

OMG2012 VEGAS



CANCER SUMMIT FOR YOUNG ADULTS

MARCH 30TH - APRIL 1ST
PALMS CASINO RESORT

“The most highly anticipated healthcare event of 2012.”

About OMG!

The OMG! Cancer Summit is the premiere annual oncology conference and social networking meet-up for the young adult cancer movement.

A program of the *I'm Too Young For This! Cancer Foundation*, the OMG! Cancer Summit has become a pivotal healthcare event that inspires thousands of survivors, caregivers and providers—along with scores of academic, advocacy, research and support organizations—to get organized, build community and unite as one to drive change.

Why It Matters

70,000 young adults (15-39 years old) are diagnosed with cancer annually. That's one every 8 minutes. This is not OK.

Young adults (including long-term survivors of childhood cancer) are an underserved age group by way of their sheer isolation and lack of connection to age-appropriate programs, peers and support resources that restore their dignity and educate them on issues relevant to their unique needs. No one should ever have to go through cancer alone or unaware of their support options. OMG! makes this possible.

History and Impact

Inaugural OMG! Cancer Summit: May 2008, 150 attendees

OMG2011: 900 registrations from nearly all US states and seven international countries. 400 live attendees and over 2,500 concurrent livestream web viewers

Attracting a Who's Who of speakers, panelists and noted experts from the social media, advocacy, health technology, survivorship, research and public health sectors

Attendee Testimonials

"I learned to keep fighting, be my own advocate and never give up, no matter what the doctor says."

"Thank you for creating a such wonderful and informative event."

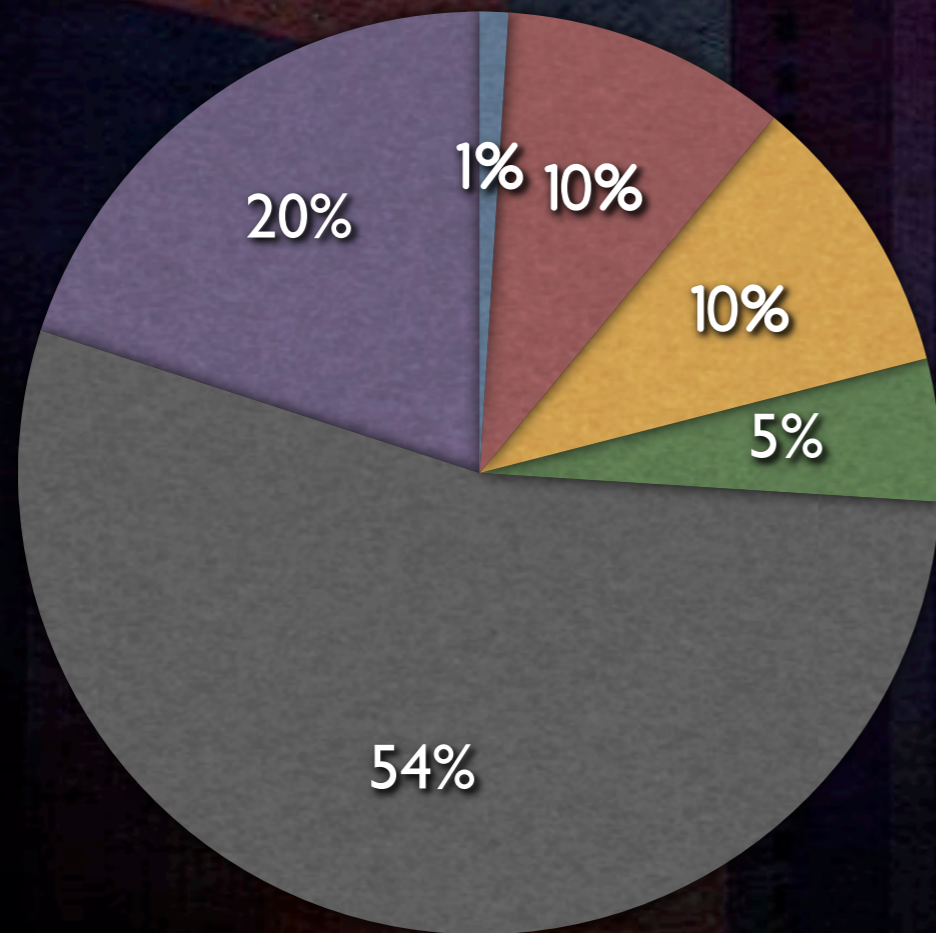
"What an amazing, life-changing and inspiring weekend."

"I made so many new friends and connections and I can't wait to spread more awareness about young adult cancer."

"I loved meeting new people, seeing old friends and being inspired by the enormity of our community."

Audience Reach

survivors, caregivers, advocates and providers



1.8M Impressions

- *Live Attendees (500)*
- *MedEd/CME DVD (25k)*
- *Live Webstream (10k)*
- *Video Archive (10k)*
- *TV/Print/Radio (1.5M)*
- *Social Media (250k)*

**additional metrics available upon request*

Theme

let's make history

Agenda & Topics

Plenary Session

Plenary Session

Concurrent Breakout

Concurrent Breakout

Concurrent Breakout

Concurrent Breakout

Concurrent Breakout

Concurrent Breakout

Micro Workshop

Micro Workshop

Micro Workshop

Micro Workshop

Micro Workshop

Micro Workshop

Micro Workshop

Micro Workshop

Earth2.0: Cancer & The Environment

Genomics: The Future Of Medicine

Know Your Skin: Tanning, Skin Cancer & Melanoma

Spirituality: Are You There God? It's Me, Cancer

Pen To ePaper: Self Expression In A Digital World

Mom? Dad?: Supporting Our Parental Caregivers

Navigation: Legal & Insurance Issues

Body Image: Sex & Relationships

Legislation: Influencing Capitol Hill

Advocacy: What's Your Footprint?

Forget Me Not: Spouses, Siblings, Parents, etc...

WTF: Newly Diagnosed and Huh?

What's Next: 'New Normals' Suck

Onward: Cancer as Chronic

Cap & Frown: Back To School & Career Building

Giving Back: Make A Difference The Right Way

**subject to change*

Be An Exhibitor!

Celebrate 5 years of OMG! progress, and join us at the Palms Hotel Resort in Las Vegas where you will reach your target market effectively and efficiently.

Interact with 500+ survivors, caregivers, cancer advocacy groups and influential doctors, nurses, social workers at our workshops, plenaries and breakouts.

Your investment will be supported through:

- *integrative and innovative programming*
- *special events held in Exhibit Hall*
- *4 hours of targeted attendee engagement*
- *add-on sponsor benefit packages*

Exhibit Only Rates

Exhibit Space (add \$250 after 1/1/12)

- *Flat Corporate Rate = \$2,500*
- *NPO Annual Budget >\$1M = \$1500*
- *NPO Annual Budget >\$500K = \$1000*
- *NPO Annual Budget >\$250K = \$750*
- *NPO Annual Budget <\$250K = \$400*

All-Inclusive Package

- *standard identification sign showing the exhibitor's name and table number*
- *skirted 6' tabletop w/2 chairs & wastebin*
- *A/C electric power*
- *WiFi internet connection*
- *conference registration for 2*

Sponsor/Exhibitor Benefits

- Pre-saturated with trusted brand loyalty and media recognition across all platforms
- Our core demographic: young adults 21-39, 65% female, average HHI: \$75,000
- Access to untapped affinity market of early adopters, 89% of whom will switch brand loyalty based on cause association* (source: Jack Morton Worldwide)
- Brand passionates typically active 17.5 people within their social influence sphere*

**subject to change*

Title Sponsor, \$100K+

- Co-branded event logo for entire conference (i.e. OMG! 2012 Summit Presented by xxx)
- Co-branded sponsorship of Celebrity Benefit Event, including signage, promotion, etc.
- Prominent logo on all on-site signage, including step and repeat
- Prominent logo on event t-shirts and programs (500+)
- Individual press release announcing Title Sponsorship
- Promotional item in event tote bag (500+)
- Logo placement on all print advertising, TV and web promotions
- Verbal recognition from podium at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Sponsorship/Hosting of Welcome Reception held at Moon Nightclub
- Opportunity to introduce Opening or Closing Keynote Speaker
- Sponsorship/Hosting of special film screening held in The Pearl Theater
- Sponsorship of (three) workshops of your choice
- 3 month sponsorship of the Stupid Cancer Show (100K listeners)
- Registration for 10 additional guests

Diamond Sponsor, \$50K+

- Co-branded sponsorship of OMG2012 Celebrity Benefit, including signage, promotion, etc.
- Large logo on all on-site signage (not to include step and repeat)
- Large logo on event t-shirts and programs (500+)
- Individual press release announcing Diamond Sponsorship
- Promotional item in event tote bag (500+)
- Logo placement on all print advertising, TV and web promotions
- Verbal recognition from podium at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Opportunity to introduce both plenary sessions (non-exclusive)
- Sponsorship of (two) workshops and (one) breakout session of your choice
- 2 month sponsorship of the Stupid Cancer Show (100K listeners)
- Registration for 6 additional guests

Platinum Sponsor, \$25K+

- Name listing on event signage
- Logo on event t-shirts and programs (500+)
- Mention in event press release
- Promotional item in event tote bag (500+)
- Name listing on all print advertising, TV and web promotions
- Verbal recognition at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Sponsorship of (one) workshop and (one) breakout session of your choice
- Sponsorship of Saturday morning breakfast for all attendees
- 1 month sponsorship of the Stupid Cancer Show (100K listeners)
- Registration for 4 additional guests

Gold Sponsor, \$15K+

- Name listing on event signage and programs (500+)
- Promotional item in event tote bag (500+)
- Listing on all print advertising, TV and web promotions
- Verbal recognition at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Sponsorship of (two) breakout sessions of your choice
- Sponsorship of Saturday afternoon lunch for all attendees
- Sponsorship of (two) broadcasts of the Stupid Cancer Show (100K listeners)
- Registration for 4 additional guests

Silver Sponsor, \$10K+

- Name listing on event signage and programs (500+)
- Verbal recognition at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Sponsorship of (one) breakout session of your choice
- Sponsorship of Sunday morning breakfast for all attendees
- Sponsorship of (one) broadcasts of the Stupid Cancer Show (100K listeners)
- Registration for 1 additional guest

Bronze Sponsor, \$5K+

- Listing on event signage and programs (500+)
- Verbal recognition at event
- All-inclusive exhibitor package for two representative with VIP placement in exhibit hall
- Complementary advertisement on (one) broadcast of the Stupid Cancer Show (100K listeners)

A La Carte Opportunities

Livestream Feed

WiFi

Water/Coffee Station

Event Programs

Tote Bags

Lanyard Badges

Flash Drives

Shuttle Bus

Photography

Greening



Testimonials

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"What an absolutely amazing, life-changing and inspiring weekend. Thank you!"

"I loved meeting new people, seeing old friends and being inspired by the sheer enormity of our community."

5th Annual OMG! Cancer Summit for Young Adults :: VEGAS, BABY!

http://omgsummit.org/2012

Like 13252 likes. Sign Up to see what your friends like.

i2ly i'm too young for this! cancer foundation the voice of young adults

f t e

OMG2012 VEGAS

CANCER SUMMIT FOR YOUNG ADULTS

MARCH 30TH - APRIL 1ST PALMS CASINO RESORT

REGISTER 11/15/11

PROGRAM & AGENDA

SPONSORSHIPS BE AN EXHIBITOR

Earn up to \$600 in travel reimbursements plus free registration

OMG PLAYERS CLUB

WHAT'S THE DEAL?

The OMG! Cancer Summit is the premiere oncology conference and social networking meet-up for the young adult cancer movement.

A program of the I'm Too Young For This! Cancer Foundation, the OMG! Cancer Summit, now in it's 5th year, has become a pivotal healthcare event that inspires thousands of survivors, caregivers and providers—along with scores of academic, advocacy, research and support organizations—to get organized, build community and unite as one to drive change.

OMG! Cancer Summit 2011 - Highlight Reel

4th Annual cancer summit for young adults

omg2011.org

04:39 HD :: vimeo

WHO SHOULD ATTEND

young adult patients & survivors

long term, adult and caregivers

OMG2012.ORG





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