



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

JOIN THE CONVERSATION

www.gastriccancerconference.com

 @IGCCHouston | #IGCC2022

 @IGCCongress

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



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Germany



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Mansfield, P. F.
USA



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Ji, J. F.
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De Manzoni, G.
Italy



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Kodera, Y.
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IGCC 2022 FACULTY

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MD Anderson

Mariela Blum
USA
MD Anderson

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USA
Memorial Sloan Kettering
Cancer Center

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Germany
University of Leipzig

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Trevor Leong
Australia
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Cancer Center

Naruhiko Ikoma
USA
MD Anderson

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USA
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Memorial Sloan Kettering
Cancer Center

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Yanghee Woo
USA
City of Hope

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Canada
University of Toronto

Yuko Kitagawa
Japan
Keio University

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National Cancer Center East

Hiroya Takeuchi
Japan
Hamamatsu University

Masanori Terashima
Japan
Shizuoka Cancer Center

Takeshi Sano
Japan
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Satoru Matsuda
Japan
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Chen Lin
China
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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

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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	Congress Hall	Parallel 1	Parallel 2
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		
17:00 – 17:05	Introduction Paul Mansfield (USA)		
17:05 – 17:15	Welcoming comments Peter Pisters (USA)		
17:15 – 17:45	Checkpoint blockade in solid tumors James P. Allison (USA)		
17:45 – 18:15	Space medicine Robert Satcher (USA)		
18:15 – 18:30	Q&A		
18:30 – 20:00	Welcome Reception: Marriott Marquis Hotel		

MONDAY, MARCH 7, 2022

Time	Congress Hall	Parallel 1	Parallel 2
7:00 – 8:00	AM Sponsor Symposium		
7:30 – 8:00	COFFEE		
8:00 – 9:30	Scientific Session (S/P): Highlights of gastric cancer progress <i>Moderators: Giovanni de Manzoni (Italy) & Jorge Gallardo (Chile)</i>	Scientific Session (P/M): Molecular Classification and Pathology Classification Moderator: Florian Lordick (Germany)	Workshop (S): Proximal Gastrectomy <i>Moderators: Hyoung-II Kim (Republic of Korea) & Jelle Ruurda (Netherlands)</i>
8:05 – 8:25	Overview of what is new in surgery + Q&A <i>Vivian Strong (USA)</i>	Pathology classification of gastric cancer: an overview + Q&A Fatima Carneiro (Portugal)	Laparoscopic proximal gastrectomy with double-flap reconstruction <i>Souya Nunobe (Japan)</i>
8:25 – 8:45	Overview of what is new in radiotherapy + Q&A <i>Jennifer Wo (USA)</i>	Which molecular features are relevant to clinicians? + Q&A Patrick Tan (Singapore)	Robotic proximal gastrectomy and intramediastinal anastomosis <i>Hirofumi Kawakubo (Japan)</i>
8:45 – 9:05	Overview of what is new in medical oncology + Q&A <i>Lin Shen (China)</i>	Relevance of diffuse-type gastric cancer + Q&A Jae-Ho Cheong (Republic of South Korea)	PG with double-tract reconstruction; results of KLASS-5 trial <i>Hyung-Ho Kim (Republic of South Korea)</i>
9:05 – 9:20	Oral Presentation from selected Abstracts + Q&A	Does mucinous gastric cancer deserve a special approach? + Q&A Heike Grabsch (The Netherlands)	The CARDIA-trial results – Ivor-Louis esophagectomy vs. total gastrectomy for Siewert Type II tumors + Q&A <i>Christiane Bruns (Germany)</i>
9:20 – 9:25		Discussion	
9:25 – 9:30			
9:30 – 10:00	Discussion	Discussion	
9:30 – 10:00	AM Break Sponsor Spotlight		
10:00 – 12:00	Plenary session (All) Presidential lecture: Paul Mansfield Top Rated Oral Presentations (4-6 presentations) <i>Moderators: Osvaldo Castro (Brazil) & Han-Kwang Yang (Republic of South Korea)</i>		
12:00 – 13:00	Lunch Sponsor Symposium		
13:00 – 14:30	Scientific Session (S/M): Surgery and Perioperative Treatment for GEJ Tumors <i>Moderators: Wayne Hofstetter (USA) & Marcus Kodama (Brazil)</i>	Scientific Session (M): Targeted Therapy for Gastric Cancer <i>Moderator: Daniel Catennacci (USA)</i>	Scientific Session (S): CDH1 & Gastric Cancer Genetics <i>Moderators: Carla Oliveira (Portugal) & Parry Guilford (New Zealand)</i>
13:05 – 13:25	Multimodality therapy for GEJ tumors – where are we now and what is on the horizon + Q&A <i>Jorge Gallardo (Chile)</i>	Pathology – heterogeneity of targeted expression + Q&A Nicole van Grieken (The Netherlands)	Genotype-Phenotype associations in CDH1 pathogenic and likely pathogenic variant carrier families + Q&A <i>Carla Oliveira (Portugal)</i>
13:25 – 13:45	Role of radiation therapy for GEJ tumors + Q&A	Her2 targeted therapy + Q&A Elena Elimova (Canada)	Endoscopic surveillance for hereditary diffuse gastric cancer + Q&A <i>Geoff Roberts (USA)</i>
13:45 – 14:05	Surgical approach for GEJ tumors + Q&A <i>Yukinori Kurokawa (Japan)</i>	Targeted therapy beyond HER2: FGFR2, MET, Claudin18.2 + Q&A	Association between hereditary lobular breast cancer due to CDH1 variants and gastric cancer risk + Q&A <i>Jeremy Davis (USA)</i>
14:05 – 14:25			Synthetic lethality: a promise for the treatment of hereditary diffuse gastric cancer + Q&A <i>Parry Guilford (New Zealand)</i>

MONDAY, MARCH 7, 2022

Time	Congress Hall	Parallel 1	Parallel 2
14:25 – 14:30	Discussion	Discussion	Discussion
14:30 – 15:00	PM Break Sponsor Spotlight		
15:00 – 16:30	Great Debates (R/S) 1. Does radiation therapy work in gastric cancer? 2. Is sentinel node mapping indicated in gastric cancer? Moderators: Bruce Minsky (USA) & Yuko Kitagawa (Japan)	Scientific Session (M): Immunotherapy for Gastric Cancer Moderators: Jaffer Ajani (USA) & Kei Muro (Japan)	Top Rated Surgical Videos (S) Moderators: Yasuhiro Kodera (Japan) & Yanghee Woo (USA)
15:00 – 15:05	Debate #1: Does radiation therapy work in gastric cancer? Trevor Leong (Australia) 15:05 – 15:25 vs TBC 15:25 – 15:45		
15:05 – 15:20		Challenges in patient selection for immunotherapy – testing + Q&A	
15:20 – 15:40		Immunotherapy for localized disease + Q&A Yelena Janjigian (USA)	
15:40 – 15:45			
15:45 – 16:00	Debate #2: Is sentinel node mapping indicated in gastric cancer? Hiroya Takeuchi (Japan) 15:45 – 16:05 vs TBC 16:05 – 16:25	Immunotherapy for metastatic disease + Q&A Kohei Shitara (Japan)	
16:00 – 16:20		Immunotherapy in the future – cell therapy, novel targets, bispecific + Q&A	
16:20 – 16:30			
16:25 – 16:30		Discussion	
16:30 – 17:00	JP Kim Lecture		
16:35 – 17:00	Jiafu Ji (China)		
17:00 – 18:00	Poster Grand Round		
17:30 – 18:30	PM Sponsor Symposium		

TUESDAY, MARCH 8, 2022

Time	Congress Hall	Parallel 1	Parallel 2
7:00 – 8:00	AM Sponsor Symposium		
7:30 – 8:00	COFFEE		
8:00 – 9:30	Scientific Session (S/GI): Robotic, Laparoscopic & Endoscopic Surgery <i>Moderators: Sang-Uk Han (Republic of Korea) & Miguel Burch (USA)</i>	Scientific Session (M): Liquid biopsies, CTCs, cDNA, and solid tumor profiling for Gastric Cancer <i>Moderators: Adam Bass (USA) & Satoru Matsuda (Japan)</i>	Workshop (S): ERAS protocol after gastrectomy <i>Moderators: Takahiro Kinoshita (Japan) & John Mullen (USA)</i>
8:05 – 8:25	Laparoscopic Gastrectomy – Chinese experience and future prospective + Q&A	ctDNA and miRNA in early gastric cancer detection/screening + Q&A	ERAS principles – Anesthesia perspective + Q&A
8:25 – 8:45	UGIRA experience of robotic gastrectomy education/registry + Q&A <i>Richard Van Hillegersberg (The Netherlands)</i>	ctDNA applications in non- metastatic gastric cancer + Q&A <i>Sam Klempner (USA)</i>	Regional differences in ERAS – Asian perspective+ Q&A
8:45 – 9:05	Education/learning curve of robotic gastrectomy + Q&A <i>Sungsoo Park (Republic of South Korea)</i>	ctDNA applications in advanced disease: Biomarker testing, monitoring, resistance+ Q&A	Issues specific to gastrectomy + Q&A
9:05 – 9:15	Extended indication for endomucosal resection for gastric cancer + Q&A <i>Naohisa Yahagi (Japan)</i>	Multi-omic profiling to explore heterogeneity in gastric cancer + Q&A <i>Yosuke Tanaka (Japan)</i>	
9:15 – 9:25			
9:25 – 9:30	<i>Discussion</i>	<i>Discussion</i>	<i>Discussion</i>
9:30 – 10:00	AM Break Sponsor Spotlight		
10:00 – 12:00	Plenary Session (All): Internal Updates of Gastric Cancer Treatment <i>Moderators: Mitchell Posner (USA) & Zhanlon Shen (Peoples Republic of China)</i>		Workshop (S): Supportive & Palliative Care <i>Moderators: Bridget Fahy (USA) & Fabian Johnston (USA)</i>
10:05 – 10:20	Updates from Korea		
10:20 – 10:35	Updates from North America		
10:35 – 10:50	Updates from South America <i>Bruno Zilberstein (Brazil)</i>		
10:50 – 11:05	Updates from Japan <i>Masanori Terashima (Japan)</i>		
11:05 – 11:20	Updates from China		
11:20 – 11:35	Updates from Europe <i>Domineco D'Ugo (Italy)</i>		
11:35 – 12:00	Discussion		
12:00 – 13:00	Lunch Sponsor Symposium		

TUESDAY, MARCH 8, 2022

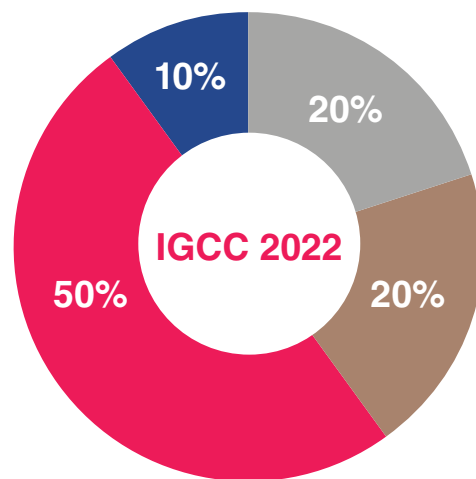
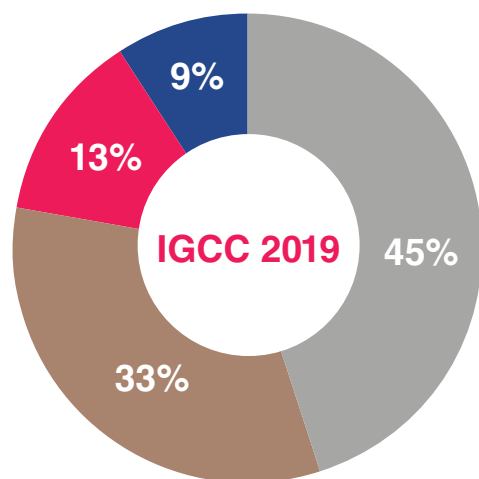
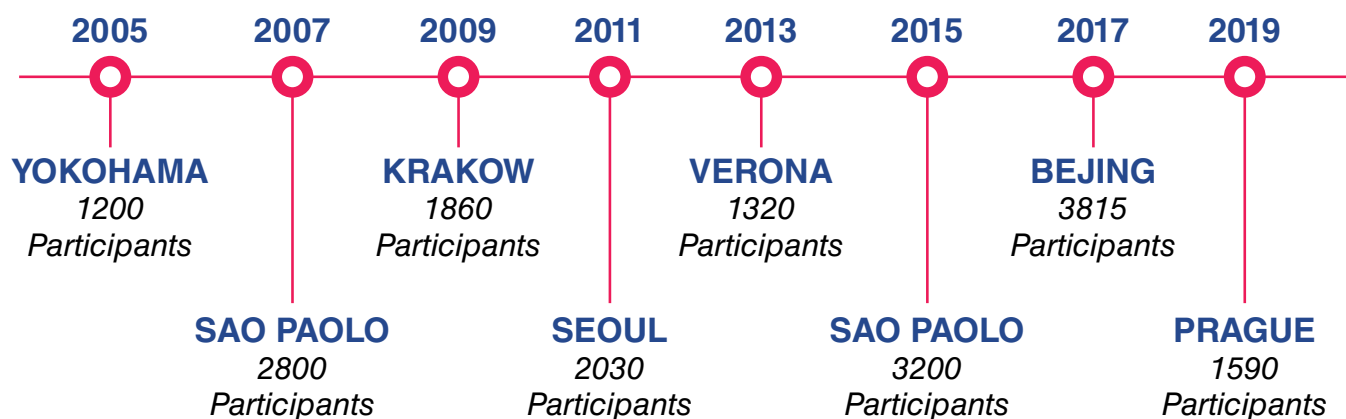
Time	Congress Hall	Parallel 1	Parallel 2
13:00 – 14:30	Scientific Session (S): Peritoneal directed therapy <i>Moderators: Santiago Gonzalez-Morena (Spain) & Travis Grotz (USA)</i>	Scientific Session (M): Microbiome and H. Pylori	Workshop (M/S): What is the next study we should do? Big questions in the field <i>Co-Moderators: Mariela Blum-Murphy (USA) & Yelena Janjigian (USA)</i>
13:05 – 13:20	HIPEC+ Q&A <i>Johanna van Sandick (The Netherlands)</i>	Microbiome and cancer + Q&A	
13:20 – 13:25		Microbiome in gastric cancer + Q&A	
13:25 – 13:35	IP Paclitaxel + Q&A <i>Hironori Ishigami (Japan)</i>		
13:35 – 13:45		H. Pylori and Gastric Cancer + Q&A <i>David Graham (USA)</i>	
13:45 – 13:50	PIPAC + Q&A <i>Mohammad Alyami (Saudi Arabia)</i>		
13:50 – 14:05		Clinical relevance of H. Pylori for gastric cancer treatment + Q&A <i>David Graham (U.S.A.)</i>	
14:05 – 14:20	Discussion & cases	Pathogenesis of H. Pylori + Q&A	
14:20 – 14:30		Discussion	
14:30 – 15:00		PM Break Sponsor Spotlight	
15:00 – 16:30	Great Debates (M) 1. (Neo) Adjuvant chemotherapy for MSI-high gastric cancer – yes vs no 2. Chemotherapy + Immunotherapy for metastatic gastric cancer for all GC <i>Moderator: David Ilson (USA)</i>	Scientific Session (All): Artificial Intelligence in the Management of Gastric Cancer <i>Moderators: Mario Dinis-Ribeiro (Portugal) & Naruhiko Ikoma (USA)</i>	Patient-Provider Workshop (S): Nutrition and PROs, QOL What about the gall bladder? (survivorship) <i>Moderators: Natalie Coburn (Canada) & Kaitlyn Kelly (USA)</i>
15:00 – 15:25	Debate #1: (Neo) Adjuvant chemotherapy for MSI-high gastric cancer – Yes or Not	Role of AI in gastric cancer pathology + Q&A <i>Jakob Kather (Germany)</i>	
15:25 – 15:45		AI for designing drug + Q&A	
15:45 – 16:05	Debate #2: Chemotherapy + Immunotherapy for metastatic gastric cancer for all GC	AI for endoscopic diagnosis + Q&A <i>Toshiaki Hirasawa (Japan)</i>	
16:05 – 16:25		AI imaging reconstruction to guide surgery + Q&A <i>Woo Jin Hyung (Republic of South Korea)</i>	
16:25 – 16:30			
16:25 – 16:30	Discussion	Discussion	
16:30 – 17:00	Nishi Takahashi Lecture Challenges in cancer care across socioeconomic spectrum Paulo Kassab (Brazil)		
17:00 – 18:00	Poster Grand Round		
18:00 – 20:00	GALA		

WEDNESDAY, MARCH 9, 2022

Time	Congress Hall	Parallel 1	Parallel 2	
7:00 – 8:00	AM Sponsor Symposium			
7:30 – 8:00	COFFEE			
8:05 – 8:20	Reduced-port robotic gastrectomy	Does post-operative chemoradiation have a role in the current era?	Gastric Cancer Patient Symposium	
8:20 – 8:25		Emerging Role of Preoperative Chemoradiation		
8:25 – 8:35	MIS esophagectomy for GEJ cancer			Radiation Therapy for Oligometastases of Gastric Cancer
8:35 – 8:45				
8:45 – 8:50	Intraoperative visualization of tissue perfusion in gastric surgery	MR-guided radiotherapy (or any “hot topic in radiotherapy”)		
8:50 – 9:05				
9:05 – 9:20	Robotic assisted gastrectomy for advanced gastric cancer	Proton Therapy for Esophageal and Gastro-esophageal cancers		
9:20 – 9:25				
9:30 – 09:45	AM Break Sponsor Spotlight			
09:45 – 10:00				Gastric Cancer Patient Symposium Continued
10:00 – 11:30	Plenary (All) <i>Moderator: Kazutaka Obama (Japan)</i>	Workshop (GI/S): Early Detection, screening, and prevention of gastric cancer <i>Moderator: Haejin In (USA)</i>		
10:05 – 10:25		Early detection/screening + Q&A <i>Joo Ha Hwang (USA)</i>		
10:25 – 10:45		H Pylori + Q&A <i>Meira Epplein (USA)</i>		
10:45 – 11:05		New innovation tech – Cancer Seek + Q&A <i>Nickolas Papadopoulos (USA)</i>		
11:05 – 11:25		Early research and next steps in early detection + Q&A <i>Sam Hanash (USA)</i>		
11:25 – 11:30		Discussion		
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

STEP 4

BOOK NOW

secure your investment now by emailing the IGCC 2022 partnership team at 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
Premium Educational Session/Symposium – 60 minutes (priority lunch slot)	✓	✓			
Educational Session/Symposium – 60 minutes (morning or end-of-day slot)			✓		
Sponsor Spotlight Session/Webinar – 30 minutes (meet the expert, product theatre, technical demo, webinar, feature video)	✓			✓	
Specialty Program Recognition (welcome reception, young leaders program, community program, CSR/sustainability initiative, closing night event)	✓				
Break Highlight (video or entertainment feature)	✓	✓			
All Access Conference Registrations LIVE + ON-DEMAND	16	10	6	4	2
Exhibit (virtual and/or physical space, logo, organization description, delegate connect, digital asset library, video stream, chat room, FAQ, live presentation)	✓	✓	✓	✓	✓
Enhanced Recognition (homepage log-in, lobby banner, networking hub)	✓	✓	✓		
Marketing and Engagement Activities (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	
Pre/Post Session Recognition Reel (live + enduring)	✓	✓	✓	✓	✓
Approved Delegate List (GDPR compliant)	✓	✓			
Post Event Virtual Round Table (sponsors + IGCC organizing committee)	✓	✓	✓	✓	
Post Event Report (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
PRE-EVENT			
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
DURING EVENT			
Advert	4	2	1
Minimum Media Buy	\$1500	\$1000	\$500
Final Report	1	1	Basic
POST EVENT			
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 to set up a call.

DIGITAL PLACEMENTS

DAILY E-MAILERS SPONSORED PLACEMENTS

Daily e-mailers allows your company to showcase your activities and products* to IGCC 2022 registered participants or full database**

LAUNCH DATES:

- March 6, 2022
- March 7, 2022
- March 8, 2022
- March 9, 2022

DUE DATE:

February 14, 2022

DAILY CONTENT***:

- Program and industry highlights
- Online registration opportunities
- Satellite Symposia Program
- Safe and healthy information

DIMENSIONS:

- 970x250
- 728x90
- 336x250

SUPPORTED FORMAT:

- Static: PNG****,JPG
- Animated: GIF

RECOMMENDED TRACKING FOR LINK:

UTM code

REPORTING

Data size on launching date
Open rate*****

*Content will be adapted to program and venue requirements

** Png format is recommended for display quality

*** IGCC 2022 Average Open rate : 39% (Industry Benchmark 15-18%)

970 x 250

728 x 90

336 x 280

The screenshot shows a professional email newsletter for the International Gastric Cancer Congress 2022. At the top, there's a header with the IGCC 2022 logo and the text 'INTERNATIONAL GASTRIC CANCER CONGRESS 2022 | MARCH 6 - 9, 2022 | JOIN ON-PERSON OR ONLINE | THE EVOLUTION OF GASTRIC CANCER SCIENCE | THE FUTURE OF GASTRIC CANCER TREATMENT'. Below this, the main content is organized into sections: 'DAY 1 OF #IGCC2022: SUNDAY: MARCH 6, 2021', followed by a paragraph of placeholder text and three buttons: 'Last-minute registration? Click here to join us today', 'View the virtual platform video tutorial', and 'Access the virtual congress platform here*'. The next section is '#IGCC2022 DAY 1 PROGRAM HIGHLIGHTS', with another paragraph of placeholder text and a button 'View and download the exhibition floor plan'. This is followed by '#IGCC2022 INDUSTRY HIGHLIGHTS', which features a grid of five placeholder images with dimensions: 970x250, 728x90, 336x280, 336x280, and 728x90. The final section is 'DAY 1 INDUSTRY SATELLITE SYMPOSIA PROGRAM', with a paragraph of placeholder text. At the bottom, there's a section 'SPREAD THE WORD TO YOUR NETWORK' with a paragraph of placeholder text and three social media sharing buttons: Facebook, Twitter, and Email.

DIGITAL PLACEMENTS

SPONSORED PUSH NOTIFICATION

Push notifications allow your company to showcase your activities and products* to IGCC 2022 web notifications subscribers. Push notifications are prompted on computers and mobile devices.

LAUNCH DATES:

- March 6, 2022
- March 7, 2022
- March 8, 2022
- March 9, 2022

DUE DATE:

February 14, 2022

CONTENT:

- Symposia
- Booth
- Product

LIMITED:

- Max. 3 sponsors/day
- 8:00am, 12:00pm, 4:00pm

IMAGE DIMENSION**:

720x480

SUPPORTED FORMATS:

PNG, JPG

MAX FILE SIZE:

2MB

LOGO DIMENSION:

192X192
(Aspect ration 1:1)

SUPPORTED FORMATS:

PNG, JPG

REPORTING:

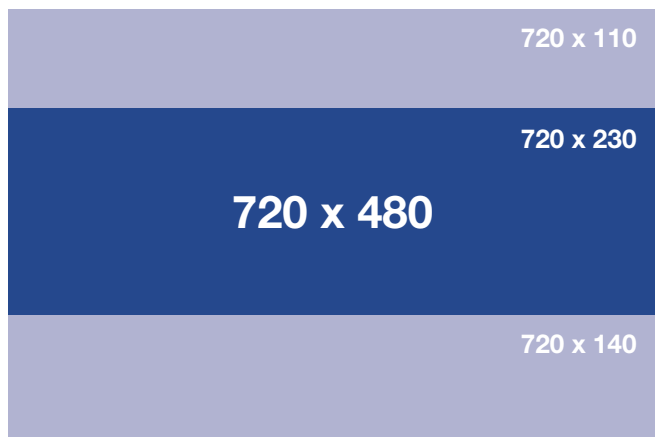
Data size on
launching date
Impressions rate***

*Products can be promoted to the US market only. If promoting a product, Push notification will reach US contacts only

**Image and Buttons are only applicable to subscribers using Chrome, Opera, Yandex, Edge.

*** IGCC 2022 Average impressions: 48.81% of total database

****Push notification can include up to 2 call to action buttons



ANDROID VARIABLE AREA:

Some Android devices might cut the information on this area

SAFE AREA:

Information on the middle section 720x230 will be displayed correctly across devices.

VARIABLE AREA:

We do not recommend adding content or logos to the bottom 720x152. Devices might cut the image

MAX CHARACTERS:

Title: 25 Characters including spacing

Text: 35 Characters including spacing

Call to Action button****:

10/12 Characters including spacing

PRICING

Campaign Type	Ad Unit	Price	
Daily Emailer Placement	#1	1 x \$4700	2+ x \$4300
Daily Emailer Placement	#2	1 x \$4300	2+ x \$4100
Daily Emailer Placement	#3	1 x \$4100	2+ x \$3900
Sponsored Push Notification		1 x \$1900	2+ x \$1700

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

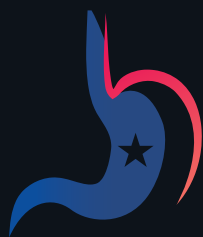
- Cancellations must be submitted in writing by emailing meighan.jury@mci-group.com.
- Cancellations received before 5pm EST on Dec 15, 2021 will be entitled to a 50% refund minus a \$250 administration fee.
- Cancellations received after 5pm EST on Dec 15, 2021 are non-refundable and non-transferable.

FOR MORE INFORMATION CONTACT:



Meighan Jury

Sr. Manager, Strategic Partnerships, IGCC 2022
meighan.jury@mci-group.com



**IGCC
2022**
HOUSTON ★ TEXAS

Congress Host:

THE UNIVERSITY OF TEXAS

**MDAnderson
Cancer Center**

Making Cancer History®