

## PLATINUM PARTNER Opportunities

Investment: \$45,000

In 2007 each of the Platinum Partners may have **first choice of the exclusive sponsorship** (in order of confirmation of sponsorship) of **one** of the following unique educational events at the conference, which is included in your sponsorship fee:

Annual CARO Lecture – Thursday, October 11th

Dr. David Jaffray

Head, Department of Physics, Princess Margaret Hospital, Toronto, Ontario

Title: TBA

Annual CARO Gordon Richards Lecture – Saturday, October 13th

Dr. Glenn Bauman

Chair of Oncology, University of Western Ontario, and

Director of Research, London Regional Cancer Program

Title: Try Harder: Clinical Implementation of IGRT/ART

CARO-COMP Public Lecture – Thursday, October 11th

Dr. Jean-Philippe Pignol

Radiation Oncologist

Department of Radiation Oncology, Sunnybrook Health Sciences Centre, Toronto, Ontario

Title: Innovative Radiation Treatments for Breast Cancer Patients

Dr. Pignol and a cancer survivor discuss the challenges of the time commitments and side effects during treatment. He will also describe the most recent breakthroughs in Radiotherapy in Breast IMRT and Brachytherapy.

**PLUS** your inclusion in an **Exhibit Passport** provided to each delegate, encouraging them, through a major prize draw, to visit every exhibitor's booth during the conference. *(If you would like to contribute a prize for this draw, your support would be greatly appreciated.)*

**EACH** Platinum Partner may have an **8' x 20' exhibit space** in a prime location at the conference. Exhibit hall floor plans on page 21 of this package.

UNIQUE BENEFITS to Platinum Partners:

- Corporate product/service information insert in all delegates' registration packages
- First right of refusal on available satellite symposia time slots (in order of confirmation of sponsorship) – please note that satellite symposia fee of \$6,000 is charged to you in addition to your Partnership fee
- Top billing in CARO-COMP 2007 website, **caro-comp2007.com** with your logo hyperlinked to your corporate web site
- Eight (8) company registrations as delegates to the conference, inclusive of tickets for the annual awards dinner
- Opportunity to host a reserved table at front of room at the annual awards dinner – making use of your 8 seats

- **FULL PAGE** ad in the conference scientific program, which is provided to all delegates – your ad must comply with *CARO's Physician/ Industry Relationship Guidelines*, and be supplied camera ready by **August 31, 2007**.  
Contact [graphics@caro-comp2007.com](mailto:graphics@caro-comp2007.com) for file specifications and ftp uploading information.
- Opening ceremonies introduction and acknowledgment from the podium

RECOGNITION & MARKETING BENEFITS to Platinum Partners:

- On site signage at the Platinum level throughout the conference facility
- Signage recognizing your unique sponsorship of one of the lectures
- Booth ribbon recognizing the company as a Platinum Partner
- Company logo on conference slide that runs between sessions
- Support in marketing your satellite symposium if you choose to host one
- Satellite symposium promotional write-up on annual meeting web site; this will follow a standard format determined by COMP-CARO

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To confirm your Platinum Partnership today,  
please contact:

Susan Broadbear

T: 604.877.6193

E: [sbroadbe@bccancer.bc.ca](mailto:sbroadbe@bccancer.bc.ca)

A Sponsorship application form is on page 26 of this package. Please indicate which unique event you wish to sponsor, and whether you will be taking advantage of placing an ad, designed by your company, in the scientific program. Please also indicate whether you will be applying for a satellite symposium slot and exhibit booth space.



Andrew Paterson, Toronto