

In collaboration with

香港臨床腫瘤科學會
Hong Kong Society of Clinical Oncology

HK SMO HONG KONG SOCIETY OF MEDICAL ONCOLOGY
香港內科腫瘤學會

Presented by



OFFICIALLY LICENSED

BEST OF ASCO®

2023 ANNUAL MEETING

2nd - 3rd September 2023
Hong Kong



INDUSTRY PROSPECTUS

Endorsement Letter



02/13/2023

The American Society of Clinical Oncology (ASCO®) is pleased to announce an agreement with MCI Group, to host an official Best of ASCO® meeting in Hong Kong. This premier event will highlight abstracts and educational updates from the 2023 ASCO Annual Meeting, the world's largest gathering of physicians, researchers, and others engaged in the study and practice of oncology.

Many summary events are held after the Annual Meeting, but only a select few are organized in connection with ASCO and reliably deserve the title "Best of ASCO®" for their objectivity in content selection.

These official Best of ASCO® meetings present the top abstracts from a pool of more than 4,000 rated by a panel of ASCO experts. MCI Group has created a custom program that promises to meet the needs of members of the oncology care team.

Sincerely,

Brittany Bingle

Brittany Bingle
Licensing Manager
Education, Science and Professional Development
American Society of Clinical Oncology
2318 Mill Road, Suite 800
Alexandria, VA 22314

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Message from Hong Kong Society of Clinical Oncology (HKSCO) & Hong Kong Society of Medical Oncology (HKSMO)

Dear Colleagues, Friends & Fraternity Members,

It is our pleasure to welcome you to the Best of ASCO 2023, Hong Kong, scheduled to be hosted digitally from 2nd & 3rd September 2023.

Once again, the Hong Kong Society of Clinical Oncology (HKSCO) & Hong Kong Society of Medical Oncology (HKSMO), and MCI GeTS India have joined hands to bring top-ranked and outstanding abstracts from the American Society of Clinical Oncology Conference, June 2023 to Best of ASCO 2023, Hong Kong.

During these two days, participants will have the opportunity to attend lectures about different aspects of clinical oncology, participate in live panel discussions with experts, and see the latest technologies displayed by world-class pharmaceutical companies and medical companies through digital and extensive exhibitions.

Last year's conference was well received, and we are pleased with how well it went. Your interests were registered, and we aim to incorporate those abstracts along with new ones. Our mission is to bring the best of oncology-related science to Hong Kong as representatives of the oncology fraternity.

Please register at special rates and keep abreast with the latest trends in Clinical Oncology. We look forward to a great scientific conference with all of you.

Regards,

Hong Kong Society of Clinical Oncology (HKSCO) &
Hong Kong Society of Medical Oncology (HKSMO)

Message from Organising Chairperson

Dear Colleagues,

I am delighted to welcome you to the 2nd Best of ASCO 2023, Hong Kong, on behalf of the organizing committee. It is scheduled for the 2nd and 3rd of September 2023 to be the full virtual Best of ASCO 2023, Hong Kong.

Having enjoyed the last edition of Best of ASCO Hong Kong, we are proud and happy. We strive to provide the best cancer care for our patients during these challenging times. HKSCO & HKSMO are working together to bring you the latest updates and best evidence-based practice from ASCO Annual Conference 2023.

We hope you will enjoy this conference, and looking forward to a physical conference in the near future. Please register today and join us for Best of ASCO 2023, Hong Kong.

Regards,



Dr. William Foo

Organising Chairperson
Best of ASCO 2023, Hong Kong



Organizing Committee

Chairperson



Dr William Foo
Head of Oncology
Baptist Hospital, Hong Kong

Member



Dr Patrick Lau
President,
Hong Kong Society of Medical Oncology

Scientific Committee



Prof Stephen Chan Lam
Clinical Professor of Medical Oncology
The Chinese University of Hong Kong



Prof Roger Ngan
Professor of Oncology
The University of Hong Kong

About Best of ASCO

Best of ASCO **curates the most clinically relevant** science impacting patient care from the **ASCO 2023 Annual Meetings**, so the delegates can take home valuable, actionable insights that can be immediately applied in their daily practices.

The abstracts chosen for presentation and discussion, reflect the foremost research and strategies in oncology that will directly improve patient care. The program features in-depth discussion and analysis of the latest scientific findings in primary disease sites, and practice-changing advances in cancer treatment.

Expert faculty will place abstract findings into a clinical context and discuss how the results may change the current standard of care. The Meetings' smaller size allows ample time for the audience participation and attendees interaction.

Save the Date for the Best of ASCO 2023, Hong Kong Meeting

- 2nd & 3rd September 2023.
- Equity: Every Patient. Every Day. Everywhere.
- The latest cutting-edge research.
- The best in evidence-based education.
- One global oncology community.
- Practice-changing experience.

Reasons to Participate

- To connect with the local oncologists virtually through various tools available on the platform.
- Virtual event will attract large scale participation, beyond the numbers ever touched in past ASCO conferences.
- ASCO speakers and program content aims to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics.
- An ever-increasing research will benefit from ASCO's efforts to advance and improve the knowledge and practice.
- Internationally & Nationally acknowledged experts will enrich the scientific value of the sessions, discussions, etc.
- Participation as exhibitor and sponsor will ensure premium high-value visibility across a wide spectrum of healthcare professionals.
- Promotion of ASCO will be done extensively through electronic and social media by engaging with the community in large, and with various relevant and supporting associations and organizations.
- Showcasing your latest products and systems at the exhibition, will enrich the learning experience for the attendees.

Benefits to Participants

- Opportunity to showcase the sponsored symposiums to the Hong Kong Oncologists.
- Individual virtual exhibition stall with specific design.
- Customized stall templates to choose from, as per requirements.
- Recorded Video byte in the Stall (Video clip about the product/company).
- Company profile and products demonstration.
- Product portfolio demonstration.
- Live chat between exhibitor & stall visitor.
- Connect with the delegates through video chat. (Patron/ Platinum/Diamond Sponsors)
- Schedule a call or virtual meeting between exhibitor & stall visitor.
- Business card exchange.
- Lead retrieval.
- Database availability of stall visitors.
- Various reports of exhibition booth activities.

Attractive Sponsorship Packages

PATRON SPONSOR

(Only 1 Slot available)

USD 35,500
HKD 284,000

- Pre-conference Masterclass for 1 Hour on 2nd September 2023.
- One Ultra Premium virtual booth space with top placement to ensure maximum footfall along with booth functionalities.
- 2 Minutes sponsor's intro or video ads will be played during the breaks (four times on all the days).
- Complimentary registrations (Delegate & Faculty): 50
- 5 e-mail invitations to delegates with company branding.
- Prominent Branding in the conference hall.
- Allocation of 1st stall in the exhibition hall with maximum delegate footfall.
- Logo on the virtual conference login page.
- Acknowledgment with logo on the 'Welcome Video' as patron sponsor.
- Acknowledgment as a Patron sponsor during session transitions with branding slide (four times a day).
- Acknowledgment in the virtual lobby as patron sponsor.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- 1 thank you e-mail on behalf of the sponsor to all the attendees.
- Access to company representatives in the scientific sessions: 15

PLATINUM SPONSOR

(Only 1 Slot available)

USD 29,000
HKD 232,000

- One 40 minutes scientific symposium during main conference.
- One Premium virtual booth space with top placement to ensure maximum footfall along with booth functionalities.
- 1 Minute sponsor's intro or video ads will be played during the breaks (twice on all the days).
- Complimentary registrations (Delegate & Faculty): 40
- 3 e-mail invitations to delegates with company branding.
- Prominent Branding in the conference hall.
- Allocation of 2nd stall in the exhibition hall with maximum delegate footfalls.
- Logo on the virtual conference login page.
- Acknowledgment as a Platinum sponsor during session transitions with branding slide (twice a day).
- Acknowledgment in the virtual lobby as platinum sponsor
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 10

DIAMOND SPONSOR

(Only 2 Slots available)

USD 18,500
HKD 148,000

- One 20 minutes scientific symposium during main conference.
- One Premium virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 25
- 2 e-mail invitations to delegates with company branding.
- Acknowledgment in the virtual lobby as diamond sponsor.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 7

QUIZ SPONSOR

(Only 1 Slot available)

USD 14,500
HKD 116,000

- Branding during quiz session.
- One Superior virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 15
- 1 e-mail invitation to delegates with company branding.
- Acknowledgment in the virtual lobby as quiz sponsor.
- Hyperlinked logo on the conference website.
- Access to company representatives in the scientific sessions: 5

GOLD SPONSOR

(Only 4 Slots available)

USD 10,000
HKD 80,000

- One Superior virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 15
- Acknowledgment in the virtual lobby as gold sponsor.
- Hyperlinked logo on the conference website.
- Acknowledgment on the exhibition pathway.
- Access to company representatives in the scientific sessions: 3

EXHIBITOR (Only 6 Slots available)

USD 5,750
HKD 46,000

- One regular virtual exhibition booth space with functionalities.
- Complimentary registrations (Delegate & Faculty): 5
- Logo on the conference website as exhibitor.
- Access to company representatives in the scientific sessions: 2

Additional Functionalities at Exhibition Booth

- Lead Retrieval & Data Analytics of Stall Visitors.
- Recorded Brand Video on the Stall (video clip about the product/company).
- Company Profile and products demonstration.
- Live Chat between exhibitor & stall visitor.
- Connect delegates through audio or video chat.
- Schedule a call or virtual meeting between exhibitor & stall visitor.
- Business Card Exchange.
- Various reports of exhibition booth activities.

Registration

CATEGORY	EARLY BIRD Until 31 st May 2023	REGULAR Until 15 th August 2023	SPOT 16 th August 2023 Onwards
Doctors	HKD 175.00	HKD 220.00	HKD 275.00
Students	HKD 85.00	HKD 110.00	HKD 135.00
Industry	HKD 300.00	HKD 350.00	HKD 400.00
HKSCO & HKSMO Members	HKD 85.00	HKD 110.00	HKD 135.00

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 exhibition space 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 / exhibition space 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 / Indonesian Rupiah.

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 **10th August 2023**

Cancellation terms:

Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:

Before 31 st May 2023: 50% retention	Before 15 th Aug. 2023: 75% retention	After 15 th Aug. 2023: 100% retention
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General Information

Sponsorship & Exhibition

The Conference & Exhibition will be held Virtually in an immersive 3D platform with the latest functionalities available for engaging the delegates through multiple touchpoints

Allocation of Exhibition Space

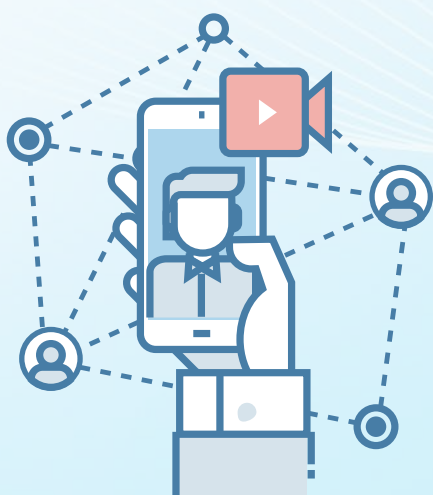
Space Allocation will be made on a "first come, first served" basis. A completely filled Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed, and an invoice will be emailed. Space allocations will be made in an order by which application forms and payments are received.

Exhibitors' Technical Manual

An Exhibitors' Technical Manual, outlining all technical aspects of exhibition, will be circulated 05 days before the conference.

Virtual Platform Features

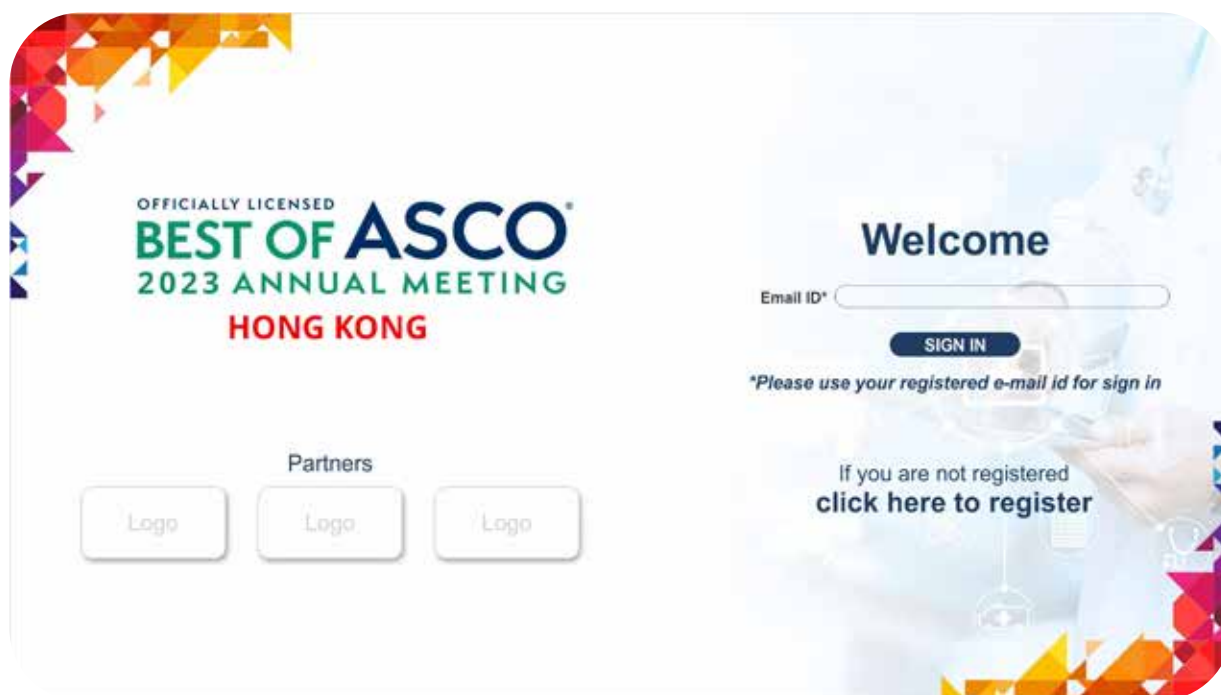
- 3D Experience with Immersive Environment
- Virtual Lobby with Interactive Touchpoints
- Information Desk
- Live Streaming & Session Archives
- Live Q&A
- Live Polling
- Chat in real time with attendees (Text Chat box, Audio/Video Calling)
- Attendee Dashboard



- Photobooth
- Notifications
- Virtual Briefcase
- Attendee Video Guide
- Engagement & Entertainment options
- Reports & Data Analytics
- Feedback Desk

Branding Opportunities

Login Page



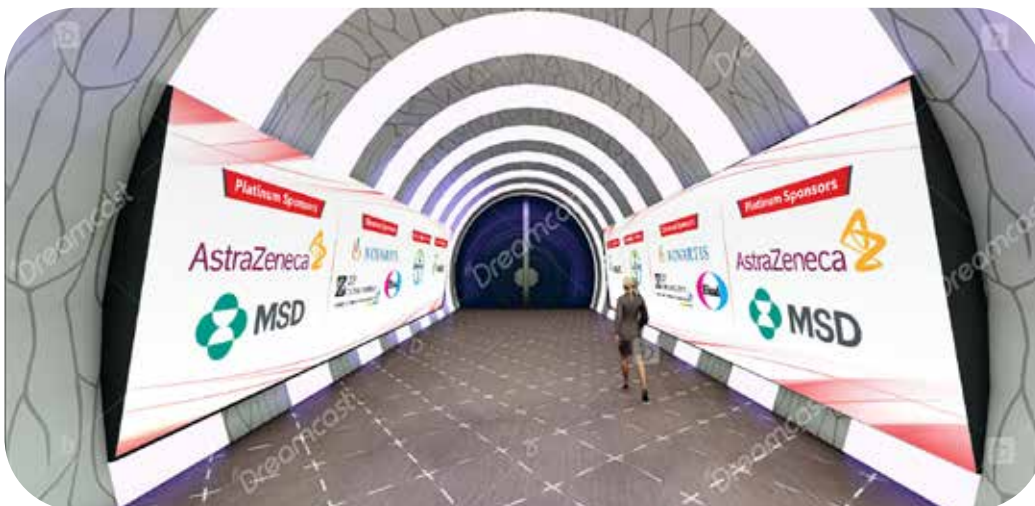
Virtual Lobby



Information Desk



Exhibition Pathway



Conference Hall



Exhibition Area



Top 5 reasons for attendees to visit the exhibition hall

- To gain leaderboard points and win prizes for Virtual Meeting.
- Interaction with Sales Staff of various companies.
- Book an appointment for Business
- New Product Launches & Details.
- To Download Product e-Catalogues & Video's.

Virtual Booth

Booth features:

- Medical Representatives to Interact Live with Doctors.
- Branding on Booths.
- Video on Screen.
- Brochure / Content Downloads.
- Chat with Staff.
- Book an Appointment.
- Product Video's.
- Sales Person Info.
- Social Media.



The above images are for virtual representation only

Tentative Scientific Agenda

Day 1 - 2nd September 2023

MasterClass Session (Sponsored)

Session 1 - Breast Cancer - Local/Regional/Adjuvant

Session 2 - Breast Cancer - Metastatic

Sponsored Session 1

Session 3 - Melanoma/Skin Cancers

Session 4 - Genitourinary Cancer–Kidney and Bladder

Session 5 - Sarcoma

Session 6 - Developmental Therapeutics–Immunotherapy

Sponsored Session 2

Session 7 - Developmental Therapeutics - Molecularly Targeted Agents and Tumor Biology

Quiz Session 1

Day 2 - 3rd September 2023

Session 8 - Gastrointestinal Cancer–Colorectal and Anal

Session 9 - Gastrointestinal Cancer–Gastroesophageal, Pancreatic and Hepatobiliary

Sponsored Session 3

Session 10 - Lung Cancer–Non-Small Cell Metastatic

Session 11 - Genitourinary Cancer–Kidney and Bladder

Session 12 - Genitourinary Cancer–Prostate, Testicular and Penile

Session 13 - Gynecologic Cancer

Session 14 - Head and Neck Cancer

Sponsored Session 4

Session 15 - Lung Cancer–Non-Small Cell Local-Regional/Small Cell/Other Thoracic Cancers

Quiz Session 2

Contact us



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