



## ACCC 45<sup>TH</sup> ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT: A UNIQUE AND COMPELLING SPONSORSHIP OPPORTUNITY

Again in 2019, the Association of Community Cancer Centers (ACCC) and Cancer Center Business Summit (CCBS) have joined forces to present one national meeting focused on Business, Quality, Technology, and Policy in the delivery of cancer care.

The **ACCC 45<sup>th</sup> Annual Meeting & Cancer Center Business Summit** is a 3-day sponsor-supported conference where the leading experts in oncology—including cancer care providers and business leaders—convene to focus on innovation in oncology, including strategic service line planning, care delivery and business models, hospital and practice alignment strategies, healthcare policy, reimbursement and payment reform, data collection and reporting, alternative payment models, and more.

Collectively, the ACCC Annual Meeting and the Cancer Center Business Summit have been supported annually by over 80 sponsoring organizations and an audience of more than 900 oncology stakeholders. The March 2018 joint meeting was extremely well received and highly rated by attendees, faculty, and sponsors and we are anticipating another record-breaking meeting in 2019.

Content for the 2019 Meeting is planned jointly by an ACCC-member Task Force and a national Advisory Board of thought leaders drawn from diverse segments of the oncology sector.

### ACCC 45<sup>TH</sup> ANNUAL MEETING & CANCER CENTER BUSINESS SUMMIT DETAILS

Healthcare reform is undergoing a wave of radical change and disruptive innovation, with stakeholders focused on transitioning to a value-based care delivery model that aims to reduce costs and improve quality of care. At the same time, leveraging new technologies, experimenting with various business models, and developing new relationships are changing the way that medicine is practiced—and will be the key to future success.

In this transformative healthcare environment, all stakeholders—providers, patients, payers, and policy makers—are increasingly interconnected. We invite you to join us as a sponsor the ACCC 45th Annual Meeting & Cancer Center Business Summit, where this convergence of business, quality, technology & policy will be explored through interactive, collaborative learning.

## SPONSORSHIP DETAILS

The ACCC 45<sup>th</sup> Annual Meeting & Cancer Center Business Summit is a unique and compelling opportunity for your organization to network with leading community oncology groups, hospital oncology service line leaders, cancer center executives, physician leaders, practice administrators, and other cancer care stakeholders, who will be looking for ways to help position their programs for success, while addressing the most critical issues affecting their businesses today.

ACCC and CCBS have developed a robust mailing list of over 40,000 potential attendees for marketing the 2019 meeting. To supplement these efforts, all sponsors are encouraged to assist with promotions. This may include posting the Meeting details on your website, contributing contacts to the mailing list, advertising or announcing in social media communications with clients, colleagues, and prospects.

A description of sponsor opportunities is listed below. Join us for this important event at the Renaissance Washington, DC Downtown Hotel from March 20-22, 2019. There will be numerous networking opportunities throughout the Meeting, including a Welcome & Opening Reception during the evening of Wednesday, March 20. In addition, sponsors will be offered the opportunity for additional visibility through special sponsorship of pre-conference workshops being held on Wednesday, March 20. There are several special-focus pre-conference workshops in development for 2019 in the following areas: Radiation Oncology, Surgical Oncology, Pathology and Biomarker Testing, and Clinical Cancer Analytics/Informatics.

## SPONSORED PRESENTATIONS

**NEW FOR 2019:** Opportunity for some Platinum and Gold sponsors to present their specific products and services has been added to the 2019 conference in the form of Sponsored Content Presentations. For further information about this limited sponsorship opportunity, please email Amanda Kramar, [akramar@acc-cancer.org](mailto:akramar@acc-cancer.org).

## ADVISORY BOARD AND TASK FORCE

The following individuals serve as members of the ACCC 45th Annual Meeting & Cancer Center Business Summit Advisory Board and Task Force and are responsible for guiding the development of program content for the meeting.

### Cancer Center Business Summit Advisory Board

Edward Abrahams, PhD <i>Personalized Medicine Coalition</i>	Tynan O. Kugler, MBA, MPH <i>Pershing Yoakley &amp; Associates</i>
Carla Balch <i>TransMed Healthcare Systems</i>	Peter Kuhn, PhD <i>University of Southern California</i>
Ronald Barkley, MS, JD <i>Cancer Center Business Development Group</i>	Harlan Levine, MD <i>City of Hope</i>
David C. Beyer, MD, FACR, FACRO, FASTRO <i>Arizona Oncology Services</i>	Constantine Mantz, MD <i>21<sup>st</sup> Century Oncology</i>
Michael L. Blau, JD <i>Foley &amp; Lardner LLP</i>	Barbara L. McAneny, MD <i>New Mexico Oncology Hematology Consultants, Ltd.</i>

Nancy Bookbinder <i>Oncology Resource Consultants</i>	Erich Mounce, MS <i>West Cancer Center</i>
Linda Bosserman, MD, FACP <i>City of Hope</i>	Gitesh Patel <i>The Comprehensive Blood &amp; Cancer Center</i>
Jennifer Carter, MD <i>N-of-One</i>	Debra Patt, MD, MPH, MBA <i>Texas Oncology</i>
Bruce Cutter, MD, MMM <i>Summit Cancer Centers</i>	R. Steven Paulson, MD <i>Texas Oncology</i>
Steve D'Amato, BScPharm <i>New England Cancer Specialists</i>	Bobby Reddy, MD <i>NantHealth</i>
George Daneker, MD <i>Cancer Treatment Centers of America</i>	Barry Russo, MBA <i>The Center for Cancer and Blood Disorders</i>
Christian G. Downs, JD, MHA <i>Association of Community Cancer Centers</i>	Deirdre Saulet, PhD <i>The Advisory Board Company</i>
Robert Green, MD <i>Flatiron Health</i>	Lee Schwartzberg, MD <i>West Cancer Center</i>
Teri U. Guidi, MBA, FAAMA <i>Oncology Management Consulting Group</i>	Kelley D. Simpson <i>Oncology Solutions, LLC</i>
John E. Hennessy, MBA, CMPE <i>WellRithms</i>	Mark Sobczak, MD <i>Fox Chase Cancer Center</i>
Leonard K. Kalman, MD <i>Miami Cancer Institute</i>	Gregory Spurlock <i>Alliance Oncology</i>
Ira Klein, MD, MBA, FACP <i>Janssen Pharmaceutical Companies</i>	Clynt Taylor <i>Intervention Insights</i>
Michael Kolodziej, MD <i>Flatiron Health</i>	Jeffrey Vacirca, MD <i>New York Cancer &amp; Blood Specialists</i>
Mark J. Krasna, MD <i>Meridian Health System</i>	

### ACCC Task Force

Wendalyn Andrews <i>University of Arizona Cancer Center</i>	Amy Ellis <i>Northwest Medical Specialties</i>
Christina Cancel, MBA <i>The Lefcourt Cancer Treatment &amp; Wellness Center at Englewood Hospital &amp; Medical Center</i>	Randall Oyer, MD <i>Lancaster General Hospital</i>
Francine Constable, BS, RTTR, CMD <i>Lehigh Valley-Pocono Medical Center</i>	Kashyap Patel, MD <i>Carolina Blood &amp; Cancer Care Associates</i>
Becky L. DeKay, MBA <i>University Health Shreveport, Feist-Weiller Cancer Center</i>	Paul Williams, MSPH <i>Southeast Radiation Oncology Group</i>
Renea Duffin, MPA <i>Mary Bird Perkins Cancer Center</i>	

## SPONSOR OPPORTUNITIES AND BENEFITS

### Platinum Sponsor - \$25,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on the meeting website
- Opportunity to place banner ad in meeting app
- Opportunity to provide pamphlet or small promotional item in attendee bag
- Opportunity to set up marketing exhibit booth or display table (priority location)
- Dedicated pre- *and* post-conference e-blast to attendees
- Up to six complimentary all-access meeting registrations
- Priority consideration for Sponsored Content Presentation

### Gold Sponsor - \$15,000

- Recognition on save-the-dates, invitation, and signage
- Logo and web link (URL) on the meeting website
- Opportunity to place banner ad in meeting app
- Opportunity to provide pamphlet or small promotional item in attendee bag
- Opportunity to set up marketing exhibit booth or display table
- Dedicated pre- *or* post-conference e-blast to attendees
- Up to four complimentary all-access meeting registrations
- Consideration for Sponsored Content Presentation

### Silver Sponsor - \$10,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on meeting website
- Opportunity to provide pamphlet or small promotional item in attendee bag
- Opportunity to set up marketing display table
- Up to two complimentary all-access meeting registrations

### Bronze Sponsor - \$5,000

- Recognition on save-the-dates, invitations, and signage
- Logo and web link (URL) on meeting website
- Opportunity to set up marketing display table
- One exhibit hall registration

Supporter Level	Logo, Name, URL on Meeting Website	Banner Ad in AMCCBS Meeting App	Promo Item in Attendee Bag	Booth or Display Table Space	Complimentary Meeting Registrations
<b>Platinum Sponsor</b> \$25,000	*	*	*	Booth or Table (priority location)	Six
<b>Gold Sponsor</b> \$15,000	*	*	*	Booth or Table	Four
<b>Silver Sponsor</b> \$10,000	*		*	Table	Two
<b>Bronze Sponsor</b> \$5,000	*			Table	Exhibit Hall only

## OTHER SPECIAL SPONSOR OPPORTUNITIES

**Keynote Sponsor - \$25,000**

**Faculty Dinner Sponsor - \$25,000**

**Networking Reception Sponsor - \$25,000**

**Networking Break Sponsor(s) - \$12,000 each or \$30,000 for all (2 on Thursday and 1 on Friday)**

**Attendee Bag Sponsor - \$10,000 (only available to Platinum or Gold Sponsor)**

- Custom attendee bag
- Three additional complimentary meeting registrations

**Lanyards - \$5,000 (only available to Platinum or Gold Sponsor)**

- Custom lanyards for each attendee
- One additional complimentary meeting registration

**Pre-Conference Sponsorship**

- For further information about Pre-Conference Sponsorship, contact Amanda Kramar  
akramar@acc-cancer.org

## SPONSORSHIP APPLICATION



**ACCC 45TH ANNUAL MEETING  
& CANCER CENTER BUSINESS SUMMIT**  
March 20–22, 2019  
Renaissance Washington, DC Downtown Hotel

**SPONSOR TODAY!**

**THE INTERSECTION** of BUSINESS, QUALITY, TECHNOLOGY, & POLICY



ACCC  
Association of Community Cancer Centers



CCBD  
GROUP  
CANCER CENTER BUSINESS DEVELOPMENT



FOLEY  
FOLEY & LARDNER LLP

The Sponsorship Application is provided below to register as a sponsor for the ACCC 45<sup>th</sup> Annual Meeting & Cancer Center Business Summit.

The Sponsorship Application is available online and can be accessed at:  
<https://www.conferenceharvester.com/harvester2ex/login.asp?EventKey=GFUCSATG>

Please direct your sponsorship inquiries to:  
Amanda Kramar  
Association of Community Cancer Centers  
[akramar@acc-cancer.org](mailto:akramar@acc-cancer.org)

## CO-HOSTS



Association of Community Cancer Centers

The **Association of Community Cancer Centers (ACCC)** is the leading advocacy and education organization for the multidisciplinary cancer care team. ACCC is a powerful network of more than 23,000 practitioners and 2,000 cancer programs and practices nationwide. An estimated 65% of cancer patients in the United States are treated by an ACCC member.

ACCC represents cancer care professionals from every discipline in oncology—working in every care delivery setting. From private practices to hospital-based cancer programs, large healthcare systems, and major academic centers, ACCC members address the most critical issues in quality cancer care delivery.

ACCC promotes the entire continuum of quality cancer care for our members and the patients they serve in communities nationwide. ACCC is the premier provider of “how-to” resources for the entire oncology care team, on topics such as patient-centered care, strategic planning, precision medicine, practice improvement, immunotherapy, molecular testing, specialty pharmacy, oral oncolytics, and more. For more details, please visit [acc-cancer.org](http://acc-cancer.org).



The **Cancer Center Business Development Group** provides business and financial advisory expertise to stakeholders in the delivery of cancer care. Practice partnering strategies. Planning, development and operational transformation of comprehensive service lines/cancer centers. Design and implementation of innovative cancer care delivery models, such as the oncology medical home and oncology specialist networks. Initiatives in value-based alternative payment models in oncology, including the Oncology Care Model (OCM) and commercial bundled pricing methodologies. Visit [www.ccbdgroup.com](http://www.ccbdgroup.com) for more information.



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With offices throughout the United States and the backing of Foley's Health Care Industry Team, named “Law Firm of the Year — Health Care Law” for three years in a row by U.S. News – Best Lawyers®. Foley is well-positioned to serve the wide-ranging needs of cancer care providers and other health care organizations across the country. Visit [www.foley.com](http://www.foley.com) for more information.



For the past twelve years, the **Cancer Center Business Summit** has served as a thought leadership forum and annual educational conference on matters of oncologist-hospital alignment, business strategies, business models, and best business practices in the rapidly evolving oncology sector. The Co-Founders and Co-Hosts of the Cancer Center Business Summit are Foley & Lardner and Cancer Center Business Development Group. Visit [www.CancerBusinessSummit.com](http://www.CancerBusinessSummit.com) for more information.

LEARN MORE AT [ACC-CANCER.ORG/AMCCBS](http://ACC-CANCER.ORG/AMCCBS)