



CANCER PREVENTION &  
RESEARCH INSTITUTE OF TEXAS  
FOUNDATION

— INNOVATIONS —  
IN CANCER PREVENTION AND RESEARCH  
CONFERENCE

*WITH THE ANNUAL BREAKTHROUGH  
ROUNDTABLE MEETING AND DINNER  
NOVEMBER 14-17, 2011 — AUSTIN, TEXAS*

*Sponsorship Opportunities*

# INNOVATIONS IN CANCER PREVENTION AND RESEARCH

## **PROGRESS GUIDES THE PATH TO CHANGE AND EACH STEPPING STONE IS LAID BY AN INNOVATIVE THOUGHT.**

With its second annual conference, CPRIT continues to leverage its unique place in the industry to share a new perspective on ideas that can make a difference in the fight against cancer.

The *Innovations in Cancer Prevention and Research Conference* program offers thought-provoking topics that will highlight the progress that has been made in the areas of cancer research, prevention and commercialization as well as open the minds of the attendees to the trailblazing opportunities that lie ahead.

Specialists from across the country have been recruited to provide insightful discussions during the panel and keynote sessions throughout the two-and-a-half day conference. Early confirmations include **Kenneth Anderson, M.D., Harvard Medical School, Harvey Fineberg, M.D., Ph.D., President of the Institute of Medicine; Tyler Jacks, Ph.D., Director of MIT's Koch Institute for Integrative Cancer Research; Russ Glasgow, Ph.D., of the National Cancer Institute and Ronald DePinho, M.D., president-designate of MD Anderson Cancer Center.**

Additionally, posters will be presented by the brightest minds in our state and beyond, including the 2011 CPRIT grantees whose ground-breaking projects will showcase just how high the bar has been set by Texas.

Forty years ago, President Nixon declared a War on Cancer. Although that war is not yet over, battles are won with each new screening method that can detect cancer earlier and each new treatment that is made available to a broader spectrum of patients. CPRIT's battle cry is INNOVATION and COLLABORATION, and its army of innovators continues to grow each year. We look forward to having you join the ranks by participating in our collective exploration of ground-breaking cancer prevention and research opportunities.

### **The conference week will kick off on Monday, November 14 with the third annual CPRIT Foundation *Breakthrough Roundtable Meeting and Dinner.***

The *Breakthrough Roundtable Meeting* is an exclusive high-level discussion amongst a panel of world-class researchers, oncologists, and advocates. **Vice Chairman Joseph S. Bailes, M.D., and Chief Scientific Officer Al Gilman, M.D., Ph.D.,** will moderate the discussion. The topic for this year's meeting is **Molecular Diagnostics in Cancer: Evaluating its impact on treatment, prevention and early detection and opportunities for commercialization.** The discussion will also address the potential role CPRIT can have to enhance the future of personalized medicine. Key state legislators will be available to make remarks on their perspective from the Texas Capitol as well.

The *Annual Dinner* immediately following the roundtable meeting will be hosted that evening by the CPRIT Foundation. **Tachi Yamada, Executive Vice-President and Board Member, Takeda Pharmaceuticals and Senior Executive in Residence, Frazier Healthcare, will share keynote remarks.** The anticipated audience will include attendees across the spectrum of universities, hospitals, pharmaceuticals, law firms, advocacy groups, biotechnology, medical industries and more.

The formal *Innovations in Cancer Prevention and Research Conference* program will begin the following morning on Tuesday, November 15 and conclude Thursday, November 17 around noon. The event will be held at the Austin Convention Center in downtown Austin, Texas.

# SPONSORSHIP LEVELS

## **\$100,000 - Presenting Sponsor**

Prominent presence at the Roundtable, Dinner and Conference including:

- **6** seats at Policy Roundtable with opportunity to present remarks and provide content
- **18** guests at Dinner, including seating at head table, VIP access, name recognition, and opportunity to distribute collateral
- **20** guests at Conference, VIP access for **10** guests, participation in program, opportunity to host VIP event, opportunity to introduce keynote speaker at lunch, promotional piece in goody bag, and name recognition on collateral

## **\$50,000 – Underwriter**

Presence at the Roundtable, Dinner and Conference including:

- **4** seats at Policy Roundtable with opportunity to present remarks and provide content
- **8** guests at Dinner, including seating at head table, VIP access, name recognition, and opportunity to distribute collateral
- **10** guests at Conference, VIP access for **6** guests, participation in program, opportunity to host VIP event, promotional piece in goody bag, and name recognition on collateral

## **\$35,000 - Breakthrough**

Presence at the Roundtable, Dinner and Conference including:

- **2** seats at Policy Roundtable
- **8** guests at Dinner, VIP access, name recognition, and opportunity to distribute collateral
- **8** guests at Conference, VIP access for **4** guests, promotional piece in goody bag, and name recognition on collateral

## **\$15,000 – Champion Award**

Presence at the Dinner and Conference including:

- **8** guests at Dinner, VIP access, name recognition, and opportunity to distribute collateral
- **6** guests at Conference, VIP access for **2** guests, promotional piece in goody bag, and name recognition on collateral

## **\$7,500 – Innovation**

Presence at the Dinner and Conference including:

- **8** guests at Dinner, name recognition, and opportunity to distribute collateral
- **6** guests at Conference and name recognition on collateral

**Send sponsorship payment by August 31 and you're invited to a private breakfast with CPRIT Leadership during the Conference.**

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## **Audio Visual \$25,000**

Be a screensaver! As attendees arrive and get settled before each session, have your sponsor recognition and logo prominently displayed on the projector screens prior to presentations. (5 complimentary conference registrations; 1 VIP access)

## **Poster Sessions \$20,000**

The anticipated abstract session will attract many attendees and will be prominently focused during meals and evening reception. Sponsorship includes logo recognition in this highly visible location. (4 complimentary conference registrations; 1 VIP access)

## **Sponsor a Meal \$20,000**

During the conference week, CPRIT will host three meals in the exhibit hall to the entire congregation of attendees that will include keynote presentations. Intro speaker and guest are welcome to sit at the head of the table and organization will receive recognition for making one of these special events possible. (4 complimentary conference registrations; 1 VIP access)

## **VIP Ambassador's Lounge \$15,000**

The Ambassador's Lounge will be the VIP area for our CPRIT executive leaders, special guests, panelists and legislators to have the opportunity to mingle throughout the conference week. Your organization can have 5 guests with access to the Ambassador's Lounge (non-transferable) throughout the week and logo recognition will be displayed in the room and throughout the conference along with other event sponsors. (3 complimentary conference registrations; 1 VIP access)

## **Elected Officials Participation \$15,000**

Texas State Legislators are some of the champions that have made CPRIT a reality. Help us show them our appreciation for their continued support by making it possible for them to attend the conference free of charge. Your organization will receive recognition in the program distributed to all attendees, as well as a special message to the legislators that attend. (3 complimentary conference registrations; 1 VIP access)

## **Printed Program Sponsor \$10,000**

All attendees will receive a program with the official schedule and meeting support information that becomes their main reference guide for the week. As the Printed Program sponsor, your special advertising message can continuously reach every participant with a full-page ad in the program booklet. (2 complimentary conference registrations; 1 VIP access)

## **Nametag Pouch \$10,000**

Branded name badge pouches will be distributed to every attendee. This useful conference item holds business cards, pens, room key and all daily necessities to give our conference attendees just that extra touch of thoughtful convenience. Your organization logo can be co-branded with CPRIT on each pouch, in addition to being recognized with throughout the week with other conference sponsors. *Sponsor fee does not include total cost of item.* (2 complimentary conference registrations; 1 VIP access)

## **Goodie Bags \$10,000**

Each attendee will receive their own goodie bag containing informative materials about the conference program and participating sponsors, as well as some necessity items like pens and notepads. By providing the bag that contains all of these helpful items, your organization can be recognized with a logo on the actual bag, as well as included throughout the conference signage and program. (2 complimentary conference registrations; 1 VIP access)

## **VIP Transportation (in-kind option)**

For our special guests and panelists, we'd like to provide additional convenience for them to get around Austin. By sponsoring their ground transportation, your logo can be made visible in and/or on all transportation vehicles.

## **All above sponsorships also include:**

1. One marketing/promotional piece inserted into each goody bag
2. Name recognition included in program
3. Logo representation on event website

# SPONSORSHIP FORM

**YES, MY ORGANIZATION IS INTERESTED IN PARTICIPATING.**

## Roundtable, Dinner & Conference Sponsorships:

- |   |           |   |          |
|---|-----------|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$100,000 | <input type="checkbox"/> Champion Award | \$15,000 |
| <input type="checkbox"/> Underwriter        | \$50,000  | <input type="checkbox"/> Innovation     | \$7,500  |
| <input type="checkbox"/> Breakthrough       | \$35,000  |   |          |

## Exclusive Opportunities:

- |   |          |   |          |
|---|----------|---|----------|
| <input type="checkbox"/> Audio and Visual                 | \$25,000 | <input type="checkbox"/> Program Sponsor    | \$10,000 |
| <input type="checkbox"/> Poster Sessions                  | \$20,000 | <input type="checkbox"/> Nametag Pouch      | \$10,000 |
| <input type="checkbox"/> Sponsor a meal                   | \$20,000 | <input type="checkbox"/> Goodie Bags        | \$10,000 |
| <input type="checkbox"/> VIP Ambassadors' Lounge          | \$15,000 | <input type="checkbox"/> VIP Transportation | \$10,000 |
| <input type="checkbox"/> Elected Official's Participation | \$15,000 |   |          |

**Thank you for your commitment to the Cancer Prevention and Research Institute of Texas Foundation.  
Please complete and return this form along with your check today.**

Amount Enclosed: \_\_\_\_\_

Company/Organization \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Send sponsorship payment by August 31 and you're invited to a private breakfast with  
CPRIT Leadership during the Conference.**

Please make checks payable to "CPRIT Foundation" and return along with you commitment form to:  
P.O. Box 12631, Austin, Texas 78711, Tax ID # 26-4551120

Sponsorships and seats are limited. For questions, or if you are interested in becoming a  
Foundation Member, contact Sally Allen at [sally@jhlcompany.com](mailto:sally@jhlcompany.com) or call 512-236-1001.



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*PLEASE NOTE: An individual, an organization, or an employee, officer or director of an organization that makes a contribution to the foundation, or person who is second-degree consanguinity or affinity to an employee of the Institute is not eligible to receive grants from the Institute.*