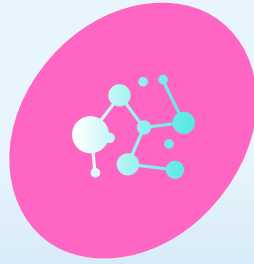


In collaboration with



HKIORS

BEST OF ASCO[®]

OFFICIALLY LICENSED

31st August 2024

Venue: Cordis, Hong Kong

Presented by



mci
Tomorrow's People

INDUSTRY
PROSPECTUS



Endorsement Letter



01/23/2024

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 2024 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 5,000 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,

A handwritten signature in black ink that reads "Brittany Bingle". The signature is written in a cursive, flowing style.

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

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

Dear Colleagues, Friends & Fraternity Members,

Thank you for enjoying the last two 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 2024, Hong Kong** on **31st August'24** in **Hong Kong** at **Hotel Cordis, 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 2024) handpicked by the scientific committee members of the Hong Kong & ASCO team and showcased to doctors.

Our scientific committee will cover up to 24 topics on **Thoracic, Breast, Gastrointestinal, Urological, Gynaecological, and Lymphoma Oncology** with an impactful plenary session in between.

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.

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

Regards,

Hong Kong International Oncology Research Society (HKIORS)

Scientific & Core Committee



Dr Peter Teo
Plenary Session



Prof George Lau
Gastrointestinal Oncology



Prof Gregory Cheng
Lymphoma Oncology



Prof KY Tse
Gynecological Oncology



Dr Roland Leung
Breast Oncology



Dr Patricia Poon
Thoracic Oncology



Dr Darren Poon
Urological Oncology

About Best of ASCO

Best of ASCO **curates the most clinically relevant** science impacting patient care from the **ASCO 2024 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.

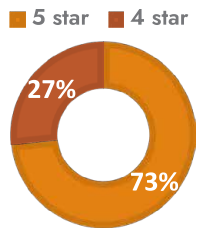
Save the Date for the
Best of ASCO 2024, Hong Kong Meeting

- 31st August 2024.
- Equity: Every Patient. Every Day. Everywhere.
- The latest cutting-edge research.
- The best in evidence-based education.
- One global oncology community.
- Practice-changing experience.

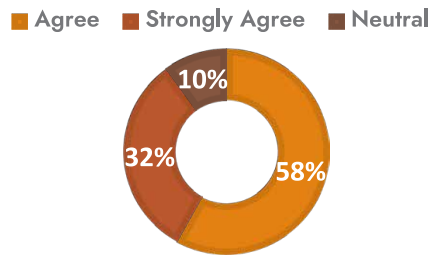
Highlights from the Best of ASCO 2023, Hong Kong

Delegates Feedback

OVERALL SCIENTIFIC PROGRAM QUALITY



MET THE LEARNING OBJECTIVES



OVER ALL SATISFACTION



2 Days Virtual Event

13

International Speakers

21

National Faculty of Hong Kong

250+

Delegates Participation

7+

Industry Participation



06 Sessions
33 Publishing
01 Sponsored Symposia



4 Hours of Scientific Program per Day.
8 Hours of Scientific Deliberation over 2 Days!

Partners of BEST of ASCO 2023, Hong Kong



Reasons to Participate

- To connect physically with a wide audience of cancer specialists from Hong Kong, Macau and Mainland China
- ASCO speakers and program content aim to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics.
- Ever-increasing research will benefit from ASCO's efforts to advance and improve knowledge and practice.
- The presence of internationally and nationally recognized experts will enhance the scientific value of the sessions, discussions, etc.
- Exhibiting and sponsoring will provide a high level of visibility across a broad spectrum of healthcare professionals.
- Promotion of ASCO will be done extensively through electronic and social media by engaging with the community at 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 attendees.



Attractive Sponsorship Packages

PLATINUM SPONSOR (Only 2 Slots available)

USD 43,500
HKD 339,300

During the Event

- One 30 minutes scientific symposium during main conference
- Complimentary Registration (Delegate & Faculty): 20
- 2 Minute Video to be projected during networking break

Showcase Booth

- 1 Premium Large Showcase Table Onsite
- 1 Fabric Pop Up as Showcase Backdrop
- 1 Silver Plate for Name card Collection

Marketing & Promotion

- Acknowledgment as Platinum Sponsor in Event Backdrop
- Acknowledgment as Platinum Sponsor in Event Marketing Materials with hyperlink on email and social media
- 3 Customized Email Invitation to delegates with your company branding
- Two Set of PDF Brochure on Event Material Download site

Post Event

- Receive post event report with photos

DIAMOND SPONSOR (Only 2 Slots available)

USD 27,750
HKD 216,450

During the Event

- One 20 minutes scientific symposium during main conference
- Complimentary Registration (Delegate & Faculty): 15
- 1 Minute Video to be projected during networking break

Showcase Booth

- 1 Premium Showcase Table Onsite
- 1 Fabric Pop Up as Showcase Backdrop
- 1 Silver Plate for Name card Collection

Marketing & Promotion

- Acknowledgment as Diamond Sponsor in Event Backdrop
- Acknowledgment as Diamond Sponsor in Event Marketing Materials with hyperlink on email and social media
- 2 Customized Email Invitation to delegates with your company branding
- Two Set of PDF Brochure on Event Material Download site

Post Event

- Receive post event report with photos

GOLD SPONSOR
(Only 4 Slots available)

USD 22,500
HKD 176,138

During the Event

- One 15 minutes scientific symposium during main conference
- Complimentary Registration (Delegate & Faculty): 10
- 1 Minute Video to be projected during networking break

Showcase Booth

- 1 Superior Showcase Table Onsite
- 1 Fabric Pop Up as Showcase Backdrop
- 1 Silver Plate for Name card Collection

Marketing & Promotion

- Acknowledgment as Gold Sponsor in Event Backdrop
- Acknowledgment as Gold Sponsor in Event Marketing Materials with hyperlink on email and social media
- 1 Customized Email Invitation to delegates with your company branding
- Two Set of PDF Brochure on Event Material Download site

Post Event

- Receive post event report with photos

SILVER SPONSOR
(Only 6 Slots available)

USD 18,000
HKD 140,910

During the Event

- Complimentary Registration (Delegate & Faculty): 10
- 30 Seconds Video to be projected during networking break

Showcase Booth

- 1 Showcase Table Onsite
- 1 Silver Plate for Name card Collection

Marketing & Promotion

- Acknowledgment as Silver Sponsor in Event Backdrop
- Acknowledgment as Silver Sponsor in Event Marketing Materials with hyperlink on email and social media
- 1 Customized Email Invitation to delegates with your company branding
- One Set of PDF Brochure on Event Material Download site

Post Event

- Receive post event report with photos

EXHIBITOR SPONSOR
(Only 5 Slots available)

USD 8,625
HKD 67,275

During the Event

- Complimentary Registration (Delegate & Faculty): 5

Showcase Booth

- 1 Showcase Table Onsite
- 1 Silver Plate for Name card Collection

Marketing & Promotion

- Acknowledgment as Exhibitor Sponsor in Event Backdrop
- Acknowledgment as Exhibitor Sponsor in Event Marketing Materials with hyperlink on email and social media
- 1 Customized Email Invitation to delegates with your company branding
- OneSet of PDF Brochure on Event Material Download site

Post Event

- Receive post event report with photos



Registration

CATEGORY	EARLY BIRD Until 30 th June 2024	REGULAR Until 31 st July 2024	SPOT 1 st August 2024 Onwards
Physicians	HKD 250.00	HKD 300.00	HKD 350.00
Students	HKD 125.00	HKD 150.00	HKD 175.00
Industry	HKD 350.00	HKD 400.00	HKD 450.00
HKIORS Members	HKD 125.00	HKD 150.00	HKD 175.00
International Delegate	HKD 700.00	HKD 800.00	HKD 900.00

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 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 **10th July 2024**

General Information

Sponsorship & Exhibition

The Conference & Exhibition will be held in-person, providing a physical setting for attendees to interact and engage with the latest offerings through various 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 upon confirmation of exhibition space.

Contact Us



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