

Accuray is a radiation oncology company that develops, manufactures and sells personalised, innovative treatment solutions that set the standard of care with the aim of helping patients live longer, better lives. EC-IRT is the 2<sup>nd</sup> European Conference on Innovative Radiation Technologies (EC-IRT): facilitated and organised by Accuray in 2014.

### Background

Reaching over to 4,500 specialists in the field and attracting more than 400 participants every year, the EC-IRT conference has an established reputation within the radiation oncology community of having the highest scientific value. In 2014, Accuray decided to offer other companies the possibility to contribute as sponsors and exhibitors and showcase their latest clinical and technical practices in the radiation oncology sector during the conference in Berlin.

### Strategy development

Connected Concepts was requested to develop the sponsorship strategy, to benchmark competitor organisations in the field and to identify sponsorship opportunities that would attract other companies to the event, as sponsor or exhibitors. A strong focus was to ensure that contributions are used to provide the needed infrastructure for the best scientific content and facilitate the dialogue between scientists and commercial companies.

### Effective sponsorship approach

We created a workable sponsorship hierarchy, structured the sponsorship revenues for maximum flexibility and developed a strong sponsorship proposal template. Working with a tight deadline, we designed and delivered the sponsorship brochure in a matter of days, providing the Accuray team with a compelling selling document to secure the necessary funds for organising the event.

### On-going partnership

We continued to advise and assist the Accuray team in preparing and organising the participation of sponsors and exhibiting companies at the conference.

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Or contact us for more information:  
[hello@connectedconcepts.eu](mailto:hello@connectedconcepts.eu)



**Top:** one of Accuray treatment solutions: CyberKnife system: the only robotic radiosurgery system designed specifically as a non-invasive treatment for cancerous and non-cancerous tumors anywhere in the body  
**Middle:** EC-IRT 2014 banner (European Conference on Innovative Radiation Technologies)  
**Bottom:** Hilton Berlin, where EC-IRT took place on 07 & 08 March 2014

“Being faced with the task of promoting your conference and company to other organisations in the same field is a large undertaking. This led me to Connected Concepts, where right from the start I felt they understood exactly what was our goal and fund-raising challenges, and how we wanted the EC-IRT conference to be perceived. We’ve been working with their team for a number of years – once again, I couldn’t be more pleased with the results.”

#### Sancie Nakarat,

Senior Manager, Marketing Communications  
Accuray Europe SAS