.org.

To learn more about IKCS 2021, visit our website at KCAMeetings.org.



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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