Organization of the CCRC

The Canadian Partnership Against Cancer, stewards of the Canadian Strategy for Cancer Control (CSCC), provides secretariat and other supports to the Canadian Cancer Research Alliance (CCRA) to enable its members to regularly convene, network, and carry out its core activities. The CCRA's work to build a diverse cadre of researchers and research teams and support their innovative and high-calibre cancer research makes it a critical partner in many priorities of the CSCC.

The CCRC is a key activity for the CCRA and staff at the Partnership facilitate the organization and delivery of the conference with guidance from members of the CCRA. The Partnership is the CCRC's premier supporter.

CANADIAN **PARTNERSHIP** AGAINST CANCER

PARTENARIAT CANADIEN CONTRE LE CANCER

About the CCRA

The Canadian Cancer Research Alliance (CCRA) is an alliance of organizations that work strategically to co-ordinate and collaborate on most of the cancer research conducted in Canada.

Together, members support cancer research that uncovers factors which may cause cancer and discovers more—and better—treatments to improve patient and survivor outcomes.

CCRA members maximize their collective impact to support research that benefits all people in Canada affected by cancer.

CCRA's members include federal research funding programs and agencies, provincial research agencies, provincial cancer care agencies, cancer charities, and other voluntary associations.

About the CCRC

The Canadian Cancer Research Conference (CCRC) is hosted biennially by the CCRA and **brings together the Canadian cancer research community** for an agenda spanning the research spectrum. This is an ideal opportunity for researchers, trainees, clinicians, decision-makers, and patients to hear the **latest developments** in Canadian cancer research and **network across research disciplines**.

Conference Objectives

- **Showcase the range and excellence of Canadian cancer research**, featuring all areas of cancer research and highlighting emerging and relevant findings from top Canadian and international researchers

- **Develop the next generation of cancer researchers** through network growth and providing a platform to showcase research from early-career investigators and trainees

- **Advance reconciliation and equity in cancer research** through intentional representation in conference organization and programming

- **Promote the engagement of persons affected by cancer in research** and integrate patient partners into all aspects of the conference

CCRC Facts & Figures

4 plenary sessions that span the research continuum

20+ in-depth concurrent sessions

15 engaging lightning sessions

Over 500 poster presentations from over 23 categories

Participation from:

Trainees

Researchers/Clinicians/Scientists

Health Care Professionals

Not-for-Profit/Charity/Government

Industry

Patient & Family Advisors

Representation across the research spectrum including:

- Biomedical
- Clinical
- Health Services
- Social, Cultural, Environmental and Population Health Research

The CCRC is committed to:

➢ Recognizing the contributions of individuals who have had a remarkable impact on cancer research and the cancer research community with the presentations of the CCRA Awards.

➢ Offering the Patient Involvement in Cancer Research Program (PIP), which involves patient partners who not only attend the CCRC, but network with early career investigators and trainees and serve as co-chairs for conference sessions.

➢ Building on previous reconciliation initiatives to increase the engagement and inclusion of Indigenous communities and culture in the CCRC.
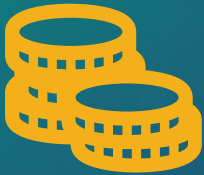
How It Works

1. Select your levels

2. Get your tokens

3. Create your custom package

CCRC Executive Planning Committee reserves the right to decline any support that in its judgement is not aligned to the conference objectives.

Level	Financial Contribution	Tokens	Additional Benefits
Platinum	$65,000+	65+	• Two conference registrations • Invitation to Supporters' Recognition Event Logo included on: • Supporters' page of conference website • Signage at registration • Conference app • Holding Signs • Post-Conference Report
Gold	$35,000 – $64,000	35 – 64	
Silver	$15,000 – $34,000	15 – 34	• One conference registration • Invitation to Supporters' Recognition Event Logo included on: • Supporters' page of conference website • Signage at registration • Conference app • Holding Slides • Post-Conference Report
Bronze	$5,000 – $14,000	5 – 14	
Friend	Below $5,000		Organization name included on: • Supporters' page of conference website • Signage at registration • Conference app • Holding Slides • Post-Conference Report

Monies must be provided by August 31, 2025. Any unused funds will go towards future meetings.

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Program-related Support Opportunities with Token Allotments

35 — **Lunch**: Acknowledged for support of 1 lunch within the conference space and on conference materials. Supporting organizations do not have any influence on the menu. 3 opportunities.

30 — **Poster Session**: Acknowledged for support of poster session within the poster space and on conference materials. 2 opportunities.

25 — **Refreshment Break**: Acknowledged for support of 1 break within the conference space and on conference materials. Supporting organizations do not have any influence on the menu. 5 opportunities.

25 — **Concurrent Session**: Co-brand a concurrent session identified in the program. 1 opportunity per supporter.

15 — **Lightning Session**: Co-brand a lightning session identified in the program. 1 opportunity per supporter.

25 — **Product Talk/Tech Demo**: Host a 20-minute workshop/demonstration in the exhibit space (subject to the approval of the Executive Planning Committee). The presentation will be included in the conference program, app, and two e-letters. This package includes a full conference registration. 1 opportunity per supporter.

5 — **Conference Registration**: One full conference registration.

High-Visibility Promotional Opportunities with Token Allotments

35 **Networking Pod**: Branded structure (40 sq ft) with 2 armchairs and 1 coffee table available at the Telus Convention Centre. Branded materials could be provided on the table. 1 opportunity.

30 **Coat Check**: Branded banner atop coat check on Telus Main Level. May split branding/token allotment with another supporter. Branded materials can be provided on the counter. 1-2 opportunities.

15 **Glass Railing/Meeting Room Branding**: Signage opportunities of various sizes at entrance/exists and outside the plenary room and exhibit hall. If artwork not supplied, token level will be increased. Multiple opportunities.

15 **Single Exhibit Booth**: A 10'x10' pipe and drape exhibit booth for the duration of the conference. Organization will be listed on the exhibitor map in the program and on the app. Includes one conference registration.

25 **Double Exhibit Booth**: A 20'x10' pipe and drape exhibit booth for the duration of the conference. Organization will be listed on the exhibitor map in the program and on the app. Includes two conference registrations.

High-Visibility Promotional Opportunities with Token Allotments

(15) **Charging Station**: Logo/branding on the device charging station. 2 opportunities.

(20) **Tote Bag Co-Branding**: Logo included on tote-bag. Co-branded with CCRC. 1 opportunity.

(10) **Holding Slides**: Two organization-specific (non-product specific) slides show before and after concurrent and plenary sessions in each conference room.

(20) **Wi-Fi**: Logo on all Wi-Fi signage and on slides in addition to co-branding with CCRC on the Wi-Fi landing page.

(20) **Meeting Room**: Onsite meeting room (capacity under 100) available for a closed invitational meeting for 60-90 minute time slots. All invitees must be registered CCRC delegates.

Online Branding Opportunities with Token Allotments

(10) **Registration Page Logo**: Inclusion of organization's logo on registration portal co-branded with the CCRC. 2 opportunities.

(10) **Branded Email Announcement**: Include organization's logo on branded email announcements pre-, during, or post-event. Multiple opportunities.

(10) **Branded Notifications on Conference App**: Organization's logo included on branded notifications provided during the event. Multiple opportunities.

(10) **Social Media Shout-Out**: Recognition of support on one CCRA X or LinkedIn post during the conference.

Do you have a branding idea not reflected here? Please contact us to discuss possibilities!

Canadian Partnership Against Cancer | Partenariat canadien contre le cancer
145 King Street West, Suite 900 Toronto, ON M5H 1J8 | 145, rue King Ouest, bureau 900 Toronto ON M5H 1J8
1-877-360-1665

Subscribe for Updates: ccra-acrc.ca/conference

✉ CCRAConference.Secretariat@partnershipagainstcancer.ca