

Sponsorship prospectus

NSW Cancer Summit 2025

13 and 14 August 2025

International Convention Centre Sydney
(ICC Sydney)





Message from the NSW Chief Cancer Officer

I am incredibly excited to announce that the inaugural NSW Cancer Summit 2025 will be held at the ICC Sydney on 13 and 14 August 2025.

This landmark event will showcase the most innovative and impactful efforts to combat the growing and devastating impact of cancer across NSW.

We look forward to welcoming you as a valued sponsor.

Professor Tracey O'Brien AM
NSW Chief Cancer Officer
and Chief Executive Officer,
Cancer Institute NSW

Sponsorship opportunities

Elevate your brand and support research and innovation in cancer control by partnering with the NSW Cancer Summit 2025.

Browse our wide variety of sponsorship options or reach out to build a tailored package to meet your needs.

Contact the Summit event team at
CINSW-events@health.nsw.gov.au.

Contact event manager

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NSW Cancer Summit 2025

Rewriting the future of cancer for the people of NSW

The NSW Cancer Summit 2025 is a visionary forum where leading minds will converge to help shape the future of cancer prevention, treatment and care, through research and innovation.

From cutting-edge laboratory research and groundbreaking innovations to prevention strategies, treatment advancements and holistic care approaches, the NSW Cancer Summit 2025 will spotlight NSW's world-leading cancer control efforts.

An inspiring program centred on equity, innovation and personalised care

This two-day event will offer a dynamic platform for seeding new ideas, identifying key challenges and delivering expert insights that will shape the future of cancer.

The program will feature multi-stream sessions, including keynote presentations from distinguished speakers, abstract and poster presentations, panel discussions, workshops and networking opportunities.

Experts will delve into pioneering cancer research across the entire translational research pathway, from laboratory research to patient care and beyond. The program will also include a focus on optimising behaviour change in prevention, risk-based screening, precision medicine, technological innovations in artificial intelligence (AI) and the use of real-world data in cancer treatment.

Bringing together NSW's cancer research community

The Summit is expected to attract over 500 delegates from a broad cross section of the academic and health sectors who are involved in cancer research and patient care. This includes cancer researchers, clinicians, nursing and allied health professionals, consumers, those with a lived experience of cancer, government representatives, leaders from non-government organisations and private industry.

Venue and location

The ICC Sydney is conveniently located 12km from Sydney Airport, a 15-minute walk from the closest light rail station and a variety of hotels only a short walk away. This venue provides the perfect location to host the NSW Cancer Summit 2025.



Why partner with us?

Sponsoring the NSW Cancer Summit 2025 provides a unique opportunity to engage with a diverse audience of world-leading cancer specialists and researchers as well as consumers, community leaders and industry stakeholders.

Choose from a variety of packages aligned with your brand and philanthropic goals or collaborate with us to create a tailored package.

Your sponsorship will deliver tangible benefits:

- Enhanced brand visibility: showcase your brand to more than 500 influential attendees through the event, including prime placement on the Summit website, social media, and printed materials.
- Strategic networking: connect with key decision-makers and industry leaders, fostering valuable relationships.
- Thought leadership: gain exclusive insights into groundbreaking research and emerging trends in cancer care.

- Positive impact: align your brand with a cause that matters, demonstrating your commitment to improving cancer outcomes.
- Tailored partnerships: collaborate with us to create a customised sponsorship package that aligns with your specific goals and budget.

Secure your sponsorship today and join us in shaping the future of cancer in NSW.

Sponsorship opportunities

Key support packages

Gold sponsor

\$50,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the gold sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the gold sponsor with company logo hyperlinked on the Summit website
- Opportunity for a five-minute corporate announcement as the gold sponsor at the opening of the Summit
- Visual recognition as the gold sponsor on holding slides in all rooms throughout the Summit
- Session chair verbal recognition as the gold sponsor throughout the two-day Summit
- Opportunity to display free standing sponsor banner at the entrance of the Summit plenary room (to be provided by sponsor)
- Company logo to feature on Summit lectern and directional signage throughout the two-day Summit
- Company logo hyperlinked to sponsor's website to feature on all email marketing of the Summit
- Sponsorship of one concurrent stream at the Summit
- Company logo to appear on holding slides displayed during sponsored stream
- Opportunity to display signage and branded materials in the room of the sponsored stream (signage/ materials to be provided by sponsor. A maximum of two pull-up banners)
- Verbal recognition of sponsorship at the opening and closing of sponsored stream
- Primary location of trade display for the duration of the Summit. This includes access to one tall cocktail table, two cocktail chairs, one brochure holder, one freestanding printed fascia banner with electronic lighting and one 4amp power outlet
- Recognition on the Summit app as the gold sponsor
- Rotating advertisement on the Summit app
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Ten complimentary Summit registrations
- Two complimentary exhibitor registrations

Silver sponsor

\$38,000 (ex GST)

**Only three available*

- Acknowledgement as the silver sponsor with company logo hyperlinked on the NSW Cancer Summit 2025 website
- Session chair verbal recognition as the silver sponsor throughout the two-day Summit
- Company logo to feature on Summit lectern and directional signage throughout the two-day Summit
- Company logo hyperlinked to sponsor's website to feature on all email marketing of the Summit
- Second primary location of trade display for the duration of the Summit (gold sponsor to be prioritised). This includes access to one tall cocktail table, two cocktail chairs, one brochure holder, one freestanding printed fascia banner with electronic lighting and one 4amp power outlet
- Recognition on the Summit app as the silver sponsor
- Rotating advertisement on the Summit app
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Eight complimentary Summit registrations
- Two complimentary exhibitor registrations



Bronze sponsor

\$20,000 (ex GST)

**Only six available*

- Acknowledgement as the bronze sponsor with company logo hyperlinked on the NSW Cancer Summit 2025 website
- Session chair verbal recognition as the bronze sponsor throughout the two-day Summit
- Company logo to feature on Summit lectern and directional signage throughout the two-day Summit
- Third primary location of trade display for the duration of the Summit (gold and silver sponsors to be prioritised). This includes access to one tall cocktail table, two cocktail chairs, one brochure holder, one freestanding printed fascia banner with electronic lighting and one 4amp power outlet
- Recognition on the Summit app as the bronze sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Five complimentary Summit registrations
- Two complimentary exhibitor registrations



Program support packages



Opening keynote sponsor

\$20,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the opening keynote sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the opening keynote sponsor with company logo hyperlinked on the Summit website
- Prime positioning within the Summit program at the opening of the event, ensuring highest attendance for maximum exposure
- Company logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening and closing of sponsored keynote session
- Recognition on the Summit app as the opening keynote sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations

Keynote sponsor

\$15,000 (ex GST)

**Limited opportunities*

- Acknowledgement as a keynote sponsor with company logo hyperlinked on the NSW Cancer Summit 2025 website
- Company logo to appear on slides displayed during sponsored keynote session
- Verbal recognition of sponsorship at the opening and closing of the sponsored keynote session
- Recognition on the Summit app as a keynote sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations



Breakfast sponsor

\$12,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the breakfast sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the breakfast sponsor with company logo hyperlinked on the Summit website
- Company logo to appear on slides displayed during breakfast session
- Opportunity to display signage and branded materials in the room of the sponsored stream (signage/materials to be provided by sponsor. A maximum of two pull-up banners)
- Verbal recognition of sponsorship at the opening and closing of breakfast session
- Recognition on the Summit app as the breakfast sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations (including attendance to the breakfast session)



Concurrent stream sponsor

\$8,500 (ex GST)

**Limited opportunities*

- Acknowledgement as a concurrent stream sponsor with company logo hyperlinked on the NSW Cancer Summit 2025 website
- Sponsorship of one concurrent stream (from beginning to the end) at the Summit
- Company logo to appear on holding slides displayed during sponsored stream
- Opportunity to display signage and branded materials in the room of the sponsored stream (signage/materials to be provided by sponsor. A maximum of two pull-up banners)
- Verbal recognition of sponsorship at the opening and closing of sponsored stream
- Recognition on the Summit app as the concurrent stream sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- One complimentary Summit registration



Poster presentation sponsor

\$6,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the poster presentation sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the poster presentation sponsor with company logo hyperlinked on the Summit website
- Opportunity to display signage and branded materials where the posters are displayed (signage/materials to be provided by sponsor. A maximum of one pull-up banner)
- Recognition on the Summit app as the poster presentation sponsor

Summit support packages



Barista cart sponsor

\$18,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the barista cart sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the barista cart sponsor with company logo hyperlinked on the Summit website
- Two barista carts to display sponsor's company logo in recognition of sponsorship
- Barista carts to be located in high traffic areas for all delegates to see and use when needed at the Summit
- Opportunity to brand the barista cart area with promotional material. For example: re-usable cups with sponsor branding, extra furniture, flyers, promotional attire for staff to wear (to be funded by sponsor)
- Opportunity to display maximum of two pull-up banners in the barista cart locations
- Recognition on the Summit app as the barista cart sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations



Summit app sponsor

\$13,500 (ex GST)

**Exclusive*

- Exclusive sponsorship as the Summit app sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the Summit app sponsor with company logo hyperlinked on the Summit website
- Acknowledgement as the Summit app sponsor during opening session of the Summit
- Recognition as making the Summit a sustainable and environmentally friendly event
- Summit app to include sponsor's company logo on landing and home screen
- Summit app flyer (with instructions on how to download the Summit app) to include sponsor's company logo
- Recognition on the Summit app as the Summit app sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations



Wellness room sponsor

\$15,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the wellness room sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the wellness room sponsor with company logo hyperlinked on the Summit website
- Verbal recognition of sponsorship at the opening of the Summit during the housekeeping announcements
- Sponsor to provide a wellness initiative aligned with the sponsor's brand (for example, massage station, tea station, meditation area) in a designated space within the wellness room, for the duration of the Summit
- Opportunity to display signage and branded materials in the designated wellness room (signage/materials to be provided by sponsor. A maximum of two pull-up banners)
- Recognition on the Summit app as the wellness room sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations



Summit charge bar sponsor

\$12,500 (ex GST)

**Exclusive*

- Exclusive sponsorship as the Summit charge bar sponsor at the NSW Cancer Summit 2025
- Acknowledgement as Summit charge bar sponsor with company logo hyperlinked on the Summit website
- Summit charge bar to display sponsor's company logo in recognition of sponsorship
- Summit charge bar to be located in a high traffic area for all delegates to see and use when needed at the Summit
- Recognition on the Summit app as the Summit charge bar sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations



Water bottle sponsor

\$7,800 (ex GST)

**Exclusive*

- Exclusive sponsorship as the water bottle sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the water bottle sponsor with company logo hyperlinked on the Summit website
- All delegates to receive a water bottle displaying the sponsor's company logo at the Summit with water dispensers available at the venue
- Recognition on the Summit app as the water bottle sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- One complimentary Summit registration



Delegate gift sponsor

\$7,500 (ex GST)

**Exclusive*

- Exclusive sponsorship as the delegate gift sponsor at the NSW Cancer Summit 2025
- Acknowledgement as the delegate gift sponsor with company logo hyperlinked on the Summit website
- All delegates to receive a delegate gift displaying the sponsor's company logo at the Summit
- Delegate gift to be reusable for ongoing promotional opportunities (approved by the Summit organising committee and funded by sponsor)
- Recognition on the Summit app as the delegate gift sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- One complimentary Summit registration

Social support packages



Welcome reception sponsor

Music sponsor

\$18,000 (ex GST)

**Exclusive*

- Exclusive sponsorship as the welcome reception sponsor at the NSW Cancer Summit 2025 welcome reception
- Acknowledgement as the welcome reception sponsor with company logo hyperlinked on the Summit website
- Opportunity for a two-minute corporate announcement at the opening of the welcome reception
- Sponsor's company logo to be printed on all coasters and serviettes at the welcome reception
- Opportunity to display maximum of two pull-up banners at the entrance of the welcome reception (to be provided by sponsor)
- Recognition on the Summit app as the welcome reception sponsor
- Delegate list – supplied in accordance with Australian Privacy and Anti-Spam Legislation, both prior to, and at the conclusion of the Summit
- Two complimentary Summit registrations

\$4,400 (ex GST)

**Exclusive*

- Exclusive sponsorship as the music sponsor at the NSW Cancer Summit 2025 welcome reception
- Acknowledgement as the music sponsor with company logo hyperlinked on the Summit website
- Opportunity to display maximum of one pull-up banner next to the musician at the welcome reception (to be provided by sponsor)
- Recognition on the Summit app as the music sponsor

Exhibitor packages



\$500 upgrade to have a preferential location!

This year we're providing you with the opportunity to upgrade your trade display to a preferential location, which means your trade display will be prioritised to a high-volume traffic area.

As an exhibitor you have an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. Space is limited, so secure your booking early to avoid disappointment.

Trade display

\$1,800 (ex GST)

**Limited opportunities*

Trade inclusions

- One tall cocktail trestle table
- Two cocktail chairs
- Two exhibitor registrations which includes attendance to the welcome reception (does not include NSW Cancer Summit 2025 and/or breakfast session attendance)
- One 4amp power outlet
- Excludes additional furniture (for example screens/backboards etc.) these can be hired at the cost of the exhibitor

Why participate?

Participating in a trade display is a great way for you to:

- Build and strengthen existing industry relationships
- Acquire high-valued, qualified leads
- Increase brand awareness of your company and product
- Demonstrate new products and services to your target market
- Receive immediate market feedback

Sponsorship opportunities

	Key support packages			Program support packages				
	Gold	Silver	Bronze	Opening keynote	Keynote session	Breakfast session	Concurrent stream	Poster presentation
Available	1	3	6	1	limited	1	limited	1
Investment	\$50,000	\$38,000	\$20,000	\$20,000	\$15,000	\$12,000	\$8,500	\$6,000
Corporate announcement	5 mins							
Visual recognition on holding slides	✓			Keynote session	Keynote session	Breakfast session	Concurrent stream room	
Verbal recognition from session chair	✓	✓	✓	Keynote session	Keynote session	Breakfast session	Concurrent stream room	
Pull up banner/s	3					2	2	1
Logo on lectern and directional signage	✓	✓	✓					
Logo on the Summit website	✓	✓	✓	✓	✓	✓	✓	✓
Logo featured on all email marketing	✓	✓						
Logo on the Summit app as the sponsor	✓	✓	✓	✓	✓	✓	✓	✓
Rotating advertisement on the Summit app	✓	✓						
Delegate list supplied	✓	✓	✓	✓	✓	✓	✓	
Exhibitor registrations: 1 stand & 2 registrations	✓	✓	✓					
Location of exhibitor display	Prime	2nd	3rd					
Summit registrations	10	8	5	2	2	2	1	
Special feature	Sponsorship of one concurrent stream							

A variety of partnership opportunities are being offered for your organisation's exposure at the NSW Cancer Summit 2025. For all sponsorship enquiries please contact the Summit event manager via CINSW-events@health.nsw.gov.au.

Please get in contact if you would like to discuss a tailored package.

* All prices are excluding GST

Summit support packages						Social support packages		Exhibitor packages
Barista cart	Summit app	Wellness room	Summit charge bar	Water bottle	Delegate gift	Welcome reception	Music	Table display
1	1	1	1	1	1	1	1	limited
\$18,000	\$13,500	\$15,000	\$12,500	\$7,800	\$7,500	\$18,000	\$4,400	\$1,800
						2 mins		
	✓	✓						
2		2				2	1	
✓	✓	✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓	✓		
								✓
								See below
2	2	2	2	1	1	2		
Logo on the barista cart and promotional opportunities	Logo on Summit app flyer Logo on app home screen	Wellness initiative aligned with the sponsor's brand	Logo on Summit charge bar	Logo on water bottles	Logo on a gift given to all delegates	Logo on coasters and serviettes		\$500 upgrade to choose your location

Cancer Institute NSW

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St Leonards, NSW 2065

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St Leonards, NSW 1590

Office hours:
Monday to Friday
9.00am–5.00pm

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About the Cancer Institute NSW

Reducing cancer's immediate and long-lasting impact requires a collaborative, comprehensive and evidence-based approach known as cancer control.

As the NSW Government's cancer control agency, the Cancer Institute NSW leads a coordinated and collaborative approach to tackling cancer, working in partnership across government, non-government and community to help shape the way we prevent, detect and treat cancer – the cornerstones of effective cancer control.

