

**ASCO**<sup>®</sup> AMERICAN SOCIETY OF  
CLINICAL ONCOLOGY

# Breakthrough<sup>™</sup>

A Global Summit for Oncology Innovators

**OCTOBER 11-13, 2019**

CENTARA GRAND AT CENTRALWORLD  
BANGKOK, THAILAND

**SUPPORT PROSPECTUS**

# What if the Intersection of Medicine, Practice, and Technology Could Enhance Access to Solutions and Breakthroughs for Patients?

JOIN LEADERS FROM  
THE UNITED STATES,  
EUROPE, AND ASIA  
AT THIS GLOBAL  
SUMMIT TO DISCUSS  
AND PROMOTE YOUR  
INNOVATIVE SOLUTIONS  
AND TECHNOLOGIES  
FOR THE FUTURE OF  
CANCER CARE.

We invite you to be one of the first companies to support this exciting new meeting from the American Society of Clinical Oncology®. Opportunities to participate are limited- do not miss your chance to be part of this community from the beginning!

At the intersection of medicine, scientific discovery, and innovation is a world-changing transformation of cancer care and outcomes. ASCO's new meeting, **Breakthrough: A Global Summit for Oncology Innovators** will address the obstacles and changes affecting the field of oncology across the globe now and in the future.

Designed for the innovators, thinkers, dreamers, and achievers, this event will provide new insight, ideas, and inspiration for research; access to applied solutions and new technology; and peer-to-peer collaboration in the field of oncology.

We are in a state of evolution. With rapid changes in medicine, accelerations in technology, and exponential growth in our knowledge base, there is a greater need than ever before to come together across fields and share ideas to advance global cancer care.

## Themes for the Meeting

- Advances in discovery will lead to improvements at all stages of clinical care, from prevention through treatment.
- Applications of deep learning will lead to efficiencies in diagnosis and management of disease.
- Innovations in technology will lead to improvements in the field of oncology and access to high-quality care.
- Disease-specific applications will be included throughout with a focus on high incidence cancers in Asia, including gastrointestinal and lung cancers.

Visit [breakthrough.asco.org](https://breakthrough.asco.org) for the latest updates.

**WHAT IF** we could program cells the way we program a computer, allowing us to arm a person's immune system to effectively fight cancer?

**WHAT IF** we could develop wearable devices that monitor biomarkers and predict the earliest signs of cancer, allowing us to diagnose cancer before it is clinically apparent?

**WHAT IF** we could identify microscopic tumors efficiently and accurately using nanoprobes?

**Breakthrough is more than a conference – it is an open space to collaborate, discuss obstacles, and leverage peer knowledge.**

**EXHIBITORS, SPONSORS, AND ATTENDEES ARE AT THE FOREFRONT OF CONQUERING CANCER THROUGH RESEARCH, EDUCATION, AND PROMOTION OF THE HIGHEST QUALITY PATIENT CARE.**

## About the Program

### Program Committee:

Tony S.K. Mok, MD, FRCPC,  
FASCO (Chair)  
*The Chinese University  
of Hong Kong*

### Co-Host Committee:

Peter Yu, MD, FACP, FASCO  
(Chair)  
*Hartford HealthCare*

Ekaphop Sirachainan, MD  
*Ramathibodi Hospital*

Lillian Siu, MD, FASCO  
*Princess Margaret Hospital*

Virote Sriuranpong, MD, PhD  
*Chulalongkorn Comprehensive  
Cancer Center*

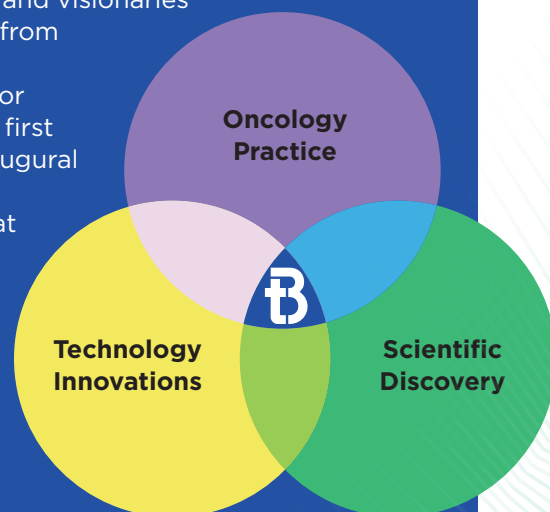
Dae Ho Lee, MD, PhD  
*Asan Medical Center*

### Organizing Committee:

Gilberto Lopes, MD, MBA,  
FASCO (ASCO Co-Chair)  
*University of Miami*

## Key Points

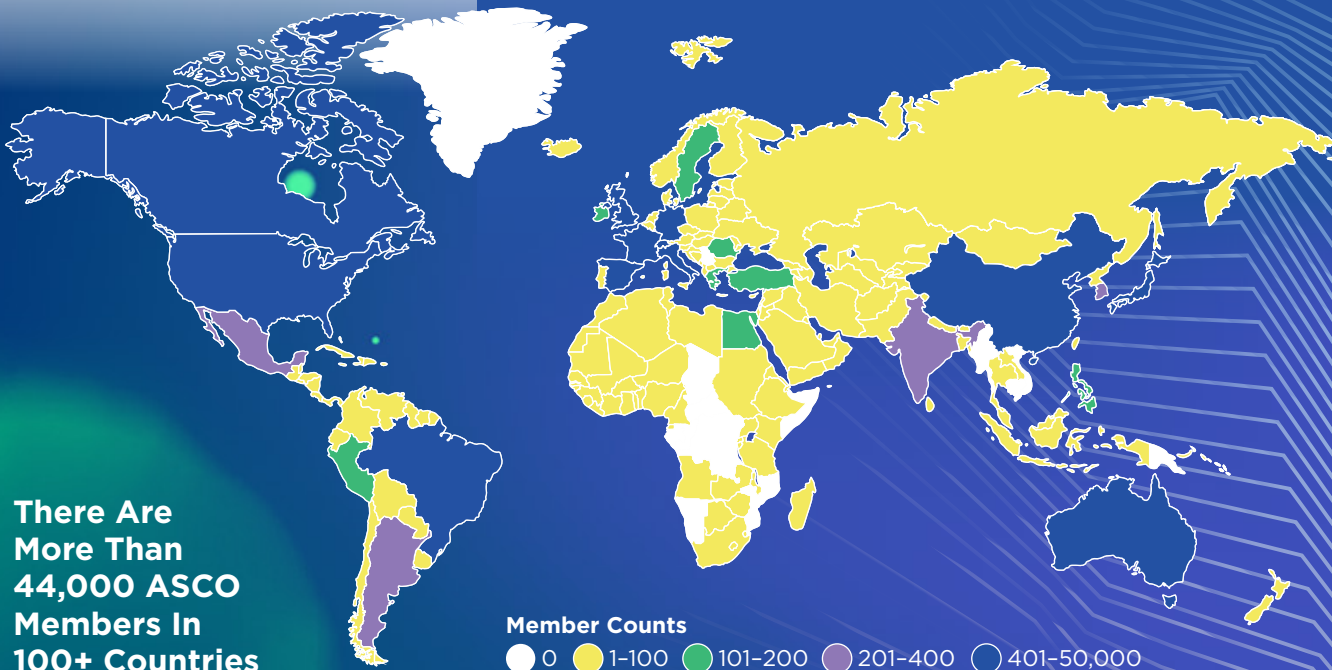
- Connect with 1,500 leaders and visionaries in the practice of oncology from around the world.
- Very limited opportunities for participation. Be one of the first to support ASCO at this inaugural global meeting.
- Position your organization at the forefront of innovation and discovery in cancer care.
- Capitalize on a unique opportunity to take center stage with an unopposed symposium presented in the General Session Room.



## Who Will Attend

**1,500 Key Opinion Leaders from Around the World**

## INTERNATIONAL ASCO MEMBERSHIP



# Support Opportunities

## Platinum

### Includes:

- Opportunity to hold an Independent Satellite Symposia in the General Session Room during the lunch break on either first or second day of conference;
- 100 full conference registrations;
- Twelve staff badges;
- One private meeting room at the Centara Grand at CentralWorld for entire length of conference;
- 36 square meters of **PREMIUM** exhibit space;
- Five invitations for company executives to attend the VIP Reception;
- Full page ad in the printed program;
- One single-page insert in the attendee registration bag;
- Sponsor listing on conference website including link to sponsor website; and
- Platinum Level Recognition on program announcements, conference website, and onsite signage.

## Gold

### Includes:

- Opportunity to hold an Independent Satellite Symposia in the General Session Room during breakfast prior to start of core educational program on either second or third day of conference;
- 50 full conference registrations;
- Nine staff badges;
- One private meeting room at the Centara Grand at CentralWorld for entire length of conference;
- 18 square meters of **PREMIUM** exhibit space;
- Two invitations for company executives to attend the VIP Reception;
- Full page ad in the printed program;
- One single-page insert in attendee registration bag;
- Sponsor listing on conference website including link to sponsor website; and
- Gold Level Recognition on program announcements, conference website, and onsite signage.

## Silver

### Includes:

- 25 full conference registrations;
- Six staff badges;
- 9 square meters of **PREMIUM** exhibit space;
- One invitation for company executive to attend the VIP Reception;
- Full page ad in the printed program;
- Sponsor listing on conference website including link to sponsor website; and
- Silver Level Recognition on program announcements, conference website, and onsite signage.

## Additional Sponsorships

- Mobile App
- Wi-Fi
- Internet Station
- Charging Station
- e-Posters

## Exhibit Opportunities

### Turnkey Kiosk In Foyer Outside of General Session

The intimate exhibit area provides ample networking opportunities. Exhibit and support opportunities are limited. Do not wait to secure your spot and be a part of this community from the beginning.

**BONUS! Increase your priority point standing for the 2021 ASCO® Annual Meeting by exhibiting or supporting Breakthrough: A Global Summit for Oncology Innovators.**

**Be Part Of The Breakthrough—Secure Your Presence At This Inaugural Global Summit.**

For more information on exhibiting or supporting, contact [michele.lafrance@spargoinc.com](mailto:michele.lafrance@spargoinc.com).