

World Congress  
on **Controversies** in  
Breast Cancer

Support and Exhibition Prospectus



**CoBRA**



Melbourne, Australia  
**October 22-24, 2015**

[www.congressmed.com/cobra](http://www.congressmed.com/cobra)

# Welcome Letter

Dear Colleagues,

We are proud to announce the first **World Congress on Controversies in Breast Cancer (CoBRA)**, to be held on **October 23-24, 2015** in **Melbourne, Australia**.

Congresses are numerous, but few address the key issues facing clinicians in their daily practice. New information is often presented, but rarely in a form that is ready for use and the gap between theory and practice is not always addressed. The CoBRA congress will be different. It will deal with controversial issues in aspects of Breast Cancer care, with presentations, debates and discussions. The congress will provide a forum for key-opinion leaders to effectively debate unresolved clinical and therapeutic dilemmas.

We expect strong support from academic and community breast cancer clinicians from Australia and the wider region.

The faculty will include speakers from North America, Europe and Asia, as well as strong local and national leaders. The scientific programme will include a range of topics.

We invite you to be part of the **CoBRA Congress**, which we believe will be an outstanding scientific event.

Sincerely,

Javier Cortes, Richard De Boer, Bruce Mann  
Congress Chairpersons



## AIMS OF THE CONGRESS

- To discuss controversial issues in a critical manner
- To be the leading forum for opinion leaders, clinicians and industry
- To reach the best clinical recommendations for therapeutic dilemmas

## THE PROGRAMME

- Controversial topics and debates
- Cohesive and integrative sessions
- Reaching consensus where possible
- Internationally prominent speakers and opinion leaders
- Ample time of the programme devoted to discussion
- CME-accredited programme

## SELECTED TOPICS

- Staging and follow-up in the adjuvant setting – what is the evidence?
- How should age influence treatment decisions – is it a biological factor?
- Endocrine therapy in the premenopausal patient – what is the standard?
- Does everyone need 10 years of endocrine therapy?
- Management of endocrine resistance
- The role of neoadjuvant therapy in clinical trials and in routine care
- Options and controversies in the management of her2 +ve cancer
- Role of genomic assays in determining breast cancer treatment
- Management of low volume metastases – is aggressive treatment warranted?
- Breast cancer screening – should it be done, what is the impact of high breast density and the role of MRI?
- Breast cancer risk management including the role of chemoprevention
- The limits to breast conservation and the management of the positive axilla
- Controversies in reconstruction - integration of reconstruction and radiotherapy

## WHAT'S IN IT FOR THE INDUSTRY?

- **Demonstrate** your company's leadership and innovation in the field
- **Present** your products and research to an international audience
- **Stimulate** and **discuss** new research: Use the unique debates concept to stir discussion and create awareness
- **Reach** key opinion leaders and **raise** your company's visibility in the field
- **Encourage** and **promote** education and public awareness
- **Cooperate** and **network** with world opinion leaders
- **Support** and **assist** world opinion leaders in reaching the best clinical recommendations for current therapeutic dilemmas
- **Inform** and **update** international participants on clinical and technological developments



## CATEGORIES of SUPPORT

*(category determined by the accumulated value of items)*

### Honorary Circle

AUD 80,000 and higher

### Platinum

AUD 60,000 – AUD 80,000

### Gold

AUD 40,000 – AUD 60,000

### Silver

AUD 20,000 – AUD 40,000

### Bronze

AUD 10,000 – AUD 20,000

### Supporter

AUD 3,000 – AUD 10,000

## TAILOR-MADE SUPPORT PACKAGES

Support packages can be tailored to suit your company's objectives and budget. Please contact the Congress Organizer for further details on creating the package that will comply with your strategy and maximise your visibility.



## SCIENTIFIC SUPPORT OPPORTUNITIES

### CONTINUING MEDICAL EDUCATION (CME) ACCREDITED SESSION

**AUD 40,000**

Opportunity to provide an unrestricted grant to support a CME-accredited session in the scientific programme.

- Session hall and standard audio-visual equipment
- Four complimentary registrations for session chairpersons and speakers
- 6 sq.m exhibition space (additional space available at reduced rates)
- Two exhibitor registrations (additional registrations available at reduced rates)
- Company profile in dedicated section of final congress programme
- One full page color advertisement in dedicated section of final congress programme
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress programme, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

*\* The expenses of the symposium chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter. An additional \$10,000 will be charged to cover accommodation and travel for one international speaker and one local speaker if these are booked by the congress organizer rather than the supporter.*

### INDUSTRY SYMPOSIUM

**AUD 55,000**

Opportunity to hold an industry-sponsored symposium, non-CME accredited, during the congress.

- Session hall and standard audio-visual equipment
- Five complimentary registrations for symposium chairpersons and speakers
- 9 sq.m exhibition space (additional space available at reduced rates)
- Three exhibitor registrations (additional registrations available at reduced rates)
- Company profile in dedicated section of final congress programme
- One full page color advertisement in dedicated section of final congress programme
- Company brochure in the participants' bags
- Acknowledgment: congress website, final congress programme, on-site signage
- Company logo on regular announcements to congress database
- Specially designed mailshots announcing symposium to supporter's subsidiaries and affiliates
- Optional webcast of symposium at reduced rates

*\* The expenses of the symposium chairpersons and speakers (accommodation and travel) are additional and the responsibility of the supporter. An additional \$10,000 will be charged to cover accommodation and travel for one international speaker and one local speaker if these are booked by the congress organizer rather than the supporter.*

*\*\* Time slots will be allocated on a first-come, first-served basis*

*\*\*\* The topic, programme and speakers are subject to approval by the Organizing Committee*

### MEET THE EXPERT SESSION (NON-CME ACCREDITED)

**AUD 25,000**

Opportunity to invite a speaker to discuss a specific topic in an industry sponsored session, non-CME accredited, during the congress.

- Session hall and standard audio-visual equipment
- One complimentary registration for the session speaker
- Company profile in dedicated section of final congress programme
- One full page color advertisement in dedicated section of final congress programme
- Acknowledgment: congress website, final congress programme, on-site signage
- Company logo on regular announcements to congress database
- Optional webcast of session at reduced rates

*\* The expenses of the session speaker (accommodation and travel) are additional and the responsibility of the supporter*

*\*\* Time slots will be allocated on a first-come, first-served basis*

*\*\*\* The topic and speaker are subject to approval by the Organizing Committee*

### PRE-CONGRESS SATELLITE SYMPOSIUM

**Price upon request**

Opportunity to hold an industry-sponsored satellite symposium, non-CME accredited, on the day of the official opening of the congress. Please contact the Congress Organizer for further details.

## BRANDING OPPORTUNITIES

### CONGRESS BAGS

Opportunity to provide the bags bearing the congress and company logos.

Provided-in-kind +

AUD 10,000

### CONGRESS LANYARDS

Opportunity to provide the congress lanyards bearing the company logo. This opportunity is reserved for gold supporters and above

Provided-in-kind +

AUD 7,000

### WRITING PADS AND PENS

Opportunity to provide all participants with writing pads and pens, which will be included in the congress bags.

Provided-in-kind +

AUD 7,000

### NETWORKING RECEPTION

Opportunity to support the networking reception for all participants of the congress.

AUD 15,000

### REGISTRATION AREA

Opportunity to brand the registration area with company logo alongside congress logo at designated branding areas.

AUD 10,000

### WEBCAST

The congress will provide a webcast for the supporter's symposium/session. The recording will be made available to the supporter and may be posted on the congress website (pending speakers' approval).

AUD 7,000

### PROMOTIONAL MATERIAL

Inclusion of promotional material, such as leaflets and brochures, in the congress bags. Material must be provided by supporter and approved by the Congress Organizer.

AUD 3,000

### WIFI INTERNET

Opportunity to support the WIFI access for all participants of the congress.

Price upon request

### ALL SUPPORTERS WILL RECEIVE THE FOLLOWING BENEFITS:

- Company profile in dedicated section of final congress programme
- Acknowledgment: congress website, final congress programme, on-site signage
- Company logo on regular announcements to congress database

## EXHIBITION

A professional exhibition will be held at the congress venue, in conjunction with the congress.

The floorplan has been designed so as to maximise exposure to the participants. Coffee breaks and lunches will be held in the exhibition area, providing ample time for networking.

Exhibition space is available at AUD 450 per sq.m

The minimum space size is 2x3 sq.m

Exhibition space is available on a first-come, first-served basis, with priority given to gold supporters and up.

To view the updated exhibition floorplan, please visit the congress website.

#### Exhibition space rental is priced according to size (per sq.m) and includes:

- Net stand area
- Two exhibitor registrations (up to 18 sq.m, additional registration per 6 sq.m)
- Access to networking reception and lunch on Friday and Saturday
- Company profile in designated section of final congress programme
- Acknowledgment: congress website, final congress programme, on-site signage
- Cleaning service for public area

Stand equipment and services, including partition walls, electricity and carpets, can be ordered in accordance with the exhibitors' manual.



## GENERAL TERMS & CONDITIONS

1. Support items are allocated on a first-come, first-served basis.
2. All support and exhibition prices are quoted in Australian dollars and are subject to 10% GST.
3. The Congress Organizer reserves the right to accept or decline offers of support and applications for exhibition space.
4. The Congress Organizer reserves the right to amend the published floorplan should it be felt that such an amendment would benefit the exhibition and the congress as a whole.
5. The Congress Organizer must approve all exhibition stand designs.
6. The Congress Organizer cannot accept liability for personal accidents, loss of or damage of private of participants, either during or directly arising from the congress. Participants are advised to issue their own personal travel and health insurance.
7. All payments must be received before the commencement of the congress. Should a company fail to make payment, the Congress Organizer reserves the right to cancel the company's participation and benefits.
8. Additional down payment structures and cancellation policies will be outlined in the order form.

## COMPLIANCE INFORMATION FOR SUPPORTERS AND EXHIBITORS

### Industry Symposia

Symposia are offered to industry as non-CME commercial/promotional sessions. As such, companies are free to choose their topics, invite speakers, and control content. However, topic and programme are subject to approval by the Organizing Committee and all such sessions will be indicated in the programme as: *Industry Symposium organized by: Company Name (not included in the main event CME credit offering)*

### CME unrestricted educational grants

Medical education plays an important role in the quality of healthcare delivered across the globe. By providing an educational grant in support of a CME-approved session, you are making a vital contribution to these efforts.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the sessions. All support will be disclosed to participants.

### Advertisements

Advertisements are allowed to be for products only and may not include invitations to sessions.

Branded items will carry company logos only. No products logos or advertisements are permitted.

**Please note that it is the responsibility of supporters and exhibitors to comply with the local authorities' regulations and IFMPA (International Federation of Pharmaceutical Manufacturers & Associations) Code of Practice on the Promotion of Medicine.**

## CONGRESS ORGANIZER

### CongressMed

c/o MCI Geneva  
 75 Rue de Lyon  
 C.P. 502 CH-1211  
 Geneva 13  
 Switzerland  
 Tel. +972 73 706 6950  
 Fax. +972 3 725 6266  
 E-mail: cobra@congressmed.com  
 Website: www.congressmed.com/cobra





World Congress  
on **Controversies** in  
Breast Cancer

[www.congressmed.com/cobra](http://www.congressmed.com/cobra)

