



OncologyEducation

a Think Research company

IMPROVING PATIENT CARE THROUGH EDUCATION

CONFERENCES AND ROUNDTABLES

2025
SPONSORSHIP
OPPORTUNITIES

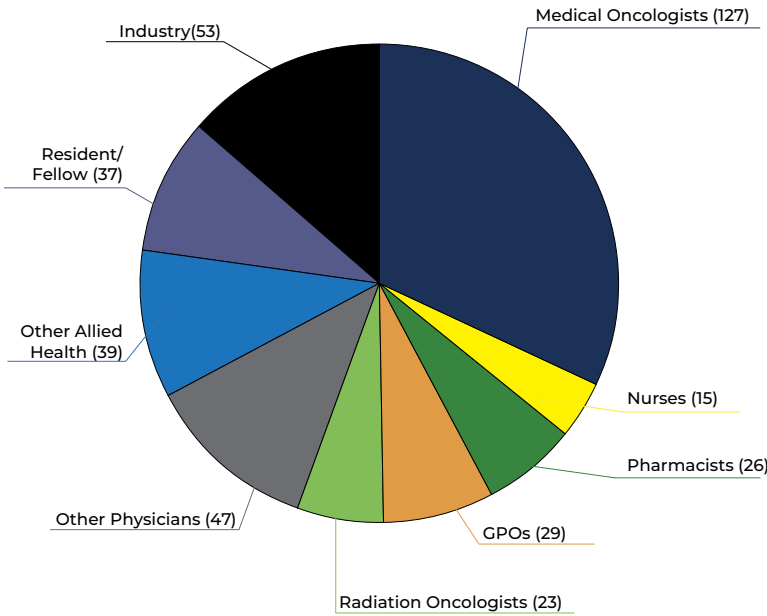
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OUR REACH AND SUCCESS: DIGITAL FLAGSHIP EVENTS

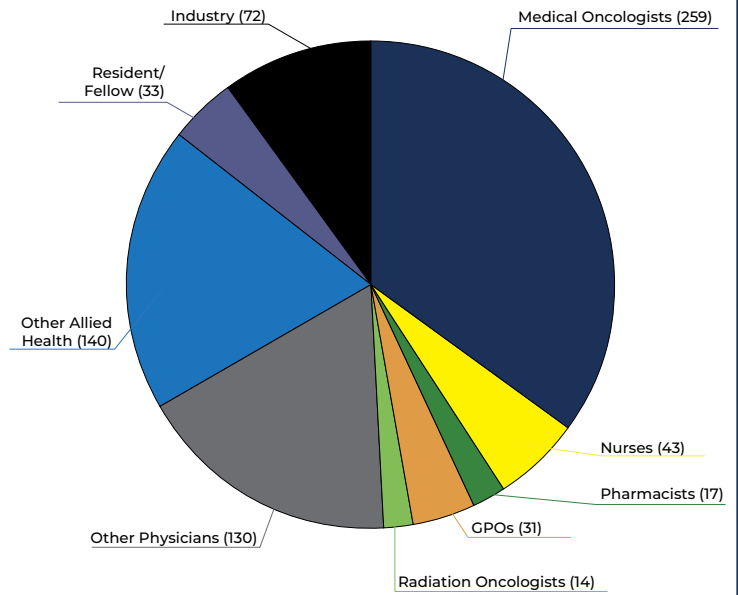
Best of Oncology West 2024 Conference Viewership Highlights

Total reach: 396
(in-person and online)



Best of Oncology East 2023 Conference Viewership Highlights

Total reach: 739
(in-person and online)



**OncologyEducation
Member Snapshot**



8K+
Canadian members



20K+
Global members

On-Demand Content Reach

2023 Flagship Video Views

Metrics are collected within the first 30 days after publishing

Best of Oncology West	263
Best of Hematology	110
Best of SABCS®	216
Best of GU/GI	279
Best of ASCO® Toronto	266
Best of ASCO® Vancouver	296
Best of ASCO® Montreal	174
Best of Precision Oncology	316
Canadian Immuno-Oncology	578
Best of Lung Cancer	565
Best of Oncology East	610



Excited to have participated in the Canadian Immuno-Oncology conference! The executive management of the event, along with the presence of distinguished professors, made it a truly rewarding experience. The introduction of new scientific topics was particularly impressive. I'm looking forward to attending the next conference and will highly recommend my colleagues to register and join as well. Can't wait for another enriching gathering!

~ Attendee feedback



Social Media And Newsletter Reach

3,500+ followers

6,000+ followers

3,600+ followers

25,000+ subscribers

**Best of ASCO® 2025 Canada
Regional Series**

BEST OF ASCO®
OFFICIALLY LICENSED

Our **Best of ASCO® Conferences** are three annual regional meetings licensed by ASCO® (American Society of Clinical Oncology). These meetings represent the most important forum for Canadian oncology professionals to get the latest and most significant data presented at the ASCO® annual meeting in Chicago. All three regional meetings will take place in the immediately following the ASCO® 2025 conference and provide a Canadian lens on the groundbreaking data.



BEST OF ASCO® TORONTO | June 13, 2025 | Live event in Toronto

A highlight in the Toronto clinical calendar, this event attracts a variety of professions, including medical oncologists, pharmacists, nurses, and other oncology healthcare professionals. This event features a leading Canadian faculty of highly regarded oncology professionals summarizing the most significant research advances and clinically relevant abstracts presented at the ASCO® Annual meeting.



In 2023, event content was viewed by nearly 500 oncology professionals, both in person and online.



BEST OF ASCO® MONTREAL | June 18, 2025 | Live event in Montreal

The Best of ASCO® Montreal Conference is OE's largest bilingual event, attracting a broad range of disciplines, including medical oncologists, pharmacists, nurses, and other oncology healthcare professionals. This event features highly recognized local faculty and focuses on disseminating the latest clinical advancements. It is an ideal networking opportunity with a substantial Canadian and international audience.



In 2023, event content was viewed by more than 400 oncology professionals both in person and online.



BEST OF ASCO® VANCOUVER | June 27, 2025 | Live event in Vancouver

We're pleased to bring our prestigious Best of ASCO® Conference to the West Coast. Each year this event draws attendees from diverse disciplines, including medical oncologists, pharmacists, nurses, and other oncology healthcare professionals. With esteemed local faculty leading the sessions, the conference focuses on cutting-edge medical oncology topics, while providing unparalleled networking opportunities with Canadian experts.



In 2023, event content was viewed by more than 525 oncology professionals both in person and online.

Best of Oncology Conferences



The **Best of Oncology Conferences** focus on Eastern and Western faculty and audiences respectively. These signature events represent the absolute “Best of” for the preceding year and highlight the top 3-4 most clinically relevant achievements for nine or more different tumour sites.



In 2023, content from both events was viewed by more than 1,100 oncology professionals both in person and online.

BEST OF ONCOLOGY WEST

January 17, 2025

Live event in Vancouver

BEST OF ONCOLOGY EAST

November 28, 2025

Live event in Toronto





BEST OF ASCO® GU & GI CANCERS | April 11, 2025 Live Event in Toronto

This exclusive event licensed by ASCO® will present a summary of the most significant treatment advances in GU & GI malignancies presented at major international events in 2024 and 2025. This event will include data from the 2025 annual ASCO® symposia and other key clinical trials in GU & GI cancers.

OFFICIALLY LICENSED
BEST OF ASCO®
GASTROINTESTINAL CANCERS SYMPOSIUM



In 2023, event content was viewed by more than 850 oncology professionals both in person and online.

BEST OF SAN ANTONIO BREAST CANCER SYMPOSIUM | February 7, 2025 | Live Event in Toronto

OncologyEducation is Canada's officially licensed provider of the Best of San Antonio Breast Cancer Symposium (SABCS). This event summarizes the most significant treatment advances presented at the annual SABCS event, disseminated in an interactive format, including specific tumour site updates and expert-led, case-based panel discussions. Attendees include a mix of healthcare professionals, from medical oncologists, pharmacists, nurses and other oncology healthcare professionals.

— OFFICIAL —
best of  **SABCS®**



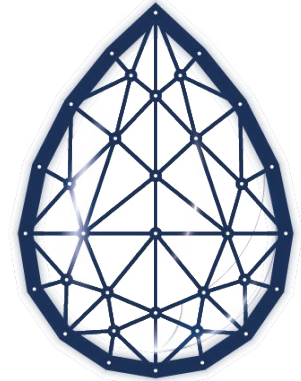
In 2024, event content was viewed by nearly 300 oncology professionals both in person and online.

Please see Best of Hematology sponsorship package for more details on this event.

BEST OF HEMATOLOGY | January 10, 2025 | Live Event in Toronto



OncologyEducation's **Best of Hematology Conference** will present a summary of the most significant treatment advances in hematologic malignancies presented at major international events in 2024.



**BEST OF
HEMATOLOGY**

The Best of Hematology Conference will draw approximately 100 attendees from various disciplines, ranging from hematologists, medical oncologists, pharmacists, nurses and other professionals.



In 2024, event content was seen by nearly 200 hematology/oncology professionals both in person and online.



BEST OF PRECISION ONCOLOGY | November 15, 2025 | Virtual Event



This virtual event will profile the latest data in precision oncology with a focus on international leading faculty. Attendees will be able to improve their diagnosis capabilities, selection of appropriate treatment, and evidence-based management of cancer patients using emerging diagnostic technologies to personalize and tailor their therapies.



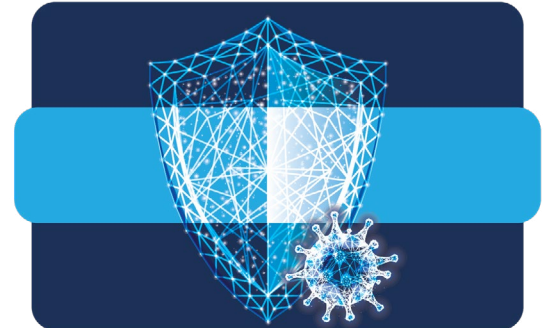
In 2023, event content was viewed by more than 350 oncology professionals both in person and online.





CANADIAN IMMUNO-ONCOLOGY CONFERENCE **September 26, 2025 | Live event in Toronto**

Immunotherapy is one of the most dynamic areas of cancer care today. The **Canadian Immuno-Oncology Conference** is OE's signature one-day event for oncology professionals to learn the latest advances. Sessions cover a variety of important topics examining advances in immuno-oncology, in addition to topics that pertain to clinical practice, adverse event management and novel therapies. Audience and faculty will consist of the most influential oncologists working in immunotherapy across Canada.



CANADIAN IMMUNO-ONCOLOGY CONFERENCE



In 2023, event content was viewed by more than 600 oncology professionals both in person and online.



BEST OF LUNG CANCER | November 7, 2025 **Live Event in Toronto**

This full-day event takes the most significant lung cancer data from the World Lung Cancer Conference 2025 and ESMO 2025 Conference, and puts it into context for oncology professionals. Speakers will review the latest research with in-depth analysis and discussions to improve the current standard of lung cancer care.



BEST OF LUNG CANCER



In 2023, event content was viewed by nearly 600 oncology professionals both in person and online.

What's New with OncologyEducation?

PILOT: Regional Hybrid Meeting Format

As part of our commitment to support oncology professionals across Canada, OncologyEducation is piloting a new regional hybrid meeting in partnership with cancer centres in late 2024. This will enable medical oncologists and other oncology professionals to join local viewing meetings on site at work or for them to join meetings virtually anywhere from any device. In both cases, virtual attendees can ask questions and engage directly with the on-site faculty

We expect this pilot to be successful and to subsequently be rolled out to all OE in-person events going forward. Stay tuned for updates.

New Partners

OncologyEducation.com is proud to have partnered with the following groups to host their content on our site as a value added offering for our members. Please connect with us if you are interested in sponsoring these events as well.

WinC/ALinC

Women in Cancer (WinC) is a non-profit organization that was conceived in recognition that networking, collaboration and mentorship/sponsorship are essential to building women leaders in oncology and cancer research.

WinC aims to create a community to promote mentorship and leadership training for women in cancer at all stages of their career.

As part of this partnership with WinC, OE hosts recordings of their speaker events and WinC promotes OE's quality content to their 700+ members as their preferred education provider.



University of Ottawa Geriatric Oncology Conference | Dates TBA (In-person only)

This annual conference aims to:

- Develop knowledge and skills on how to assess older adults with cancer.
- Understand and manage issues unique to the care of older adults with cancer undergoing treatment.
- Acquire strategies to implement geriatric principles into clinical practice when caring for older adults with cancer.

BENEFITS OF SPONSORSHIP

Sponsorship provides a unique opportunity to connect with the oncology community at large, supporting unbiased education by disseminating the latest updates on novel therapies and approaches in cancer care. Each event reaches a different audience and provides excellent opportunities to showcase your products and services. Our events are highly regarded by the oncology community and consistently receive positive feedback from attendees.

- + Contribute to High-Quality Education:** Directly support the development of top-tier education.
- + Broaden Your Exposure:** Gain visibility within the Canadian oncology community through a blend of in-person and digital events.
- + Prominent Recognition:** Enjoy sponsor recognition on all education and event-related marketing and promotional materials.
- + Featured Listing:** Recognition of your sponsorship will prominent displayed on the event signage
- + Impactful Involvement:** Foster knowledge translation and the thoughtful integration of novel therapies and approaches in cancer care

97%

**OF EVENT ATTENDEES
WOULD ATTEND AGAIN**

97%

**OF ATTENDEES FIND OUR
EVENTS TO BE HIGH QUALITY**

98%

**OF ATTENDEES WOULD
RECOMMEND OUR EVENTS TO
COLLEAGUES**

Multiple event sponsor discount*

PLATINUM: Sponsorship of 3 or more events at Platinum	10% discount
GOLD: Sponsorship of 3 or more events at Gold	8% discount
SILVER: Sponsorship of 4 or more events at Silver	4% discount
BRONZE: Sponsorship of 4 or more events at Bronze	2% discount

**Companies who sponsor various conferences at different levels will receive the discount based on the average level of their sponsorship across all conferences.*

All sponsorships must be signed & paid by Dec. 13, 2024 to be eligible for discounts.

EXHIBIT SPONSORSHIP ENTITLEMENTS

In-Person Event Entitlement

	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
COMPLIMENTARY IN-PERSON REGISTRATIONS	5	4	3	2	2
ACKNOWLEDGMENT OF SUPPORT LEVEL ON VENUE SIGNAGE	●	●	●	●	●
ATTENDEE LIST	●	●	●	●	●
ACKNOWLEDGEMENT ON ALL OTHER CONFERENCE DOCUMENTS	●	●	●	●	
EXHIBIT SPACE (6-8 FT SKIRTED TABLE)	●	●	●		
OPPORTUNITY TO SPONSOR A SYMPOSIUM	●				
DIRECTIONAL SIGNAGE FOR REGISTRATION-SPONSOR LOGO DISPLAYED	●				
ADDITIONAL BADGES	2 @ \$750 each + tax	2 @ \$1,500 each + tax	2 @ \$2,500 each + tax	N/A	N/A
	\$1,000 each + tax thereafter			N/A	N/A

Virtual Entitlements (for virtual + hybrid events only)

COMPLIMENTARY DIGITAL REGISTRATIONS (NOT TRANSFERABLE TO IN-PERSON REGISTRATIONS)	6	4	2	1	
DIGITAL EXHIBIT SPACE	w/ up to 15 digital assets	w/ up to 10 digital assets	w/ up to 5 digital assets	N/A	N/A
ACKNOWLEDGMENT OF SUPPORT & LEVEL TO PARTICIPANTS ON ROTATING BANNER IN DIGITAL PLATFORM	●	●	●		
VERBAL ACKNOWLEDGMENT OF SUPPORT & LEVEL TO PARTICIPANTS ON VIRTUAL MEETING	●	●	●	●	
SPONSORSHIP RECOGNITION BETWEEN SESSIONS & ON BREAKS	●	●	●	●	
ACCESS TO ALL VIRTUAL ATTENDEES DURING CONFERENCE	●	●	●	●	
LIST OF ONLINE PARTICIPANTS (WHO PROVIDE PERMISSION)	●	●	●	●	
ADDITIONAL BADGES	2 @ \$250 each + tax	2 @ \$500 each + tax	2 @ \$750 each + tax	N/A	N/A

Other Entitlements

ACKNOWLEDGEMENT OF SUPPORT ON CONFERENCE WEBSITE	●	●	●	●	
ACKNOWLEDGEMENT OF SUPPORT ON AGENDA FLYER	●	●	●	●	
OPPORTUNITY TO SPONSOR AN INTERNATIONAL CONGRESS ROUNDTABLE AT A DISCOUNTED RATE OF \$6,000 (E.G. ASCO, ESMO)	●				
RECOGNIZED AS ENDURING CONTENT PODCAST SPONSOR ON OE WEBSITE	●				
10% DISCOUNT ON NON-FLAGSHIP EDUCATIONAL OFFERINGS FROM OE*	●				
8% DISCOUNT NON-FLAGSHIP EDUCATIONAL OFFERINGS FROM OE*		●			
4% DISCOUNT NON-FLAGSHIP EDUCATIONAL OFFERINGS FROM OE*			●		
*Discounts are only applied on fixed costs					

Post-Event Summary

ENDURING CONTENT VIEWERSHIP METRICS - PAGEVIEWS & UNIQUE	●	●			
PAGEVIEWS - BY COUNTRY & PROFESSION					
CLINICAL IMPACT & INTENDED BEHAVIOUR CHANGE	●	●		●	
OVERALL EVENT EVALUATION, LOGISTICS	●	●	●	●	
PROGRAMS & SPEAKERS	●	●	●	●	

PRICING CHART

All fees subject to taxes

EVENT	SYMPOSIUM	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Best of Hematology January 10, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of Oncology West January 17, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of SABCS February 7, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of ASCO® GU & GI Cancers April 11, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of ASCO® Toronto June 13, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of ASCO® Vancouver June 27, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Best of ASCO® Montreal July 18, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000
Canadian Immuno- Oncology September 26, 2025	\$25,000	\$17,000	\$14,000	\$11,500	\$8,000	\$5,000
Best of Lung Cancer November 7, 2025	\$25,000	\$17,000	\$14,000	\$11,500	\$8,000	\$5,000
Best of Precision Oncology November 14, 2025	\$25,000	\$17,000	\$14,000	\$11,500	\$8,000	\$5,000
Best of Oncology East November 28, 2025	\$25,000	\$20,000	\$16,500	\$14,500	\$9,500	\$5,000

Breakfast or lunch symposium for \$25,000* includes:

- + Logo display (in-person and virtual)
- + Selection of the symposium title
- + Ability to submit 3 scientific questions to speaker in advance prior to the event
- + Recognition of sponsor's unrestricted financial support before and after the event, including the recordings on the website and virtual platform
- + Digital awareness campaign
- + Recognition of unrestricted financial support for the recordings on the website and virtual platform
- + Recording & hosting of symposium on OncologyEducation website for 12 months
- + Project/registration management
- + Audience response systems
- + AV services

*Different rates and entitlements may apply to Best of ASTRO. Please reach out to us for more details.

To learn more about how you can sponsor this conference and related events, please email Bernadette@oncologyeducation.ca

Roundtable Opportunities

OncologyEducation provides “on-the ground” coverage at the congresses outlined below. These discussions featuring global or national experts focusing on how the newest data could impact future management of various cancers in Canada. These videos will be filmed as closed door sessions and subsequently posted on OncologyEducation.com as recorded content for all members to view.

ASCO GI Jan 23-25, 2025

ASCO GU Feb 13-15, 2025

ESMO Oct 17-21, 2025

ASCO May 30-Jun 03, 2025

SABCS Dec 10-13, 2025

EHA Jun 12-15, 2025

ASH Dec 7-10, 2025

LEARNING OBJECTIVES

- + Summarize and provide expert opinions on the most significant clinical trial data presented in each tumour site.
- + Discuss the impact of the 2025 data for key malignancies in regards to clinical practice and the current standard of care in Canada.
- + Discuss controversies, areas of needs, and clinical gaps that exist despite the data released in 2025.

ENTITLEMENTS

Acknowledgement of sponsor/educational grant: Post marketing campaign, video page	✓
Pre-awareness of program	✓
Program management	✓
Record and edit session	✓
Host vignettes on OncologyEducation.com where sponsorship support recognition is shown	✓
Post -event awareness to view video vignettes	✓
Follow up metrics report	✓

PRICING: \$8,000 each* or 3 for \$22,000

**Conference Platinum Sponsors have option to sponsor roundtable for \$6,000 (no further discounts apply)*

THE EDUCATIONAL RESOURCE FOR ONCOLOGY PROFESSIONALS

ABOUT US

OncologyEducation is the leading provider of continuing professional development for oncology professionals, committed to improving patient care through education. Its evidence-based content is developed by leading international oncology physicians. Timely, unbiased information is disseminated in a variety of formats to facilitate learning and enhance application to practice. All resources are updated regularly and include reports on the latest advances in literature and clinical trials, conference updates and presentations, as well as disease-specific information. OncologyEducation's mobile-friendly platform allows members to access learning when and where it's convenient. With over 20,000 oncology members and 20 years of experience, OncologyEducation has demonstrated its expertise in oncology education events.

FACULTY & CONTRIBUTORS

OncologyEducation's comprehensive resources are authored by international oncology experts. Over 300 key opinion leaders from across the globe have contributed content.



**Dr. Scott
Berry**



**Dr. Christine
Brezden-Masley**



**Dr. Marcus
Butler**



**Dr. Parneet
Cheema**



**Dr. Sharlene
Gill**



**Dr. Daniel
Heng**



**Dr. Rosalyn
Juergens**



**Dr. Heather
McArthur**

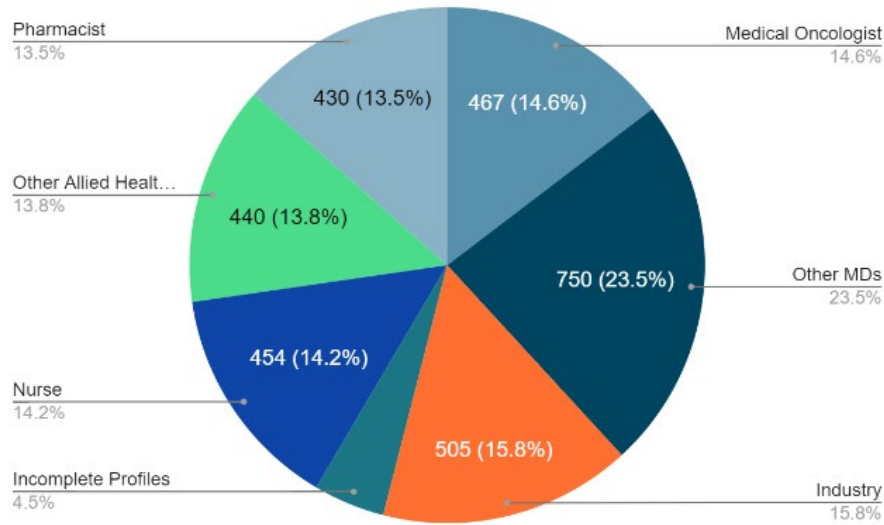
Improving Patient Care Through Education



a Think Research company

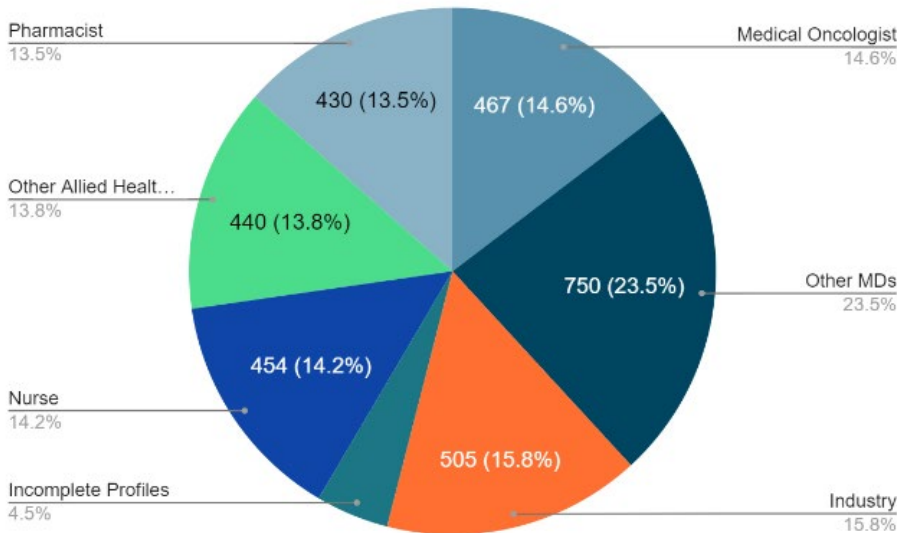
APPENDIX: OUR CANADIAN REACH ACROSS TUMOUR SITES

Breast Cancer



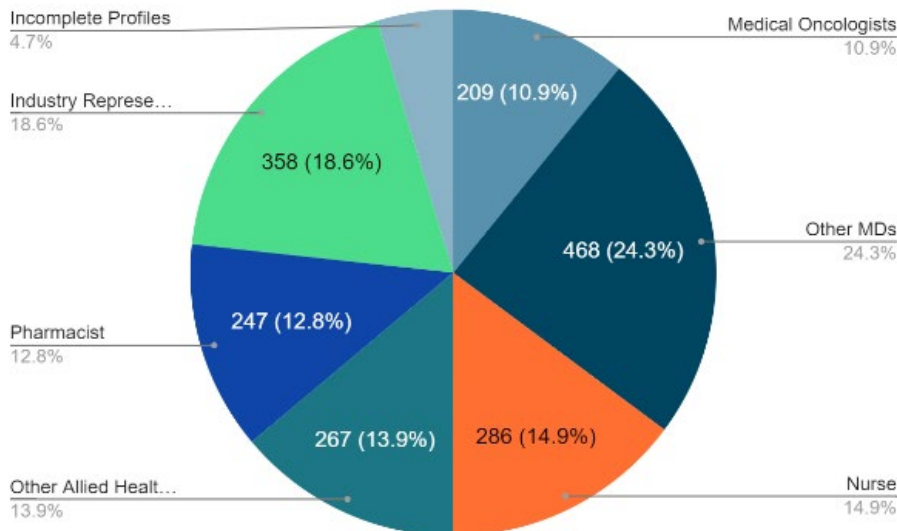
3,189
Canadian
OncologyEducation
members interested
in breast cancer.

GI & Colorectal Cancers



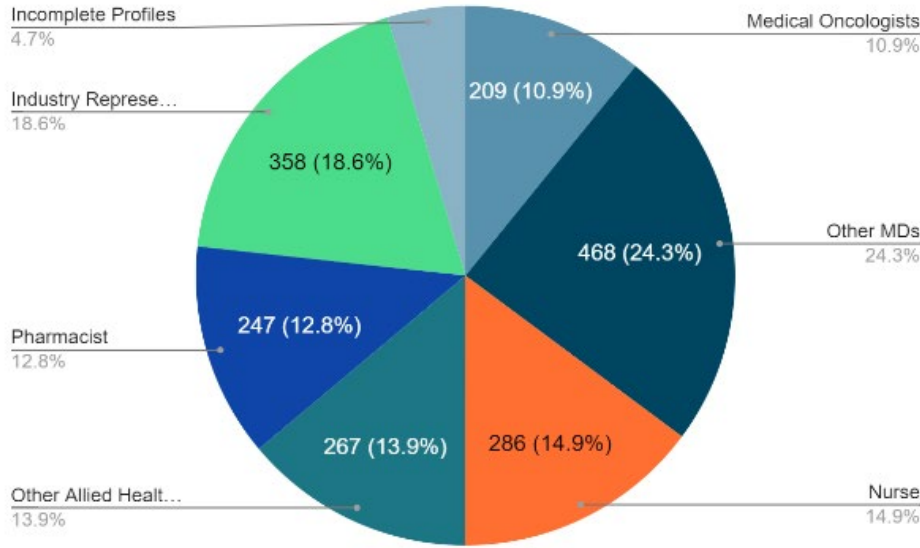
2,922
Canadian
OncologyEducation
members interested
in GI & colorectal
cancers.

GU Cancers



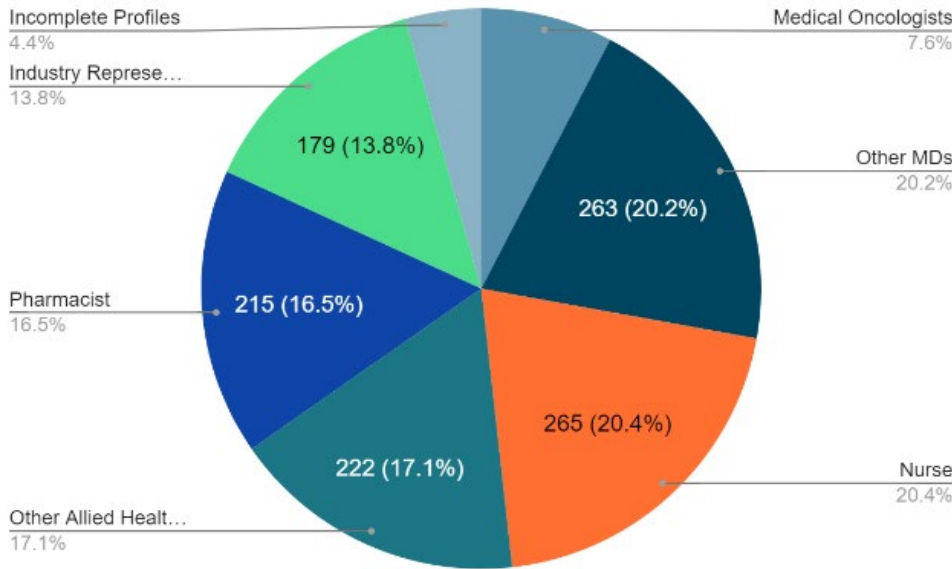
1,925
Canadian
OncologyEducation
members interested
in GU cancers.

Gynecological Cancers



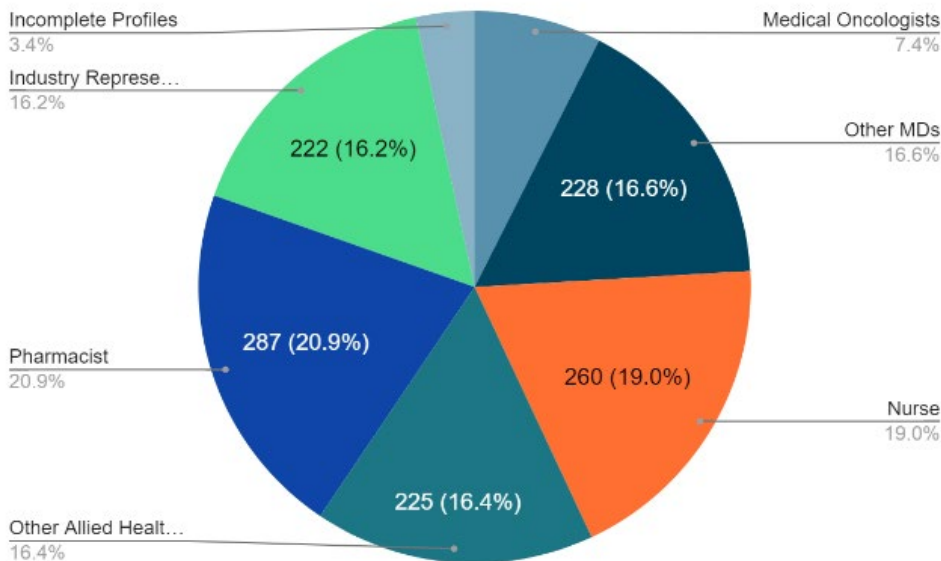
1,300
Canadian
OncologyEducation
members interested
in gynecological
cancer.

Lung Cancer



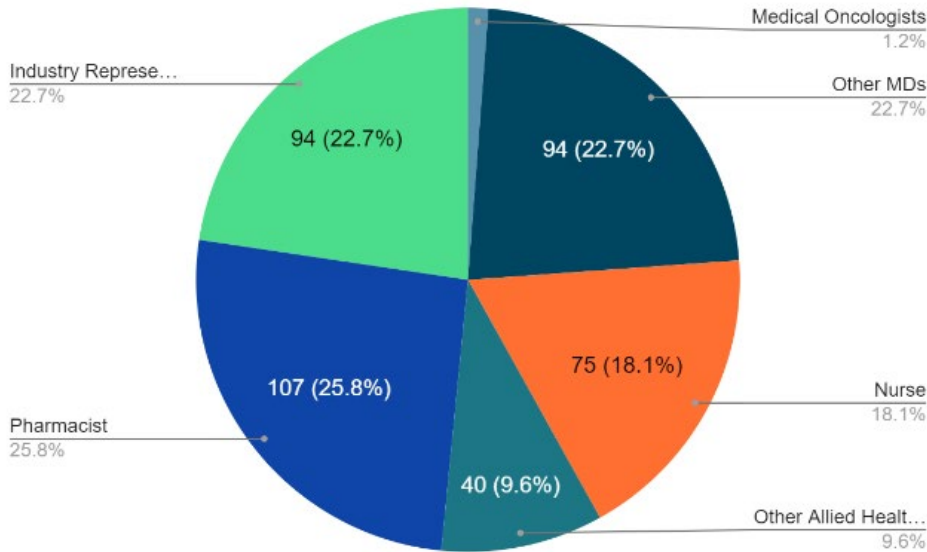
2,541
Canadian
OncologyEducation
members interested
in lung cancer.

Melanoma



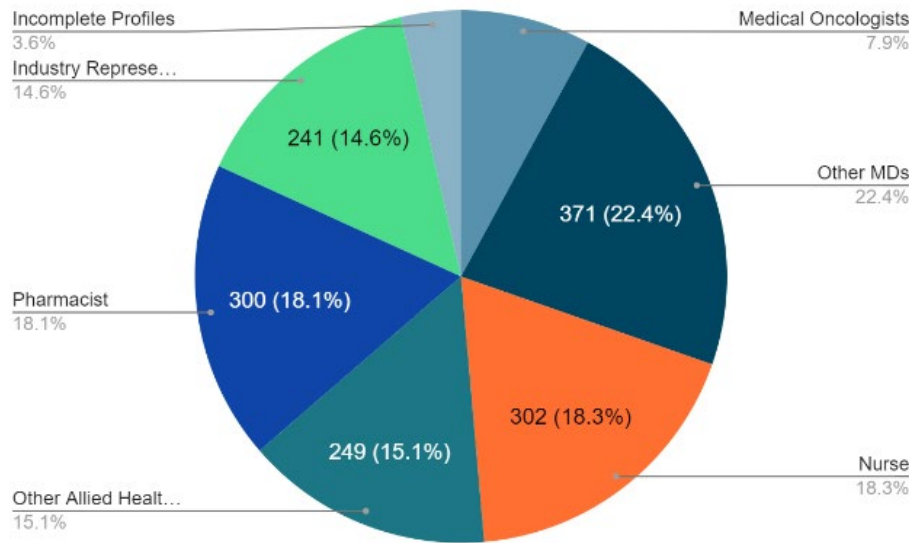
1,624
Canadian
OncologyEducation
members interested
in melanoma.

Leukemia



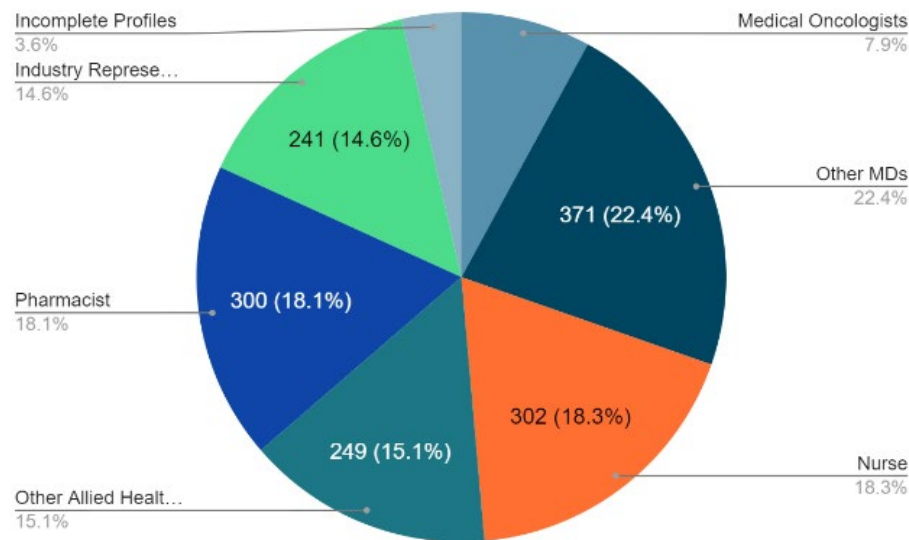
415
Canadian
OncologyEducation
members interested
in leukemia.

Lymphoma



1,654
Canadian
OncologyEducation
members interested
in lymphoma.

Multiple Myeloma



1,371
Canadian
OncologyEducation
members interested
in multiple myeloma.