Exhibitor Prospectus

The 2016 “Don’t Miss” Conference

April 14-16, 2016
San Diego, CA USA

Exploring Patient-Centered Integrative Oncology
Who are we?

Who is the IOICP? (International Organization of Integrative Cancer Physicians)

The IOICP (formerly known as the International Organization of IPT/IPTLD Physicians - IOIP), was established in 2006 to coordinate the efforts and communications of 300+ physicians who provide Insulin Potentiation Targeted Low-Dose (IPTLD) therapies worldwide.

In 2010, the IOIP expanded to more accurately portray the activities of its physicians in treating cancer and chronic disease using a patient-centered, integrative approach. The organization was renamed the International Organization of Integrative Cancer Physicians (IOICP) and includes IPT Integrative Physicians as well as physicians who do not offer IPT, but do offer other therapies, tools, and services that comprise Integrative Cancer Care. In June 2011, the IOICP was accepted for membership in the Integrative Medicine Consortium (IMC), one of nine signature organizations.

Mission

The IOICP connects patients and physicians to improve the mission of patient centered integrative oncology.

Every year, Best Answer for Cancer Foundation, www.bestanswerforcancer.org, a 501C3, organizes the annual educational conference to share information, research and collaborate on targeted cancer therapies and their effectiveness when combined with selective therapies.

2015 Sponsors/Exhibitors

• AJL Medical Billing
• AMARC Enterprises
• American BioSciences
• American E, Inc
• American Nutriceuticals
• Annie Appleseed Project
• Argentyn® 23
• BioMat Sales
• Blanche Grube Enterprises
• Canada RNA Biochemical
• Cancer Control Society
• Cell Power, LLC
• Century Wellness
• Clinical Intelligence
• Designs For Health
• Double Helix
• ecoNugenics
• Health And Beauty Connection
• Hope4Cancer Institute
• Integrative Body Wellness
• LifeVantage
• Mountain States Health Products
• OxyHealth
• Park Compounding
• PEMF – Pulse 4 Life
• Perfect Balance
• Quantum Spanner
• Regeneration Institute
• Relax Saunas of Momentum98
• Researched Nutritionals
• RGCC-USA
• SafeConnect Plus
• Signature Health
• Simply O3
• Sound of Soul, North America
• SpectraCell Laboratories
• Terra Biological
• The Center for Thermal Oncology
• The Gideons International
• United Patients Group
• Verthermia
• Vollara (water supplier)
• World Nutrition, Inc.

2015 Top Sponsors:
Exploring Patient - Centered Integrative Oncology

Best Answer for Cancer and IOCIP Invite You to Exhibit:

14th Annual International Integrative Oncology Conference
April 14-16, 2016
Town and Country Resort & Convention Center, San Diego, Ca.

The 2016 Annual meeting is expected to draw 350 domestic and international attendees, providing exhibitors three-day access to industry thought leaders. This is a fantastic opportunity for you to network with current clients and initiate new relationships.

Register your company for exhibit space and become a sponsor. The opportunities for exposure are endless.

Reserve Today!
Reserve your booth space early to ensure high visibility of your products and services. Exhibit space will be assigned on a first-come, first served basis with every effort made to accommodate your booth preference.
Physicians, medical professionals, staff, medical students, and patient advocates who treat cancer, have cancer, or know anybody with cancer may attend.

85% of attendees are DOs and MDs.

Profile of Exhibitors
- Nutritional Supplements Nutraceuticals
- Compounding Pharmacies
- Homeopathic Distributors
- Healthy and Therapeutic Products companies
- Health Spas
- Cancer therapies and products
- Authors in the field
- Internet Health Companies
- Environmental Health Protection Organizations
- Pharmaceutical Companies
- Hormones & Hormone Replacement Therapies
- Practice Insurance
- Stem Cell therapies, laboratories, and services
- Cancer Screening & Testing
- Healthcare Financing Options
14th Annual International Integrative Oncology Conference:

The 14th Annual International Integrative Oncology Conference: “Exploring Patient-Centered Integrative Oncology” is a dynamic three-day event offering continuing medical education to the largest gathering of doctors associated with integrative oncology internationally.

The conference is composed of educational sessions geared towards medical professionals. Pre Event Workshops April 12-13: Onco-Immunology, ABCs of stem Cells, and Medical Cannabis.

2016 Products & Services Categories

- Targeted cancer therapies
- Immunology
- Nourishment/Nutrition
- Detoxification
- Mind/Body/Psycho/Emotional
- Spirituality
- Lifestyle Issues: insurance & health care costs
- Financial Treatment Options

New Opportunities:

Photo Booth, Printing Station, Registration Beverage Station, Airport Shuttle.

BOOK YOUR EXHIBITOR OR SPONSORSHIP PACKAGE TODAY!
Why choose us?

- We increase our attendance every year, even in bad economies
- We hand select our exhibitors for their “fit” into integrative oncology practices
- Exhibitors are carefully positioned in the Exhibit Hall to ensure maximum exposure for their products without interference from any potential competition
- Long food and beverage breaks are held in the Exhibit Hall to provide quality face time equaling 9-10 hours over three days
- Meal Sponsors present to the Attendees in the Lecture Hall and are recorded for DVD and digital version for purchase
- Unlike most organizations that present conferences, Best Answer for Cancer (and the IOICP, a BAFC project) is a 501(c)3 nonprofit run primarily by volunteers. We are dedicated to raising awareness and educating physicians and patients in integrative oncology. Your fees go towards this valuable mission.

Why do exhibitors support Best Answer For Cancer Year After Year?

All exhibitor personnel have their meals with the delegates, providing the opportunity to network at every break.

All attendees – speakers, exhibitors, and delegates – are encouraged to ‘leave their egos at the door’. This makes for a relaxed, friendly, and open-educational experience.

All our exhibitors are carefully selected so that they are on-topic for our delegates to ensure that after the 3 day event, they leave with a great learning experience.

The breaks are longer than most conferences. Our conference has on average 9 hours of exhibit time over the three days, including a cocktail reception every evening. Reach decision makers and strengthen relations face-to-face.

BAFC takes care of the exhibitors – we are renowned for having the best conference food. All our meals are organic, with gluten free and vegetarian options. We are the only conference to provide alkaline/purified water, and purified air in the meeting space. We customize not only the menus, but also carefully create recipes with the hotel chef!

We provide a list of delegate contact details after the conference – name, organization, telephone and email.

“

This was a very successful show for us (and we do many) and we will do it again this coming year. It was well attended and the doctors spent a good amount of time in the exhibit hall. We met many doctors we haven’t met before and wrote lots of business. It was a very worth while experience for ecoNugenics.”

- Bonnie Frese

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- Bonnie Frese

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<table>
<thead>
<tr>
<th><strong>Booth</strong></th>
<th><strong>Table Top</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Early Bird</strong> Before 12/07/15</td>
<td>$2600</td>
</tr>
<tr>
<td><strong>Later Early Bird</strong> Before 02/07</td>
<td>$2900</td>
</tr>
<tr>
<td><strong>Last Chance</strong> After 02/07</td>
<td>$3199</td>
</tr>
<tr>
<td><strong>Early Early Bird</strong> Before 12/07/15</td>
<td>$2000</td>
</tr>
<tr>
<td><strong>Later Early Bird</strong> Before 02/07</td>
<td>$2200</td>
</tr>
<tr>
<td><strong>Last Chance</strong> After 02/07</td>
<td>$2400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>10 x 10 area with 6ft skirted table and two chairs</strong></th>
<th><strong>1 x 6ft skirted table and 2 chairs</strong></th>
</tr>
</thead>
</table>

Your Company Name will be promoted in the following formats:

- Listing in conference program
- Floor map listing
- General Sessions room banner on stage
- Listing on BAFC website
- On conference emails when purchased by Feb. 7 Deadline.

One exhibitor badge with 9 meal tickets, 6 breaks for all 3 days of organic breakfast, lunch and evening reception.

All food is organic with many vegetarian options. We provide water alkaline water and purified air.

One Welcome Bag with digital conference materials and goodies.

Attendees contact list sent post-conference to help you stay in touch!

Integrative oncology category indicators at your booth to represent products/services relation to the conference theme.

**BOOK EXHIBITION SPACE NOW**

*** All signage has a maximum of 5ft 6in. from floor height to provide a “barrier free” environment.

**Purchase additional badge(s) with meal tickets $150 per day or $400 for all three days.**

**Everyone must wear a badge to gain access to Conference spaces.**
## 2016 Sponsorships

### Platinum Sponsorship

- **$5060 Value**
- Includes Exhibit Booth

<table>
<thead>
<tr>
<th>Before 12/07/15</th>
<th>Before 02/07</th>
<th>Only 4 Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$3800</strong></td>
<td><strong>$4200</strong></td>
<td><strong>$4600</strong></td>
</tr>
</tbody>
</table>

- 10x10 Booth includes Conference badge, 8 meals, and 5 company listing spots - Value $3199
- Full Page Ad in Program – Value $500
- One welcome bag with digital conference materials
- Sponsorship of 1 conference Beverage Break – Value $1400
- Free material insert $160 value
- Your logo on IOICP and BAFC website for one year
- Recognition as Platinum Sponsor on all conference printed materials
- Your company will be highlighted on our large ‘thank you’ banner
- Attendee contact list post conference to help you stay in touch!

### Gold Sponsorship

- **$4075 Value**
- Includes 6ft Skirted Table Top

<table>
<thead>
<tr>
<th>Before 12/07/15</th>
<th>Before 02/07</th>
<th>Only 4 Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$2800</strong></td>
<td><strong>$3200</strong></td>
<td><strong>$3600</strong></td>
</tr>
</tbody>
</table>

- Table Top includes Conference badge, 9 meals, and company listings - Value $2400
- Value Half Page Ad in Program – Value $275
- Your logo on IOICP and BAFC website for one year
- Recognition as Gold Sponsor on all conference printed materials
- Sponsorship of 1 conference Beverage Break – Value $1400
- One welcome bag with digital conference materials
- Your company will be highlighted on our large ‘thank you’ banner
- Attendee contact list post conference to help you stay in touch!
## 2016 Sponsorships

### Silver Sponsorship

**$2550 Value**

Purchase in addition to your table or booth!

<table>
<thead>
<tr>
<th>Before 12/07/15</th>
<th>Before 02/07</th>
<th>Only 4 Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1800</td>
<td>$2000</td>
<td>$2200</td>
</tr>
</tbody>
</table>

- One Conference pass includes 9 meals and company listings - Value $875
- Half Page ad in Program – Value $275
- Sponsorship of 1 conference Beverage Break – Value $1400
- One welcome bag with digital conference materials
- Your logo on IOICP and BAFC website for one year
- Recognition as Silver Sponsor on all conference printed materials
- Attendee contact list post conference to help you stay in touch!

### Bronze Sponsorship

**$1550 Value**

Purchase in addition to your table or booth! Choose your package! Group A or B to customize your marketing!

<table>
<thead>
<tr>
<th>Before 12/07/15</th>
<th>Before 02/07</th>
<th>Only 6 Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1050</td>
<td>$1150</td>
<td>$1250</td>
</tr>
</tbody>
</table>

**Group A - Add a Person**

- One badge with 9 meals - Value: $875
- One material insert - Value: $160
- Full page ad - Value: $500
- Welcome bag with digital materials - Value: Priceless

**Total Value: $1535**

**Group B - Break Sponsor**

- Break Sponsor - Value: $1400
- Business card ad - $125
- Welcome bag with digital materials - Value: Priceless

**Total Value: $1525**
## 2016 Advertising

### Program Advertising

Advertise in the Conference Program Hardcover and Digital formats.

<table>
<thead>
<tr>
<th>Inside Front Cover (left)</th>
<th>Inside Back</th>
<th>Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>($left) - $650</td>
<td>$550</td>
<td>$800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Business Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$275</td>
<td>$125</td>
</tr>
</tbody>
</table>

### Meal Underwriting

Sponsored Speaking Engagement: a meal of your choice for premium, high-visibility 30 minute speaking opportunity, and recognition as a product leader in your field to attendees.

<table>
<thead>
<tr>
<th>Meal Type</th>
<th>Pricing</th>
<th>Extras</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td></td>
<td>All benefits + one half page ad + company speaker DVD</td>
</tr>
<tr>
<td>7:30 a.m.</td>
<td>Prior to Jan 1 = $1800, Prior to Feb 8 = $1900, Feb 8 - April 14 = $2000</td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td>Prior to Jan 1 = $2200, Prior to Feb 8 = $2300, Feb 8 - April 14 = $2500</td>
<td>All benefits + full page ad + company speaker DVD. Your company will be recognized on our “thank you” banner</td>
</tr>
<tr>
<td>12 noon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reception</td>
<td>Prior to Jan 1 = $2400, Prior to Feb 8 = $2500, Feb 8 - April 14 = $2600</td>
<td>All benefits + full page ad + company speaker DVD. Only 2 remaining: Friday</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Meal Underwriting Benefits:

- 30 minute presentation to attendees
- Website and program advertising
- Material insert in Welcome bag

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register now!
## Additional Advertising

### Conference Materials

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Lanyard</td>
<td>$400</td>
<td>Everyone will wear a lanyard - with your logo</td>
</tr>
<tr>
<td>Notepad &amp; Pen</td>
<td>$300</td>
<td>Page Turner Opportunity</td>
</tr>
<tr>
<td>Provide company pens/notepads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(5x7 min size notepads)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300 qty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome Bag</td>
<td>$600</td>
<td>Co-sponsor BAFC, great re-use item</td>
</tr>
<tr>
<td>Product/Sample Insert</td>
<td>FREE</td>
<td>Welcome bag item (350 qty required)</td>
</tr>
<tr>
<td>FREE - Exhibitors &amp; Sponsors</td>
<td></td>
<td>Welcome bag item: flyer, pamphlet, etc.</td>
</tr>
<tr>
<td>$200 for public day for</td>
<td></td>
<td>(300 qty required)</td>
</tr>
<tr>
<td>non-exhibitor/sponsor</td>
<td></td>
<td>Public Day - (100 qty required)</td>
</tr>
<tr>
<td>Advertising Material Insert</td>
<td>$160/</td>
<td>Welcome bag item: flyer, pamphlet, etc.</td>
</tr>
<tr>
<td>per piece</td>
<td></td>
<td>(300 qty required)</td>
</tr>
</tbody>
</table>

Be Seen. Get Noticed!
## 2016 New Sponsor Opportunities

### New Sponsorships

#### Airport Shuttle
- **Days available:**
  - Tuesday 4/12, noon - 8 pm
  - Wednesday 4/13, 9 am - 9 pm
  - Thursday 4/14, 8 am - 2 pm
  - Sunday 4/17, 6 am - noon
- **Price:**
  - $800 - 4 hour block
  - $1500 - 8 hour block
- **Details:**
  - Your logo banner (you provide) at Registration, thanking your company for transportation! Sunday transportation recognition will be in our Conference program. Your name as Shuttle Sponsor will be recognized at our Opening Remarks to General session.

#### Photo Booth
- **Price:**
  - $500 per day
  - $1300 all 3 days
- **Details:**
  - Your logo banner (you provide) at our Photo Booth to help Attendees have fun, use snapshot or selfies with opportunities for your branding to appear and go viral!!! You may work with our exhibitor coordinator to help provide props, etc. You'll also receive credit as Photo Booth Sponsor at our Opening Remarks to General session.

#### Printing Station(s)
- **Price:**
  - $500 per day
  - $1300 for all 3 days
- **Details:**
  - Your logo banner (you provide) at our Printing stations for Attendees to print out handouts, airline reservations, etc. We'll have printers, paper, ink, and computers ready in the main foyer.
  - You'll also receive credit as Printing Station Sponsor at our Opening Remarks to General session and recognition in our Conference program.

#### Beverage Station
- **Days available:**
  - Tuesday 4/12, noon - 8 pm
  - Wednesday 4/13, 9 am - 6 pm
  - Wednesday 4/13, 6pm - 9 pm
  - Thursday 4/14, 8 am - 2 pm
- **Price:**
  - $600 - 8 hr
  - $1500 - 25 hr
- **Details:**
  - Your logo banner (you provide) at our Beverage station at Registration! You'll also receive credit as Welcome/registration Beverage Station Sponsor at our Opening Remarks to General session and recognition in our Conference program.
Terms & Conditions

By signing the Exhibitor/Sponsor Application Form you agree to have read, understand and agree that your company and its representatives will abide by all rules, regulations, and restrictions outlined in this contract and application in the exhibit and exhibitor information. Badge must be worn at all times to gain access to all conference areas; no admittance will be permitted into spaces without a badge.

The application form becomes a contract when signed by the exhibitor and accepted by BACF management. Your application is subject to approval from the Board of Management.

NOTE: You must provide a product or service information sheet on the items that will be exhibited for approval.

There is a No Refund Policy, once your application has been approved.

PAYMENTS MUST BE MADE BY CREDIT CARD/PAYPAL IN US $ currency.

*** With respect to the intention of this Conference, it is expected that all representatives will be professional and courteous to all (Exhibitors, Sponsors, Attendees, Volunteers, and Hotel staff) in support of our community. Your participation in the Conference acknowledges your commitment to a healthy and bountiful environment for all to share.

Click the button to register online or contact us for more information about becoming an exhibitor or sponsor:

Contact Sharon Phillips, Event Coordinator
event@bestanswerforcancer.org
TEL: 954 540 1896