



SGBCC 2025



# 19<sup>TH</sup> ST.GALLEN INTERNATIONAL BREAST CANCER CONFERENCE 2025

Primary Therapy of Patients with Early Breast Cancer. Evidence, Controversies, Consensus

12 – 15 March 2025, Vienna / Austria

[www.sg-bcc.org](http://www.sg-bcc.org)



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# INVITATION

**WELCOME TO THE 19<sup>th</sup> ST.GALLEN INTERNATIONAL BREAST CANCER CONFERENCE (SGBCC 2025)  
MARCH 12-15, 2025 AT THE AUSTRIA CENTER IN VIENNA, AUSTRIA!**

We are pleased about your interest in the St.Gallen International Breast Cancer Conference! This scientific event was founded nearly four decades ago and has seen many phases of research and clinical development.

Today, it is still dedicated to individuals concerned with early breast cancer and we are happy to have witnessed decades of discovery. Because of its success and continuous growth the conference had to be moved from St.Gallen to Vienna in 2015 for logistical reasons – where we will meet once more in 2025 at the “St.Gallen-Vienna Conference”!

Vienna is a popular conference destination among delegates and the location of SGBCC, the Austria Center Vienna, is just a short tube ride away from the city center. With excellent travel connections from around the world and a long and rich cultural history, we believe Vienna is the ideal destination to bring people together for our conference.

The Foundation SONK is behind the organization of SGBCC. Its mission is the dissemination of research-based knowledge of breast cancer. Four of the best breast cancer scientists co-chair the conference and, together with a team of world-famous breast cancer scientists, create an innovative program, presenting cutting-edge research. They aim to support the implementation of research into clinical practice in many places of the world. The conference comprises an impressive faculty of around 70 speakers from major cancer centers all over the world. At the last day of the conference, these professionals will gather to act as panelists for the St.Gallen International Breast Cancer Consensus. They will vote on the best way to treat individuals with many different problems concerned. Results of this panel are written down to form the updated St.Gallen Breast Cancer Consensus Guidelines. These are updated after each conference and are published in an international oncology journal. Best of St.Gallen Meetings also take place in different continents and a scientific exchange can take place between international breast cancer scientists and health care professionals in different countries.

This year’s program addresses methods of detecting minimal residual disease and the role of specific genes in hereditary breast cancer and their therapeutic implications. Speakers will address HER2 – and the remaining questions after 20 years of its use. Identifying burdens of treatment, especially in the elderly patient, has become a contemporary issue. Technical advancements in the diagnostic field are addressed. Of course, modern methods in breast surgery and management of the axilla, as well as hormonal treatments and their specific use, are presented. Special challenges of young women with breast cancer will be addressed. Artificial Intelligence and its applications will be explored. The Breast Cancer Consensus Session, with its unique features, will conclude the conference.

We sincerely hope that you will join us in Vienna in March 2025 and become part of the St.Gallen International Breast Cancer Conference community!

In the name of the conference co-chairs

Prof. Sibylle Loibl, Neu Isenburg/Frankfurt

Prof. Michael Gnant, Vienna

Prof. Beat Thürlimann, St.Gallen

Prof. Walter Weber, Basel

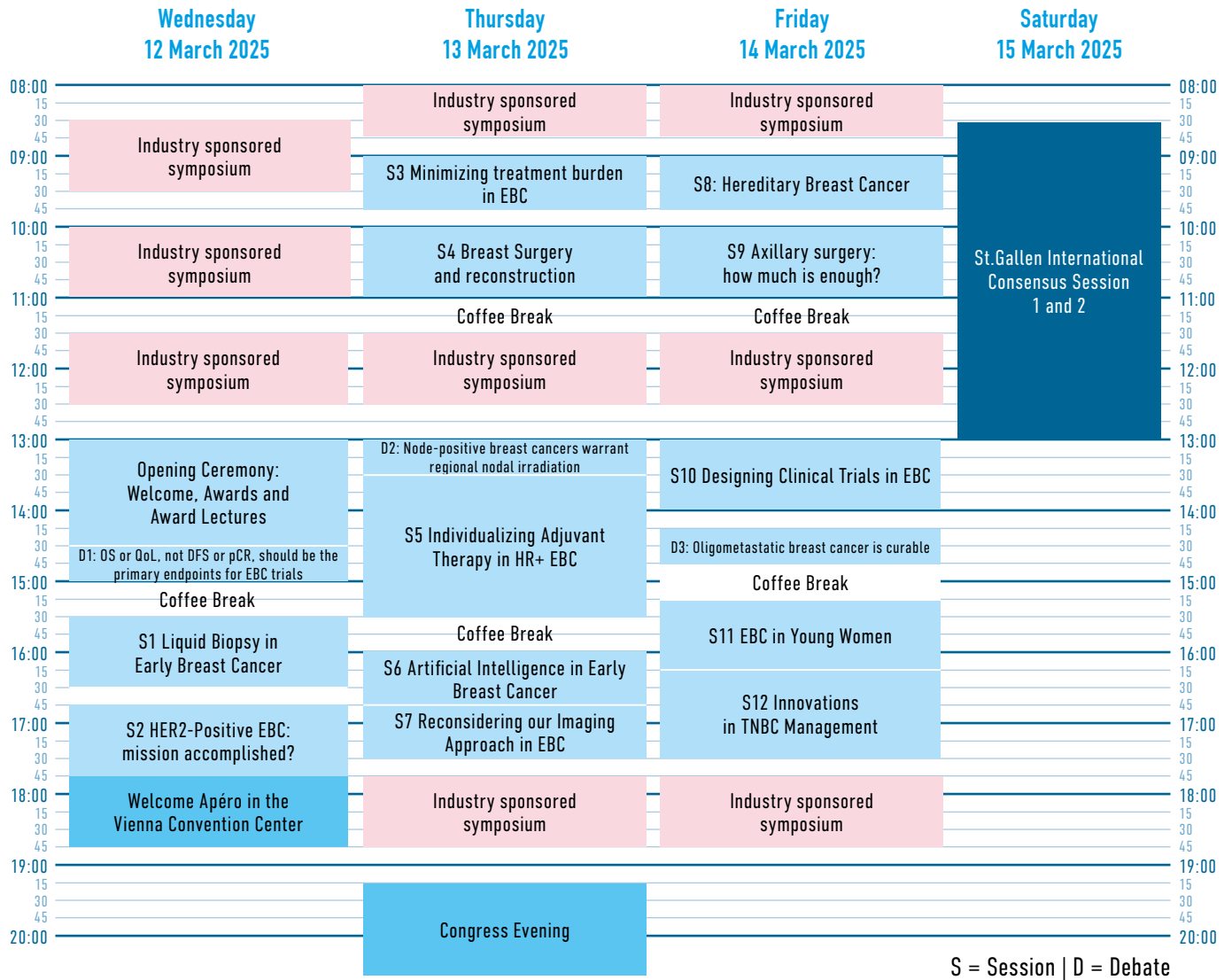
Dr. Agnes Glaus, CEO Foundation SONK St.Gallen, together with the teams of SONK and Mondial, Vienna.



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# CONFERENCE FORMAT

Next year's conference will merge the best of the last conferences - the 19<sup>th</sup> St.Gallen International Breast Cancer Conference is offering an innovative programme with a number of interactive sessions to allow for greater exchange between the faculty and audience - it will give your company numerous opportunities to reach the community!



On the back of our successful St.Gallen International Breast Cancer Conference 2023, the 19<sup>th</sup> edition will also be hybrid (onsite and online) to offer accessibility and interactivity and further increase the outreach and educational mission of the Foundation SONK.

On top and for the second edition, the interactive conference App will display the programme and all information about the conference.



SGBCC 2025

## REASONS TO ATTEND

- » Around 3,000 delegates from different breast cancer disciplines, representing more than one hundred countries and all continents
- » Top-speakers and influencers in early breast cancer science to present data of current research in diagnosis and treatment face-to-face in Vienna, Austria
- » Innovative congress format using virtual elements to increase delegate outreach and communication
- » The unique St.Gallen Breast Cancer Consensus session, where breast cancer experts from all over the world will discuss current and future standards and vote on changes and developments for updated guidelines for the next two years. Be part of the audience to closely follow discussions and decisions live at the congress venue
- » Customized marketing opportunities onsite, through the website and on virtual congress platform and newsletters

## TIMELINE

### IMPORTANT DATES FOR INDUSTRY PARTNERS



## CONTACT

### CONGRESS ORGANISING OFFICE

**Ellen Valckenaere**

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Mondial Congress & Events  
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### ORGANIZER OFFICE

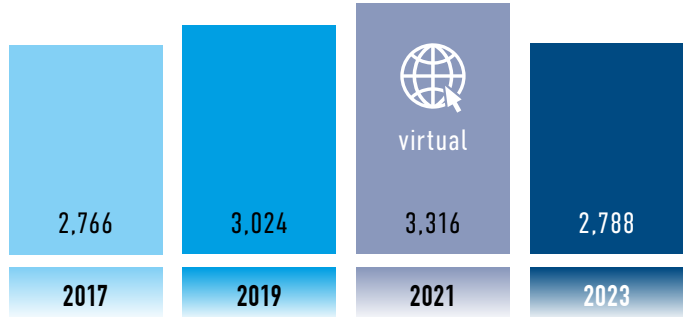
Foundation St.Gallen Oncology  
Conferences (SONK)  
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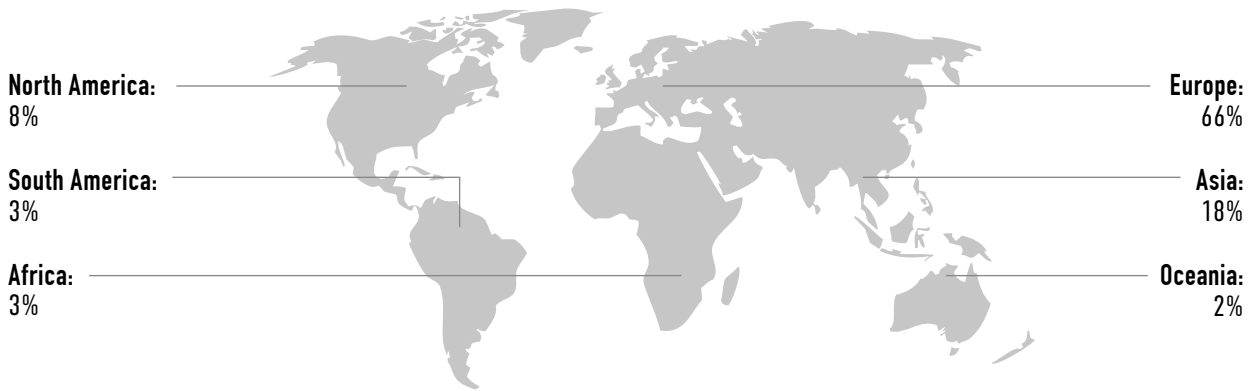
SGBCC 2025

# DELEGATES' PROFILE

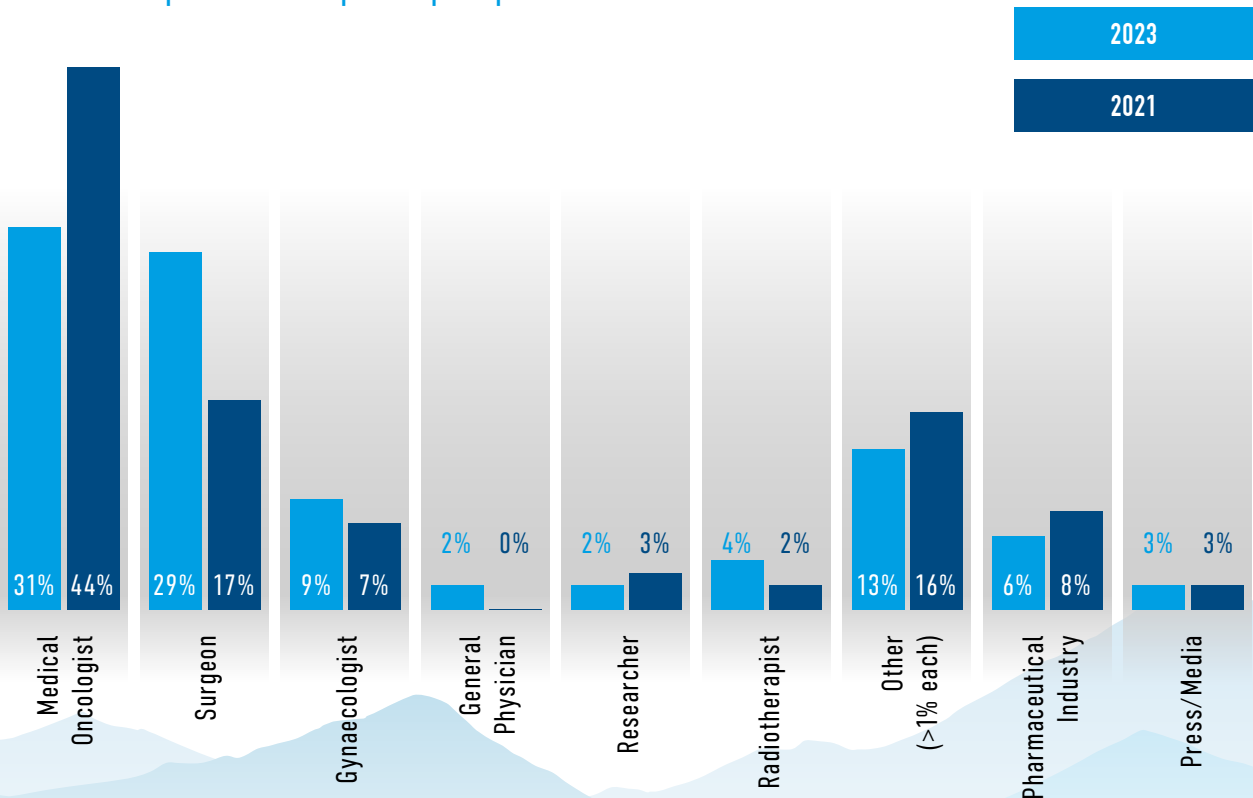
How many participants attended the St.Gallen International Breast Cancer Conference?



Where did participants in 2023 come from?



Which were the professional disciplines of participants in 2023?





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# GRANT FOR THE DISTRIBUTION OF KNOWLEDGE IN BREAST CANCER CARE

## Webcasts of scientific sessions of the conference – € 100.000

We are pleased to offer exclusive sponsorship for the conference's scientific session webcasts for € 100,000 (discussion possible).

This sponsorship issue is very attractive. The sponsor has immediate access to the whole conference's webcasts (exclusive consensus session) shortly after the conference. These can be used as a tool for education any time in a specific country for the duration of 6 months. This exclusivity has its price – which may be discussed. For more information please contact [sgbcc@sonk.ch](mailto:sgbcc@sonk.ch).

Only registered conference participants have the possibility to access the recorded scientific sessions (without the consensus sessions), along with e-poster data, at the website shortly after the conference. After 6 months, access will be free for everybody.

Sponsors are given the opportunity to personalize the webcast page, to determine the password, and additional benefits can be discussed. For further information please contact Mondial, [valckenaere@mondial-congress.com](mailto:valckenaere@mondial-congress.com).

## Educational Grants for Poster Presenters

Make a difference where it matters most: The FOUNDATION SONK provides a limited number of Educational Grants at a price of € 2,600 each, which includes conference registration, travel and hotel costs.

For further information, please contact: [valckenaere@mondial-congress.com](mailto:valckenaere@mondial-congress.com)

## Educational Grants for virtual access for applicants from countries where international travel is not possible

A limited number of educational grants are available to follow the conference program virtual. The conference organizers will decide on each submission. To be submitted to: [valckenaere@mondial-congress.com](mailto:valckenaere@mondial-congress.com)





# SATELLITE SYMPOSIA

Application starts on Tuesday, 16 April 2024. Complete the Online Exhibition and Sponsorship Application Form to reserve your preferred time slot. Bookings must be submitted and will only be accepted via the online application. No options can be reserved.

The application link is available on the conference website: [www.sg-bcc.org](http://www.sg-bcc.org)

Submission of an application does not guarantee sponsorship item availability. By submitting the online application, companies agree to the terms and conditions, payment conditions and cancellation policy and fee outlined in this brochure, the booking is legally binding upon submission.

The prices are listed without VAT, taxes and applicable legal fees.

All satellite symposia are held in the main auditorium, no scientific sessions will take place at the same time.

Wednesday, 12 March   08:30-09:30	€ 98,000.00	Thursday, 13 March 2025   17:45-18:45	€ 109,000.00
Wednesday, 12 March   10:00-11:00	€ 98,000.00	Friday, 14 March 2025   08:00-08:45	€ 98,000.00
Wednesday, 12 March 2025   11:30-12:30	€ 118,000.00	Friday, 14 March 2025   11:30-12:30	€ 118,000.00
Thursday, 13 March 2025   08:00-08:45	€ 98,000.00	Friday, 14 March 2025   17:45-18:45	€ 109,000.00
Thursday, 13 March 2025   11:30-12:30	€ 118,000.00		

## Included benefits

- » Use of the main auditorium located at the conference venue and supply of its' basic AV equipment (changing the standard layout of the room is not possible)
- » Publication of symposium programme in a dedicated industry section of the conference website and the conference app
- » One push notification sent via the SGBCC conference app the day of their symposium (150 characters)
- » One mailing sent by the organizers to all registered participants promoting the satellite symposium – sending date Jan-Feb 2025. Companies provide the mailing «ready-to-send» (guidelines will be provided)
- » Sponsors may set-up roll-ups or small information signs at the entrances of the lecture room 30 min prior to the symposium
- » A 10% discount on the exhibition space will be granted for each company booking a symposium slot (booking exhibition space is highly recommended)
- » Full conference registrations for 5 persons from the company
- » Satellite Symposia programme with link to company website featured in the conference website and the conference app

## The price does not include

Travel expenses, hotel accommodation and registration for speakers/chairs of the satellite symposium, VAT, taxes, applicable legal fees. Please note that if sponsors select speakers/chairpersons who are members of the official faculty, a flat contribution of € 1,400 net per speaker/chairperson for partial coverage of travel, accommodation and registration cost shall be rewarded by the company to the organizer.

## Virtual add-ons for your symposium

- » Recording of your symposium – € 660
- » Have your recorded symposium on-demand from the day following your session and the week after – € 5,500
- » Broadcast your live symposium on the Virtual Platform for online participants with possibility of Q&A tool – € 7,700

## Symposia slot allocation guidelines

The allocation procedure for symposia starts on Tuesday, 21 May 2024.

The applications will be ranked according to the date of application; priority will be given to companies that have supported the St.Gallen International Breast Cancer Conference for the previous two editions.





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# EXHIBITION

Application starts on Tuesday, 16 April 2024. **Bookings must be submitted and will only be accepted via the Online Exhibition and Sponsorship Application.** No options can be reserved.

The application link is available on the conference website: [www.sg-bcc.org](http://www.sg-bcc.org)

Submission of an application does not guarantee availability.

By submitting the online application, companies agree to the terms and conditions, payment conditions and cancellation policy and fee outlined in this brochure, booking is legally binding upon submission. The prices are listed without VAT, taxes and applicable legal fees.

## Exhibition package (min. 6 sqm)

**Early-bird fee until Tuesday, 6 September 2024: € 605/sqm**

**Regular fee from Wednesday 7, September 2024: € 675/sqm**

Space allocation procedure will start in summer 2024 and will be done according to the following criteria: total sponsorship contribution, booth size, date of application and payment of first deposit.

### The package includes:

- » Exhibition floor space (space only – without equipment)
- » Acknowledgment on the website, final programme book
- » Venue security during opening hours
- » Exhibitor and conference registrations
- » Cleaning of public areas

### The package does not include:

- » Partition walls, carpet and fascia boards
- » Furniture and decoration
- » Power supply
- » Stand cleaning
- » Exhibitor insurance

These services can be ordered separately

### Virtual Exhibition

With the purchase of an exhibition package, you benefit from a basic virtual presence on the conference platform for online participants including:

- » Company description
- » 2 brochures / links

### Additional features to upgrade your virtual booth

- » Button to an external website/email address in the company description – € 340
- » Unlimited brochures – € 470
- » Video Gallery – € 780



## ADVERTISEMENTS

**Additional company presence on the SGBCC 2025 website – € 660**

All exhibitors will be listed on the conference website. Enhance this entry with a hyperlink to an additional website page featuring your company logo, a 150-word company description and a link to your company website.



## SPONSORSHIP ITEMS ONSITE

### ★ Conference bags – € 16,000

Exclusive!

Distributed to all delegates, your company logo printed along with the St.Gallen conference logo which is a powerful way to promote your company and will continue to serve as a reminder long after the event. Bags to be provided by the sponsor after approval by the organizer. Number of bags subject to delegate numbers at early bird deadline.

### ★ Notepads and pens – € 5,600

Exclusive!

Distributed to all delegates, your company logo printed along with the St.Gallen conference logo on the notepads and pens, which is a prominent way to promote your company and act as a reminder after the meeting. 3,500 pieces to be provided by the sponsor after approval by the organizer.

### ★ Lanyards – € 8,300

Exclusive!

Distributed to all participants, your company's logo printed on the lanyards. Everyone must wear their name badge at all times throughout the meeting. 4,000 pieces to be provided by the sponsor after approval by the organizer.

### ★ e-poster area – € 16,200

Exclusive!

Opportunity to personalise the e-Poster area with your company's logo, for maximum brand awareness. Limited to 3 sponsors.

### ★ Wifi – € 11,200

Exclusive!

A free internet connection will be provided to all participants. The company logo will be displayed on the landing page upon first connection as well as next to any information promoting the wifi.

### ★ Water bottles for delegates – € 6,700

Exclusive!

In line with the aim to host the conference as a green meeting each delegate will receive a refillable water bottle with their congress materials that will feature the sponsor's logo.

### ★ Water dispensers – € 5,600

Exclusive!

A minimum of 10 water dispensers placed at strategic points throughout the exhibition area and the conference center. Your logo will be displayed on the water dispensers.

### Charging stations – € 5,600

Price for 2 stations, allow participants to charge their mobile device or computer with a locker.

### Sitting cubes placed in the exhibition hall, entrance hall, and e-poster area

4 sides showing the company logo, other sides dedicated to St.Gallen Oncology Conferences Prices including production cost.

20 cubes – € 4,900

40 cubes – € 8,300

60 cubes – € 11,200

### Meet the expert at the booth – € 6,800

Organise a "Meet-the-Expert" gathering at your exhibition booth during coffee breaks.

*20 min presentation per coffee break*

### Benefits & guidelines

- » Exclusive session times: 5 coffee breaks in the exhibition area: Wednesday afternoon, Thursday and Friday morning and afternoon
- » Announcement of the activity with company name and booth number in the exhibition area
- » Format: 1 presentation of 20 minutes maximum per coffee break which cannot go over scientific programme
- » Publication of the company logo within the industry section of the congress app, printed pocket programme; publication of the activity programme in a dedicated section of the congress website: title and speaker + company logo and booth number.
- » Microphones and speakers are NOT allowed, it is highly recommended to provide headsets for the participants.
- » Disobeying the rules lead to immediate interruption of the activity.



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# SGBCC CONFERENCE APP

## Newsfeed banner – € 5,700

The newsfeed banner appears at the top of the news feed above the first news message of the congress app homepage, which is always visible in the app. Your advert/image will be displayed as a slideshow.

*Limited to 4 sponsors, and randomly rotating.*

*Format specifications: 2400 x 600px, PNG or JPG only, max. 1MB / possibility to link to an external website (with tracking statistics)*



## Push notifications – € 3,700

Benefit from the opportunity to contact all congress delegates via the app by sending one push message. Push notifications can be linked to exhibitor details or an industry workshop within the app, no external link possibility.

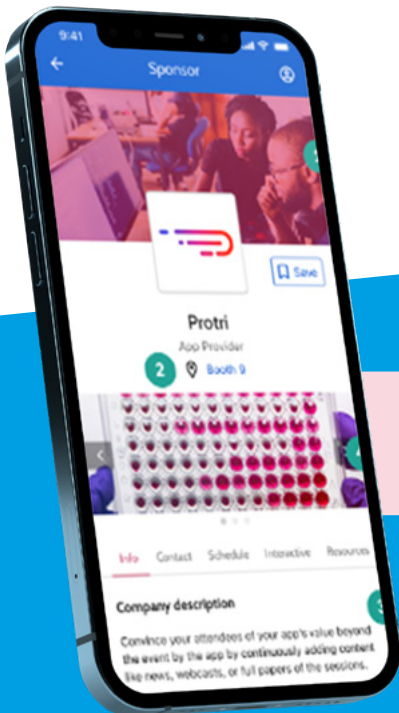
*Limited availability*

*Format specifications: title (max. 50 characters), text (max. 250 characters), logo in JPEG (optional), link.*

## Enhanced company details – € 1,500

In the exhibitor details section of the app, display very personalised information about your company such as:

1. Logo with background image
2. Link to your booth on the interactive floor plan
3. Company description with unlimited length and hyperlinks to external content/websites
4. Slideshow images (up to 3 images of max. 1MB).



**At SGBCC 2023 – 2,172 active devices connected to the conference app.  
Adverts and exhibitor information will be available in the app from Friday, 7 March 2025.**



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# DIGITAL BRANDING AND BANNER DURING THE CONGRESS

## ENTRANCE HALL DIGITAL BANNERS (ON THE LEFT AND RIGHT SIDE OF THE ENTRANCE AREA)

These banners are located directly between the entrance hall and the exhibition area, and all delegates will frequent this part throughout the duration of the congress.

### Long side – € 6,700

Rotating LED content with 2 to 3 SGBCC content slides and up to 2 sponsors  
Specifications: 7680px \* 2160px - pictures can be changed daily (no video)

### Short side – € 3,800

Rotating LED content with up to 5 SGBCC content slides and up to 3 sponsors  
Specifications: 1920px \* 2160px - pictures can be changed daily (no video)



## BALCONY BANNER

### Middle section only for € 9,700

This banner is prominently placed within the high ceiling of the exhibition area and highly visible for all delegates and visitors when entering the SGBCC 2025. It is a very effective way to enhance your presence and draw attention to your company and products.

Rotating LED content with up to 5 SGBCC slides and up to 3 sponsors  
Specifications: 5120px \* 1080px - pictures can be changed daily (no video)





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# DIGITAL ADVERTISEMENT ON THE VIRTUAL CONFERENCE PLATFORM

**Banner on the home page of the virtual conference platform**  
€ 5,600 per day / € 19,800 for 4 days

Your company banner will be displayed on the home page of the Virtual SGBCC 2025 conference platform.

- » Banner provided by your company
- » Possibility to link to your company website or other section of the virtual platform



## PROMOTION BEFORE CONGRESS STARTS

Advertise before the congress!

### ★ Banner in the Virtual SGBCC 2025 Online Registration € 9,800

Gain visibility and be present from now until March 2025 with a banner including a hyperlink to your company website on the “Thank You Page” of the online registration. All delegates registering for SGBCC 2025 will be directed to the page upon completion of the registration process. The “Thank you” page opens automatically. Furthermore, the banner will also be included in the automatic confirmation email that all delegates receive after completion of the registration process.

### Article in a SGBCC 2025 Conference Newsletter – € 7,800

The SGBCC conference newsletters will be sent prior to the congress to the entire SGBCC community. Use this unique opportunity to inform the community what they can expect from your company at SGBCC 2025. Content: 70 words + picture + link / Limited to one sponsor ad per newsletter. 7,000 recipients as of January 2024

Exclusive!

### ★ Banner in the Final Information Mailing incl. login details for delegates – € 7,800

Exclusive!

Promote your company’s onsite activities or spread your company’s message to all registered delegates of the SGBCC 2025 in the final information mailing prior to the conference – the main source of information for every delegate which will include the access code to the virtual conference platform. Your company banner including a hyperlink will be displayed in the mailing sent out a few days before the start of SGBCC 2025.

### Include your questions in the Feedback Survey – € 3,400 per question

Add your question(s) to the SGBCC 2025 feedback survey, which will be sent to all attendees after the congress. Question(s) can be submitted in different formats: multiple choice, rating questions or free text and are subject to approval by the organizer. Anonymous results of the submitted questions will be provided. (1,489 participants responded in 2023). Limited to 3 sponsors.



# COMPANY MEETING ROOMS

Company meeting rooms are available for informal business meetings up to a max. of 20 persons. Please note that product placements or educational lectures are not permitted within these rooms, rental of meeting room is only and purely for non-commercial purpose.

Meeting room rental is exclusive to sponsors & exhibitors of the 19<sup>th</sup> St.Gallen International Breast Cancer Conference.

	Capacity*	3 conference days	1 full conference day	½ conference day
up to 22 m <sup>2</sup>	8	€ 1,320	€ 550	€ 330
up to 35 m <sup>2</sup>	10 – 14	€ 1,880	€ 770	€ 550
up to 45 m <sup>2</sup>	18	€ 2,380	€ 990	€ 770
up to 67 m <sup>2</sup>	20	€ 2,640	€ 1,100	€ 990
> 67 m <sup>2</sup>		on request	on request	n/a

\* Price does not include any technical equipment, installation of technical equipment

\*\* Rooms available from 09:00-18:00 – extension time possible upon request

# PAYMENT AND CANCELLATION CONDITIONS

## PAYMENT CONDITIONS

Participation at SGBCC 2025: satellite symposia, display/distribution of the sponsorship items and construction of the stand will be permitted once complete payment is received by Mondial GmbH & Co. KG within due time. All payments must be made in EURO (€).

To guarantee the reservation, a deposit of 50% of the total cost will be invoiced upon receipt of the completed online application form and is due for within 30 days upon receipt of the invoice. The final balance is due by Tuesday, 3 December 2024. For bookings made after this date, the full amount is due at the time of reservation.

## CANCELLATION POLICY & FEES

Cancellations and changes to your original booking must be made in writing to Mondial Congress & Events, Ellen Valckenaere ([valckenaere@mondial-congress.com](mailto:valckenaere@mondial-congress.com))

Cancellations without penalties are only possible until Tuesday, 3 September 2024. After the deadline, cancellation fees below will apply.

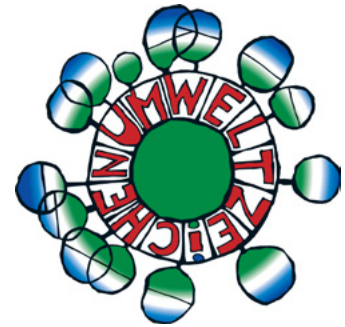
If booking is cancelled after Tuesday, 3 September 2024, 50% of total cost will be retained.

If booking is cancelled after Tuesday, 3 December 2024, 100% of total costs will be retained.



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# SUNSTAINABILITY & GREEN MEETING



We aim to certify the 19<sup>th</sup> St.Gallen International Breast Cancer Conference as Green Meeting according to the Austrian Eco Label. As such, we kindly ask you to consider the following points when planning your congress attendance to ensure that all guidelines are met for your exhibition booth:

- » Waste must be disposed of at the venue in accordance with the requirements of the waste management system.
- » No disposable tableware (cups, plates, cutlery, etc.) may be used during the event.
- » The materials/components used are reused wherever possible.
- » Please also make sure that coffee is served as sustainably as possible. The use of capsule systems is now allowed under the Green Meeting guidelines, but we ask you to make sure to use systems that are as sustainable as possible
- » Give-aways that cause large amounts of waste or environmentally harmful waste, e.g. disposable beverage packaging, products with batteries or accumulators, will be avoided.

We believe that this move to sustainability will benefit the organizers, delegates and exhibitors, and we look forward to your support in the implementation.

