



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

# Partnership and Exhibition Prospectus

**19 – 21 March 2025**

[acbccconference.com.au](http://acbccconference.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 4th annual Australian Children's Brain Cancer Conference on the 20th and 21st March 2025, 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 2025 ACBC Conference follows on from our highly successful 2022, 2023 and 2024 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. By doing this, and by encouraging the attendance of early and mid career researchers and clinicians, we aim to create an environment which will encourage new collaborations amongst colleagues from across Australia.

Our 2024 conference was an in-person event with presentations by highly respected international researchers such as Dr Cynthia Hawkins (Toronto, Canada), Dr Peter Dirks (Toronto, Canada) and Dr Anthony Mascia (Cincinnati, USA). We were also honoured to have distinguished Australian colleagues Prof Geraldine O'Neill, Prof Maria Kavallaris, Prof David Ziegler, Prof Ryan Lister, Prof Jose Polo, Dr Christine White and Prof Ron Firestein present their latest research findings.

This event was attended by 120 delegates in person from all over Australia and Internationally, and included researchers, clinicians, pathologists, nurses, allied health members, industry partners and philanthropic organisations. We have received highly positive feedback from our national colleagues who are enthusiastic to attend future events and support the annual ACBC Conference.

Our 4th Australian Children's Brain Cancer Conference will once again feature a full two-day program, with plenary talks from established high profile international and national researchers, as well as early-to-mid career researchers. Building upon our past events, our 2025 conference will include a collaborative partnership with the Cure Starts Now-Australia chapter, which in collaboration with their Australian and USA based DIPG Collaborative facilitates international medical research focusing on Diffuse Intrinsic Pontine Glioma (DIPG), Diffuse Midline Glioma (DMG) and other incurable brain cancers. The Robert Connor Dawes Foundation has also provided tremendous support by sponsoring an international speaker and by providing early and mid career researchers' travel sponsorships.

The ACBC Conference will also be preceded by the ANZCHOG CNS Committee Meeting on the 19th March which will be attended by the majority of Australian paediatric neuro-oncology clinicians and scientific researchers.

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@acbccconference.com.au](mailto:info@acbccconference.com.au) or phone **(+61 7 3858 5400)** to discuss supporting the 2025 Australian Children's Brain Cancer Conference.



**Dr Timothy  
Hassall**



**Professor  
Brandon Wainwright**

**Co-Convenors  
2025 Children's Brain Cancer Conference**

# The 2025 Conference Organising Committee



**Professor  
Brandon Wainwright**



**Dr Timothy  
Hassall**



**Eleni  
Millios-Hullick**



**Professor  
Greig de Zubicaray**



**Professor  
Bryan Day**

## 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:

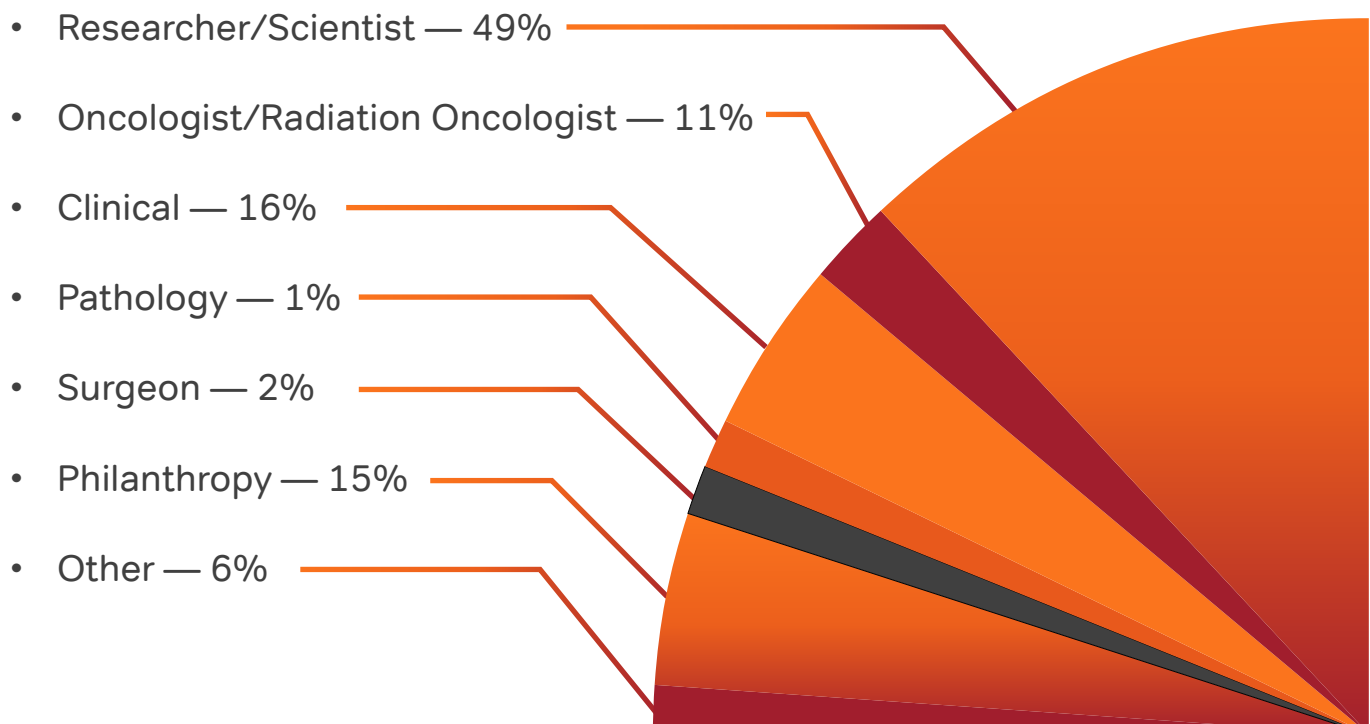
**[www.childrensbraincancer.org.au](http://www.childrensbraincancer.org.au)**

# Delegate Demographics



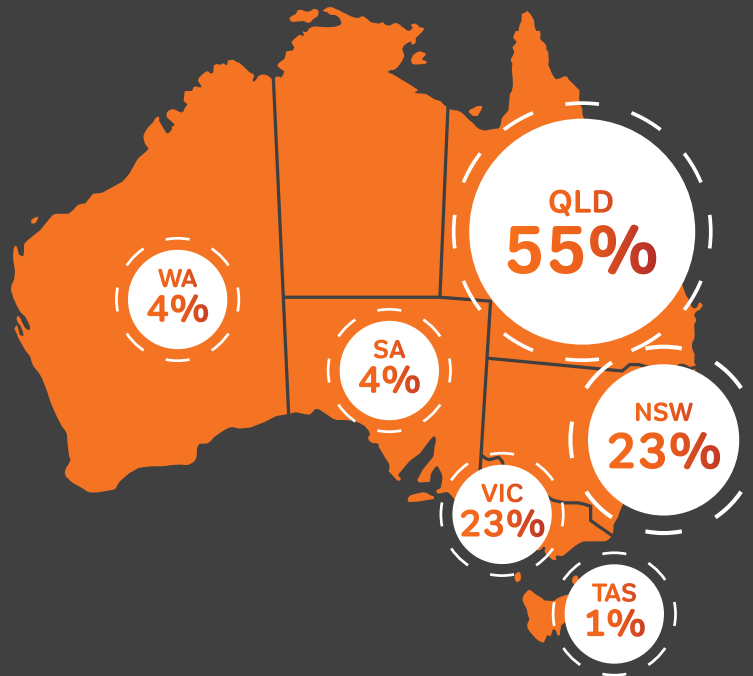
## Attendee Group

% of audience



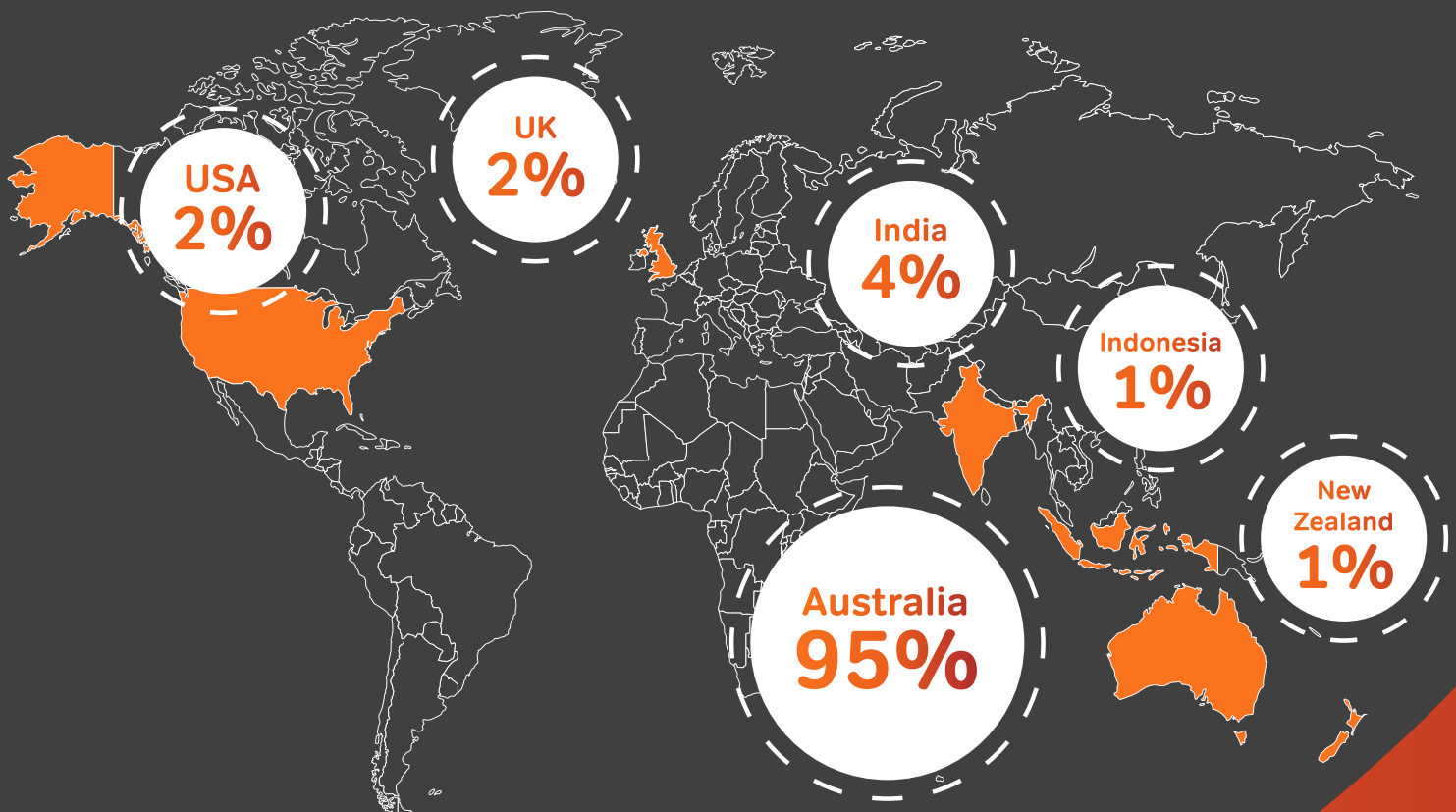
# National Registration Geographic Breakdown

% of audience



# International Registration Geographic Breakdown

% of audience



# Partner Program (subject to change)

Thursday 20 March 2025	
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 21 March 2025	
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

# Keynote Speakers

We have yet to confirm speakers, however you can expect the same calibre of expertise as our 2024 speakers listed below.



**Dr Peter Dirks**

Neurosurgeon/Scientist,  
The Hospital For Sick Children

[View Profile](#)



**Prof Ron Firestein**

Head, Centre For Cancer Research, Hudson  
Institute Of Medical Research

[View Profile](#)



**Dr Cynthia Hawkins**

Neuropathologist, Professor, The  
Hospital for Sick Children

[View Profile](#)



**Prof Maria Kavallaris**

Head, Translational Cancer Nanomedicine,  
Children's Cancer Institute

[View Profile](#)



**Prof Ryan Lister**

Lab Head, The University Of Western  
Australia

[View Profile](#)



**Dr Anthony Mascia**

Cincinnati Children's  
Hospital

[View Profile](#)



**A/Prof Aideen McInerney-Leo**

Group Leader –  
Integrating Genomics  
Into Medicine (IGM), Frazer Institute

[View Profile](#)



**Dr Jordana McLoone**

School Of Clinical Medicine, UNSW  
Medicine & Health, Discipline Of  
Paediatrics, Unsw Sydney, Australia

[View Profile](#)



**Dr Quan Nguyen**

Group Leader, University Of  
Queensland And QIMR Berghofer  
Medical Research Institute

[View Profile](#)



**Prof Geraldine O'Neill**

Department Head, The Children's  
Hospital At Westmead

[View Profile](#)



**Prof Jose Polo**

The University  
Of Adelaide

[View Profile](#)



**Dr Venkat Addala**

Research Officer,  
QIMR Berghofer

[View Profile](#)



**Dr Christine White**

Victorian Clinical  
Genetics Service

[View Profile](#)



**Dr Qi Zhang**

Group Leader,  
Saigenci

[View Profile](#)



**Prof David Ziegler**

Head, Neuro-Oncology, Sydney  
Children's Hospital

[View Profile](#)

# 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 7 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) \$12,000 ex GST	Supporting Partner (Multiple) \$10,000 ex GST	Associate Partner (Multiple) \$6,000 ex GST
<b>Partner Program</b>			
Plenary Industry Symposium (exclusive per day)	✓	✗	✗
<b>Networking and Lead Generation</b>			
Trade Table Display	✓	✓	✓
<b>Acknowledgements and promotion</b>			
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	✗
Partner logo on conference holding slide	✓	✓	✓
Use of conference logo for promotional purposes	✓	✓	✓



	Major Partner (Two Opportunities) \$12,000 ex GST	Supporting Partner (Multiple) \$10,000 ex GST	Associate Partner (Multiple) \$6,000 ex GST
<b>Registrations</b>			
Conference Full Registrations	3	2	1
Exhibition (Staff) Registrations (Transferable)	3	2	2
<b>Data and lead-connectivity</b>			
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)	✓	✗	✗

## Customised packages

A bespoke package can be designed to tailor your organisations specific objectives.

If you have an idea or a concept you would like to explore, or maybe you would like a customised version of an existing offering; we're happy to discuss this with you.

# Individual Partnerships

Exclusive per day

## Partner Plenary

EXCLUSIVE TO MAJOR PARTNERSHIP

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

### Entitlements:

- 30 min 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)

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## International Speaker Sponsorship

### International Speaker - \$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.

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## National Speaker Sponsorship

### National (Australian/New Zealand) - \$5,000 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.

# Delegate Experience

Exclusive

## Lanyard - \$4,000

Ensure your logo is a highly visible and memorable brand reminder of a successful 2025 Conference.

### Entitlements:

- Branded lanyards provided to all attendees for registration identification.
- Partner logo included with the CBCC 2025 Conference logo on the lanyard design.
- Acknowledgement in all marketing material as Lanyard Partner.

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## 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 branding.
- 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.

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## Catering - \$6,000 Two opportunities available

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 - NPO Only

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.

# Exhibition

The 2025 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. 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

# Partnership and Exhibition Terms & Conditions

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 party 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 2025 will be refunded less 50% cancellation fee.
- Cancellations received after Tuesday 27 Feb 2025 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 2025 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

<b>Partnership</b>	Major Partner \$12,000 ex GST (two opportunities)	Supporting Partner \$10,000 ex GST (multiple opportunities)	Associate Partner \$6,000 ex GST (multiple opportunities)
<b>Speaker Sponsorship</b>	International \$16,000 ex GST	National (AUS/NZ) \$5,000 ex GST	
<b>Delegate Experience</b>	Lanyard \$4,000 ex GST (Exclusive)	Coffee Cart \$6,000 ex GST (Exclusive)	Catering \$6,000 ex GST (Exclusive)
<b>Networking</b>	Conference Dinner \$8,000 ex GST (Exclusive)		

## Confirmation

My signature below confirms my application to partner with the 2025 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](mailto:rebeccateuma@wearemci.com)

Phone - D: +61 2 9213 4007

W - [acbcconference.com.au](http://acbcconference.com.au)