

**Kyoto Breast Cancer Consensus Conference**  
**2021**  
**International Convention**  
**(KBCCC2021 International Convention)**  
**Sponsor, Advertiser and Exhibitor Guideline**  
**(O N L I N E)**

Date: January 23 (Sat.) and February 6 (Sat.) ,2021  
<https://www.kyoto-breast-cancer.org/international/2021/>

## Greetings

Dear Sir/Madam,

We are pleased to announce "Kyoto Breast Cancer Consensus Conference 2021 International Convention" to be held on January 23 (Sat.) and February 6 (Sat.) , 2021. This international convention will be held as an online meeting due to the novel Coronavirus (COVID-19).

In Japan we have had regular meetings discussing individual themes since October 2007 and the meeting held in May last year marked the 30th such meeting.

As for the International Conventions, the first convention was held in April 2009 and saw professors and experts gathering from all over the world which far exceeded the expected numbers of the organizing team. The second conference was held right after the earthquake and tsunami in the north east of Japan. Many professionals and experts got together once again, and it was an extremely meaningful convention in order to aim for the formation of a consensus regarding methods of treatment/diagnosis.

Next year's "Kyoto Breast Cancer Consensus Conference 2021 International Convention" will involve in reviews of the latest movements and we are hoping to consider the current consensus.

We are in the preparation of holding a meaningful convention academically as well as a forum for international exchange.

Myself personally, I will prepare for and run the meeting as the representative chair of the Organizing Committee. I would like to inform companies/groups to which I am indebted for daily assistance about this convention and to take such a global scale convention as an opportunity to introduce your products and your activities as well as a place to share knowledge with the convention participants.

Yours faithfully

Professor Masakazu Toi M.D Ph.D

Representative Chair of KBCCC 2021 International Convention

Breast Surgery Department, Graduate School of Medicine, Kyoto University

## Convention Outline

### ✧ Convention Dates

January 23 (Sat.) and February 6 (Sat.), 2021

### ✧ Name of hosting institution

Kyoto Breast Cancer Consensus Conference 2021 International Convention  
Representative Chair (Facilitator) Professor Masakazu Toi (Breast Surgery Department,  
Graduate School of Medicine, Kyoto University)

### ✧ Purpose and significance of the academic convention

The purpose of holding the convention is to achieve a consensus on treatment of breast cancer and to strive for better treatment results. Various guidelines which have been published to date or contents which have been considered at other international conferences do not always touch on the detailed parts of the current situation and decisions that are made are rely on the judgment of the receivers. At this convention we aim to unify such recognition and implement activities as the KBCCC group. The purpose of the meeting is to spread out international standards of breast cancer treatment from Kyoto.

### ✧ Outline of the plans of the conference

#### (1) Main Theme

Novel Paradigm of Immuno-oncology  
Multidisciplinary Treatment for Favorable Responders  
Optimal Screening Planning

#### (2) Framework of academic program

Invited lectures, panel sessions, consensus sessions, poster presentation

#### (3) Main sessions of the convention

- Immuno-oncology in breast cancer
- New diagnostics and therapeutics
- Novel aspects, issues and perspectives in local management
- Qualification and quantitation of treatment outcomes, Quality of Life (QOL)
- Algorithm: How to select the optimal systemic therapy and local therapy

Germline assays and risk assessment  
Genomic abnormalities, HRD  
RNA assays  
Protein assays  
Liquid biopsy  
TILs  
Immune signatures  
Others  
•DCIS

(4) Number of prospective turnout  
Domestic participants 200 people  
Overseas participants 200 people

(5) Convention URL  
<https://www.kyoto-breast-cancer.org/international/2021/>

◇ Inquiries regarding this conference

Kyoto Breast Cancer Consensus Conference Secretariat  
ParkHomes Sagarashiyama-Sakuratei308  
43-1 Sagashinguumachi, Ukyo-ku.  
Kyoto City 616-8355 Japan  
TEL : 075-600-8675  
FAX : 075-320-2575  
E-mail:info@kyoto-breast-cancer.org (Recommend)

◇ Other

If you have an interest in supporting this conference, please feel free to contact the  
KBCCC 2021 International Convention Secretariat.

## Sponsorship Options

### 1. Symposium

Co-Organized Session/Seminar	Time/Number of prospective turnouts	Cost	Number of applications
Morning Seminar	30~60min・About 400 people	1,500,000yen	2
Afternoon Seminar	30~60min・About 400 people	2,500,000yen	3
Evening Seminar	30~60min・About 400 people	2,500,000yen	4

(\* Exclusive of consumption tax)

### 2. Insertion of Advertisement into Printed Matter

- Program (Number of prospective publication: 600)

KBCCC 2021 Program, which will include the convention program, social events and general information, will be mailed to invited faculties and all participants who pay the registration fee (Domestic only). Please note the design fee is not included in the below insertion cost.

Media creation cost: 1,125,000yen (exclusive of tax, planned)

Program abstract	Size	Insertion cost	Num. of applications
Back side of the front cover (1 page in color)	A4 whole page (W180mm x H277mm)	550,000yen	<b>SOLD OUT</b>
Back side of the back cover (1 page in color)	A4 whole page (W180mm x H277mm)	275,000yen	1
Black and white (1/2 page)	A4 1/2(W180mm x H120mm)	78,750yen	5

Size negotiable (\* exclusive of consumption tax)

[Advertisement text] PDF file

**English text recommended** as this is an international conference. (Japanese allowed)

### 3. Insertion of Advertisement into Website

Website Advertisement	Place(*)	Cost	Number of application
3 Places (★★★)	A+B+C	88,000yen	10
2 Places (★★)	B+C	55,000yen	10
1 Place (★)	Only C	33,000yen	10

(\* Exclusive of consumption tax)

\*A: Under the convention banner in the top page of KBCRN website

\*B: In the top page of KBCCC International Convention website

\*C: In the conference Information page of KBCCC International Convention website

[Advertisement text] PNG, ai, or psd file

Please send your data by e-mail.

**English text recommended** as this is an international conference.

(★★★) Equivalent to an advertisement in a name tag holder in the old schedule.

(★★) Equivalent to an advertisement in a congress bag in the old schedule.

(★) Equivalent to an advertisement in participation certificates in the old schedule.

### 4. Others

Please feel free to consult with the KBCCC2021 International Convention Secretariat if you have any other means to offer support other than above.

## Application and Payment

Kyoto Breast Cancer Consensus Conference 2021 (KBCCC2021) Secretariat will sign the contract with each company as the representative of the steering committee. All sponsors' applications will be accepted in a first-come-first-served order. In general rule we cannot accept applications after the submission deadline.

### Method of application

Please fill out the required fields in the attached application form and send it by FAX or Email to the address below by November 30, 2020.

Kyoto Breast Cancer Consensus Conference Secretariat

ParkHomes Sagaarashiyama-Sakuratei308  
43-1 Sagashinguumachi, Ukyo-ku.  
Kyoto City 616-8355 Japan  
TEL : 075-600-8675/FAX : 075-320-2575, E-mail:info@kyoto-breast-cancer.org

\* Please make sure to write down your company's name using Roman alphabet as the English name will be required at the time of inserting the name in the program. The name will be published as it is written in the application form so please be advised to be careful of any mistakes. (Upper case and lower case will be published as written in the application form). \* We will contact the person who is specified as the contact person in charge in the form. Should you wish to change of contact person in charge, please let the conference Secretariat know as early as possible.

### **Method of payment**

Please make all payments in Japanese yen. After receiving the application form, you will be issued an invoice from the secretariat. Please make payment of the sponsoring charge to the designated account by the payment deadline date specified in the invoice. Please incur any bank transfer fees at your expense.