



SPONSORSHIP PROSPECTUS

Asian Pacific Organisation for Cancer Prevention (APOCP) 13th General Assembly & Scientific Conference

Theme: Cancer Intelligence for Action: Data, Equity, and the Next 25 Years
of Cancer Control in Asia-Pacific

Dates: 28-30 September 2026

Venue: The Waterfront Hotel, Kuching, Sarawak, Malaysia

Website: <https://apocp.cancer.org.my/>

Executive Overview: A Strategic Partnership Opportunity

The APOCP 13th General Assembly & Scientific Conference (APOCP 2026) convenes academics, researchers, clinicians, public health professionals, policymakers, and advocates from across the Asia-Pacific and beyond for three days of lively exchange on what is working and what must change, in cancer prevention and control. The programme has been deliberately curated to spark dialogue across disciplines and systems, and features leading international voices from research, policy, and practice.

Held on the occasion of APOCP's 25th anniversary, the event is intentionally designed not as a commercial exhibition, but as a high-level policy- and systems-focused forum where evidence, implementation experience, and regional priorities are examined in depth.

For industry partners, APOCP 2026 offers a credible, neutral platform to engage with cancer control leaders on shared challenges including equity, sustainability, data use, financing, and delivery systems, within clearly defined scientific, ethical, and compliance safeguards.

Partnership with APOCP 2026 is best understood as strategic alignment with the cancer control ecosystem, rather than product visibility or sales activation.

A Message from the President

On behalf of the Asian Pacific Organization for Cancer Prevention (APOCP), I am pleased to invite you to consider partnership with APOCP 2026, a landmark convening marking 25 years of collaboration in cancer prevention and control.

This conference is intentionally structured as a high-level scientific and policy think-tank, bringing together global, regional, and national policymakers, cancer programme leaders, clinicians, researchers, civil society, and technical experts. While anchored in Asia-Pacific priorities, APOCP 2026 is strengthened by the active participation of internationally recognised partners and contributors across the global cancer community.

Our shared objective is to translate cancer intelligence into practical, implementable action that strengthens health systems across diverse settings.

We are moving beyond the traditional booth model toward Intellectual Partnership: a model that enables meaningful, structured engagement while preserving scientific independence, neutrality, and trust. Industry partners play a vital role in this dialogue by contributing systems expertise, implementation perspectives, and long-term commitment to equitable cancer care.

We invite you to engage with APOCP 2026 as a partner in shaping the next cancer control roadmap toward 2035, grounded in evidence, inclusion, and shared responsibility.

Professor Nirmala Bhoo-Pathy

Why Partner with APOCP 2026?

A policy- and systems-focused forum

APOCP 2026 prioritises how cancer control works in practice, from prevention and screening to diagnosis, financing, care delivery, and survivorship. Partner engagement is embedded within curated scientific and policy discussions, not commercial exhibition spaces.

Access to regional perspectives and decision contexts

Partners engage with leaders from national cancer centres, cancer control programmes, Ministries of Health, technical agencies, academic institutions, private-sector stakeholders, and global implementation initiatives. Engagement occurs through structured, moderated formats designed to support mutual learning and dialogue, not promotion.

Scientific credibility and global relevance

APOCP 2026 brings together internationally recognised experts and contributors associated with leading global cancer policy and research efforts. While the conference is grounded in Asia-Pacific realities, its discussions are enriched by strong engagement from globally respected institutions, professional networks, and academic centres, ensuring that the programme is evidence-based, internationally relevant, and connected to wider cancer control agendas.

Commitment to equity and inclusive representation

Through tiered registration and targeted support, APOCP 2026 enables participation from lower-resource settings, strengthening the legitimacy, diversity, and relevance of the dialogue. Partner support directly contributes to this inclusive design.

Industry Partnership Value: Distinct Perspectives, Shared Goals

APOCP recognises that different industry stakeholders contribute to cancer control in different, but complementary, ways. For APOCP 2026, the partnership framework is intentionally designed to engage three key sponsor groups: innovator pharmaceutical and biotech companies, generics and biosimilars companies, and private health insurance partners. Each brings a distinct perspective on access, sustainability, financing, implementation, and patient protection. The conference is structured to reflect these differences within a unified, non-promotional, policy- and systems-focused framework grounded in scientific integrity and compliance.

For Innovator Pharmaceutical and Biotech Partners

- Understanding evolving cancer policy priorities across Asia-Pacific and other comparable settings, including prevention, early detection, treatment access, financing, and health technology assessment

- Engagement with system-level challenges such as sustainability, equity, data use, workforce capacity, and implementation barriers
- Positioning your organisation as a long-term partner in cancer control ecosystems, beyond individual products or therapeutic areas
- Insight into real-world delivery environments that can inform responsible access strategies, implementation planning, evidence generation, and future collaboration
- Contributing to dialogue on innovation, value, access, and responsible partnership within diverse and resource-variable health systems

This engagement pathway is particularly relevant for innovator companies seeking to participate in high-level, system-facing discussions on cancer control while operating within a clearly non-promotional, compliance-aligned framework.

For Generics and Biosimilars Partners

- Dialogue on expanding access to quality cancer treatment through sustainable, affordable models of care
- Engagement with policy, procurement, reimbursement, confidence-building, and implementation issues that influence uptake
- Positioning your organisation as a practical partner in closing treatment access gaps across diverse settings
- Contribution to discussions on affordability, trust, and long-term system sustainability

Engagement is focused on access, systems, and implementation, not product promotion.

For Private Health Insurance Partners

- Dialogue on how private health insurance can complement public systems and strengthen financial protection across the cancer journey
- Engagement with leaders on sustainable benefit design, patient protection, reimbursement realities, and access architecture
- Contribution to a more constructive conversation on how insurance can support continuity, affordability, and patient-centred care
- Positioning your organisation as a stakeholder in responsible, system-aware cancer financing

Engagement is focused on system value, patient protection, and collaborative solutions, not sales or marketing.

APOCP 2026 also welcomes engagement from other mission-aligned stakeholders whose work intersects meaningfully with cancer control systems, including private hospital groups, diagnostics and medical device companies, digital health and data partners, and other health service organisations. Where there is strong strategic fit, these organisations may participate through appropriate sponsorship tiers and approved conference-linked engagement formats, within the same non-promotional, policy- and systems-focused framework.

A Compliance-Aligned Partnership Model

APOCP 2026 operates under clear principles to protect scientific integrity, independence, and trust:

- All sponsored sessions and engagements are curated and moderated
- No product promotion, sales activity, or prescriptive policy advocacy
- Transparent disclosure of partnerships
- Alignment with international standards for ethical and compliant industry engagement
- Final session titles, faculty, and format remain subject to APOCP scientific oversight and programme fit

This framework safeguards both APOCP and partner organisations, enabling constructive participation within global compliance expectations.

Sponsorship Tiers

Platinum – Visionary Partner

USD 35,000 | Two opportunities only

Platinum partnership is designed for organisations seeking a high-trust, high-level platform for systems-focused leadership within the conference’s flagship industry symposium format.

Platinum partners receive:

- One 60-minute Plenary Industry Symposium aligned to an approved conference priority theme
- Premium positioning within the Day 1 programme
- Recognition as a Visionary Partner in official conference materials
- Top-tier logo placement on the conference website and selected digital materials
- Six full-access delegate passes
- Opportunity to align organisational presence with a high-level, moderated, policy-facing discussion
- Post-event acknowledgment as a supporter of inclusive international dialogue

Approved Platinum themes:

1. Private Health Insurance and Cancer Care: Filling Gaps, Expanding Protection
2. Closing Access Gaps in Cancer Care with Generics and Biosimilars

These two Platinum opportunities are intentionally limited and aligned to the conference’s plenary industry symposium structure. They are offered on a best-fit basis according to strategic alignment.

Gold – Systems Partner

USD 20,000 | Four opportunities only

Gold partnership is designed for organisations seeking meaningful, curated engagement through smaller-format strategic dialogues linked to core conference priorities.

Gold partners receive:

- One curated Dialogue Session within an approved conference-aligned format
- Recognition as a Systems Partner in official conference materials
- Website partner-page logo placement and digital acknowledgment
- Five full-access delegate passes
- Participation in structured, moderated, non-promotional discussion with regional and international stakeholders
- Opportunity to contribute implementation perspectives, partnership insights, and system-facing lessons

Illustrative Gold dialogue themes may include:

Public-private partnerships in cancer control

Responsible innovation in resource-constrained settings

Real-world implementation and system readiness

Sustainable access, survivorship, and service delivery models

Silver – Engagement Partner

USD 7,500

Silver partnership is intended for organisations seeking visible alignment with evidence-based cancer control priorities while maintaining a lighter-touch engagement model.

Silver partners receive:

- Recognition as an Engagement Partner
- Visibility in selected conference materials
- Website logo placement
- Three full-access delegate passes
- Acknowledgment as a supporter of inclusive dialogue and capacity building

Bronze – Supporting Partner

USD 5,000

Bronze partnership is intended for organisations wishing to support the conference mission, equity agenda, and broader exchange across the cancer control community.

Bronze partners receive:

- Recognition as a Supporting Partner
- Name listing in conference materials
- Website acknowledgment
- Two full-access delegate passes

Optional Strategic Support Opportunities

In addition to core sponsorship tiers, APOCP 2026 welcomes support for selected mission-aligned initiatives, subject to fit and organiser approval. These may include:

- Equity participation support to facilitate attendance from lower-resource settings, NGOs, and advocates
- Selected focused workshops, dialogues or closed-door sessions, considered only where there is strong strategic alignment and clear programme fit

Additional focused engagements may be considered selectively where there is strong strategic alignment, clear programme fit, and approval by the organisers.

These opportunities are designed to strengthen inclusion, leadership development, and regional capacity building while preserving scientific independence.

Contact Us

To explore a partnership aligned with your organisation's strategic priorities, compliance requirements, and regional focus, we welcome a confidential discussion with the APOCP 2026 Secretariat to identify the most appropriate engagement pathway within the overall sponsorship framework.

APOCP 2026 Secretariat

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