

IASLC



2026 Targeted Therapies of Lung Cancer Meeting

February 18-21, 2026
Huntington Beach, USA



2026 **COMMERCIAL** **PROSPECTUS**

INDEX

| | |
|--|-------|
| Invitation | 3 |
| IASLC and TTLC: Who We Are & What We Do | 4-5 |
| Where We Meet & Local Highlights | 6-7 |
| Commercial Support Opportunities | 8 |
| Support Levels | 9 |
| Exhibit Opportunities | 10 |
| Satellite CME Symposia | 11 |
| Advisory Board Meetings and Ancillary Events | 12-13 |
| Office/Meeting Space | 14 |
| Special Events & Networking Functions | 15-18 |
| Promotional Opportunities | 19 |
| In-House Advertising Opportunities | 20-21 |
| Out-of-House Advertising Opportunities | 22 |



INVITATION FROM CHAIRS

Dear Prospective Supporters:

The International Association for the Study of Lung Cancer (IASLC) is pleased to invite you to partner with us as a commercial supporter of the **2026 Targeted Therapies of Lung Cancer (TTLC) Conference | February 18-21, 2026, in Huntington Beach, California**. With a focus on the latest scientific and clinical advances in precision medicine for lung cancer, TTLC has become the leading global forum for targeted therapies in lung cancer.

Explore the [Program at a Glance](#).

The 2026 conference will bring together **over 1,000 international experts**, including clinical investigators, translational scientists, fellows, and industry leaders, to present and discuss **emerging targets, early-phase clinical data, predictive biomarkers**, and **ongoing trials** that are shaping the future of lung cancer treatment.

Supporting TTLC 2026 provides your organization with a unique opportunity to:

- » **Engage with top-tier investigators and clinicians**, influencing research directions and treatment strategies.
- » **Showcase your pipeline, platforms, or technologies** in an environment dedicated to scientific innovation and collaboration.
- » **Demonstrate your commitment to improving patient outcomes** by supporting a mission-driven meeting encouraging open dialogue across academia, practice, and industry.

Shape meaningful connections through exhibits, targeted promotions, and high-impact networking opportunities.

Your commercial support plays a vital role in the success of TTLC 2026, helping to ensure that the latest advances in targeted therapies reach a global audience of oncology leaders.

Inside this prospectus, you will find information about the IASLC, past TTLC attendance, the conference venue, and commercial support opportunities. The IASLC Corporate Development team would be delighted to work with you to explore how your organization can take part in this impactful event.

We look forward to seeing you in Huntington Beach!

Warm regards,

IASLC TTLC 2026 Conference Chairs:



Paul A. Bunn, Jr., MD



Shirish Gadgeel, MD



Xiuning Le MD, PhD



Karen Reckamp, MD

IASLC AND TTLC:

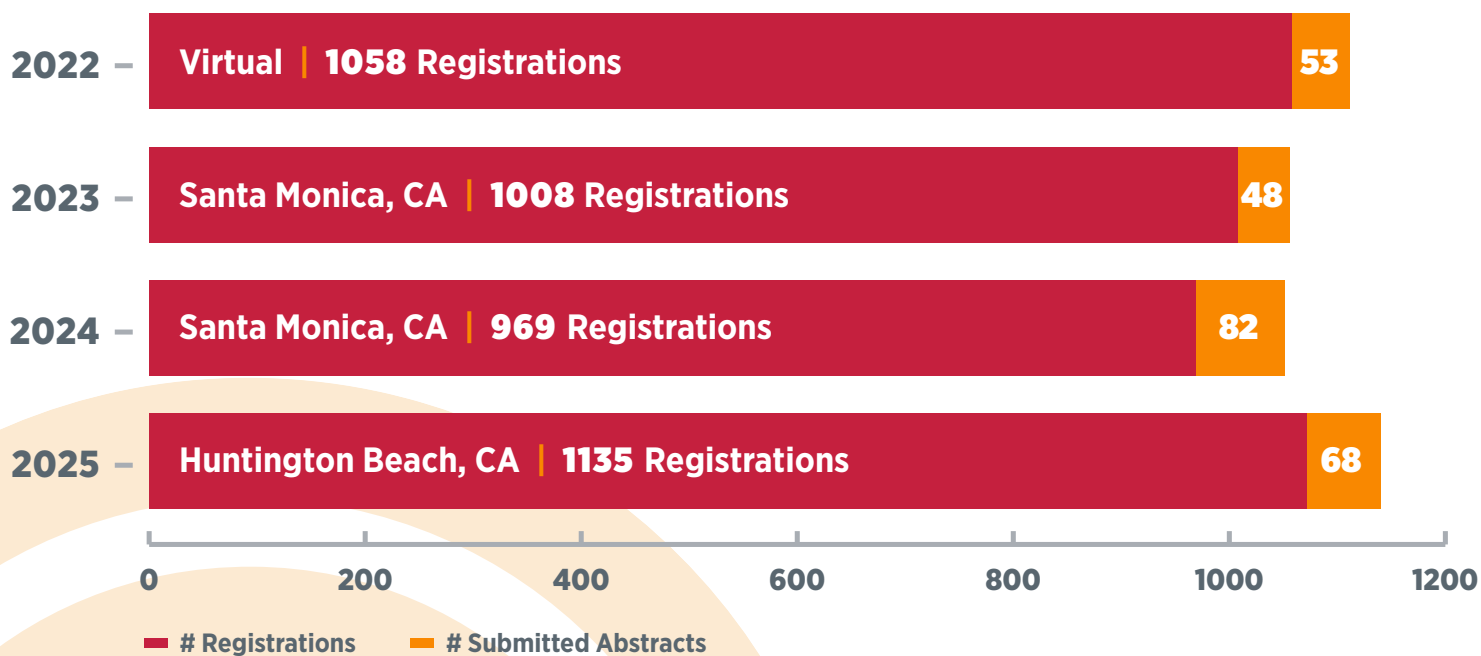
Who We Are & What We Do

Founded in 1974, the International Association for the Study of Lung Cancer (IASLC) is an international, multidisciplinary organization comprising over 8,000 lung cancer specialists from more than 100 countries. IASLC's mission is to be the multidisciplinary world authority on lung and other thoracic cancers through collaborative science, education, and advocacy in order to ensure optimal prevention and patient care.

TTLC by the Numbers

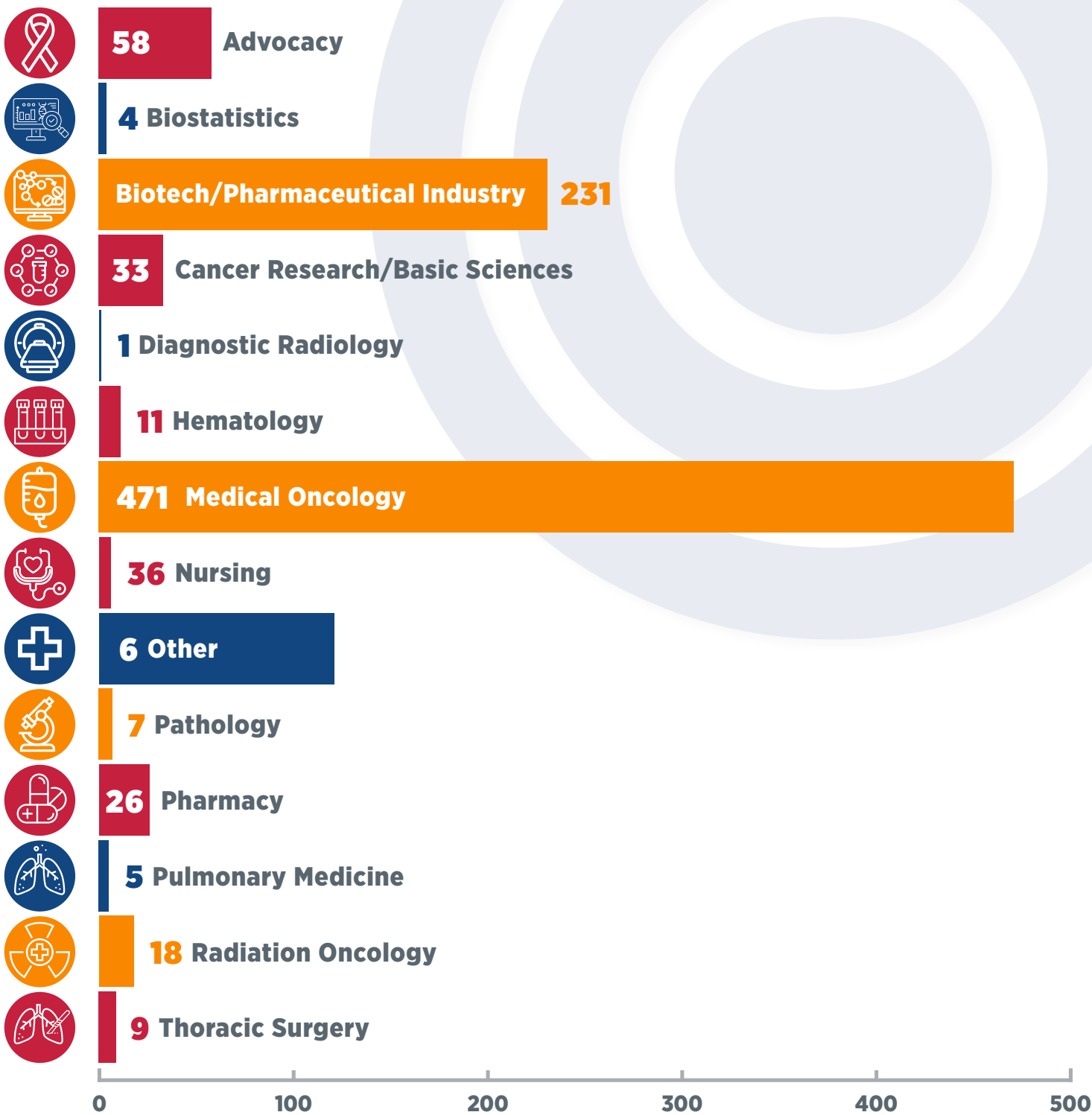
Insights from Recent Conferences that Highlight the Growing Impact and Reach of TTLC.

Conference Attendance & Abstract Submissions



2025 Delegate Specialties

Primary Specialty



WHERE WE MEET

& Local Highlights



Hyatt Regency Huntington Beach (primary venue)

21500 Pacific Coast Highway
Huntington Beach, CA 92648
United States

Conference sessions and most official functions take place at the Hyatt Regency Huntington Beach. The Hyatt Regency Huntington Beach Resort & Spa is a beachfront, Spanish-style resort offering direct beach access, ocean-view rooms, and exceptional amenities. Guests can enjoy two outdoor pools, a full-service spa, multiple onsite dining options, and easy access to local attractions. The resort features over 110,000 square feet of flexible indoor and outdoor meeting space, including grand ballrooms, oceanfront terraces, and breakout rooms—making it ideally suited for scientific conferences, sponsor exhibits, and networking events. With over 500 rooms and a walkable location steps from the Pacific Ocean, it blends comfort, convenience, and coastal charm.



Hilton Waterfront Beach Resort

21100 Pacific Coast Hwy
Huntington Beach, CA 92648
United States

Advisory Board meetings, patient advocacy activities, and some 1:1 meetings take place at the Hilton Waterfront Beach Resort. The Hilton Waterfront Beach Resort is a luxurious oceanfront retreat offering contemporary rooms and suites—many with private balconies—just steps from the sand. It features over 50,000 sq ft of flexible indoor/outdoor meeting space (16 venues accommodating up to 650–730 guests), including spacious ballrooms and ocean-view terraces. Guests can unwind with amenities like two sparkling pools with cabanas and fire pits, the Drift Spa, a rooftop lounge, and multiple dining venues, including Henry's Coastal Cuisine and the Cabo Wabo Beach Club. Blending surf side elegance with full conference readiness, it's an ideal venue for mixing business with coastal relaxation.

Grand Ballroom, Hyatt Regency Huntington Beach



About Huntington Beach

Welcome to Surf City USA! Huntington Beach is a stunning coastal gem that sets the perfect backdrop for TTLC 2026 this February. Imagine mild winter days in the comfortable 60s°F, where you can start your morning with a serene walk along the iconic Huntington Beach Pier, snapping breathtaking ocean views and soaking in the fresh sea breeze. As the day unfolds, explore the lively charm of Main Street and Pacific City, where boutique shops, oceanfront dining, and cozy cafés combine to create the perfect blend of relaxation and excitement.

For those craving a touch of nature, the Bolsa Chica Ecological Reserve offers a peaceful escape with its vibrant birdlife. At the same time, Huntington Central Park provides lush green space to unwind or recharge between sessions. Dive into the local culture with a visit to the International Surfing Museum or stroll through the quaint European-inspired Old World Village, where history and coastal vibes collide.

Huntington Beach isn't just a destination— it's an experience that inspires, refreshes, and connects, making it the perfect place to gather, learn, and enjoy TTLC 2026.

Nearby Airports

| | |
|---|-----------------|
| Orange County Airport (SNA) | 12 miles |
| Long Beach Airport (LGB) | 17 miles |
| Los Angeles Int'l. Airport (LAX) | 38 miles |



COMMERCIAL SUPPORT OPPORTUNITIES

This prospectus outlines numerous flexible options for maximizing corporate brand recognition and customer contact. These opportunities are available as stand-alone items or as a package for various supporter levels.

The IASLC highly regards your company's objectives, and we would be pleased to discuss any suggestions you believe would enhance your representation and participation in the IASLC 2026 Targeted Therapies of Lung Cancer Meeting (TTLC 2026).

PLACE YOUR ORDER

Please complete [our online booking form](#) to reserve your selection. Opportunities will be fulfilled on a first-come, first-served basis.

CONTACT

For questions or assistance in using the online order form, please contact:

Tessa Baxter
Development Programs Manager
tessa.baxter@iaslc.org
720-598-1952

International Association for the Study of Lung Cancer

1775 N Sherman St Ste 1600
Denver, CO 80203



SUPPORT LEVELS

TTLC 2026 has designed the following Supporter Levels, which include a list of benefits and entitlements. If a Supporter wishes to purchase any additional stand-alone benefits, they can be purchased for the listed price through the [online booking form](#).

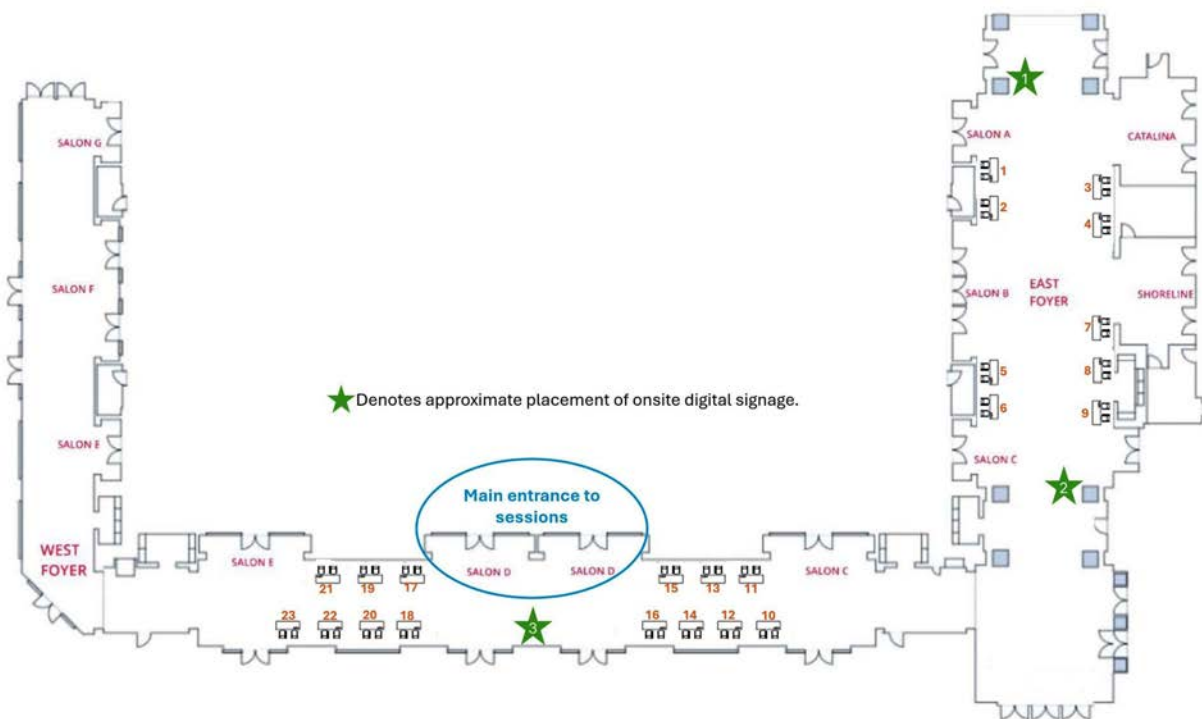
| | |  Diamond USD 200,000 4 available |  Gold USD 150,000 4 available |  Silver USD 100,000 4 available |  Bronze USD 50,000 4 available |
|---------------------|--|--|--|---|--|
| ACCESS | Complimentary In-Person Registrations | 15 | 10 | 5 | 2 |
| | Additional In-Person Registrations Allowed to Purchase | 15 | 10 | 5 | 2 |
| | Complimentary Virtual Registrations | 15 | 10 | 5 | 2 |
| PRESENCE | Recognition on Onsite Signage | Logo | Logo | Name | Name |
| | Recognition on Conference Website and App | Logo | Logo | Name | Name |
| | Acknowledgement on Holding Slides shown between Sessions | Logo | Logo | Name | Name |
| DIGITAL | Digital Flyer | ✓ | ✓ | ✓ | ✗ |
| | Rotating Footer Ad on Conference Mobile App | ✓ | ✓ | ✗ | ✗ |
| | Rotating Ad on Digital Poster (three posters onsite) | ✓ | ✗ | ✗ | ✗ |
| Promotional credit* | | USD 20,000 | USD 15,000 | USD 10,000 | USD 5,000 |

*Promotional Credit may be applied to purchase of other available items, such as tabletop exhibits, advisory board meetings, office space, etc. Credit is not redeemable for level sponsorships or symposia slots.

EXHIBIT OPPORTUNITIES

The exhibition area, in the Grand Ballroom Foyer, can accommodate up to 23 tabletop exhibits. **Exhibits are not included in Level Sponsorships and will be sold on a first-come, first-served basis.**

The Program has dedicated time each day for networking breaks to encourage delegates to visit the Exhibits.



Tabletop Exhibit Booth USD 20,000

Includes:

- » One (1) tabletop exhibit
- » One table, two chairs, and a wastebasket
- » Two (2) Complimentary Exhibit-Only Registrations
- » Listing in Meeting App and Website

A limited number of non-profit booths are available at a discounted rate. Please email Tessa Baxter (tessa.baxter@iaslc.org) for more information.

EXHIBITOR MANUAL

The **Exhibitor Manual**, including detailed information about the exhibition and order forms for additional booth accessories (e.g., lighting, display materials, graphics, food & beverage, etc.), will be available **November 2025**. It will be sent to all confirmed exhibitors once full payment has been received.

SATELLITE CME SYMPOSIA

USD 50,000 per symposium

Satellite CME Symposia are commercially supported educational activities held in conjunction with the IASLC 2026 Targeted Therapies of Lung Cancer Meeting. ALL symposia slots at TTLC 2026 are for Satellite CME Symposia; we are not offering Industry Supported Symposia/Product Theater slots. A pharmaceutical company may reserve a slot but then must contract with a Continuing Medical Education provider to plan and deliver the program content.

CME providers are required to submit proposed program details to the IASLC. The IASLC approves the symposia as independent activities held in conjunction with the meeting. These programs are not supported or endorsed by the IASLC.

Symposia slots are limited to one symposium per supporter until November 1. After that date, any remaining symposia slots will be offered to supporters on the waitlist on a first-come, first-served basis.

Available symposia slots (subject to change):

| | | |
|-------------------------------------|--|--------------------|
| Wednesday, February 18, 2026 | 17:00-18:00 Pre-Con Symposium | 1 AVAILABLE |
| Thursday, February 19, 2026 | 07:00-08:00 Breakfast Symposium | 1 AVAILABLE |
| | 18:30-19:30 Evening Symposium | 1 AVAILABLE |
| Friday, February 20, 2026 | 12:30- 13:30 Lunch Symposium | 1 AVAILABLE |
| Saturday, February 21, 2026 | 07:00-08:00 Breakfast Symposium | 1 AVAILABLE |
| | 13:00-14:00 Post-Con Symposium | 1 AVAILABLE |

Notes:

The Symposia package includes:

- » Dedicated meeting room (Mariner's Ballroom) at Hyatt Regency Huntington Beach for up to four hours (including set up and breakdown).
- » The room set including stage, podium, panel table, two screens & projectors, and up to four microphones. The symposia sponsor is responsible for contracting separately with the venue and the onsite AV provider for any additional room set-up or AV needs.
- » Listing in the conference agenda on the conference website and mobile app.
- » Robust marketing package, including signage, e-mails, social media posts, push notifications, and more, with support from IASLC's Marketing and Communications Team.



ADVISORY BOARD MEETINGS AND ANCILLARY EVENTS

Advisory Board Meetings

Any industry meeting wherein invited participants are professional attendees of the Conference will be considered an Advisory Board Meeting. This could include roundtable discussions, investigator meetings, and meet-the-specialist type meetings. Meetings that do not fall under this category include 1:1 meetings with HCPs and internal/staff meetings where only your company's staff are invited, whether they are attending the conference or not. All Advisory Board Meetings held in conjunction with the Targeted Therapies of Lung Cancer conference must be approved by the IASLC and are subject to the fees outlined below.

Onsite Advisory Board Meeting Fees

The fee for holding an Advisory Board Meeting varies according to the number of invited HCPs and the total duration of room use, including set-up, slide rehearsal/prep, actual meeting time, and dismantle. The fees below represent four hours of room use. If more than four hours are needed, additional time may be added (subject to availability) for a fee of \$500 per hour.

| Number of HCPs invited | Cost |
|------------------------|------------|
| Up to 10 | \$5,000 |
| 10-20 | \$10,000 |
| 21-30 | \$15,000 |
| 31-40 | \$20,000 |
| More than 40 | Contact us |

The Onsite Advisory Board Meeting fee includes:

- » Meeting space at the Hyatt Regency Huntington Beach or the Hilton Waterfront Resort Huntington Beach for up to four hours, including set up, rehearsal, meeting, and breakdown.
- » Basic AV package including projector, screen, wireless remote, lectern, and lectern microphone.
- » Contact list of conference registrants who have opted in to receive invitations to Advisory Board Meetings and Ancillary Events.

Offsite Advisory Board Meetings

- » You are permitted to hold an Advisory Board Meeting at a property other than the Hyatt Regency Huntington Beach or the Hilton Waterfront Resort Huntington Beach, the official conference venues. This is considered an Offsite Advisory Board meeting.
- » Offsite Advisory Board meetings must adhere to the blackout times and may be held only on the dates and times noted on the next page.
- » The Offsite Advisory Board Meeting Fee is \$3,500. This fee includes only the contact list of conference registrants who have given permission to share their data for the purpose of receiving Advisory Board Meeting and Ancillary Event invitations.
- » Meeting space rental and AV will be an additional cost as determined by the external property.

Ancillary Events

Any social or networking event wherein invited participants are professional attendees of the Conference is considered an Ancillary Event. The IASLC must approve Ancillary Events, and a fee is required to hold such an event.

Onsite Ancillary Event Fee

The fee for holding an Onsite Ancillary Event in conjunction with TTLC 2026 is \$5,000. The fee includes event space at one of the official TTLC conference venues (space assigned by IASLC) and the contact list of conference registrants who have given permission to share their details for the purpose of receiving Advisory Board and Ancillary Event invitations.

Offsite Ancillary Event Fee

The fee for holding an Offsite Ancillary Event in conjunction with TTLC 2026 is \$2,500. The fee includes the contact list of conference registrants who have given permission to share their data for the purpose of receiving Advisory Board and Ancillary Event invitations.

Blackout Times

Advisory Board Meetings and Ancillary Events, whether onsite or offsite, are not allowed to take place during blackout times, which include all scientific sessions, the Faculty Dinner, and the Women in Thoracic Oncology Forum.

Advisory Board Meetings and Ancillary Events are allowed to take place during the dates/times listed below.

- » Wednesday, February 18, 2026: until 17:00
- » Thursday, February 19, 2026: after 18:45
- » Saturday, February 21, 2026: after 13:00

Shorter meetings (max of 75 minutes) are also allowed during the scheduled lunch breaks on both Thursday, February 19, and Friday, February 20. Contact Tessa Baxter (tessa.baxter@iaslc.org) for more information and pricing.



OFFICE/MEETING SPACE

Office/Meeting Space is available at both official conference venues. Offices may be used for 1:1 meetings with HCPs and group meetings of your organization's staff. Any meeting where more than one invited attendee is a conference registrant is considered an Advisory Board meeting and is subject to the appropriate Advisory Board fees. Office/Meeting spaces MAY NOT be used for Advisory Board meetings without approval from the IASLC.

Offices are available for use in five-hour blocks and will be assigned by the IASLC, subject to availability.

Wednesday, February 18, 2026: 13:00-18:00

Thursday, February 19, 2026: 07:00-12:00 and 13:00-18:00

Friday, February 20, 2026: 07:00-12:00 and 13:00-18:00

Saturday, February 21, 2026: 07:00-12:00

Each five-hour block costs \$3,500, and each organization is limited to three five-hour blocks until November 1. After that date, additional blocks may be available, and will be allocated on a first-come, first-served basis.

Terms and Conditions

The following terms and conditions apply to all industry-sponsored/hosted meetings and functions held in conjunction with TTLC 2026:

1. No meetings or events where attendees are also conference participants may be held in conjunction with TTLC without the hosting organization obtaining prior permission from the IASLC and paying the required fees, as determined by the IASLC.
2. All food and beverages consumed in onsite Symposia, Advisory Board Meetings, Ancillary Events, or Office Spaces at the Hyatt Regency Huntington Beach and Hilton Waterfront Beach Resort must be ordered from the respective venue. **Outside food and beverages are strictly prohibited. Providing any outside food and beverage at your meeting or event violates IASLC's contracts with the conference venues.**

Should your organization fail to adhere to these terms and conditions, IASLC reserves the right to cancel any reserved events or spaces without a refund.



SPECIAL EVENTS

& NETWORKING FUNCTIONS

Sponsoring a special event or networking function at TTLC 2026 offers your company a high-impact opportunity to connect with leading clinical investigators, translational researchers, and decision-makers in lung cancer research in a relaxed, relationship-driven setting. These informal gatherings foster meaningful conversations, strengthen brand recognition, and position your organization as a trusted partner in advancing targeted therapies. With more than 1,000 attendees expected, a sponsored networking event enhances your visibility and influence among key stakeholders shaping the future of precision oncology.

Dates and times listed are preliminary and subject to change.

SPECIAL EVENTS

| | |
|--|---|
| Opening Reception USD 20,000 (Exclusive) | <p>Sponsoring the Opening Reception offers your company a premier opportunity to make a strong first impression with more than 1,000 global experts in lung cancer research and care. As the kickoff event of the conference, the reception sets the tone for scientific exchange and networking, attracting high attendance from faculty, investigators, and industry leaders. The Opening Reception will take place on Wednesday, February 18, 2026, 17:30-18:30.</p> <p>As the Opening Reception Sponsor, you will:</p> <ul style="list-style-type: none">» Have tabletop cards with your company logo displayed on all beverage stations during the Opening Reception.» Place one (1) stand-up banner (provided by the sponsor) in the reception area.» Be acknowledged as a sponsor of the Opening Reception on the conference website, mobile app, and event signage. |
| Early Career Roundtable Luncheon | <p>Sponsoring the Early Career Roundtable Luncheon positions your company as a committed supporter of the next generation of lung cancer researchers and clinicians. This event brings together fellows, trainees, and early-career investigators for intimate, career-focused discussions with established leaders in the field. The Early Career Roundtable Luncheon will take place on Thursday, February 20, 2026, 19:00-21:00.</p> <p>There are two levels of support for the Early Career Roundtable Luncheon:</p> <p>Presenting Sponsor: USD 25,000 (exclusive) As the Presenting Sponsor of the Early Career Roundtable Luncheon, you will:</p> <ul style="list-style-type: none">» Be acknowledged as the Presenting Sponsor of the Luncheon on the conference website, mobile app, and event signage.» Receive four (4) tickets to the event.» Place one (1) stand-up banner (provided by the sponsor) in the Faculty Dinner room.» Provide a short video (no longer than two minutes) to be shown during the Early Career Roundtable Luncheon Welcome. The script must be submitted to IASLC for approval in advance. <p>Supporting Sponsor: USD 10,000 As a Supporting Sponsor of the Early Career Roundtable Luncheon, you will:</p> <ul style="list-style-type: none">» Be acknowledged as a Supporting Sponsor of the Luncheon on the conference website, mobile app, and event signage.» Receive two (2) tickets to the event. |

Women in Thoracic Oncology Breakfast

Sponsoring the Women in Thoracic Oncology Breakfast showcases your company's commitment to advancing diversity, equity, and inclusion in the scientific and medical community. This impactful event brings together women across all stages of their careers to share experiences, foster mentorship, and discuss leadership pathways in thoracic oncology. The Women in Thoracic Oncology Breakfast will take place on Friday, February 20, 2026, from 07:00-08:00.

There are two levels of support for the Women in Thoracic Oncology Breakfast:

Presenting Sponsor: USD 25,000 (exclusive)

As the Presenting Sponsor of the Women in Thoracic Oncology Breakfast, you will:

- » Be acknowledged as the Presenting Sponsor of the Breakfast on the conference website, mobile app, and event signage.
- » Receive four (4) tickets to the event.
- » Place one (1) stand-up banner (provided and placed by the sponsor) near the stage/front of the room.
- » Have an opportunity for a representative from your organization to deliver scripted remarks (no longer than three minutes) during the breakfast welcome. The script must be submitted to IASLC for approval in advance.

Supporting Sponsor: USD 10,000

As a Supporting Sponsor of the Women in Thoracic Oncology Breakfast, you will:

- » Be acknowledged as a Supporting Sponsor of the Breakfast on the conference website, mobile app, and event signage.
- » Receive two (2) tickets to the event.

Poster Viewing Reception

USD 20,000
(Exclusive)

Sponsoring the Poster Viewing Reception places your company at the center of scientific exchange and innovation. This high-traffic, highly interactive event showcases cutting-edge preclinical and early clinical research from investigators around the world—including many emerging voices in thoracic oncology. The Poster Viewing Reception will take place on Friday, February 20, 2026, from 17:30-19:00.

As the Poster Reception Supporter, you will:

- » Have your company logo displayed on the Poster Boards.
- » Place one (1) stand-up banner (provided and placed by the sponsor) in the reception area.
- » Be acknowledged as a sponsor of the Poster Viewing Reception on the conference website, mobile app, and event signage.

| | |
|-----------------------|---|
| Faculty Dinner | <p>Sponsoring the Faculty Dinner offers your company exclusive access to the conference's most influential speakers, thought leaders, and senior investigators in an intimate and prestigious setting. This invitation-only event is a key opportunity to build meaningful relationships with experts who are shaping clinical research, treatment guidelines, and global lung cancer strategy. The Faculty Dinner will take place on Friday, February 20, 2026, from 19:00-21:00.</p> <p>There are two levels of support for the Faculty Dinner:</p> <p>Presenting Sponsor: USD 30,000 (exclusive) As the Presenting Sponsor of the Faculty Dinner, you will:</p> <ul style="list-style-type: none"> » Be acknowledged as the Presenting Sponsor of the Faculty Dinner on the conference website, mobile app, and event signage. » Receive four (4) complimentary tickets to the event. » Place one (1) stand-up banner (provided and placed by the sponsor) in the Faculty Dinner room. » Have an opportunity for a representative from your organization to deliver scripted remarks (no longer than three minutes) during the Faculty Dinner Welcome. The script must be submitted to IASLC for approval in advance. <p>Supporting Sponsor: USD 15,000 As a Supporting Sponsor of the Faculty Dinner, you will:</p> <ul style="list-style-type: none"> » Be acknowledged as a Supporting Sponsor of the Faculty Dinner on the conference website, mobile app, and event signage. » Receive two (2) complimentary tickets to the event. |
|-----------------------|---|

NETWORKING FUNCTIONS

| | |
|--|--|
| <p>Networking Breaks USD 5,000 (5 Available; each is Exclusive to one sponsor)</p> | <p>Sponsoring a Networking Break offers a cost-effective, high-visibility opportunity to engage with a concentrated audience of lung cancer experts during dedicated, unopposed time. These 30-minute breaks draw attendees from across clinical, academic, and industry sectors into a shared space to connect, reflect, and recharge between scientific sessions.</p> <p>As a Networking Break Supporter, you will:</p> <ul style="list-style-type: none"> » Place one (1) stand-up banner (provided and placed by the sponsor) in the Networking Break area. » Be acknowledged as a Networking Break sponsor on the conference website, mobile app, and event signage. <p>Networking Break times at TTLC 2026 are as follows (subject to change):</p> <ul style="list-style-type: none"> » Morning time (30 min) on Thursday, February 19, 2026 » Afternoon time (30 min) on Thursday, February 19, 2026 » Morning time (30 min) on Friday, February 20, 2026 » Afternoon time (30 min) on Friday, February 20, 2026 » Morning time (30 mins) on Saturday, February 21, 2026 |
|--|--|

Networking Breakfast

USD 10,000

(3 Available; each is Exclusive to one sponsor)

Sponsoring a Networking Breakfast allows your company to engage with attendees at the start of the day when energy and attention are high. These informal gatherings create a welcoming space for researchers, clinicians, and industry professionals to connect before scientific sessions begin. Networking breakfasts will be from 07:00-08:00 on all three mornings of the conference (Thursday-Saturday).

As a Networking Lunch Supporter, you will:

- » Place one (1) stand-up banner (provided and placed by the sponsor) in the luncheon area.
- » Be acknowledged as a sponsor of the Networking Breakfast on the conference website, mobile app, and event signage.

Networking Lunch

USD 10,000

(2 Available; each is Exclusive to one sponsor)

Sponsoring a Networking Lunch places your company at the heart of daily scientific discourse during a prime engagement slot. With attendees taking a well-deserved break between sessions, this informal setting offers unique face-to-face access to clinicians, researchers, and industry leaders. Networking lunches will be held around noon on Thursday, February 19 and Friday, February 20, 2026.

As a Networking Lunch Supporter, you will:

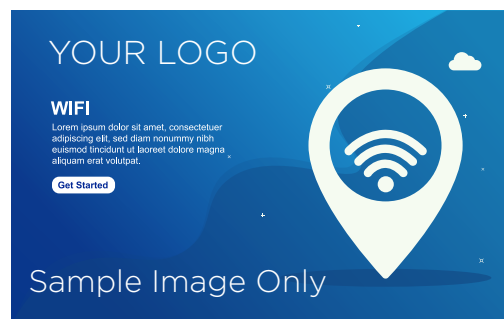
- » Place one (1) stand-up banner (provided and placed by the sponsor) in the luncheon area.
- » Be acknowledged as the sponsor of the Networking Lunch on the conference website, mobile app, and event signage.



PROMOTIONAL OPPORTUNITIES

Promotional sponsorships at TTLC 2026 put your brand in the spotlight—before, during, and beyond the conference. These high-visibility opportunities extend well beyond the meeting rooms, integrating your company into the daily rhythm of the attendee experience in both practical and memorable ways. From branded essentials to immersive touchpoints, sponsorships showcase your support for the lung cancer community while delivering strong ROI through sustained, passive engagement that keeps your name top of mind.

| | |
|---|--|
| <p>Recharge Lounge</p> <p>USD 50,000 (Exclusive)</p> | <p>This high-visibility sponsorship offers an excellent opportunity to showcase your company's commitment to supporting healthcare professionals. As attendees take a well-deserved break to recharge themselves and their devices, your brand will be prominently displayed in a welcoming and relaxing environment. The Recharge Lounge is located in the Conference Lobby.</p> <p>As the Recharge Lounge Sponsor, you will:</p> <ul style="list-style-type: none"> » Have your company name displayed on signage welcoming attendees to the lounge. » Place two (2) stand-up banners within the lounge. » Have your company name and logo displayed on charging stations and on a square floor graphic (48" x 48"). |
| <p>Hotel Key Cards with Sleeves</p> <p>USD 50,000 (Exclusive)</p> | <p>Sponsoring hotel key cards offers your company a unique and highly visible branding opportunity, ensuring your message is in the hands of attendees multiple times a day. As a functional and essential item, key cards provide continuous exposure from check-in to check-out, reinforcing brand recognition.</p> <p>As the Key Card Sponsor, you will:</p> <ul style="list-style-type: none"> » Customize the card with your organization's logo/branding/tagline. » Have your logo displayed on the inside front pocket of the card sleeves. |
| <p>Conference Wi-Fi</p> <p>USD 50,000 (Exclusive)</p> | <p>Wi-Fi sponsorship is a prime opportunity for brand visibility, as attendees will frequently access the network throughout the conference.</p> <p>As the Conference Wi-Fi Sponsor, you will:</p> <ul style="list-style-type: none"> » Brand the Wi-Fi landing page with your organization's name, logo, background image, and preferred color scheme. » Be recognized as the Wi-Fi sponsor on signage and holding slides providing Wi-Fi network information. |
| <p>Registration Sponsor</p> <p>USD 30,000 (Exclusive)</p> | <p>Sponsoring conference registration positions your company as a visible and welcoming presence at the very start of the attendee journey, ensuring maximum visibility and recognition. Every participant interacts with the registration process, whether online or in person, providing repeated exposure to your branding.</p> <p>As the Registration Sponsor, you will:</p> <ul style="list-style-type: none"> » Have your logo placed on the registration landing page, confirmation emails, and registration kiosks. » Be acknowledged as the Registration sponsor in the conference app and website and on onsite signage. |



IN-HOUSE ADVERTISING OPPORTUNITIES

Purchasing in-house advertising opportunities at TTLC 2026 allows your company to maintain a consistent, visible presence throughout the conference venue, ensuring your brand stays top-of-mind with conference attendees. In-house advertising reinforces your organization’s commitment to advancing targeted therapies while providing impactful, non-intrusive messaging that reaches attendees throughout their conference experience. It’s a strategic way to enhance brand recognition, drive booth or session traffic, and elevate your presence in a highly specialized scientific community.

| | | |
|--|--|--|
| <div>Digital Signage</div> <div>USD 10,000</div> | <div>Digital signage offers your company high-impact, continuous visibility in key attendee gathering areas. Three screens—strategically placed near session rooms, registration, and networking hubs—ensure your message is seen repeatedly throughout the day. Digital ads allow for eye-catching, dynamic content that reinforces your brand, highlights specific products or trials, and drives traffic to your exhibit or sponsored session.</div> <div>Digital Advertising Specifications:</div> <div><div>» The price includes one rotating ad placed on all three screens. Refer to the map on page 10 for the approximate placement of Digital Signs.</div><div>» Image dimensions: 36" X 90"</div><div>» Rotation = 15 seconds</div></div> | |
| <div>Conference Center Doors</div> <div>USD 50,000 (Exclusive)</div> | <div>Placing your organization’s ad on the glass sliding doors at the entrance to the Conference Center offers unmatched visibility and a lasting first impression. Every attendee, faculty member, clinician, researcher, and industry professional will pass through these doors multiple times each day, making this a premium branding opportunity. Your company’s message will be the first thing participants see as they arrive and the last as they depart, reinforcing brand recognition and signaling your leadership in lung cancer innovation. It’s a bold, high-traffic placement that ensures your presence is prominent, memorable, and seamlessly integrated into the attendee experience.</div> <div>Conference Center Door Ad Specifications:</div> <div><div>» Includes all four panels.</div><div>» Image dimensions = 31.5" x 86.5"</div></div> | |

Conference Center Lobby Entrance

USD 25,000
(Exclusive)

Placing your organization's ad above the entrance doors of the Conference Center Lobby positions your company as a visible leader before attendees even step inside. This high-traffic location offers early and repeated exposure throughout the day. It creates a strong first impression, reinforces your brand's presence at the event, and signals your active role in advancing targeted therapies in lung cancer. As the most prominent exterior placement, this ad delivers continuous visibility and elevates your company's profile among a global audience of oncology professionals.

Conference Center Lobby Ad Specifications:

- » Includes all three panels.
- » Image dimensions: 105" x 37.75"
- » Material: Adhesive Vinyl



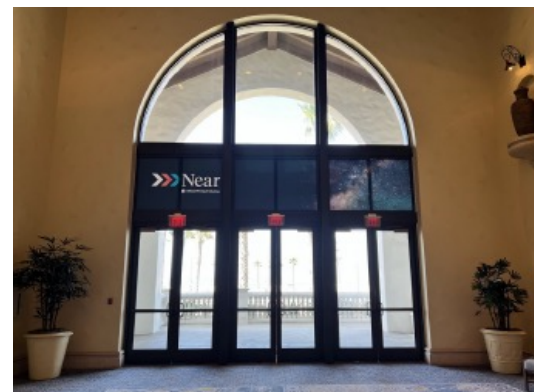
Patio/Courtyard Entrance

USD 35,000
(Exclusive)

Placing your company's ad above the doors leading from the conference center to the courtyard and patio area at TTLC 2026 offers your company premium visibility in one of the event's most active transitional spaces. These doors serve as a gateway to popular outdoor areas used for networking breaks, meals, and informal gatherings—ensuring steady foot traffic from morning to evening. Your brand will be prominently displayed as attendees move between scientific sessions and social spaces, reinforcing your presence in both professional and relaxed settings.

Patio/Courtyard Ad Specs:

- » Includes all three panels.
- » Image dimensions = 75" x 48"
- » Material: Adhesive Vinyl



OUT-OF-HOUSE ADVERTISING OPPORTUNITIES

Purchasing out-of-house advertising opportunities for TTLC 2026 allows your company to extend its visibility beyond the walls of the conference center and create brand presence throughout the broader event environment. These placements reach attendees as they arrive, navigate the venue, or explore the surrounding area. Out-of-house ads generate early and repeated impressions, helping your brand stand out in a busy landscape and reinforcing your commitment to innovation in lung cancer care. They're ideal for building anticipation, directing foot traffic, and ensuring your message is seen by attendees, guests, and passersby alike.

A separate rate sheet detailing the out-of-house advertising opportunities will be provided at a later date. If you would like to receive that rate sheet, please email Tessa Baxter (tessa.baxter@iaslc.org) to be added to the distribution list.

