



**Congress Host:**

THE UNIVERSITY OF TEXAS

**MDAnderson**  
~~Cancer~~ Center

Making Cancer History®

# International Gastric Cancer Congress

**The Evolution of Gastric Cancer Science;  
The Future of Gastric Cancer Treatment**

**HOUSTON, TEXAS, USA**  
**MARCH 6 – 9, 2022**



## PARTNERSHIP INVITATION



# QUICK FACTS & CONTACT INFORMATION

## IGCC 2022 INTERNATIONAL GASTRIC CANCER CONGRESS

Meeting Dates:

**March 6 – 9, 2022**

Exhibition Dates:

**March 6 - 8, 2022**

Venue:

**Marriot Marquis, Houston**

Location:

**Houston, Texas, USA**

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### JOIN THE CONVERSATION

[www.gastriccancerconference.com](http://www.gastriccancerconference.com)

 **@IGCCHouston | #IGCC2022**

 **@IGCCongress**

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### KEY DATES

- **Abstracts Close:**  
October 19, 2021
- **Registration Opens:**  
Fall 2021
- **Early Bird Registration Closes:**  
December 15, 2021
- **Online Platform Opens:**  
February 28, 2022

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# WELCOME FROM THE IGCC 2022 CONGRESS PRESIDENT AND SECRETARY GENERAL

Dear Colleagues,

On behalf of the MD Anderson Cancer Center and the IGCC 2022 international faculty, we are pleased to invite you to Houston, Texas, to join us for the International Gastric Cancer Congress held from 6 – 9 March 2022. IGCC 2022 will provide a global forum for exchange on cutting-edge scientific and clinical information.

Attendees can look forward to themes and topics which will highlight the evolution of gastric cancer science and the future of gastric cancer treatment. The IGCC 2022 congress theme will be reflected through the scientific program in a series of high-profile plenary presentations, patient group discussions, hands-on workshops, poster presentations, and a strong industry program.

## Program Highlights Include:

- Molecular Classification and Pathology Classification
- Surgery and Perioperative Treatment for GEJ Tumors
- CDH1 & Gastric Cancer Genetics
- Immunotherapy
- Robotic & Laparoscopic Surgery
- Hot Topics in Radiotherapy
- Management of Non-Adenocarcinoma Gastric Tumors [FAP adenoma, Carcinoid, GIST]
- Supportive & Palliative Care
- Artificial Intelligence in the Management of Gastric Cancer
- ... and more

IGCC 2022 aims to bring together a network of gastric cancer professionals and representatives to educate healthcare practitioners and advance high-quality patient care around the world.

Keep an eye on our website and channels for updated information on the program, registration, as well as abstract submissions.

**We look forward to meeting in Houston!**



**Dr Paul Mansfield,**  
**M.D., F.A.C.S.**  
IGCC President  
*MD Anderson*



**Dr Brian D. Badgwell,**  
**M.D.**  
IGCC 2022 Secretary General  
*MD Anderson*

# IGCC 2022 EXECUTIVE COMMITTEE AND FACULTY

## IGCA EXECUTIVE COMMITTEE MEMBERS



**President**  
**Lordick, F.**  
Germany



**President-elect**  
**Mansfield, P. F.**  
U.S.A.



**Past President**  
**Ji, J. F.**  
China



**Secretary General**  
**Sano, T.**  
Japan



**Treasurer**  
**Yang, H. K. F.**  
Korea



**Editor**  
**De Manzoni, G.**  
Italy



**Editor**  
**Kodera, Y.**  
Japan

## IGCC 2022 FACULTY

**Jaffer Ajani**  
USA  
MD Anderson

**Mariela Blum**  
USA  
MD Anderson

**David Ilson**  
USA  
Memorial Sloan Kettering  
Cancer Center

**Florian Lordick**  
Germany  
University of Leipzig

**Bruce Minsky**  
USA  
MD Anderson

**Prajan Das**  
USA  
MD Anderson

**Trevor Leong**  
Australia  
Peter MacCallum  
Cancer Center

**Naruhiko Ikoma**  
USA  
MD Anderson

**Daniel Coit**  
USA  
Memorial Sloan Kettering  
Cancer Center

**Vivian Strong**  
USA  
Memorial Sloan Kettering  
Cancer Center

**Haejin In**  
USA  
Montefiore

**Yanghee Woo**  
USA  
City of Hope

**Natalie Coburn**  
Canada  
University of Toronto

**Yuko Kitagawa**  
Japan  
Keio University

**Takahiro Kinoshita**  
Japan  
National Cancer Center East

**Hiroya Takeuchi**  
Japan  
Hamamatsu University

**Masanori Terashima**  
Japan  
Shizuoka Cancer Center

**Takeshi Sano**  
Japan  
Cancer Institute Hospital

**Satoru Matsuda**  
Japan  
Keio University

**Han Kwang Yang**  
Korea  
Seoul National University

**Woo Jin Hyung**  
Korea  
Yonsei University

**Chen Lin**  
China  
Chinese PLA  
General Hospital

**Jiafu Ji**  
China  
Peking University

**R (Richard) Van Hillegersber**  
Netherlands  
UMC Utrecht

**J.P. (Jelle) Ruurda**  
Netherlands  
UMC Utrecht

**Franco Roviello**  
Italy  
University of Siena

**Paulo Kassab**  
Brazil  
Santa Casa Medical School,  
Sao Paulo

**Asif Rashid**  
USA  
MD Anderson

**Susan Abraham**  
USA  
MD Anderson

**Carla Oliveira**  
Portugal  
University of Porto

**Yasuhiro Kodera**  
Japan  
Nagoya University

**Patrick Lynch**  
USA  
MD Anderson

**Giovanni De Manzoni**  
Italy  
University of Verona

**Dorothea Wagner**  
Switzerland  
Lausanne University Hospital



# THE UNIVERSITY OF TEXAS MD ANDERSON CANCER CENTER

The University of Texas MD Anderson Cancer Center is one of the world's most respected centers devoted exclusively to cancer patient care, research, education, and prevention.

## MISSION

The mission of The University of Texas MD Anderson Cancer Center is to eliminate cancer in Texas, the nation, and the world through outstanding programs that integrate patient care, research and prevention, and through education for undergraduate and graduate students, trainees, professionals, employees and the public.

THE UNIVERSITY OF TEXAS  
**MD Anderson**  
~~Cancer~~ Center

Making Cancer History®



## DISCOVER★ HOUSTON

America's fourth-largest city is a cosmopolitan destination, filled with world-class dining, arts, hotels, shopping and nightlife. Take a stroll through the historic Heights, spend the day exploring the Museum District or head down to Space Center Houston. Later on, grab a bite in one of dozens of award-winning restaurants, or hang out with the cool kids on Washington Avenue. There's always something to do in this Southern hospitality meets urban chic city. Come explore YOUR Houston!



## MARRIOTT MARQUIS HOUSTON

Experience the perfect blend of exceptional service, convenience and modern style year-round at Marriott Marquis Houston. The hotel is located in downtown Houston, Texas, and is connected by skywalk to the George R. Brown Convention Center. Settle into spacious guest rooms and suites with pool, park or city views and deluxe amenities. Take a dip in the luxurious infinity pool or the world's largest Texas-shaped rooftop lazy river. Look and feel your best with our full-service spa and modern fitness center. Satisfy your palate with myriad dining options, including Biggio's Sports Bar, Walker Street Kitchen and Cueva Wine Bar. This convention center hotel boasts 150,000 square feet of elegant event space, featuring a grand ballroom, meeting rooms, a rooftop terrace and outdoor pavilion. Access Houston attractions, from the theater district to high-end shopping, via the METRORail lines. Enjoy a rewarding stay at this downtown Houston hotel.

# PRELIMINARY SCIENTIFIC PROGRAM

Color code by Topic:

Ceremony/Reception/Assembly	Video sessions
Lunch/breaks	Great debates
Meetings	Posters
Scientific sessions	Workshops
Plenary sessions	Gastric Cancer Patient Symposium

Format Legend:

S	Surgery
R	Radiation oncology
GI	Gastroenterology
P	Pathology
M	Medical oncology

## SUNDAY, MARCH 6, 2022

Time	
12:00 – 13:00	IGCA Executive Meeting
13:00 – 13:30	Lunch
13:30 – 17:00	IGCA Council Meeting
17:00 – 18:30	Opening Ceremony: Presidential Address
18:30 – 20:00	Welcome Reception: Marriott Marquis Hotel

## MONDAY, MARCH 7, 2022

Time	
7:00 – 8:00	AM Sponsor Symposium
8:00 – 9:30	<div> <div> <b>Scientific Session (S/P)</b>  Meeting introduction: Highlights of gastric cancer progress  Moderator: Giovanni de Manzoni (Italy) </div> <div> <b>Scientific Session (P/M)</b>  Molecular Classification and Pathology Classification  Moderator: Florian Lordick (Germany) </div> <div> <b>Workshop (S)</b>  Proximal Gastrectomy  Moderators: Hyoung-Il Kim (Republic of Korea), Jelle Ruurda (Netherlands) </div> </div>
9:30 – 10:00	AM Break   Sponsor Spotlight
10:00 – 12:00	<b>Plenary session (All)</b> Presidential lecture: Paul Mansfield <b>Top Rated Oral Presentations</b> (4-6 presentations) Moderator: Yelena Janjigian (United States of America)
12:00 – 13:00	Lunch   Sponsor Symposium
13:00 – 14:30	<div> <div> <b>Scientific Session (S/M)</b>  Surgery and Perioperative Treatment for GEJ Tumors  Moderator: Wayne Hofstetter (United States of America) </div> <div> <b>Scientific Session (M)</b>  Targeted Therapy for Gastric Cancer  Moderator: Daniel Catenacci (USA) </div> <div> <b>Scientific Session (S)</b>  CDH1 &amp; Gastric Cancer Genetics  Moderator: Carla Oliveira (Portugal) </div> </div>
14:30 – 15:00	PM Break   Sponsor Spotlight
15:00 – 16:30	<div> <div> <b>Great Debates (R/S)</b>  1. Does radiation therapy work in gastric cancer?  2. Is sentinel node mapping indicated in gastric cancer?  Moderators: Bruce Minsky (United States of America), Yuko Kitagawa (Japan) </div> <div> <b>Scientific Session (M)</b>  Immunotherapy for Gastric Cancer  Moderators: Jaffer Ajani (United States of America), Kei Muro (Japan) </div> <div> <b>Top Rated Surgical Videos (S)</b>  Moderators: Yasuhiro Kodera (Japan), Yanghee Woo (United States of America) </div> </div>
16:30 – 17:00	Nishi Lecture: TBD
17:00 – 18:00	Poster Grand Round
17:30 – 18:30	PM Sponsor Symposium

## TUESDAY, MARCH 8, 2022

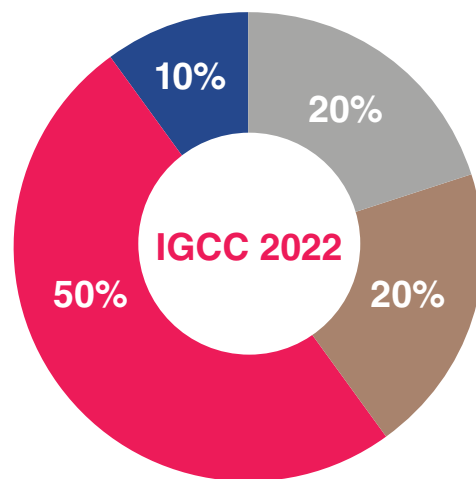
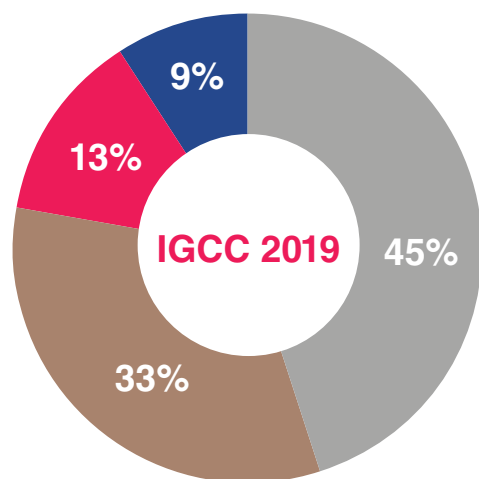
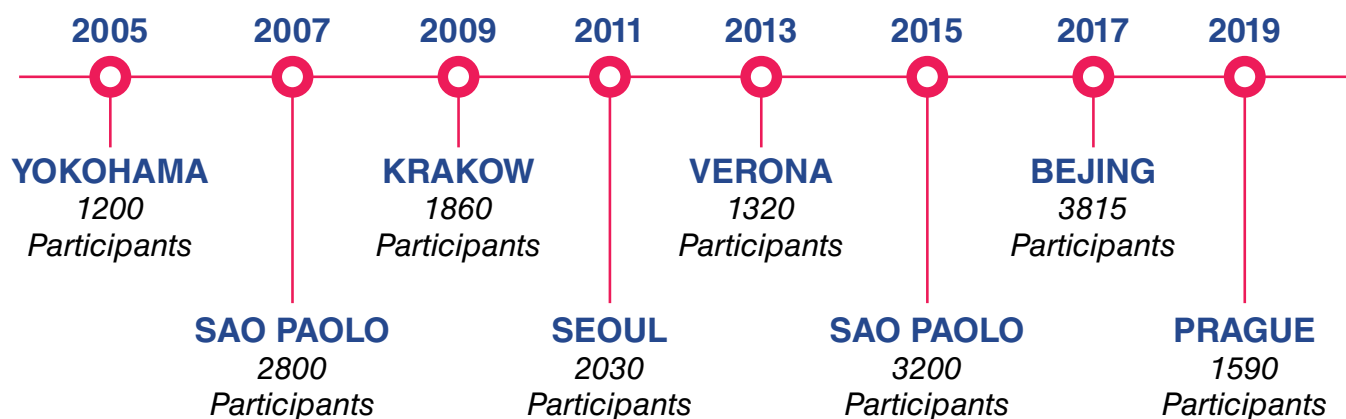
Time			
7:00 – 8:00	AM Sponsor Symposium		
8:00 – 9:30	<b>Scientific Session (S/GI)</b> Robotic, Laparoscopic & Endoscopic Surgery <i>Moderators: De Joong Park (Republic of Korea), Miguel Burch (United States of America)</i>	<b>Scientific Session (M)</b> Liquid biopsies, CTCs, cDNA, and solid tumor profiling for Gastric Cancer <i>Moderators: Adam Bass (United States of America), Satoru Matsuda (Japan)</i>	<b>Workshop (S)</b> ERAS protocol after gastrectomy <i>Moderator: Takahiro Kinoshita (Japan)</i>
9:30 – 10:00	AM Break   Sponsor Spotlight		
10:00 – 12:00	<b>Plenary Session (All)</b> International Updates of Gastric Cancer Treatment <i>Moderators: Mitchell Posner (United States of America), Zhanglon Shen (Peoples Republic of China)</i>	<b>Workshop (S)</b> Supportive & Palliative Care <i>Moderator: Fabian Johnson (United States of America)</i>	
12:00 – 13:00	Lunch   Sponsor Symposium		
13:00 – 14:30	<b>Scientific Session (S)</b> Peritoneal directed therapy <i>Moderators: Santiago Gonzalez-Morena (Spain), Travis Grotz (United States of America)</i>	<b>Scientific Session (M)</b> Microbiome and H. Pylori	<b>Workshop (M/S)</b> What is the next study we should do? Big questions in the field <i>Moderators: Geoffrey Ku (United States of America), Zev Wainburg (United States of America), Mariela Blum-Murphy (United States of America), Suzanne Gisbertz (Netherlands), Radka Obermannova (Czech Republic)</i>
14:30 – 15:00	PM Break   Sponsor Spotlight		
15:00 – 16:30	<b>Great Debates (M)</b> 1. (Neo) Adjuvant chemotherapy for MSI-high gastric cancer – yes vs no 2. FLOT vs not: Ajani vs. Al-batran <i>Moderator: David Ilson (United States of America)</i>	<b>Scientific Session (All)</b> Artificial Intelligence in the Management of Gastric Cancer <i>Moderator: Naruhiko Ikoma (United States of America)</i>	<b>Patient-Provider Workshop (S)</b> Nutrition and PROs, QOL What about the gall bladder? (survivorship) <i>Moderator: Natalie Coburn (Canada)</i>
16:30 – 17:00	<b>JP Kim Lecture</b> Challenges in cancer care across socioeconomic spectrum		
17:00 – 18:00	Poster Grand Round		
17:30 – 18:30	PM Sponsor Symposium		

## WEDNESDAY, MARCH 9, 2022

Time			
7:00 – 8:00	AM Sponsor Symposium		
8:00 – 9:30	<b>Video Surgery Master Class (S)</b> <i>Moderator: Jae-Moon Bae (Republic of Korea)</i>	<b>Scientific Session (R)</b> Hot topics in radiotherapy <i>Moderator: Prajnan Das (United States of America)</i>	<b>Introduction:</b> Parry Guilford or Patrick Lynch <b>Organization Talks</b> <b>What's New:</b> Resectable Metastatic Genetic Considerations for CDH1
9:30 – 09:45	AM Break   Sponsor Spotlight		
09:45 – 10:00			
10:00 – 11:30	<b>Plenary (All)</b> <b>Top Rated Abstracts</b>	<b>Workshop (GI/S)</b> Management of non-adenocarcinoma gastric tumors [FAP adenoma, Carcinoid, GIST] <i>Haijin In (United States of America), Emmanuel Coronel (United States of America)</i>	<b>Nutrition/Food:</b> Bone health Nutrition and Health After Treatment Eating Well Through Gastric Cancer Drug absorption <b>Patient's panel – Survivorship:</b> <b>What is a life after gastrectomy?</b>
11:30 – 12:15	General Assembly		

# IGCC 2022 AT A GLANCE

## CONGRESS HISTORY



# PARTNER WITH IGCC 2022

The voice and contributions of the entire stakeholder community are at the forefront of scientific advances. We invite all our global industry partners to join us in the delivery of this important scientific meeting.

## BOOKING PROCESS

### STEP 1

#### DISCOVER

a variety of partnership and digital marketing opportunities on the following pages.

### STEP 2

#### SELECT

a partnership and digital marketing opportunity and review the full list of entitlements.

### STEP 3

#### CUSTOMIZE

customize your partnership by sending requests in writing to IGCC 2022 partnership team at: [meighan.jury@mci-group.com](mailto:meighan.jury@mci-group.com)

### STEP 4

#### BOOK NOW

secure your investment now by emailing the IGCC 2022 partnership team at [meighan.jury@mci-group.com](mailto:meighan.jury@mci-group.com). Priorities will be given based on investment level and date of commitment.

# PARTNERSHIP OPPORTUNITIES

	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000	Friends \$3,500
<b>Premium Educational Session/Symposium – 60 minutes</b> (priority lunch slot)	✓	✓			
<b>Educational Session/Symposium – 60 minutes</b> (morning or end-of-day slot)			✓		
<b>Sponsor Spotlight Session/Webinar – 30 minutes</b> (meet the expert, product theatre, technical demo, webinar, feature video)	✓			✓	
<b>Specialty Program Recognition</b> (welcome reception, young leaders program, community program, CSR/sustainability initiative, closing night event)	✓				
<b>Break Highlight</b> (video or entertainment feature)	✓	✓			
<b>All Access Conference Registrations LIVE + ON-DEMAND</b>	16	10	6	4	2
<b>Exhibit</b> (virtual and/or physical space, logo, organization description, delegate connect, digital asset library, video stream, chat room, FAQ, live presentation)	✓	✓	✓	✓	✓
<b>Enhanced Recognition</b> (homepage log-in, lobby banner, networking hub)	✓	✓	✓		
<b>Marketing and Engagement Activities</b> (social media post, eNews editorial, banner advertisement, push notification, custom gamification, live session poll, pre/post congress delegate poll or survey – max of 2 per selection, per sponsor)	8	4	2	1	
<b>Pre/Post Session Recognition Reel</b> (live + enduring)	✓	✓	✓	✓	✓
<b>Approved Delegate List</b> (GDPR compliant)	✓	✓			
<b>Post Event Virtual Round Table</b> (sponsors + IGCC organizing committee)	✓	✓	✓	✓	
<b>Post Event Report</b> (demographics, content reach, activation engagement, digital asset engagement)	✓	✓	✓	✓	

All pricing in USD. • All sponsor related activities will be adapted for virtual and/or in person delivery as required in accordance with public health regulations.

# DIGITAL MARKETING, EXPAND YOUR AUDIENCE!



- Your customers have ALL gone digital and are online.
- Inhouse teams are focused on traditional marketing and do not have access to GDPR-compliant pools of potential delegates.
- Generate targeted audience engagement before, during and after the congress.
- Increase symposium participation.
- **Increase ROI!**



- Abstract submitters
- Previous attendees
- IGCC website visitors
- **PLUS a GDPR-compliant data pool of +35,000 medical professionals in the field**



- Media buys across a wide range of search, social, news and academic channels.
- These web and targeted visitors begin to see display ads.
- Ads are featured across all devices such as mobile phones, laptops and tablets.
- Development of a custom landing page accessible only by clicking on the ads.
- **High visibility promotion of sponsor's brand and/or symposium.**



- An average click-through rate of between 24% and 46% which is 4 x higher than the industry standard.
- **While the congress will reach a few thousand, with a digital marketing boost you will reach hundreds of thousands.**
- Detailed reports on audience size, location, engagement rates and length of time and conversions.
- Opportunities to create future campaigns.

# DIGITAL MARKETING PACKAGES

	Premium inquire for pricing	Optimized \$23,500	Starter \$17,500
<b>PRE-EVENT</b>			
Strategy for Marketing Symposia/Exhibits	✓	✓	✓
Targeted GDPR Digital Audience	✓	✓	✓
Digital Advertising Personas Set-Up	✓	✓	✓
Campaign Maintenance and Optimisation	✓	✓	✓
Adverts	3 sets - specific	2 sets – generic + specific	1 set generic
Landing Page	design + guidelines	design + guidelines	guidelines
Landing Page Build	set-up + build	set-up + build	
Reporting	detailed 5	detailed 4	standard 3
Minimum Media Buy	\$3500	\$3000	\$2500
<b>DURING EVENT</b>			
Advert	4	2	1
Minimum Media Buy	\$1500	\$1000	\$500
Final Report	1	1	Basic
<b>POST EVENT</b>			
Advert	3		
Minimum Media Buy	\$2000		
Monthly Reporting	3		

## NEXT STEPS

We have a team of digital marketing experts committed to developing customized packages that include:

- Initial set up consultation / planning meeting to establish a sound digital marketing strategy to be attended by the sponsor representative assigned to liaise with all internal sponsor stakeholders who will be responsible for approving the advertising methodology and concept.
- Advertisement design is completed in both landscape and vertical format for approval with a single round of feedback and changes permitted. Upon approval 12 additional sizes will be developed.
- Advisement or development of landing page to convert actions to leads or direct clicks.
- Full digital marketing set-up, management, optimisation and reporting.

To learn more about our digital marketing packages and obtain pricing, please contact [meighan.jury@mci-group.com](mailto:meighan.jury@mci-group.com) to set up a call.

# TERMS & CONDITIONS

## CONFIRMATION OF SUPPORT

Participation is confirmed upon execution of the funding or sponsorship agreement. Full pre-payment is due no less than 60 days prior to the start of the congress.

## HYBRID EVENT

The event chairs and organizers will make every effort to deliver IGCC 2022 as a hybrid event. A hybrid event combines both in person and virtual delivery components. Recognizing the uncertainties of the global COVID-19 pandemic and in accordance with federal and state public health departments, if it is deemed unsafe to deliver the in-person component of the meeting, IGCC 2022 will transition to a fully virtual meeting. All sponsorship offerings have been designed to ensure a seamless virtual transition.

## CANCELLATION POLICY

- Cancellations must be submitted in writing by emailing [meighan.jury@mci-group.com](mailto:meighan.jury@mci-group.com).
- Cancellations received before 5pm EST on Dec 15, 2021 will be entitled to a 50% refund minus a \$250 administration fee.
- Cancellations received after 5pm EST on Dec 15, 2021 are non-refundable and non-transferable.

### FOR MORE INFORMATION CONTACT:



**Meighan Jury**

Sr. Manager, Strategic Partnerships, IGCC 2022  
[meighan.jury@mci-group.com](mailto:meighan.jury@mci-group.com)



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2022**  
HOUSTON ★ TEXAS

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