

In collaboration with



Malaysian
Oncological
Society

Presented by



mci
Tomorrow's People

OFFICIALLY LICENSED
BEST OF ASCO[®]
2022 ANNUAL MEETING
23RD - 24TH JULY 2022
MALAYSIA

**INDUSTRY
PROSPECTUS**

<http://malaysia.bestofoncology.org/>

Endorsement Letter



02/01/2022

The American Society of Clinical Oncology (ASCO[®]) is pleased to announce an agreement with MCI Group, to host an official Best of ASCO[®] meeting in Malaysia. This premier event will highlight abstracts and educational updates from the 2022 ASCO Annual Meeting, the world's largest gathering of physicians, researchers, and others engaged in the study and practice of oncology.

Many summary events are held after the Annual Meeting, but only a select few are organized in connection with ASCO and reliably deserve the title "Best of ASCO". MCI Group has an exclusive License from ASCO to host the only official Best of ASCO meeting in Malaysia.

These official Best of ASCO meetings present the top abstracts from a pool of more than 4,000 rated by a panel of ASCO experts. MCI Group has created a custom program that promises to meet the needs of members of the oncology care team.

Sincerely,

Brittany Bingle

Brittany Bingle

Licensing Manager

Education, Science and Professional Development

American Society of Clinical Oncology

2318 Mill Road, Suite 800

Alexandria, VA 22314

571-483-1787 • brittany.bingle@asco.org

Message from Malaysian Oncological Society

Dear Colleagues, Friends & Fraternity Members,

It is our pleasure to welcome you to the Best of ASCO Malaysia 2021, scheduled to be hosted digitally from 23rd July to 24th July 2022.

Once again, Malaysian Oncological Society & MCI GeTS India have joined hands to bring top ranked and outstanding abstracts from the American Society of Clinical Oncology Conference, June 2022 to Best of ASCO Malaysia 2022.

These two days will be a great opportunity to attend lectures focused on different aspects of clinical oncology, live panel discussions with the experts and latest technologies displayed by world-class pharmaceuticals and medical companies via digital and extensive exhibition.

We are pleased that past two year's conference was very well received. The topics of your interests were registered, and we aim at incorporating those abstracts along with fresh topics in this edition. As the representatives of the oncology fraternity in Malaysia, we endeavour to bring the best of oncology related science to our country.

Please register at special rates and keep abreast with the latest trends in Clinical Oncology. We look forward to a great scientific conference with all of you.

Regards,

Malaysian Oncological Society

Message from Scientific Chairman

Dear Colleagues,

On behalf of the organizing committee, it is my great pleasure to welcome you to the 3rd Best of ASCO Malaysia 2022. The full virtual Best of ASCO Malaysia 2022, is scheduled to be held from 23rd - 24th July 2022.

We are proud and happy that the past edition of Best of ASCO Malaysia was relished by all of you. During these challenging times, we thrive to provide the best care for our patients and keep ourselves updated with the latest advancement in cancer care. Together with MOS, we endeavour to bring the latest updates and best evidence-based practice from ASCO 2022 to you.

We hope you will enjoy this conference, and looking forward to a physical conference in the near future.

Please register today and join us for Best of ASCO Malaysia 2022.

Regards,

Dr. Jenson Sow Wen Jen



Committee Members



Dr. Jenson Sow Wen Jen
Consultant Clinical Oncologist
Aurelius Hospital Nilai



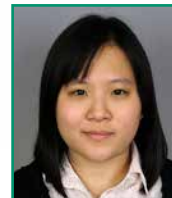
Dr. Malwinder
Consultant Clinical Oncologist
Sri Kota Specialist Medical Center



Dr. Rangasamy Ramachandran
Master of Clinical Oncology from
University of Malaya.
Hospital Sultan Ismail, Johor Bahru



Dr. Rosdiana Binti Abd Rahim
Clinical Oncologist
Institut Kanser Negara, Malaysia



Dr. Ngu Ming Ruey
Clinical Oncologist
Department of Radiotherapy and
Oncology, Sarawak General Hospital

About Best of ASCO

The Best of ASCO Meetings offer timely science and education from the world's premier oncology event, the ASCO Annual Meeting, in a two-day program. The abstracts chosen for presentation and discussion reflect the foremost research and strategies in oncology that will directly improve patient care. The program features in-depth discussion and analysis of the latest scientific findings in primary disease sites and practice-changing advances in cancer treatment. Expert faculty will place abstract findings into clinical context and discuss how the results may change the current standard of care. The Meetings' smaller size allows for ample time for audience participation and attendee interaction.

Save the Date for the Best of ASCO Meeting 2022, Malaysia

- 23rd - 24th July 2022.
- Equity: Every Patient. Every Day. Everywhere.
- The latest cutting-edge research.
- The best in evidence-based education.
- One global oncology community.
- Practice-changing experience.



Reasons to Participate

- Best of ASCO has become one of the most popular Oncology events in Malaysia with 272 attendees in 2021 and expecting a better response in 2022.
- To connect with the local oncologists virtually through various tools available on the platform.
- Virtual event will attract large scale participation, beyond the numbers ever touched in past ASCO conferences.
- ASCO speakers and program content aims to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics.
- An ever-increasing research will benefit from ASCO's efforts to advance and improve the knowledge and practice.
- Internationally & Nationally acknowledged experts will enrich the scientific value of the sessions, discussions, etc.
- Participation as exhibitor and sponsor will ensure premium high-value visibility across a wide spectrum of Healthcare professionals.
- Promotion of ASCO will be done extensively through electronic and social media by engaging with the community in large and various relevant and supporting associations and organizations.
- Showcasing your latest products and systems, at the exhibition, will enrich the learning experience for the attendees.

Benefits to Participate

- Showcase your sponsored symposiums to the Malaysian Oncologists.
- Individual Virtual Exhibition Stall with specific design.
- Customized stall templates are available to suit your need.
- Recorded Video byte on the Stall (Video clip about the product/company).
- Company Profile and products demonstration.
- Product Portfolio demonstration.
- Live Chat between exhibitor & stall visitor.
- Connect delegates through video chat. (Patron/Platinum/Diamond Sponsors)
- Schedule a call or virtual meeting between exhibitor & stall visitor.
- Business card exchange.
- Lead Retrieval.
- Database availability of stall visitors.
- Various reports of exhibition booth activities.



Attractive Sponsorship Packages

PATRON SPONSOR (Only 1 Slot available)

USD 31,000 | MYR 1,25,000

- Pre-conference Masterclass for 02 Hours on 23rd July 2022
- One Ultra Premium virtual booth space with top placement to ensure maximum footfall along with booth functionalities.
- Prominent Branding in the conference hall.
- Allocation of 1st stall in the exhibition hall with maximum delegate footfall.
- Logo on the virtual conference login page.
- Acknowledgment with logo on the 'Welcome Video' as patron sponsor.
- Acknowledgment as a Patron sponsor during session transitions with branding slide (four times a day).
- Acknowledgment in the virtual lobby as patron sponsor.
- 2 Minutes sponsors intro or video ads will be played during the breaks (four times on all the days).
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- 5 e-mail invitations to delegates with company branding.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- 1 thank you e-mail on behalf of the sponsor to all the attendees.
- Complimentary registrations (Delegate & Faculty): 50
- Access to company representatives in the scientific sessions: 15

PLATINUM SPONSOR (Only 2 Slots available) **USD 25,000 | MYR 1,00,000**

- One 40 minutes scientific symposium during main conference.
- One Premium virtual booth space with top placement to ensure maximum footfall along with booth functionalities.
- Prominent Branding in the conference hall.
- Allocation of 2nd stall in the exhibition hall with maximum delegate footfalls.
- Logo on the virtual conference login page.
- Acknowledgment as a Platinum sponsor during session transitions with branding slide (twice a day).
- Acknowledgment in the virtual lobby as platinum sponsor
- 1 Minutes sponsors intro or video ads will be played during the breaks (twice on all the days).
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- 3 e-mail invitations to delegates with company branding.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Complimentary registrations (Delegate & Faculty): 40
- Access to company representatives in the scientific sessions: 10



DIAMOND SPONSOR (Only 2 Slots available) **USD 16,100 | MYR 65,000**

- One 20 minutes scientific symposium during main conference.
- One Premium virtual exhibition booth space with functionalities.
- Acknowledgment in the virtual lobby as diamond sponsor.
- Hyperlinked logo on the conference website.
- Company logo to feature on all e-mail and social media marketing in the lead up and during the virtual conference.
- 2 e-mail invitations to delegates with company branding.
- Acknowledgment on the conference hall pathway.
- Acknowledgment on the exhibition pathway.
- Complimentary registrations (Delegate & Faculty): 25
- Access to company representatives in the scientific sessions: 7

QUIZ SPONSOR (Only 1 Slot available) **USD 12,400 | MYR 50,000**

- Branding during quiz session.
- One Superior virtual exhibition booth space with functionalities.
- Acknowledgment in the virtual lobby as quiz sponsor.
- Hyperlinked logo on the conference website.
- Hyperlinked logo on the conference website.
- 1 e-mail invitations to delegates with company branding.
- Complimentary registrations (Delegate & Faculty): 15
- Access to company representatives in the scientific sessions: 5



GOLD SPONSOR (Only 6 Slots available)

USD 8,700 | MYR 35,000

- One Superior virtual exhibition booth space with functionalities.
- Acknowledgment in the virtual lobby as gold sponsor.
- Hyperlinked logo on the conference website.
- Complimentary registrations (Delegate & Faculty): 15
- Access to company representatives in the scientific sessions: 3

REGULAR EXHIBITOR (Only 5 Slots available)

USD 5,000 | MYR 20,000

- One regular virtual exhibition booth space with functionalities.
- Logo on the conference website as exhibitor.
- Complimentary registrations (Delegate & Faculty): 2
- Access to company representatives in the scientific sessions: 2

Additional Functionalities at Exhibition Booth

- Lead retrieval & data analytics of booth visitors.
- Recorded brand video on the booth (video clip about the product/company).
- Company profile and products demonstration.
- Live chat between exhibitor & booth visitor.
- Connect delegates through audio.
- Connect delegates through video chat (For Patron/ Platinum/Diamond Sponsors).
- Schedule a call or virtual meeting between exhibitor & booth visitor.
- Business card exchange.
- Various reports of exhibition booth activities.

Registration



CATEGORY	EARLY BIRD Until 30 th April 2022	REGULAR Until 20 th July 2022	SPOT 21 st July 2022 Onwards
Doctors	MYR 200	MYR 250	MYR 300
Students	MYR 100	MYR 125	MYR 150
Industry	MYR 300	MYR 400	MYR 500
MOS Members	MYR 100	MYR 125	MYR 150

Sponsorship and Exhibition Payment Conditions

Payment methods:

- Electronic Transfer
- Bank Transfer

Payment details:

Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from your bank to identify you and confirm your payment.

Bank details:

All invoices for exhibition space shall be issued by Organizers in USD/EUROS. For payments in other currencies, please note the current conversion rate as per RBI would apply. All completed sponsorships / exhibition space booking forms along with bank transfer payment transaction advice must be sent via e-mail to the conference secretariat.

Fund transfers should be done in USD/EUROS only, not in Indian Rupees / Malaysian Rupees.

Account Name: **MCI GeTS India Pvt Ltd**

Bank Name: **HDFC Bank Ltd**

Account No: **50200027962560**

Address: **Vatika Atrium A-Block Golf Course Road, Sector-53, Gurgaon-122002, Haryana**

IFSC Code: **HDFC0000572**

Swift Address No: **HDFCINBB**

Payment terms:

50% payable on presentment of the invoice

50% payable by **30th June 2022**

Cancellation terms:

Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:

Before 30th June 2022: 50% retention

Before 15th July 2022: 75% retention

After 15th July 2022: 100% retention

General Information

Sponsorship & Exhibition

The Conference & Exhibition will be held Virtually.

Allocation of Exhibition Space

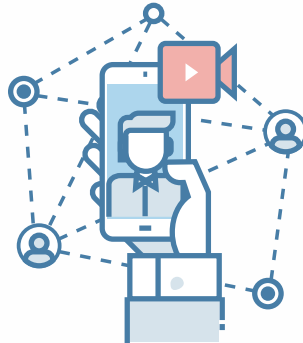
Space Allocation will be made on a "first come, first served" basis. A completed Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed, and an invoice will be mailed. Space allocations will be made in the order in which application forms & payment are received.

Exhibitors' Technical Manual

An Exhibitors' Technical Manual outlining all technical aspects of exhibition will be circulated 05 days before the conference.

Virtual Platform Features

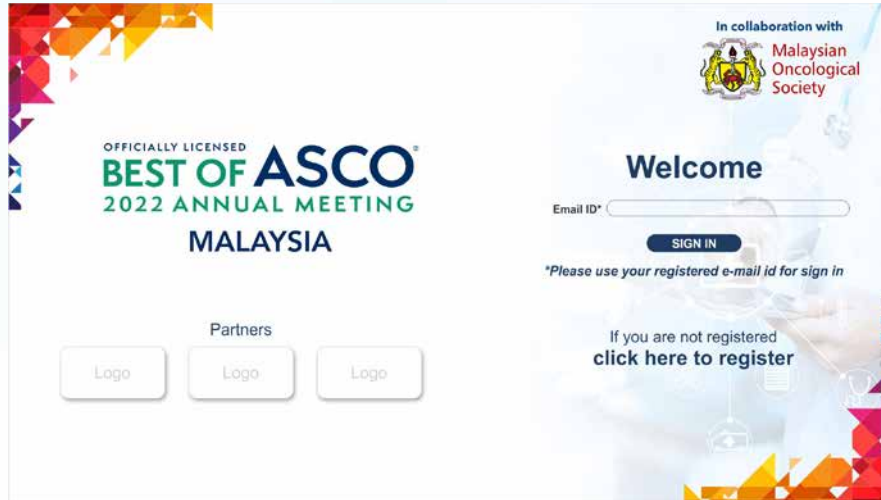
- 3D Experience with Immersive Environment
- Virtual Lobby with Interactive Touchpoints
- Information Desk
- Live Streaming & Session Archives
- Live Q&A
- Live Polling
- Chat in real time with attendees (Text Chat box, Audio/Video Calling)
- Attendee Dashboard



- Photobooth
- Notifications
- Virtual Briefcase
- Attendee Video Guide
- Engagement & Entertainment options (Optional)
- Reports & Data Analytics
- Feedback Desk

Branding Opportunities

Login Page



Note: Partners logos have been used for the depiction purpose & are not the actually confirmed conference sponsors.

Virtual Lobby



Information Desk



Exhibition Pathway



Conference Hall



Exhibition Area



Top 5 reasons for attendees visit the exhibition hall

- To gain leaderboard points to win prizes for Virtual Meeting.
- Interaction with Sales Staff of various companies.
- Book an appointment for Business
- New Product Launches & Details.
- To Download Product e-Catalogues & Video's.

Virtual Booth

Booth features:

- Medical Representatives to Interact Live with Doctors.
- Branding on Booths.
- Video on Screen.
- Brochure / Content Downloads.
- Chat with Staff.
- Book an Appointment.
- Product Video's.
- Sales Person Info.
- Social Media.



The above images are for virtual representation only

Tentative Scientific Agenda

Day 1 - 23rd July 2022

Masterclass Session (Sponsored)

Session 1 - Breast Cancer - Local / Regional / Adjuvant

Session 2 - Breast Cancer - Metastatic

Sponsored Symposium 1

Session 3 - Melanoma / Skin Cancers

Session 4 - Cancer Prevention, Risk Reduction, and Genetics

Session 5 - Sarcoma

Session 6 - Central Nervous System Tumours

Sponsored Symposium 2

Session 7 - Developmental Therapeutics - Molecularly Targeted Agents and Tumor Biology

Quiz Session 1

Day 2 - 24th July 2022

Session 8 - Gastrointestinal Cancer - Colorectal and Anal

Session 9 - Gastrointestinal Cancer - Gastroesophageal, Pancreatic, and Hepatobiliary

Sponsored Symposium 3

Session 10 - Genitourinary Cancer - Kidney and Bladder

Session 11 - Genitourinary Cancer—Prostate, Testicular, and Penile

Session 12 - Lung Cancer - Non-small Cell Metastatic

Session 13 - Gynaecologic Cancer

Session 14 - Head and Neck Cancer

Sponsored Symposium 4

Session 15 - Lung Cancer - Non-small Cell Local-regional/Small Cell/Other

Quiz Session 2

**Final scientific agenda will be updated by 1st week of June 2022*

Glimpses of Best of ASCO Virtual Platform

Convention Centre



Lobby



Information Desk



Exhibition Arena



Scientific Hall

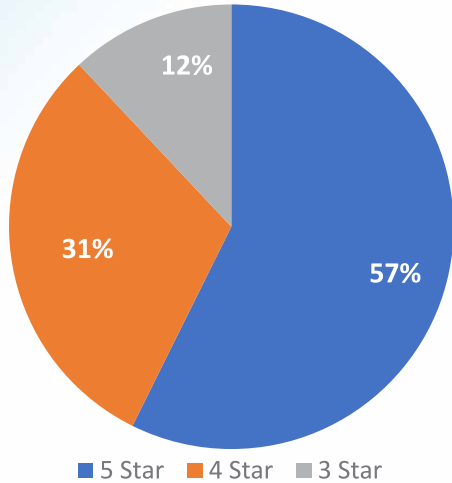


LIVE Panel Discussions

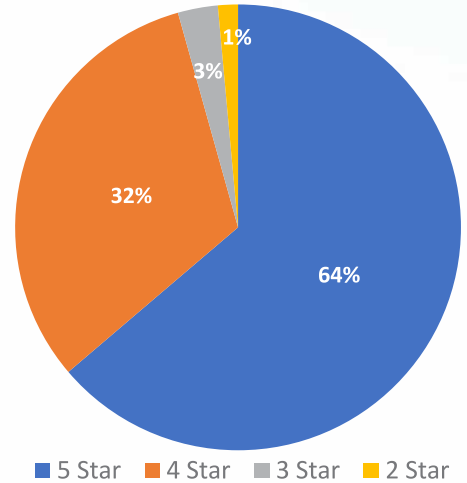


Delegate Feedback Infographics of ASCO 2021 Malaysia

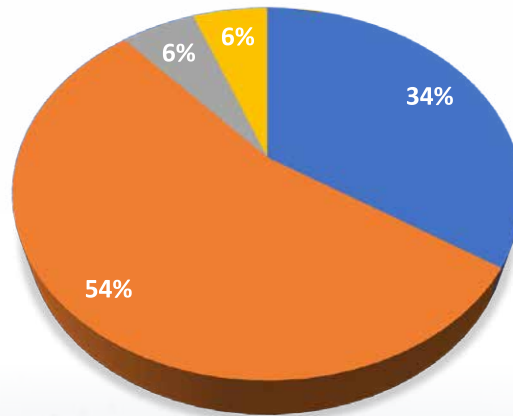
Conference Platform Rating



Agenda Topics



Overall Feedback



■ Extremely Satisfied ■ Satisfied ■ Good ■ Needs Improvement

Exhibition Booths



Contact us



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