

Industry Partnership Programme 2021

International Liver Cancer Association





Together for better liver cancer patient treatment and care.

Liver cancer incidence rates are rapidly increasing across the world. And, because it is rarely detectable early, when it is most treatable, any liver cancer is difficult to cure.

ILCA's mission is to lead a global community of physicians, scientists and allied professionals through education and research, with the goal to better prevent and treat liver cancer.

Our industry partnership programme for 2021 offers healthcare companies the platform from which to support ILCA's mission and values through educational, scientific activities and events. We offer a strategic forum for high-level dialogue between ILCA leadership and industry partners to discuss the key issues for the future of liver cancer treatment, as well as recognition of your year-round partnership support.

Bruno Sangro

ILCA President 2020-2021



Our 2020-2022 strategy focuses on ILCA being the global trusted leader and authority on liver cancer.

Goal: By the end of 2022, ILCA's distinctive ability to deliver world-class education, to manage the largest multi-disciplinary liver cancer specialist network and to be present globally will have secured us recognition as the trusted leader and authority on liver cancer.



Education

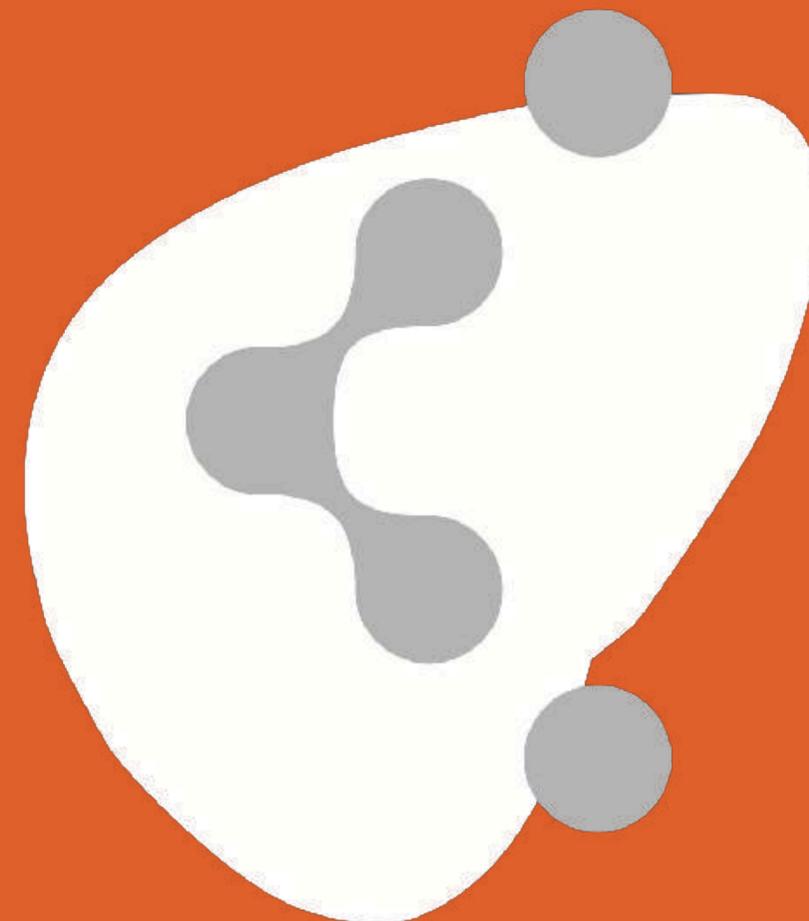
Your partnership will enable ILCA to undertake the following initiatives:

1:- Annual Conference

Build on the success of the 14th Annual ILCA Conference (2020) by developing additional ways to increase the reach of the meeting and to broaden the content. We want to make it even more relevant to even more HCPs.

2:- ILCA Guidance Documents

Expand ILCA's thought leadership through generating additional guidance documentation offering an invaluable resource in the correct management of liver cancer. ILCA issued two Guidance documents in 2020 on Systemic Therapy and on Biomarker Development in HCC.



Education

Your partnership will enable ILCA to undertake the following new initiatives (contd.):

3:- ILCA Research Compendium

The main deliverable of this initiative is an online compendium of industry-sponsored abstracts and clinical trial data of interest to the liver cancer community. The purpose is to broaden awareness and deepen knowledge about recent, relevant research.

4:- Annual Update on Liver Cancer

The global community of physicians, scientists and allied professionals treating liver cancer are in need of a handy reference guide containing a comprehensive overview of the diagnosis and treatment of liver cancer. ILCA has set its sights on developing an annual update to support the best possible treatment and care being given to liver cancer patients.

Network & Awareness

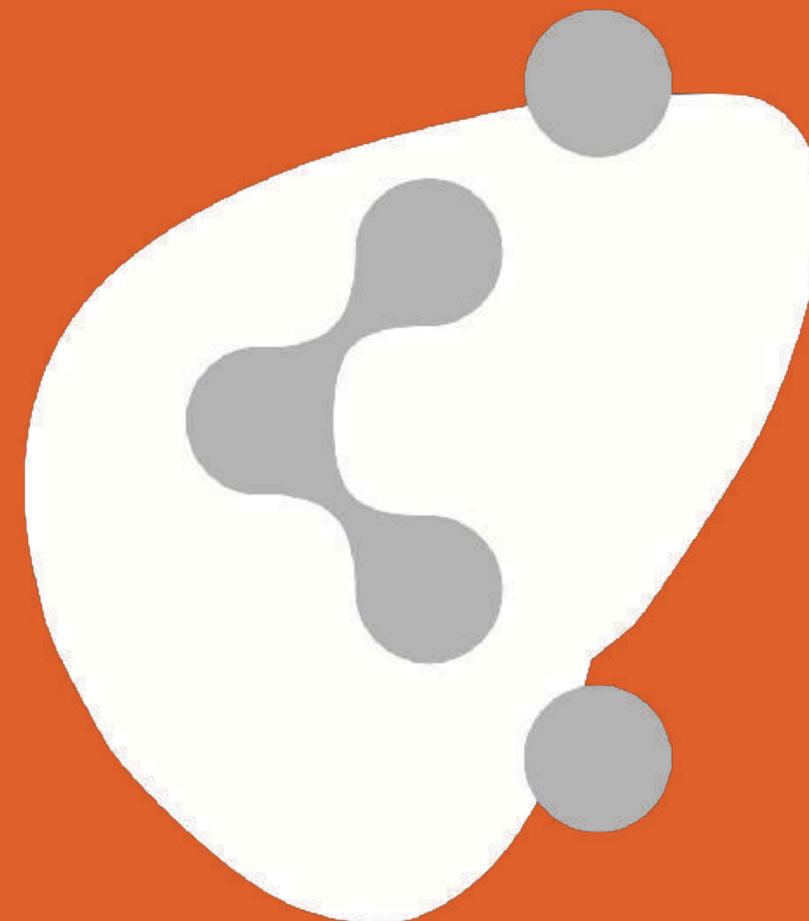
Your partnership will enable ILCA to undertake the following new initiatives:

5:- Inter-societal relations

ILCA is looking to support shared principles and activities with a range of related societies as a way to build a connected liver cancer network. Such a network shall collaborate on best practice sharing and adoption of guidance and other support materials.

6:- ILCA Advocacy

ILCA is focused on developing an advocacy strategy, specifically to influence decisions that improve liver cancer prevention, diagnosis and treatment services. As part of this, ILCA is planning an advocacy workshop to develop and coordinate a strategy with industry partners and other stakeholders at the highest in-country level possible.



Benefits

ILCA Industry Partners will receive a variety of exclusive benefits:

STRATEGIC FORUM

ILCA is putting together a strategic forum for high-level dialogue between the ILCA Executive Committee (leaders in the liver cancer field) and representatives of industry partners. This forum will be co-chaired by the ILCA President-Elect and an industry representative. It offers attendees the chance to listen, understand and learn from each other on a range of groundbreaking ideas as well as exploring the strategic priorities for ILCA. The forum is held twice a year.

LEADERS RECEPTION

Industry partners earn a special invitation to ILCA's leaders reception. This private networking event brings together ILCA's Executive Committee, members of the ILCA Council, past ILCA leaders and other notable figureheads once a year during the annual conference.

PRIVATE MEETINGS

Industry partners have the option of holding one private meeting with members of the ILCA Executive Committee, or Council. Alternatively, industry partners may invite an ILCA representative to a company-organised event or internal company meeting.





Benefits

ILCA Industry Partners will receive a variety of exclusive benefits:

YEAR-ROUND LOGO VISIBILITY

- Company logo and link to website on ILCA website homepage.
- Listing as “ILCA Industry Partner” on dedicated page on ILCA website.
- Use of “ILCA Industry Partner” logo in company communications (*upon prior approval*).

CONTENT RELATED

- One company-specific article per annum drafted for inclusion in the ILCA newsletter (such as an interview with a senior company representative).
- One op-ed piece per annum drafted for the ILCA website by the partner company and written by a subject-matter expert with a unique perspective on a particular issue.

PRIORITY STATUS

- Priority status on sponsorship of all ILCA activities outside of the annual conference.
- First right of refusal of sponsorship for new ILCA projects.

Benefits

ILCA Industry Partners will receive a variety of exclusive benefits:

ANNUAL CONFERENCE

- Company logo and acknowledgement as “ILCA Industry Partner” on conference website and on conference app.
- Priority listing in exhibition section of virtual conference platform.
- Acknowledgement of company name as “ILCA Industry Partner” during conference opening and closing sessions.
- 5 delegate badges to the annual conference.

SINGLE TOPIC WORKSHOP

- Acknowledgement as “ILCA Industry Partner” on workshop website.
- Acknowledgement of company name as “ILCA Industry Partner” during workshop opening session.

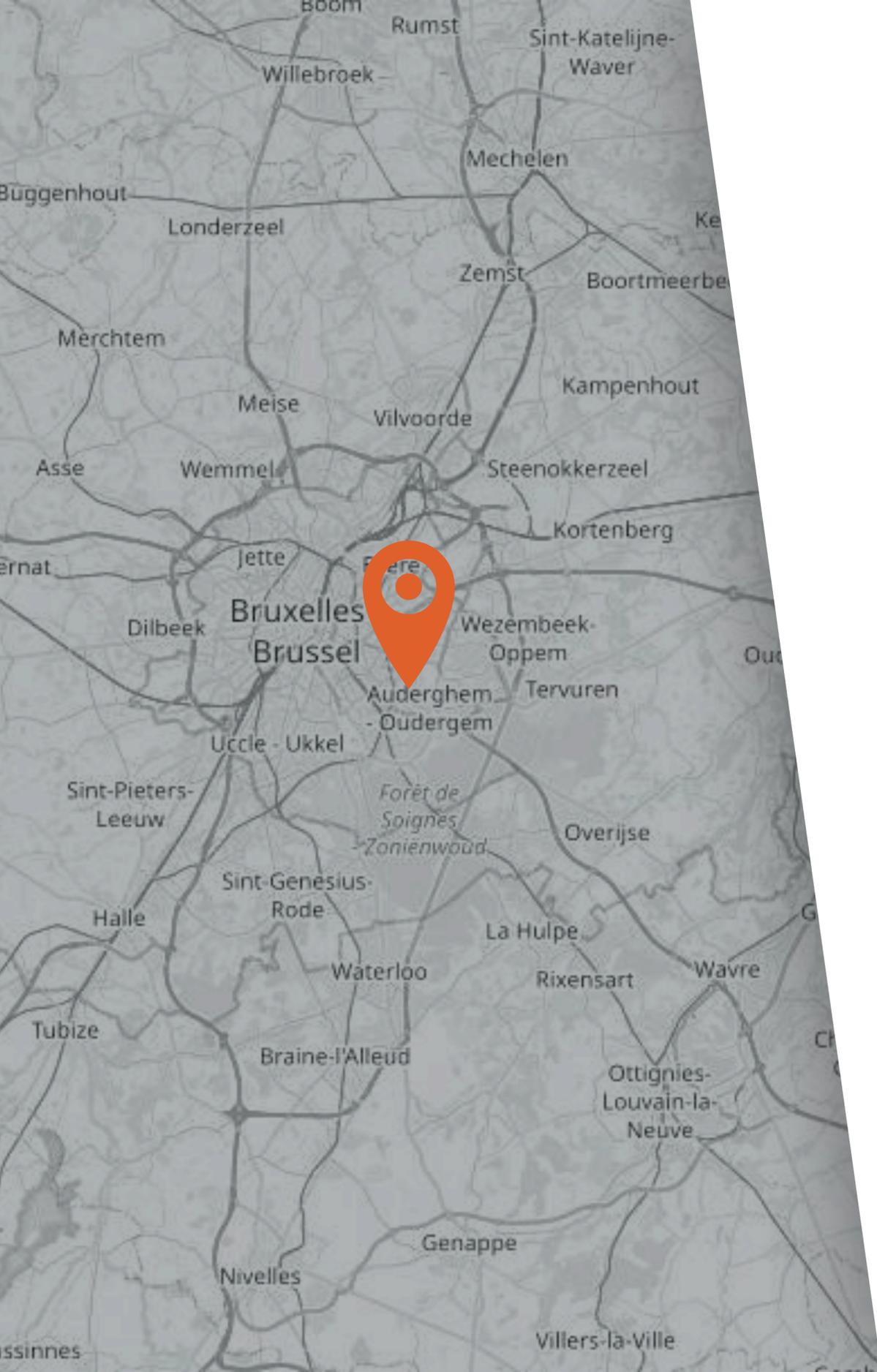


Industry Partner Fee

€ 50,000

per annum, exclusive of VAT

Participation in the ILCA Industry Partnership Programme is limited and is offered at a preferential rate for 2021.



For more information regarding the ILCA Industry Partnership Programme 2021, please contact:



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