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 2022 IKCS: North America! This will be a hybrid meeting taking place November 4th and 5th 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.

2022 IKCS: North America presenters and attendees travel from Europe, Asia, South America, and dozens of cities across the United States to participate in the symposium.

2022 IKCS: North America 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.
2021 IKCS: North America Attendee Demographics

2021 IKCS: NA had a total of 475 registered attendees.

*Includes fellows, residents, and students.

Based on the 2021 IKCS: NA CME outcomes data

- 98% of attendees felt they accomplished what they set out to do (networking, attending sessions to stay up to date with new treatments, etc.) at 2021 IKCS: North America
- 96% were satisfied or very satisfied with the value of the event in terms of content

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 nccRCC 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
2022 IKCS: North America
Premier Sponsorship Opportunities

The KCA is pleased to recognize sponsors of 2022 IKCS: North America at the following levels:

Diamond
$300,000

Gold
$175,000

Silver
$100,000

Bronze
$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
- Sponsor slides at breaks and verbal recognition during 2022 IKCS: North America welcome
- Logo recognition in 2022 IKCS: North America Symposium Guide
- Event email to registrants
- IKCS 2022 event signage
- Logo recognition on 2022 IKCS: North America hybrid meeting platform
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>DIAMOND $300,000</th>
<th>GOLD $175,000</th>
<th>SILVER $100,000</th>
<th>BRONZE $35,000</th>
</tr>
</thead>
</table>
| Satellite Session| Unopposed: Included  
First choice of date and time | Opposed: Included  
First choice of time | - | - |
| Conference Bag Insert | 3 | 2 | 1 | - |
| Exhibit Booth Size | 10x20 | 10x10 | 10x10 | 6' Tabletop |
| Virtual Booth | Included | Included | Included | Included |
| Virtual Banner Ad | Included | Included | - | - |
| Number of Included Registrations* | 20 | 10 | 5 | 2 |
| Push Notifications on Conference Platform | 2 | 1 | - | - |
| Program Booklet Ad | 2-page layout | ½-page layout ad | ¼-page layout ad | Logo only |
| Sponsor Recognition: All sponsorship packages come with logo recognition on the meeting website, conference platform, slides**, signage throughout the conference, and 1 Eblast | Included & Separate sponsor slide for Diamond Sponsor(s) | Included | Included | Included |
| KCA’s Think Tank: Coalition for a Cure Key Learnings | Synopsis of Key Learnings | Synopsis of Key Learnings | Synopsis of Key Learnings | - |
| A La Carte Options (Select from the list on page 6) | 5 | 3 | 2 | 1 |

*Additional registrations may be purchased at the regular attendee rate price.

**Due to CME regulations, slides include company name only (no logos allowed)
A La Carte Options

Starting July 12, 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 options available based on your level of sponsorship. The below a la carte options are on a first-come-first-served basis.

General Support Opportunities
10x10 Booth • $5000

6’ Tabletop • $2500

Conference Wi-Fi • $10,000 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 • $10,000 EXCLUSIVE OPPORTUNITY
KCA welcomes your company to support the carry-all bag for use by 2022 IKCS: North America 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 or hand sanitizer), garnering coveted visibility throughout the duration of the meeting of 200+ estimated live attendees.

Special Events

Recognition as a Sponsor for the KCA Think Tank: Coalition for a Cure 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 (Virtual and Live) • $10,000 EXCLUSIVE OPPORTUNITY
At 2021 IKCS: North America, more than 45 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 live and virtual Poster Sessions.

Friday Evening Reception • $25,000 EXCLUSIVE OPPORTUNITY
Exclusive sponsorship for the Friday night reception event during 2022 IKCS: North America for all attendees. All registrants are invited to attend the evening reception which will include complimentary light refreshments and music. Benefits are negotiable and dependent on reception space but include recognition as sole sponsor of event.
Women in RCC Networking Event • $10,000

Women in RCC is a new group holding their second US meeting at 2022 IKCS: North America. It was formed to help elevate the female professional voice within the fields of urology and oncology. Benefits are negotiable and dependent on space but include recognition as sole sponsor of the event and the ability to send one representative to the breakfast meeting.

Advertisements
Program Book Ad *(print and online)*
- ¼ page ad • $3,500
- ½ page ad • $5,000
- Full-page ad • $10,000

Conference Bag Insert • $2,500/each
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 2022 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.

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 • additional $3,000

Elevator Clings in the Hotel Lobby • $10,000/per elevator or all 4 for $32,000
Elevator clings can be purchased exclusively, which includes 4 elevators or individually. Availability is on a first-come, first-served basis.
Signage is placed on side tables located in the highly visible area of the Hyatt Regency Austin.

**Floor Clings** • $1,000 package of 6 - **2 PACKAGES OF 6 REMAIN**

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. Three packages of 6 floor clings are available. One package equals one selection.

**Window Clings** • $2,000 package of 6 - **EXCLUSIVE OPPORTUNITY**

Ignite your brand’s visibility around the outdoor terrace in the Hyatt Regency Austin. More than 200 attendees will pass by this sponsorship opportunity on their way to sessions.

**Timeline Window Clings** • $5,000 package of 2 - **EXCLUSIVE OPPORTUNITY**

This opportunity will be visible in the walkway from registration to general session area as part of the KCA timeline display. Every attendee that registers or picks up their badge, will pass this branding opportunity.

**Hand Sanitizer Stations** • $15,000

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.

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**Additional Benefits**

**Yoga/Run Sponsorship** • $10,000/per event or $15,000 for both - **EXCLUSIVE OPPORTUNITY**

Encourage a healthy activity for IKCS attendees by sponsoring our yoga/run activity on Saturday, November 5. This opportunity includes 1 co-branded water bottle with company logo, signage throughout the meeting, and the chance to bring 1 additional branded item of your choosing. Sponsors may select up to 2 attendees for these events.
Opposed Industry Symposium • $35,000
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 2022 North America 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
SAVE THE DATE

2023 IKCS: North America
NOV 10–11, 2023 • NASHVILLE, TN

Contact Information

To discuss 2022 IKCS: North America meeting sponsorship opportunities, please contact Sallie McAdoo, Medical Director, at the KCA at smcadoo@kidneycancer.org.

To learn more about 2022 IKCS: North America meeting, visit our website at KCAMeetings.org.
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

#UnstoppableTogether

@KidneyCancer  |  @KidneyCancerAssociation