



**The Australian Children's
Brain Cancer Conference**

Partnership and Exhibition Prospectus

**Thursday 7 - Friday 8
March 2024**

acbconference.com.au





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Invitation From The Chairs

On behalf of the Children's Brain Cancer Centre and The Cure Starts Now Australia, we invite you to partner with us for the 3rd annual Australian Children's Brain Cancer Conference on the 7th and 8th March 2024, to be held in Brisbane, Queensland, Australia.

Paediatric brain cancer is the most common type of solid cancer in children and remains the leading cause of death across all childhood cancers. Despite advances in other types of childhood cancer, the survival rates for brain cancer have remained relatively unchanged for over 30 years. The Australian Children's Brain Cancer Conference is the only conference in Australia that is solely dedicated to paediatric neuro-oncology research. The 2024 ACBC Conference follows on from our highly successful 2022 and 2023 events which featured world-renowned leaders in paediatric neuro-oncology, as well as emerging national talent. Our aim is to provide a platform that will bring together the shared knowledge and expertise from world class researchers and clinicians who will collectively change the future for children who have brain cancer.

Our 2023 conference was an in-person event with presentations by highly respected researchers such as Dr Pratiti Bandopadhyay (Boston, USA), Associate Professor Misty Jenkins (Melbourne, Australia), Professor Darren Hargrave (London, UK), Dr Donald Mabbott (Toronto, Canada), Professor Chris Jones (London, UK), and Associate Professor Andrew Ellisdon (Melbourne, Australia). This event was attended by approximately 120 delegates in person from all over Australia and Internationally, and included researchers, clinicians, pathologists, nurses, allied health members, and philanthropic organisations. We have received highly positive feedback from our delegates who are enthusiastic to attend future events and support the annual ACBC Conference as we grow.

Our 3rd Australian Children's Brain Cancer Conference will once again feature a full two-day program, with plenary talks from established high profile international researchers, as well as early-to-mid career researchers. Building upon our past events, our 2024 conference will include a collaborative partnership with the Cure Starts Now-USA chapter, which facilitates the biennial DIPG/DMG Symposium - the world's foremost and largest international medical research conference focusing on Diffuse Intrinsic Pontine Glioma (DIPG), Diffuse Midline Glioma (DMG) and other incurable brain cancers. The ACBC Conference will also be preceded by the ANZCHOG CNS Committee Meeting.

On behalf of the Organising Committee, we would like to provide you with the opportunity to engage with our highly motivated research community. Please contact our conference managers at info@acbconference.com.au or phone (+61 7 3858 5400) to discuss supporting the 2024 Australian Children's Brain Cancer Conference.

Dr Timothy Hassall and Professor Brandon Wainwright
Co-Convenors 2023 Children's Brain Cancer Conference

The 2024 Conference Organising Committee



Professor
Brandon Wainwright



Dr Timothy
Hassall



Dr Mellissa
Maybury



Eleni
Millios-Hullick



Professor
Bryan Day



Professor
Greig de Zubicaray



Julianne
Jutila

About The Children's Brain Cancer Centre

The Children's Brain Cancer Centre is Australia's first research initiative solely focused on paediatric brain cancer, treatment, and survivorship, and brings together world-leading researchers, doctors, and facilities to boost brain cancer research capacity and outcomes in Queensland and beyond.

The Centre plays a vital role in the Australian Brain Cancer Mission, which aims to double survival rates and improve the quality of life of people living with brain cancer over the next 10 years, with the longer-term aim of defeating brain cancer.

The Centre has current collaborations with QIMR Berghofer Medical Research Institute, Queensland University of Technology – Institute of Health and Biomedical Innovation, The University of Queensland's Institute of Molecular Bioscience, The Diamantina Institute and Queensland Brain Institute, and the clinical infrastructure and specialists of Children's Health Queensland Hospital and Health Service.

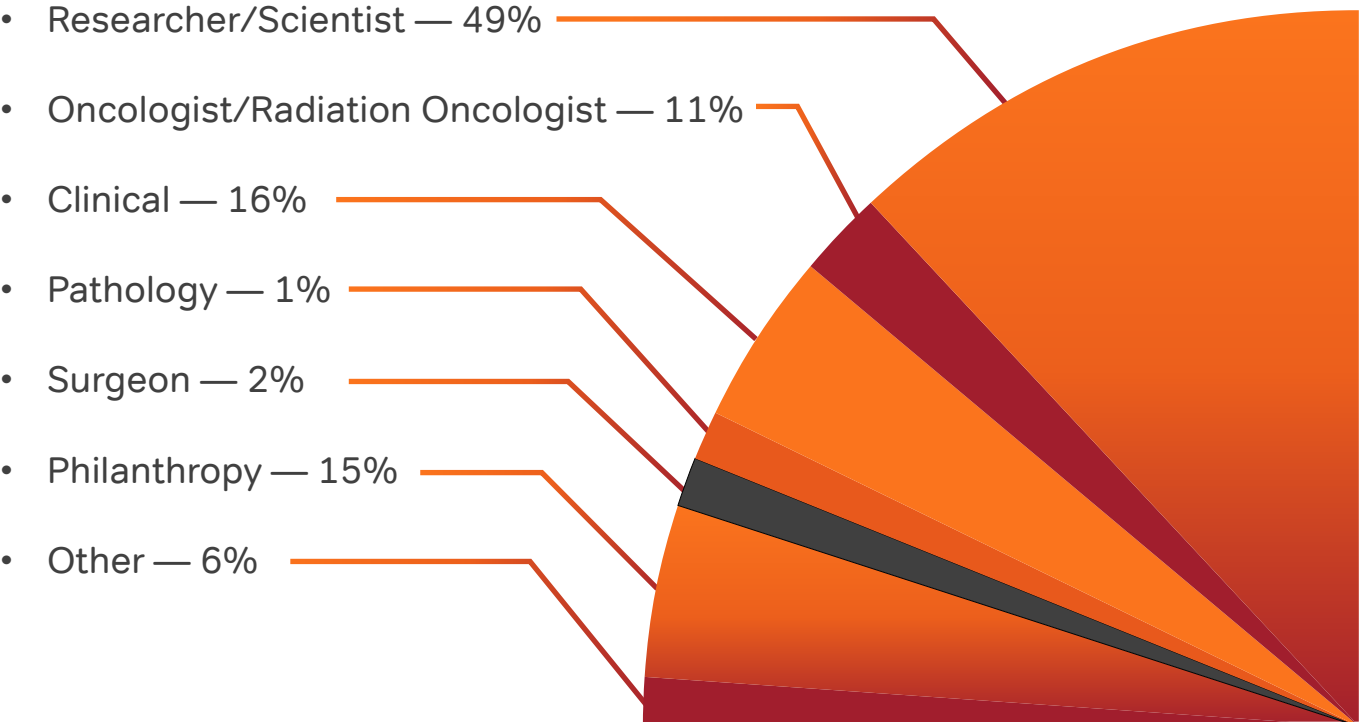
For additional information please see the Centre's website at www.childrensbraincancer.org.au

Delegate Demographics



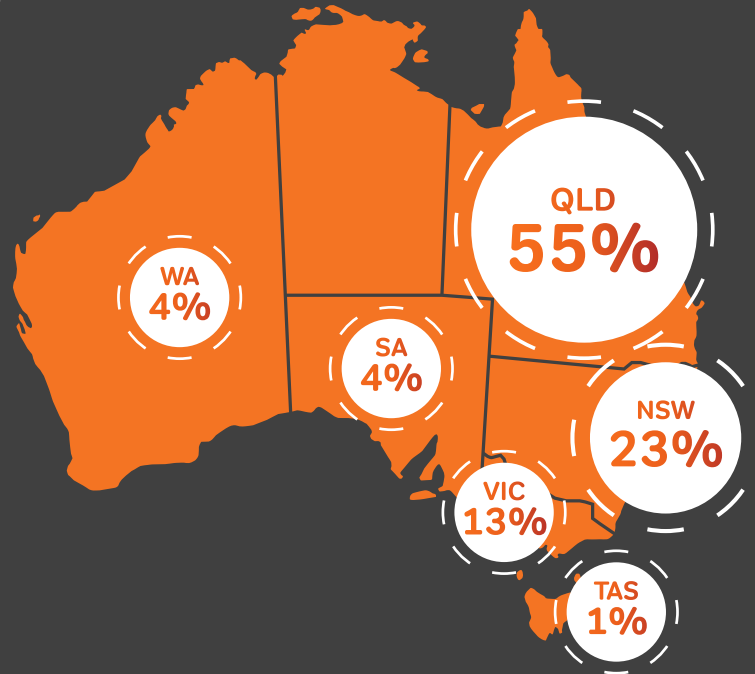
Attendee Group

% of audience



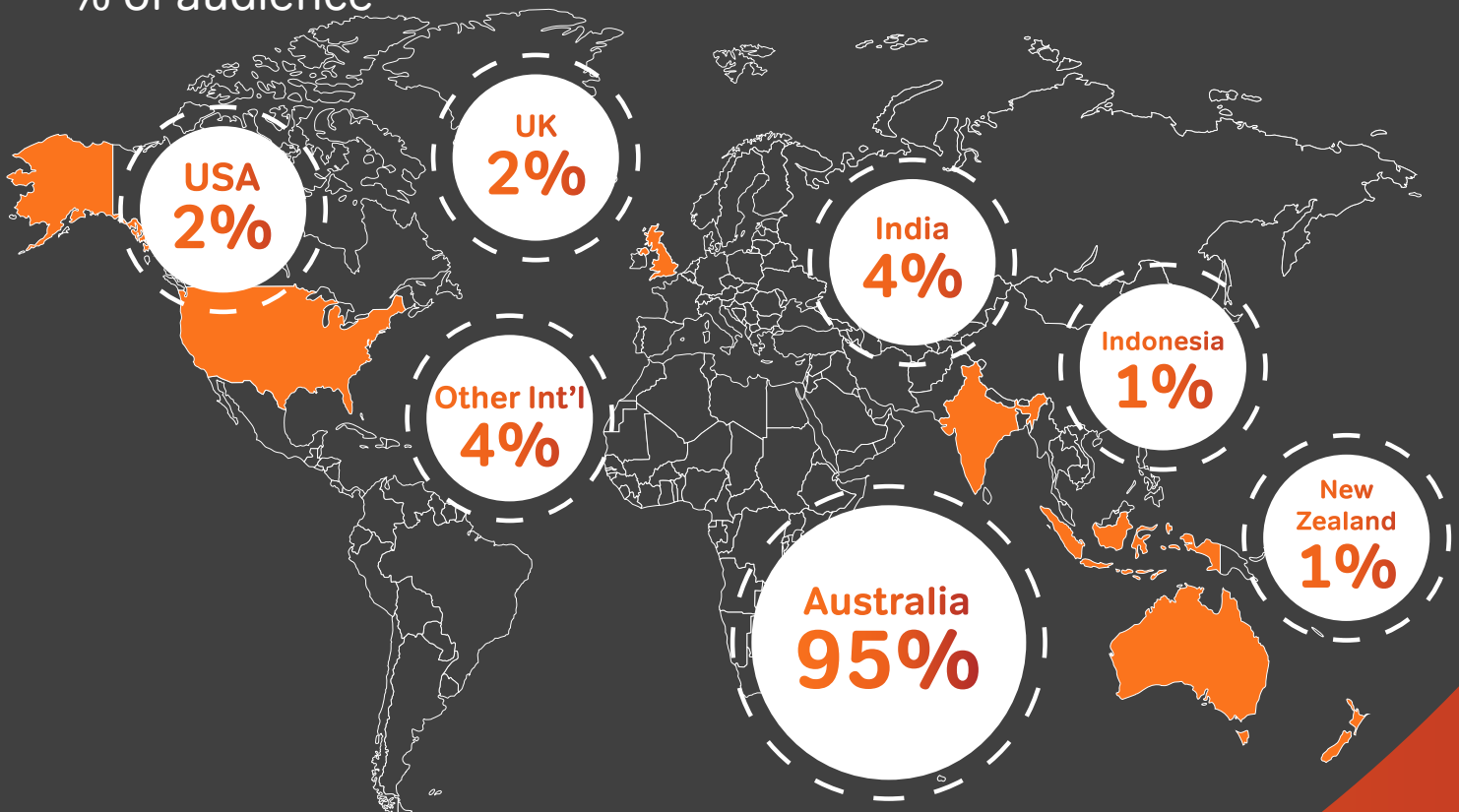
National Registration Geographic Breakdown

% of audience



International Registration Geographic Breakdown

% of audience



Partner Program (subject to change)

Thursday 7 March 2024

| Time | Title |
|---------------|--|
| 8:00 – 09:00 | Registration |
| 09:00 – 09:15 | Conference Opening |
| 09:15 – 10:30 | Plenary 1 |
| 10:30 – 11:00 | Morning Tea – Trade display and poster viewing |
| 11:00 – 12:20 | Plenary 2 - Abstracts |
| 12:20 – 13:30 | Lunch - Sponsor education session |
| 13:30 – 15:00 | Plenary 3 |
| 15:00 – 15:30 | Afternoon Tea - Poster viewing |
| 15:30 – 17:00 | Plenary 4 |
| 17:00 - 1800 | Poster Session & judging |
| 18:30 - 22:00 | Post Conference Dinner |

Friday 8 March 2024

| Time | Title |
|---------------|--|
| 08:00 – 09:15 | Registration |
| 09:15 – 10:30 | Plenary 5 |
| 10:30 – 11:00 | Morning Tea – Trade display and poster viewing |
| 11:00 – 12:20 | Plenary 6 – Abstracts |
| 12:20 – 13:30 | Lunch - Sponsor education session |
| 13:30 – 15:00 | Plenary 7 |
| 15:00 – 15:30 | Poster Viewing |
| 15:30 – 17:00 | Plenary 8 |
| 17:00 – 17:30 | Awards and closing |
| 17:30 - 22:00 | Post Conference Networking Function |

Keynote Speakers

We have yet to confirm speakers, however you can expect the same caliber of expertise as our 2023 speakers listed below.



**Associate Professor
Pratiti (Mimi) Bandopadhyay**
Dana Farber/Harvard, USA

[View Profile](#)



Dr Kim Carter
Data Science Manager,
Minderoo Foundation

[View Profile](#)



Dr Donald Mabbott
Neurosciences and Mental
Health The Hospital For
Sick Kids

[View Profile](#)



Professor David Eisenstat
The Royal Children's
Hospital Melbourne

[View Profile](#)



**Associate Professor
Andrew Ellisdon**
Victorian Cancer Agency
Fellow, Monash University

[View Profile](#)



**Assoc. Professor
Raelene Endersby**
Lab Head - Brain Tumour
Research, Telethon Kids
Institute

[View Profile](#)



Professor Jordan Hansford
SAHMRI

[View Profile](#)



Professor Darren Hargrave
UCL Great Ormond Street
Institute Of Child Health

[View Profile](#)



**Associate Professor
Misty Jenkins**
WEHI

[View Profile](#)



Professor Chris Jones
Institute Of Cancer
Research

[View Profile](#)



Doctor Erin Pitt
Research Fellow, QUT

[View Profile](#)



Doctor Carolyn Shembrey
Peter Mac

[View Profile](#)



Dr Hana Starobova
Research Fellow, The
University Of Queensland

[View Profile](#)



Professor Di Yu
Ian Frazer Centre for
Children's Immunotherapy

[View Profile](#)

[Ian Frazer Centre](#)

Partnership Opportunities

Partnership Packages

A limited number of key partnership packages are available including Major, Supporting, and Associate levels, along with individual partnership options. Please refer to our program outline on page 6 for more details on the conference's partner program.

All partnership and exhibition pricing outlined in our prospectus are in AUD and exclusive of 10% GST.

| | Major Partner (Two Opportunities) \$14,000 ex GST | Supporting Partner (Multiple) \$10,000 ex GST | Associate Partner (Multiple) \$6,000 ex GST |
|--|---|---|---|
| Partner Program | | | |
| Plenary Industry Symposium (exclusive per day) | ✓ | ✗ | ✗ |
| Networking and Lead Generation | | | |
| Table display | ✓ | ✓ | ✓ |
| Acknowledgements and promotion | | | |
| Partner profile and logo on the conference website | 200 words | 150 words | 100 words |
| Acknowledgement of partner level on all conference marketing and promotion materials | ✓ | ✓ | ✓ |
| Advertising banner on conference promotional EDMs (max 3 banners per EDM) – 300+ person marketing network | 2 | 1 | ✗ |
| Verbal partner acknowledgement during conference opening and closing address | ✓ | ✓ | ✓ |
| Partner logo on conference holding slide | ✓ | ✓ | ✓ |
| Use of conference logo for promotional purposes | ✓ | ✓ | ✓ |



| | Major Partner (Two Opportunities) \$14,000 ex GST | Supporting Partner (Multiple) \$10,000 ex GST | Associate Partner (Multiple) \$6,000 ex GST |
|--|---|---|---|
| Registrations | | | |
| Conference Full Registrations | 3 | 2 | 1 |
| Exhibition (Staff) Registrations (Transferable) | 3 | 2 | 2 |
| Data and lead-connectivity | | | |
| Delegate list (first and last name, organisation, country and email. Subject to GDPR and privacy laws) | ✓ | ✓ | ✓ |
| Partner program session attendance report (app-based scanning) | ✓ | ✗ | ✗ |
| Exhibition lead tracking technology (app-based QR-code. Exportable leads and notes) | ✓ | ✓ | ✓ |

Individual Partnerships

Partner Plenary

Exclusive per day

EXCLUSIVE TO MAJOR PARTNERSHIP

An exclusive industry program plenary session to undertake delivery of short skills development or educational presentation to conference attendees

Entitlements:

- 30min duration presentation time (setup and pack-down time not included in this presentation time)
- Capacity – 100+pax (Plenary)
- Speaker abstract approval required for inclusion in the program
- Speaker and moderator invited at industry partner's discretion and approved by conference organising committee. Honorarium or speaker fees offered to speakers at the discretion of the partner.
- Plenary format (no competing scientific or program committee content)
- Promotion as part of the conference partner program beginning 2 months from the conference dates
- Standard AV and room hire included
- RSVP and attendance data provided (subject to GDPR and privacy)

International Speaker Sponsorship

International - \$16,000 ex GST

An opportunity to support speakers featuring in the main conference program and support the Centre to retain the highest calibre speakers for the conference

Entitlements:

- Logo against all of the sponsored speaker's speaking engagements in the conference program
- Acknowledgement with logo and listing as a sponsor of the conference on all materials listing conference partners
- Each sponsored speaker is offered return flights, ground transfers, accommodation and registration through invitation by the conference under the auspices of this sponsorship
- Speaker selection and invitations are at the sole discretion of the conference organising committee

National Speaker Sponsorship

National (Australian/New Zealand) - \$5,000.00 ex GST

An opportunity to support speakers featuring in the main conference program and support the Centre to retain the highest calibre speakers for the conference

Entitlements:

- Logo against all of the sponsored speaker's speaking engagements in the conference program
- Acknowledgement with logo and listing as a sponsor of the conference on all materials listing conference partners
- Each sponsored speaker is offered return flights, ground transfers, accommodation and registration through invitation by the conference under the auspices of this sponsorship
- Speaker selection and invitations are at the sole discretion of the conference organising committee

Delegate Experience

Lanyard - \$8,000

Exclusive

Ensure your logo is a highly visible and memorable brand reminder of a successful 2024 conference.

Entitlements:

- Branded lanyards provided to all attendees for registration identification
- Partner logo included with the CBCC 2024 conference logo on the lanyard design
- Acknowledgement in all marketing material as Lanyard Partner

Coffee Cart - \$6,000

Exclusive

Both a high-visibility branding opportunity, and great way to encourage interactions with your brand or active promotion

Entitlements:

- Exclusive branded cart in a dedicated space in the exhibition
- Partner can display one (1) pull-up banner (provided by the partner) along with the branded
- Conference to brand cart (partner to supply artwork to specification)
- Optional - QR-code (to link to a preferred website/partner promotion) can be included in the cart design (provided by partner, subject to specification)
- Acknowledgement in all marketing materials as Coffee Cart partner

Catering - \$6,000, two opportunities

Exclusive per day

Brand promotion as the catering partner across all breaks for one of the two days of the conference.

Entitlements:

- Exclusive partner signage displayed during each catered conference program break on the selected day of the conference
- QR-code (to link to a preferred website/promotion) and bespoke promotional artwork can be included in signage design (provided by partner subject to specification)
- Catering signage housed in the exhibition with one (1) promotional sign per catering or tea/coffee station for the duration of the day
- Acknowledgement in all marketing material as a catering partner



Networking

Conference Dinner - \$8,000

Exclusive

The premier social function of conference, bringing together our audience for a celebration of the group and critical opportunity to network and socialise with peers.

Entitlements:

- 2min welcome address from partner's representative at commencement of the dinner
- One reserved table for the partner and your guests
- Ten (10) tickets to the conference dinner
- Partner logo incorporated into the AV, stage set and proceedings of the dinner
- Acknowledgement as Conference Dinner partner in all conference marketing materials

Networking Function - \$7,000

Exclusive

Hosted by the conference on the close of conference on day 2, this is an important function to connect with colleagues after the final day's fully blocked scientific program.

Entitlements:

- 2min welcome address from partner's representative with the closing comments from the chairs
- Ten (10) guest tickets to the networking drinks
- Partner logo incorporated into networking drinks signage and proceedings
- Acknowledgement as networking drinks partner in all conference marketing materials

Exhibition

The 2024 Children's Brain Cancer Conference will host a fully catered exhibition experience for attendees which dovetails with the breaks across the scientific program.

The exhibition space is offered to partners in a table display format.



Display Table

| | |
|--|---------------------------|
| Size | 6sqm (3m x 2m) |
| Commercial rate | \$3,500 ex GST |
| Exhibitor listing (logo, 50 word profile, contact details) | ✓ |
| QR-code lead tracking (app-based scanning) | ✓ |
| On-site delegate list (GDPR compliant) | ✓ |
| 1x table, 2 chairs, power (4amps) | ✓ |
| Complimentary exhibitor registrations (Exhibition access, catering, 1 x welcome reception ticket. No session access) | Two (2) per table display |
| Additional exhibitor registrations (all days, transferable) | \$230 ex GST pp |
| Upgrade a complimentary exhibitor registration to full delegate registration (incl dinner ticket and session access) | \$500 ex GST |
| Additional full delegate registrations (incl dinner ticket and session access) | \$670 ex GST |

Partnership and Exhibition Terms & Conditions

The following are part of the contract between the partner and the congress managers, MCI Australia, and exhibitors/partners must observe these rules. In addition, any regulations imposed by the venue must also be observed. Any areas not covered are subject to MCI's final decision.

Things you need to know

The following terms and conditions apply to your participation as a sponsor.

- You (the sponsor) by returning a completed, signed and dated form explicitly accept these terms and conditions.
- Details may change without notice. Please refer to the congress website for the latest information.
- MCI Australia (ABN 76 108 781 988) representing the organising committee and the Host body does not accept responsibility for any errors, omissions or changes.
- You agree that the organisers and other authorised stakeholders may use your contact information for any relevant purpose such as administration or advising of future events. You may ask us to limit communication to necessary matters.
- The Platform and MCI do not take responsibility should internet connection become unstable. Internet connection is out of the control of MCI Australia and the Platform provider, it is the responsibility of the delegate/sponsor/stakeholder to have stable connection to access the platform.
- We will use reasonable endeavours to provide constant, uninterrupted access to the Platform and the Services, but with any software product, this cannot be guaranteed. We will not be responsible or liable for any direct or indirect losses or damages suffered or sustained by you as a result of, or in connection with, any interruption or delay in accessing and using the Platform or the Services Use of the platform

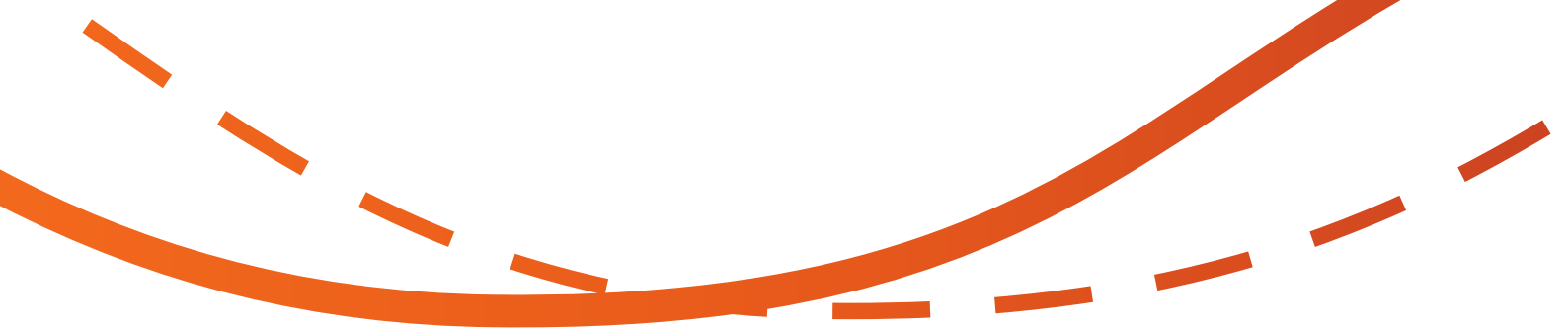
You will not, and you will ensure the Authorised Users will not:

- Modify the platform or merge any aspects of the platform with another programme other than as expressly provided under this Agreement.
- Record, reverse engineer, copy, duplicate, reproduce, create derivative works from, frame, download, display, transmit or distribute any of the Platform, the source code of the Platform or any documents, manuals or setup instructions provided with the Platform or in relation to the Services

- License, sell, rent, lease, transfer, assign or otherwise commercially exploit the Platform or the Services
- Engage in unlawful behaviour, including unauthorised access to or use of data, services, systems or networks, including an attempt to probe, scan or test the vulnerability of a system or network or to break security or authentication measures
- Access, store, distribute or transmit:
 - Viruses, work, trojan or other malicious code that corrupts, degrades or disrupts the operation of the Platform;
 - Material that is unlawful, unethical, harmful, threatening, defamatory, obscene, infringing, harassing or racially or
 - ethnically offensive or a contravention of the rights of any third party;
 - Material that facilitates illegal activity, or
 - Material that abuses or causes damage or injury to any person or property
 - Provide Platform login details or password, or otherwise provide access to the Platform, to any unauthorised or unregistered third party and you will take all reasonable steps to prevent unauthorised access to, or use of, the Platform;
- Share any features of the Platform that are not publicly available with any unauthorised third party; and
- Engage in any conduct on the Platform that is in breach of this Agreement (or any agreements mentioned therein)
- Any breach of this clause 1 constitutes a breach of this Agreement and we may, at our absolute discretion, terminate or suspend your access to, and/or use of, the Platform or the Services, and/or take further actions against you for breach of this Agreement.

Services

- All Services will be provided based on the information and specifications supplied by you. All information that we provide is supplied in good faith, but we do not warrant or guarantee the accuracy or completeness of any information provided by us or any third party. It is not within the scope of our obligations to enquire as to, or to verify, the accuracy or completeness of information that we receive from your or any third parties.
- The Services, Deliverables and any Platform functionality specified in previous conversations



are indicative only and may be amended by us from time to time. While we will use all reasonable endeavours to deliver the features and functionality specified therein, nothing in this Agreement prevents us from amending the Services at any time during the event delivery.

- We will use reasonable endeavours to provide the Services promptly or by an applicable Delivery Date or such other dates as agreed by the parties in writing. Any Delivery Date or time quoted for delivery, commencement or completion of any part of the Services is an estimate only and time will not be of the essence.

Your obligations

- You acknowledge that our ability to be able to provide the Services to you without delay or interruption is dependent on your full and timely cooperation. You will (and will ensure that the Authorised Users will):
 - Co-operate with and assist us in the supply of your content;
 - Promptly provide us with full and accurate information, data and explanations as and when required;
 - Comply with applicable laws and regulations (including the General Data Protection regulation (“GDPR”) with respect to user privacy, data collection, data retention, data transmission, data storage and the use of cookies
 - Comply with all reasonable directions and guidelines from us as advised from time to time.

Financial facts

- We will have no liability for any losses suffered or any damage caused by errors or omissions in any information or instructions provided to us by you in connection with the Platform, the Services or any actions taken by us at your direction.
- Phone or unpaid bookings will not be accepted
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited— i.e. you will be billed at the next highest level (early rate to standard, etc.
- You will not receive any sponsorship entitlements, until all monies have been paid.
- All sponsorship prices in this prospectus are in AUD ex GST (10%)
- If you pay by credit card a payment processing fee may be applied.
- If you pay by electronic funds transfer you agree to

pay any bank charges and must include these in the amount you transfer

- In no event will MCI Australia/CBCC be liable to you or any third party for any:
 - Loss of profits, revenue, goodwill or business, business interruption, corruption, loss or alteration of data, downtime costs, loss of use, failure to realise anticipated savings or for any indirect or consequential loss of damage of whatsoever nature, however caused;
 - Viruses worm, trojan or other malicious code introduced into, or transmitted to, your or any third part during the course of using the Platform or the Services;

Cancellation

- Your application to sponsor does not constitute an attendee registration. You will need to do that separately as per the information provided in the technical manual.
- You must notify us in writing if you need to cancel
- Cancellations made on or before Monday 26 February 2024 will be refunded less 50% cancellation fee.
- Cancellations received after Tuesday 27 Feb 2024 will not be entitled to a refund.
- Your non-payment does not cancel your contractual obligations to us
- In the unlikely case that the event cancels, CBCC will refund your full financial investment minus any expenses incurred to date of the cancellation. This includes, but not limited to, platform costs for your program involvement and any promotional exposure up until the time cancellation occurs.
- In the unlikely case that the event postpones or changes format significantly from what is outlined in this prospectus the extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. The Children’s Brain Cancer Conference 2024 will forward requests for annulment of contract or refund to MCI Australia for arbitration.

You and your staff

- Your application to sponsor does not constitute an attendee registration. You will need to do that separately as per the information provided in the technical manual.
- Your staff (even if entitled to a complimentary registration) will be denied access to the event unless they have completed the relevant registration form.

Application Form

Contact Details of Applicant

| | | | | | |
|---|-----|---------|-----------------------|---------------|-------------|
| Mr | Mrs | Ms | Given name | | Family name |
| Miss | Dr | Prof | Other | | |
| Position | | | Industry sector | | |
| Organisation name (for invoicing purposes) | | | | | |
| Organisation name (for marketing purposes) | | | | | |
| Address | | | | | |
| State | | Country | | Postcode | |
| Email | | | | Telephone () | |
| Website | | | | Mobile | |
| Onsite contact name | | | Onsite contact number | | |

Application Type

| | | | |
|----------------------------|---|---|---|
| Partnership | Major Partner \$14,000 ex GST (two opportunities) | Supporting Partner \$10,000 ex GST (multiple opportunities) | Associate Partner \$6,000 ex GST (multiple opportunities) |
| Speaker Sponsorship | International \$16,000 ex GST | National (AUS/NZ) \$5,000 ex GST | |
| Delegate Experience | Lanyard \$8,000 ex GST (Exclusive) | Coffee Cart \$6,000 ex GST (Exclusive) | Catering \$6,000 ex GST (Exclusive) |
| Networking | Conference Dinner \$8,000 ex GST (Exclusive) | Networking Function \$7,000 ex GST (Exclusive) | |

Confirmation

My signature below confirms my application to partner with the 2024 Australian Children's Brain Cancer Conference. I understand and agree to the terms and conditions of partnering or exhibiting with the conference and am authorised within my organisation to make this commitment of support to partner or exhibit with the conference.

| | |
|---|--|
| Total partnership or exhibition amount (AUD ex GST) | |
| Name | |
| Signature | |
| Date | |

Please tick if you do not wish to receive congress updates via email.

Partnership & Exhibition Enquiries

Please contact:

REBECCA TEUMA

Industry Liaison

E - rebeccateuma@wearemci.com

Phone - D: +61 2 9213 4007

W - acbccconference.com.au