



ASSOCIATION OF ONCOLOGISTS  
OF THE NORTHWESTERN  
FEDERAL DISTRICT

**ASSOCIATION OF ONCOLOGISTS  
OF THE NORTHWESTERN FEDERAL DISTRICT**  
68 Leningradskaya str., Pesochny, 197758, Saint Petersburg, Russia

All concerned

**Dear colleagues!**

### **THE ORGANIZING COMMITTEE**

#### **Head of The Organizing Committee**

SHERBAKOV  
Alexander Mikhailovich

#### **Deputy Head of The Organizing Committee**

KOMAROV  
Yuri Igorevich  
[md.komarov@gmail.com](mailto:md.komarov@gmail.com)

#### **Communication with speakers and delegates**

TOROEVA Daria  
KHIMICH Darya  
[customerservice@forum-onco.ru](mailto:customerservice@forum-onco.ru)

#### **Partners Opportunities and Exhibiting**

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[sponsor@forum-onco.ru](mailto:sponsor@forum-onco.ru)

#### **Interaction with media**

STOLYAROVA Irina  
[infopart@forum-onco.ru](mailto:infopart@forum-onco.ru)

#### **Contractors and Suppliers**

KIRICHUK Tatiana  
[kirichukts@niioncologii.ru](mailto:kirichukts@niioncologii.ru)

197758, 68 Leningradskaya str.,  
Pesochny, Saint-Petersburg,  
Russia  
tel. +7 (812) 439 - 95 – 82

Association of Oncologists of the North-West Federal District with scientific support of the Federal State Budget Institution “N.N. Petrov National Medical Research Center of Oncology” of the Ministry of Healthcare of the Russian Federation invites you to take part in The V St. Petersburg International Oncology Forum «White Nights 2019», that will be held in St. Petersburg from June 20<sup>th</sup> to 23<sup>d</sup>, 2019.

St. Petersburg International Oncology Forum «White Nights 2019» is one of the largest oncological events in Russia. In 2018 the Forum brought together more than 4,000 specialists from 32 countries and 181 cities.

There were 62 sessions, 124 sections with 744 speakers, 137 of which were foreign specialists from the world’s leading oncological clinics. In total 801 reports were presented. We managed to conduct two parallel workshops “Live Surgery” broadcasting in 3D for the first time in Russia in front of such a large audience.

Traditionally much attention was given to sessions with Russian and foreign organization: CACA (Chinese Anti-Cancer Association), ESGO (European Society of Gynaecological Oncology), RSGO (Russian Society of Oncogynecologists), IARC (International Agency for Research on Cancer). The session on scientific communication with the editor in chief of the corporate media of the Erasmus University Medical Centre Rotterdam was held for the first time in Russia.

In 2019 it is planned to extend international participation and involve experts from more countries, including Asia. The steady growth in the number of participants from year to year brings us to the conclusion to see the same number or even more delegates at «White Nights 2019».

We can proudly say that the venue of St. Petersburg International Oncology Forum «White Nights» has become the place of global scientific dialogue with a unique program, covering the widest range of research and clinical treatment problems worldwide.

The V St. Petersburg International Oncology Forum «White Nights 2019» will summarize the year researches in oncology, launch new discoveries and discussions, present innovations in the pharmaceutical industry, medical equipment and technology.

The Forum «White Nights 2019» is organized by the Association of Oncologists of the North-West Federal District. Scientific support to the Forum 2019 is provided by the Federal State Budget Institution “N.N. Petrov National Medical Research Center of Oncology” of the Ministry of Healthcare of the Russian Federation. The technical organizer of the Forum 2019 is ANSMO "Questions of Oncology."

President



A.M. Belyaev

**ORGANIZERS OF THE V ST. PETERSBURG INTERNATIONAL ONCOLOGY FORUM  
«WHITE NIGHTS 2019»**

Ideological organizer	Association of Oncologists of the North-West Federal District
Scientific support	Federal State Budget Institution “N.N. Petrov National Medical Research Center of Oncology” of the Ministry of Healthcare of the Russian Federation
Technical organizer	Autonomous Non-Profit Scientific and Medical Organization «Questions of Oncology»

**CONTACTS OF THE ORGANIZING COMMITTEE**

Head of The Organizing Committee	Sherbakov Alexander Mikhailovich	
Deputy Head of The Organizing Committee	Komarov Yuri Igorevich	
Communication with foreign speakers and delegates	Toroeva Daria	customerservice@forum-onco.ru tel.: +7 (812) 439-95-82
Communication with Russian speakers and delegates	Khimich Darya	
Partners Opportunities and Exhibiting	Avvakumova Anastasia	sponsor@forum-onco.ru tel.: +7 (812) 439-95-82
Interaction with media	Stolyarova Irina	infopart@forum-onco.ru tel.: +7 903 093 43 94

**BANK DETAILS OF THE TECHNICAL ORGANIZER**

Autonomous Non-Profit Scientific and Medical Organization «Questions of Oncology» (ANSMO «Questions of Oncology»)

TIN (tax identification number) 7843290049

RRC (tax registration reason code) 784301001

OGRN (Primary State Registration Number) 1127800001218

**Legal address:** 197758, 68 Leningradskaya str., Pesochny, St. Petersburg

**Director:** Prudius Stanislav Viktorovich, acting with full corporate authority and with full legal responsibility

**Accounting manager:** Klabukova Olga Alexandrovna

**Bank details:**

- For paying in RUB:

SEVERO-ZAPADNY BANK PAO SBERBANK, SAINT- PETERSBURG

Correspondent account 30101810500000000653;

Current account: 40703810955070000076;

BIC 044030653; OKATO (Russian Administrative-Territorial Division Classification code) 40281554000; Bank OKPO code 38074337

- For paying in a foreign currency:

Bank name: Bank «Saint-Petersburg» PJSC, additional office «Sestroretsky», St. Petersburg, Russia  
Bank address: 197701, 7a Volodarskogo str., Sestroretsk, St.Petersburg, Russia  
Corresponding bank account number: 30101810900000000790  
Current account number: 40703978890240100002  
Transit account number: 40703978790240200002  
North-Western Main Branch of the Central Bank of the Russian Federation  
Russian Central Bank Identifier Code: 044030790  
Bank OKPO code: 09804728  
SWIFT: JSBSRU2P

## **GENERAL INFO**

**DATES: June 20-23, 2019**

### **VENUE:**

**Park Inn by Radisson Pribaltiyskaya Hotel  
& Congress Center**

Address: 14 Korablestroiteley str., St.  
Petersburg, Russia, 199226

It's the largest congress hotel in St. Petersburg situated on the shore of the Gulf of Finland, a 10-minute drive to the city centre and just 25 kilometers from Pulkovo Airport (LED). Ideally located, the hotel is perfect for every guest to enjoy the sights of St. Petersburg.

### **KEY DATES**

February 1, 2019 – Application for Participating in the Forum's Program Deadline

March 1, 2019 - Abstract Submission Deadline

### **Satellite Symposium Application Deadlines**

February 15, 2019 – Deadline for accepting Satellite Symposium applications, including the theme and key speakers

March 15, 2019 – Symposium's date and time matching, obligatory submission of the final program to be printed in the catalog

April 15, 2019 – sending changes to be made on the forum's site

### **Promotional Content Submission Deadlines**

April 15, 2019 – Promo content submission to be printed in the catalog

May 15, 2019 –Attendee kit enclosure providing

### **Exhibition Area Development Deadlines**

April 1, 2019 – providing data on the exhibition booth

April 15, 2019 – providing the exhibition booth's plan and full-colour graphic layout, if Standard development contains extra design

April 25, 2019 –Developers' accreditation deadline

## PARTNERSHIP OPPORTUNITIES

Option	Strategic partner	General partner	Special partner	Official partner	Partner
<b>Package price, RUB</b>	<b>3 000 000</b>	<b>2 300 000</b>	<b>1 700 000</b>	<b>1 350 000</b>	<b>600 000</b>
Welcome speech at the forum's opening ceremony	Yes	No	No	No	No
<b>Exhibition and accreditation</b>					
Premium booth locations	Yes	Yes	Yes	Yes	Yes
Standard Expo booth*	20 sq.m	15 sq.m	12 sq.m	8 sq.m	8 sq.m
Exponents and guests' registration without attendee kits (up to)	50 people	30 people	20 people	10 people	8 people
Attendee kits for the company	10	8	5	2	1
Access in the VIP lounge for the exponents and guests	5	4	3	2	No
<b>Participating in the program</b>					
Satellite Symposium up to 90 minutes from 12:30 to 14:00	2 Lunch Symposia in the hall $\geq$ 200 people with lunch boxes on a fixed menu for the entire capacity of the hall	1 Lunch Symposium in the hall $\geq$ 100 people with lunch boxes on a fixed menu for the entire capacity of the hall	1 Lunch Symposium in the hall $\geq$ 100 people	1 Lunch Symposium in the hall $\geq$ 50 people	No
Providing a set of audio-visual equipment for presentations (screen, projector, sound reinforcement system) and an engineer assistance during the satellite event	Yes	Yes	Yes	Yes	No
Symposium's online broadcasting to the partner's webpage	Yes	No	No	No	No
Providing an assembled video of the symposium	Yes	Yes	Yes	No	No
A non-advertising lecture up to 15 minutes within the scientific program (only in coordination with the leader of the session)	Yes	50% Sale	30% Sale	15% Sale	No
<b>Advertisement, placement of the logo</b>					
Placement of the Partner's logo in the	No	No	Yes	No	No

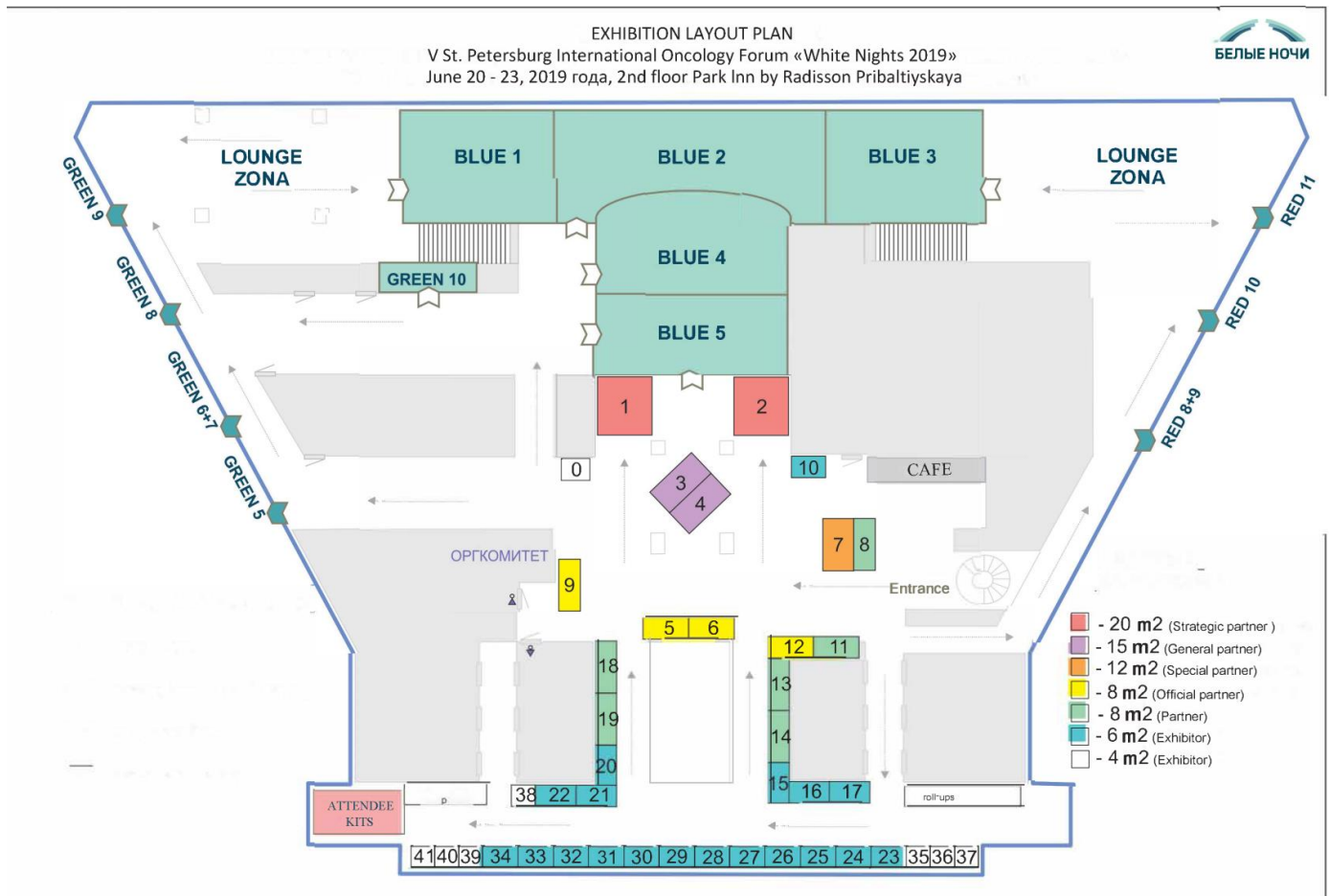
front and on the back of the badge					
Possibility of placing one roll-up stand in the registration area	Yes	No	Yes	No	No
Possibility of placing one roll-up stand in the forum's expo area	Yes	Yes	Yes	No	No
Placement of the partner's logo on the press wall	Yes	No	No	No	No
Placement of an advertising module in the printed program	Yes	Yes	Yes	No	No
Inclusion of promotional materials in the attendee kit (format: up to 4 pages with the maximum paper size A4)	2 items	1 item	No	No	1 item
Placement of a text block and the logo in the catalog program in English and Russian	Up to 1 page	Up to ½ page	Up to ½ page	Up to 300 characters	Up to 300 characters
Placement of the logo on the website	Yes	Yes	Yes	Yes	Yes
Informing the participants base about the company's planned activities at the Forum with newsletters (according to the agreed schedule with the Organizing Committee)	3 newsletters	2 newsletters	2 newsletters	1 newsletter	1 newsletter
Advertising the company's planned activities on the Forum's networks (Facebook, VKontakte, Twitter, Instagram) according to the agreed schedule with the Organizing Committee	3 posts in each network	2 posts in each network	1 post in each network	No	No

## EXHIBITION PARTICIPATION OPTIONS - EXHIBITOR

<b>6 sq.m</b>	<ul style="list-style-type: none"> <li>- Premium both location within standard expo area</li> <li>- Standard equipped Expo booth* - 6 sq.m</li> <li>- 1 catalog of the Forum's program</li> <li>- Placement of a text block and the logo in the catalog program in English and Russian, up to 200 characters</li> <li>- Accreditation of 3 company representatives at the booth</li> </ul>	<b>230 000</b>
<b>4 sq.m</b>	<ul style="list-style-type: none"> <li>- Standard equipped Expo booth* - 4 sq.m</li> <li>- 1 catalog of the Forum's program</li> <li>- Placement of a text block and the logo in the catalog program in English and Russian, up to 200 characters</li> <li>- Accreditation of 2 company representatives at the booth</li> </ul>	<b>180 000</b>

\* Standard equipped Expo booth is an exhibition booth within the indicated metric area that has blue carpet flooring, walls on the perimeter of the stand, fascia board with the inscription in the standard blue font, 1 table (70x70 cm), 2 chairs, 1 spot-bra, a wastebasket, a wall hanger, a 220 V socket.

## EXHIBITION LAYOUT PLAN ACCORDING TO THE CHOSEN OPTION



## ADDITIONAL OPTIONS

ACTIVITIES			
«Live-surgery»: conducting/ demonstration of equipment at the teleconference	Provided that the operating room and the surgeon are supplied with demonstration equipment and consumables	Applications are accepted until March 1, 2019 <u>Only in coordination with the operating surgeon</u>	300 000
«Live-surgery 3D»: conducting/ equipment demonstration broadcasting in 3D	For companies equipment manufacturers / distributors broadcasting with 3D video signal	Applications are accepted until March 1, 2019 <u>Only in coordination with the operating surgeon</u>	600 000
A non-advertising lecture within the scientific program	15 minutes	Applications are accepted until March 1, 2019	300 000
Symposium/ workshop/ daytime presentation	90 minutes	From 12:30 to 14:00 daily in the hall with convenient capacity	600 000
Symposium/ workshop/ evening presentation	90 minutes	From 18:30 to 20:00 daily in the hall with convenient capacity	300 000
An extension of the Symposium to the format of Lunch Symposium	Hall $\geq$ 200 people	Lunch boxes with fixed menu for the entire capacity of the hall	200 000
	Hall $\geq$ 100 people		150 000
	Hall $\geq$ 50 people		100 000
Symposium's on-line broadcasting	90 minutes	On-line broadcasting to the website/ company's webpage/ youtube or another chosen platform	150 000
A loud announcement in the exhibition area	1 day	4 announcements a day according to the agreed schedule	20 000
PROMOTIONAL CONTENT			
Distribution of the leaflets at the information desk	2 <sup>nd</sup> floor, exhibition area at the attendee kit space Acceptable size – up to A4	The circulation of the materials is calculated based on the preliminary registration's data a month before the Forum. Materials' production and delivery is provided by the Customer	20 000
Placement of the materials in leaflet holders in the registration area	1 <sup>st</sup> floor, registration area Acceptable size – up to A4		30 000
Inclusion of promotional materials in the attendee kit	For 1 item. Format: up to 4 pages A4 size		70 000
Advertising module, 2 <sup>nd</sup> / 3 <sup>d</sup> catalog's cover	Catalog size - A4	Catalog's circulation not less than 2 500 copies	75 000
Advertising module, Inside catalog page	Catalog size - A4		50 000
Informing the participants base about the company's planned activities with newsletters	For 1 newsletter	The base includes not less than 5000 addressees The schedule of emailing should be agreed with the Organizing Committee in advance	10 000
Advertising the company's planned activities on the Forum's networks (Facebook, VKontakte, Twitter, Instagram) according to the agreed schedule with the Organizing Committee	For 1 post	Followers: Facebook – more than 2000 VKontakte – more than 10000 Instagram – more than 2000	20 000

## ADDITIONAL OPTIONS WITHIN PARTNERSHIP

<b>Sponsoring of water</b>	Placement of branded water bottles and disposable branded cups: - in water coolers in the exhibition area - 0.5 bottles for presidiums and halls Water and cups are prepared and delivered to the venue by the Customer	15% Sale for any participation option
<b>Sponsoring of video invitations</b>	Along with forum's visual identity, corporate branding of video clips with video invitations to the event from leading Russian oncologists, as well as video invitations from the head of the Customer's company with the placement and promotion of the content on all advertising channels of the Event. Shooting and editing are provided by the Customer.	15% Sale for any participation option

## PRELIMINARY HALLS' LIST FOR SATELLITE SYMPOSIUMS

Halls	Seating capacity	Time daily	
Blue1	200	from 12:30 to 14:00	from 18:30 to 20:00
Blue 2	350	from 12:30 to 14:00	from 18:30 to 20:00
Blue 3	200	from 12:30 to 14:00	from 18:30 to 20:00
Blue 4	240	from 12:30 to 14:00	from 18:30 to 20:00
Blue 5	220	from 12:30 to 14:00	from 18:30 to 20:00
Green 5	55	from 12:30 to 14:00	from 18:30 to 20:00
Green 6+7	100	from 12:30 to 14:00	from 18:30 to 20:00
Green 8	130	from 12:30 to 14:00	from 18:30 to 20:00
Green 9	180	from 12:30 to 14:00	from 18:30 to 20:00
Green 10	80	from 12:30 to 14:00	from 18:30 to 20:00
Red 8	60	from 12:30 to 14:00	from 18:30 to 20:00
Red 9	60	from 12:30 to 14:00	from 18:30 to 20:00
Red 10	130	from 12:30 to 14:00	from 18:30 to 20:00
Red 11	160	from 12:30 to 14:00	from 18:30 to 20:00

President



A.M. Belyaev