



DECEMBER 13-15, 2024
WASHINGTON, DC

CELEBRATING
50
YEARS
IASLC
1974-2024

2024 HOT TOPIC IN BASIC & TRANSLATIONAL SCIENCE:
TOLERANCE & RESISTANCE TO TARGETED THERAPY IN NSCLC

2024 COMMERCIAL PROSPECTUS

#HTTR24

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INVITATION

Dear Colleagues and Friends,

The IASLC 2024 Hot Topic in Basic and Translational Science Meeting: Tolerance and Resistance to Targeted Therapy in Non-Small Cell Lung Cancer (HTTR 2024) will take place December 13-15, 2024 at the Hilton Washington DC National Mall The Wharf.

IASLC Hot Topic Meetings in Basic and Translational Science serve as a platform to share cutting-edge research, discuss challenges in the field, and explore collaborative opportunities among academic and with industrial researchers to advance the understanding and treatment of non-small cell lung cancer. The expected audience includes basic scientists, translational researchers, oncologists, pathologists, molecular biologists, radiologists, pharmaceutical and biotech professionals, academic researchers, students, and more. The multidisciplinary nature of the audience reflects the comprehensive approach required to address the complexities of tolerance and resistance to targeted therapy in non-small cell lung cancer. The meeting aims to foster collaboration and knowledge exchange among professionals with complementary expertise to advance the understanding and treatment of NSCLC.

You can find the preliminary conference program [here](#). Please note, this is subject to change without notice.

We hope you will join us in Washington, DC!

IASLC HTTR 2024 Conference Chairs:



Alice Berger, PhD



William Lockwood, PhD



Montse Sanchez Cespedes, PhD



Kenichi Suda, MD, PhD

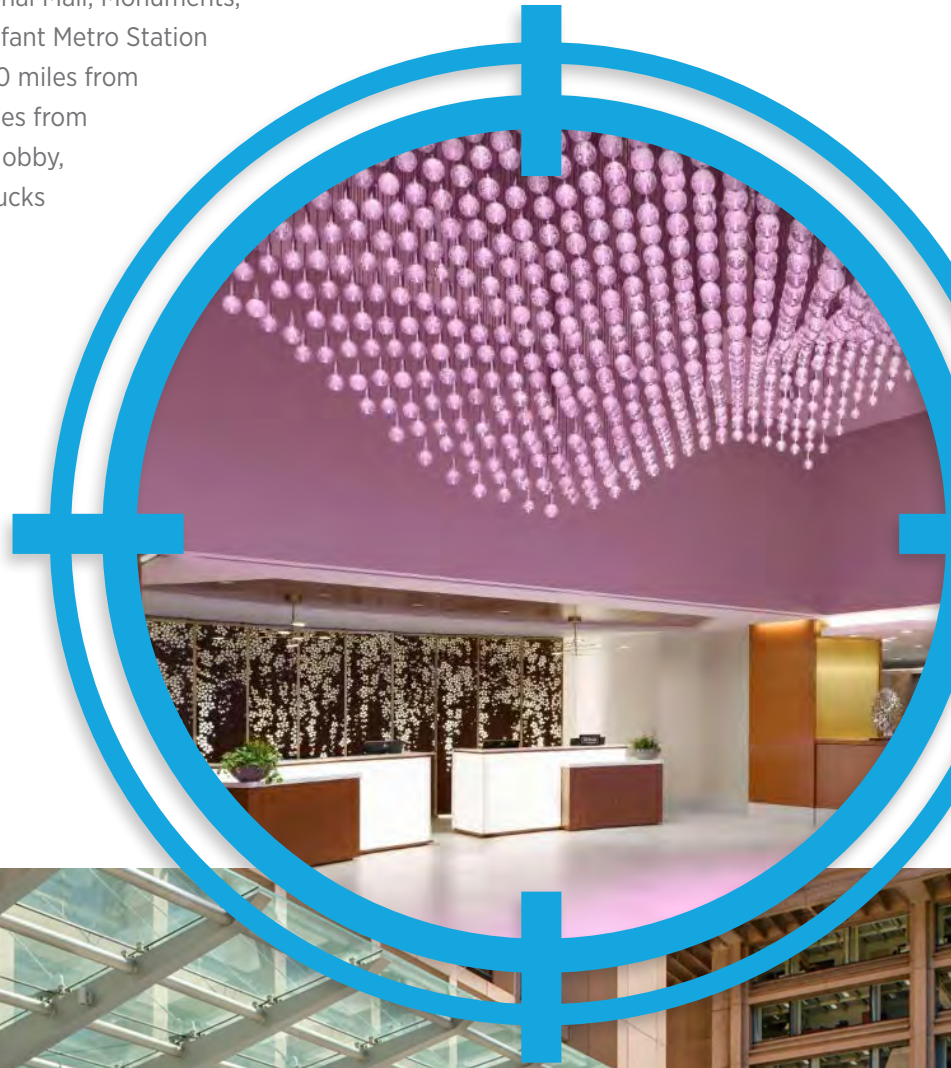
ABOUT THE IASLC

Founded in 1972, the International Association for the Study of Lung Cancer (IASLC) is an international organization of over 8,000 lung cancer specialists from more than 100 countries. IASLC members work towards developing and promoting the study of etiology, epidemiology, prevention, diagnosis, treatment, and all other aspects of lung cancer. IASLC's mission is to enhance the understanding and education of lung cancer to scientists, members of the medical community and the public. In addition to the annual meeting, the IASLC publishes the Journal of Thoracic Oncology, a prized resource for medical specialists and scientists who focus on the detection, prevention, diagnosis, and treatment of lung cancer.



THE VENUE

The Hilton Washington DC National Mall The Wharf is a modern hotel only steps away from the best DC has to offer: the National Mall, Monuments, Museums, and more. The hotel is connected to L'Enfant Metro Station and is 4 miles from Washington National Airport, 30 miles from Washington Dulles International Airport, and 35 miles from Baltimore/Washington International airport. In the lobby, you'll find a 24-hour Grab & Go Market and a Starbucks Café as well as L'Enfant Bar and Grill, an onsite full-service restaurant featuring local inspired cuisine.



480 L'Enfant Plaza SW
Washington, DC 20024
United States



OVERVIEW AND ORDER INSTRUCTIONS

This prospectus outlines a number of 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.

Your company's objectives are highly regarded by the International Association for the Study of Lung Cancer (IASLC), and we would be pleased to discuss and accommodate any suggestions that you feel would improve your representation and participation in the IASLC 2024 Hot Topic in Basic and Translational Science Meeting: Tolerance and Resistance to Targeted Therapies (HTTR24).

PLACE YOUR ORDER

Please place your order via our [online order form](#). The order form opens Wednesday, June 12 at 12:00 PM MDT. Orders will be filled on a first come first served basis.

For assistance in using the online order form please contact corporaterelations@iaslc.org.



CONTACT

**International Association for the
Study of Lung Cancer**

corporaterelations@iaslc.org

1775 N. Sherman Street, Suite 1600
Denver, Colorado, 80203, USA

SUPPORT LEVELS

HTTR 2024 has designed the following Supporter Levels, which includes 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.

For assistance in using the online ordering portal please contact: corporaterelations@iaslc.org.

DIAMOND LEVEL

USD 60,000 | 2 Available

- Exposure and acknowledgment as a Diamond Supporter on the Meeting website conference app, selected onsite signage and printed materials
- One (1) tabletop exhibit booth with first choice selection of booth location
- Rotating footer ad in Virtual Meeting Platform (with IASLC approval)
- One (1) virtual delegate bag insert (with IASLC approval)
- Includes sponsorship of Networking Breakfast (one sponsor per breakfast)
- Five (5) complimentary registrations (for your staff use only)

GOLD LEVEL

USD 40,000 | 4 Available

- Exposure and acknowledgment as a Gold Supporter on the Meeting website conference app, selected onsite signage and printed materials
- One (1) tabletop exhibit booth (exhibit selection first come-first served - after Diamond Sponsors)
- One (1) virtual delegate bag insert (with IASLC approval)
- Includes shared sponsorship of Networking Luncheon
- Three (3) complimentary registrations (for your staff use only)

SILVER LEVEL

USD 20,000 | 5 Available

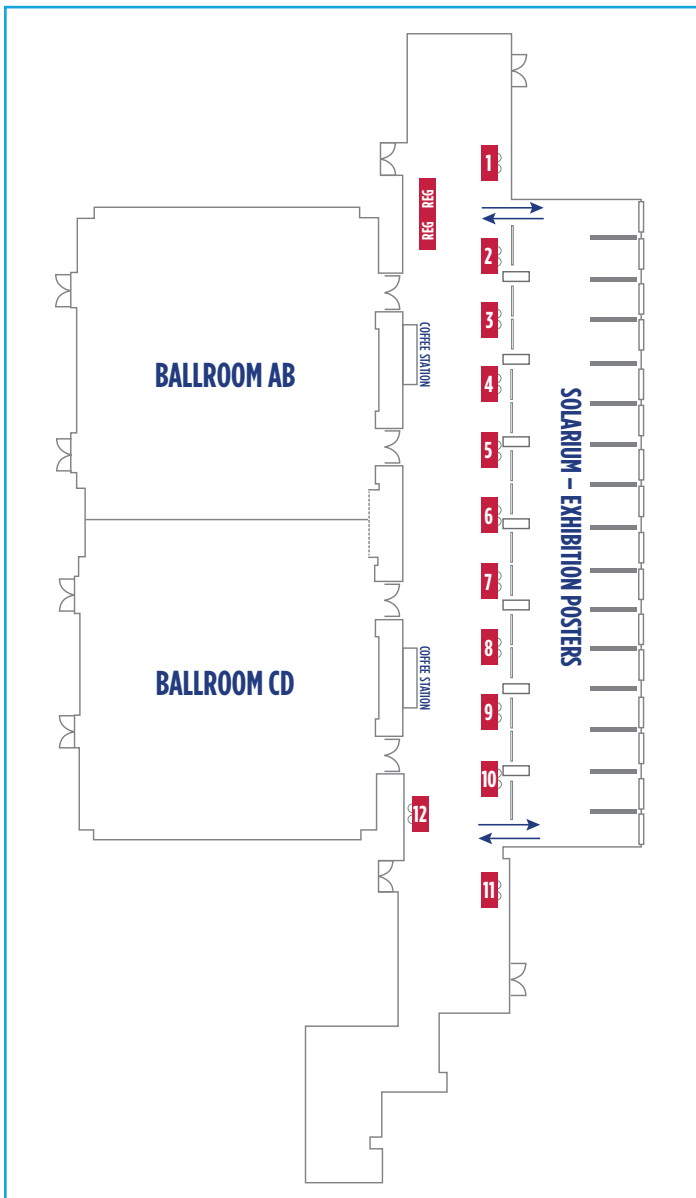
- Exposure and acknowledgment as a Silver Supporter on the Meeting website, conference app, selected onsite signage and printed materials
- One (1) tabletop exhibit booth
- One (1) complimentary registration (for your staff use only)

EXHIBIT DETAILS

The exhibition area is in the L'Enfant Ballroom Foyer and can accommodate up to twelve (12) tabletop exhibits on a first come first served basis.

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

Exhibit opportunities are exclusive to Level Sponsors.



TABLETOP EXHIBIT BOOTH INCLUDES

- One (1) tabletop exhibit
- One table, two chairs and a wastebasket
- Listing in onsite program and Meeting website
- Booth will be assigned once opportunity has been purchased

EXHIBITOR MANUAL

The Exhibitor Manual including detailed information on the Exhibition as well as order forms for additional booth accessories (lighting, display materials, graphics, F&B, etc.) will be available in **July 2024** and will be sent to each exhibitor once payment has been received in full.

PROMOTION OPPORTUNITIES

Create a custom package by selecting from the following stand-alone items.

Please note that all exclusive options are limited to one company only. Items will be sold on a first come first served basis. All prices are quoted in US Dollars (USD). Please note that payment must be made in USD, unless otherwise agreed upon.



WELCOME RECEPTION

The Opening Reception will take place on Friday, December 13, 2024.

As the Welcome Reception Supporter, you will:

- Have tabletop cards with your company logo displayed on all beverage stations and Welcome Reception signage.
- Be acknowledged as the Supporter of the Welcome Reception in the meeting website and mobile app.

USD 5,000



FACULTY DINNER

The Faculty Dinner will take place on Saturday, December 14 2024. This event provides a unique opportunity for networking and faculty recognition.

As the Faculty Dinner Supporter, you will:

- Receive two (2) complimentary tickets to the event.
- Have your company logo placed on invitation email, menu cards, holding slide at the event, and event signage.
- Be verbally acknowledged during the event as the Supporter.

USD 7,500



POSTER VIEWING RECEPTION

All abstracts will be presented as posters.

As the Poster Supporter you will:

- Have your company logo displayed on the Poster Board numbers and event signage.
- Be acknowledged as the Supporter of the Poster Viewing Reception in the meeting website and mobile app.

Poster Viewing Reception at HTTR 2024 is as below (subject to change):

18:00 – 19:00 on Saturday, December 14, 2024.

USD 5,000



NETWORKING BREAKS

Each day, the Meeting will provide refreshments during the morning and afternoon networking breaks.

As a Networking Break Supporter, you will:

- Have your company logo on tabletop cards on food and beverage stations.
- Be acknowledged as Supporter of the Networking Break in the conference website and mobile app.

USD 2,500 (5 available)

OFFICE SPACE

OFFICE SPACE

Limited office space is available during the 2024 Hot Topic Conference. Space will be assigned by IASLC on a first-come, first-served basis. Supporters are limited to one four-hour block until August 1, 2024. Available time blocks are as follows:

Friday, December 13: 13:00-17:00

Saturday, December 14: 08:00-12:00 and 13:00-17:00

Sunday, December 15: 08:00-12:00

Office space may be used for internal (your company's staff) meetings and 1:1 meetings with individuals attending the conference. Meetings with more than one conference attendee are considered Advisory Board/ Ancillary Meetings and are subject to additional fees.

USD 500 per 4-hour block