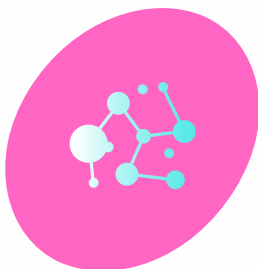


# INDUSTRY PROSPECTUS

Presented by



In collaboration with



HKIORS

**BEST OF ASCO®**  
OFFICIALLY LICENSED

5<sup>th</sup> July, 2025  
Hong Kong



## Event Highlight



**Live interaction** with renowned international speakers on latest oncology advances presented in **ASCO 2025** meeting.

Panel discussions led by **local oncology experts**



**Hybrid** physical and online meeting

**Maximum CME points** credited by local specialist colleges



**Free registration** for all health care professionals

# Message from **Hong Kong International Oncology Research Society (HKIORS)** & the **Scientific Committee**

Dear Colleagues, Friends & Fraternity Members,

Thank you for enjoying the last three editions of Best of ASCO Hong Kong. In these challenging times, we are committed to providing the highest quality of care to our patients and keeping ourselves updated with the latest advances in cancer care.

It is our pleasure to announce that the **Hong Kong International Oncology Research Society (HKIORS)** and the **American Society of Clinical Oncology (ASCO)** are partnering together this year to bring **Best of ASCO 2025, Hong Kong** on **5th July 2025** in **Hong Kong**. Together with HKIORS, we aim to bring you a **Highly-interactive conference on practice-changing clinical data in oncology** this year.

As you are aware, Best of ASCO is a very popular program run by ASCO in over twenty-five countries. This program has the latest and best scientific studies in clinical oncology (which will be presented at the ASCO Annual Conference 2025) handpicked by the scientific committee members of the Hong Kong & ASCO team and showcased to doctors.

The one-day program will be a great opportunity to attend lectures focused on different aspects of oncology, in-person panel discussions with experts, and the latest technologies displayed physically by world-class pharmaceuticals and medical companies.

We look forward to welcoming you and a wide audience of clinical oncologists, medical oncologists, hematologists, and other medical specialists as well as trainees in addition to other healthcare professionals like nurses and pharmacists, to join the sessions to review the latest research and explore new therapies and their potential impact on cancer care in Hong Kong.

We look forward to a great scientific conference with all of you.

Regards,

**Hong Kong International Oncology Research Society (HKIORS)**



# About **Best of ASCO**

Best of ASCO 2025 brings the most groundbreaking and clinically relevant oncology research from the ASCO 2025 Annual Meeting to Hong Kong. Designed for oncologists, researchers, and healthcare professionals, this exclusive event distills key scientific advancements into practical insights that can be immediately applied in clinical practice.

This year's program will highlight the most significant breakthroughs in cancer treatment, covering primary disease sites, emerging therapies, and cutting-edge research that is reshaping patient care. Each selected abstract represents a pivotal advancement in oncology, ensuring that attendees gain a comprehensive understanding of the evolving treatment landscape.

Renowned oncology experts will provide in-depth discussions, offering a localized perspective on how these findings impact patient care in Hong Kong. The interactive format encourages audience participation, fostering engaging discussions and networking opportunities with peers and thought leaders.

Join us at Best of ASCO 2025 - Hong Kong, where innovation meets practice, and together, we advance the future of cancer care.



**Equity:** Every Patient. Every Day. Everywhere.

**Cutting-Edge Research:** Discover the most impactful scientific updates.

**Evidence-Based Education:** Gain insights directly applicable to patient care.

**Global Oncology Community:** Connect with world-class experts and peers.

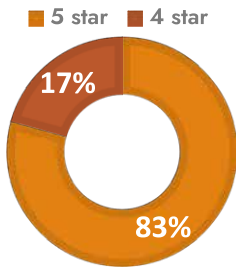
**Practice-Changing Experience:** Stay ahead with the latest advancements.

**Don't miss this opportunity to transform cancer care in Hong Kong and beyond!**

# Highlights from the **Best of ASCO 2024, Hong Kong**

## Delegates Feedback

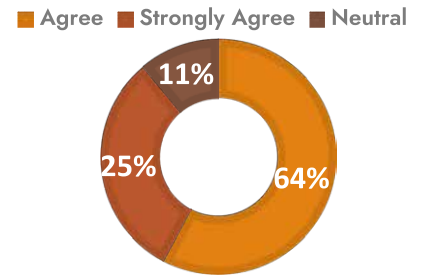
### OVERALL SCIENTIFIC PROGRAM QUALITY



### OVER ALL SATISFACTION



### MET THE LEARNING OBJECTIVES



## Single Day Physical Event

**10**  
International  
Speakers

**15**  
National Faculty  
of Hong Kong

**100+**  
Delegates  
Participation

**07**  
Industry  
Participation



**02** Main Plenary Sessions  
**06** Sessions  
**24** Publishing



**10+** Hours of Scientific Deliberation

## Partners of BEST of ASCO 2024, Hong Kong

Silver Sponsor

**AMGEN**<sup>®</sup>

Exhibitor Sponsors

AstraZeneca  
阿斯利康

Bristol Myers Squibb<sup>™</sup>

CodeX 科德施  
GENETICS

illumina<sup>®</sup>

Lilly

Pfizer  
Oncology



# Glimpses of **Best of ASCO 2024**



# Why Participate in Best of ASCO 2025 – HongKong

## Connect with a Wide Network

Engage in-person with a distinguished audience of oncology specialists from **Hong Kong, Macau, and Mainland China**, fostering collaboration and knowledge-sharing.

## Access Cutting-Edge Research

Benefit from ASCO's ongoing efforts to advance oncology, featuring groundbreaking studies and **practice-changing updates** that elevate patient care.

## Maximize Visibility Through Sponsorship & Exhibition

Showcase your latest **products, technologies, and innovations** to a highly targeted audience, enhancing brand exposure among **leading healthcare professionals**.

## Enrich Learning Through Live Demonstrations

Enhance the attendee experience by **exhibiting the latest medical advancements**, giving professionals hands-on insights into transformative oncology solutions.

## Engage with World-Class Experts

Gain valuable perspectives from **internationally and nationally recognized speakers**, bringing cutting-edge knowledge and expertise to in-depth discussions

## Leverage Powerful Promotion & Outreach

ASCO's extensive **electronic and social media outreach** ensures that your participation reaches a broad audience, connecting you with **key stakeholders, associations, and supporting organizations**.



# Attractive **Sponsorship** Packages

## DIAMOND SPONSOR

**USD 25,705 | HKD 200,000**

**Only  
2 Slots  
available**

### During the Event

- Exclusive 20-minute scientific symposium during the main conference, offering a platform to share cutting-edge research.
- 15 Complimentary Registrations (Delegates & Faculty) to maximize networking opportunities.
- 1-Minute Video Feature projected during networking breaks to highlight your innovations.

### Showcase Booth

- 1 Premium Showcase Table in a high-traffic area.
- 1 Fabric Pop-Up Backdrop for prominent brand visibility.
- 1 Silver Plate for efficient name card collection.

### Marketing & Promotion

- Diamond Sponsor Acknowledgment on the event backdrop.
- Company logo with hyperlink featured in event materials, email campaigns, and social media.
- 2 Customized Email Invitations sent to delegates with your branding.
- 2 PDF Brochures available for attendees to download from the event platform.

### Post Event

- Receive post event report with photos

## GOLD SPONSOR

**USD 19,278 | HKD 150,000**

**Only  
4 Slots  
available**

### During the Event

- 15-minute scientific symposium during the main conference to present key innovations.
- 10 Complimentary Registrations (Delegates & Faculty) for networking and participation.
- 1-Minute Video Feature projected during networking breaks to amplify brand presence.

### Showcase Booth

- 1 Superior Showcase Table in a prime location.
- 1 Fabric Pop-Up Backdrop to enhance visibility.
- 1 Silver Plate for efficient name card collection.

### Marketing & Promotion

- Acknowledgment in event backdrop and marketing materials.
- Company logo with hyperlink featured in promotional emails and social media.
- 1 Customized Email Invitation sent to delegates with your branding.
- 2 PDF Brochures available for attendees to download from the event platform.

### Post Event

- Receive post event report with photos



## SILVER SPONSOR

**USD 12,900 | HKD 100,000**

**Only  
6 Slots  
available**

### During the Event

- 10 Complimentary Registrations (Delegates & Faculty) for meaningful engagement.
- 30-Second Video Feature projected during networking breaks to enhance brand presence.

### Showcase Booth

- 1 Showcase Table in a prime event space.
- 1 Silver Plate for efficient business card collection.

### Marketing & Promotion

- Brand acknowledgment on the event backdrop.
- Company logo with hyperlink in marketing emails and social media promotions.
- 1 Customized Email Invitation sent to delegates featuring your branding.
- 1 PDF Brochure available for attendees to download from the event platform.

### Post Event

- Receive post event report with photos

## EXHIBITOR SPONSOR

**USD 6,425 | HKD 50,000**

**Only  
5 Slots  
available**

### During the Event

- 5 Complimentary Registrations (Delegates & Faculty) to network with top oncology professionals.

### Showcase Booth

- 1 Showcase Table to present your latest innovations and services.
- 1 Silver Plate for streamlined business card collection.

### Marketing & Promotion

- Acknowledgment on the event backdrop for high visibility.
- Company logo with hyperlink featured in promotional emails and social media.
- 1 Customized Email Invitation sent to delegates with your company branding.
- 1 PDF Brochure available for attendees to download from the event platform.

### Post Event

- Receive post event report with photos

# Sponsorship and Exhibition Payment Conditions

## Payment methods:

- Electronic Transfer
- Bank Transfer

## Payment details:

Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from the bank for your identification and payment confirmation.

## Bank details:

All invoices for sponsorship shall be issued by organizers in USD/EURO. For payments in other currencies, please note the current conversion rate as per RBI would apply. All completed sponsorships booking forms along with bank transfer payment transaction advice must be sent via e-mail to the conference secretariat.

**Fund transfers should be done in USD/EURO only, not in Indian Rupees / Hong Kong Dollar.**

Account Name: **MCI GeTS India Pvt Ltd**

Bank Name: **HDFC Bank Ltd**

Account No: **50200027962560**

IFSC Code: **HDFC0000572**

Swift Address No: **HDFCINBB**

Address: **Vatika Atrium A-Block Golf Course Road, Sector-53, Gurgaon-122002, Haryana**

## Payment terms:

50% payable on presentment of the invoice

50% payable by **30<sup>th</sup> June 2025**

# General Information

## Sponsorship & Exhibition

The Best of ASCO 2025 - Hong Kong will be an in-person conference and exhibition, offering an immersive platform for attendees to interact with cutting-edge innovations, industry leaders, and breakthrough research. This dynamic setting provides exhibitors and sponsors with valuable face-to-face engagement opportunities through multiple touchpoints.

## Allocation of Exhibition Space (First Come, First Served Basis)

- Exhibition space will be allocated on a priority basis to those who submit a fully completed Exhibition Booking Form at the earliest.
- To secure a preferred location, email the completed form promptly to confirm your space.
- Upon receiving the Exhibition Booking Form, an official confirmation and invoice will be issued.
- Final space allocation will be determined in order of form submission and payment receipt.

## Exhibitors' Technical Manual

An Exhibitors' Technical Manual detailing all logistical and technical aspects of the exhibition will be provided upon confirmation of exhibition space. This comprehensive guide will ensure a seamless and successful exhibition experience.

## Contact Us



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