

**Request for Proposal
2026 NACCCDO-PAMN NATIONAL CONFERENCE HOST**

**National Association of Cancer Center Development Officers (NACCCDO)
Public Affairs and Marketing Network of National Cancer Centers (PAMN)**

Background

The National Association of Cancer Center Development Officers (NACCCDO) and the Public Affairs and Marketing Network of National Cancer Centers (PAMN) hold an annual joint conference to analyze and discuss issues affecting the nation’s leading academic-based cancer centers.

Session topics range from “big picture” cancer research and treatment presentations to breakout sessions focusing on the strategic, tactical and “best practice” aspects of public affairs, marketing and development activities. Networking among NACCCDO and PAMN attendees, as well as between attendees and conference sponsors is a tremendous benefit of the conference.

Former host institutions report that the conference generated valuable visibility for their cancer center and greater enthusiasm for outreach activities on the part of their leadership and faculty.

Request

The NACCCDO Board of Directors and PAMN Steering Committee jointly request a member cancer center to serve as the National Conference Host.

Scope

The NACCCDO-PAMN Conference has grown considerably during the past several years, with an average of more than 425 in-person attendees. This Conference provides a unique opportunity to host a meeting that is entirely cancer-focused. The high-caliber plenary and breakout sessions are geared specifically for professionals at NCI-designated or NCI-funded cancer centers, offering them the opportunity to grow as development, public affairs and marketing professionals.

The Conference also provides attendees with the opportunity to learn best practices from colleagues, as well as innovative strategies from national experts in the areas of development, public affairs and marketing.

Host Institution Listing

NACCCDO-PAMN held its first annual conference in 1987 at Fox Chase Cancer Center in Philadelphia.

Other host sites include:

2025	Sylvester Comprehensive Cancer Center	Miami, FL
2024	Huntsman Cancer Institute	Salt Lake City, UT
2023	Emory, Winship Cancer Institute	Atlanta, GA
2022	University of Kansas Cancer Center	Kansas City, KS
2021	Roswell Park Cancer Center	Virtual (intended for Niagara on the Lake, Ontario, Canada virtual due to COVID 19. 2020 Conference postponed due to COVID 19)
2019	Stephenson Cancer Center	Oklahoma City, OK
2018	Fred Hutchinson Cancer Research Center	Seattle, WA
2017	University of Kentucky Markey Cancer Center	Lexington, KY
2016	City of Hope	Los Angeles, CA
2015	Yale Cancer Center	New Haven, CT
2014	Ohio State Comprehensive Cancer Center	Columbus, Ohio
2013	University of Colorado Cancer Center	Denver, CO
2012	OHSU Knight Cancer Institute	Portland, OR
2011	UNC Lineberger Comprehensive Cancer Center	Chapel Hill, NC
2010	Moffitt Cancer Center	Tampa, FL
2009	U Penn - Abramson Cancer Center	Philadelphia, PA
2008	Holden Comprehensive Cancer Center-U of Iowa	Iowa City, IA
2007	UCSF Helen Diller Family Comp. Cancer Center	San Francisco, CA
2006	Roswell Park Cancer Institute	Buffalo, NY (Held in Niagara on the Lake, Ontario, Canada)
2005	Robert H. Lurie Comp. Cancer Center-NW Univ.	Chicago, IL

Conference Event Planning Support

NACCCDO and PAMN recognize that not all interested institutions have enough staff to adequately manage all aspects of the conference logistics. To that end, NACCCDO and PAMN have contracted with a professional conference event planning company, DFI Events, to handle a number of major conference planning items. (See attached Roles and Responsibilities for details.)

The host institution representatives will collaborate with DFI Events and together they will work in close coordination with NACCCDO and PAMN leadership to form the conference planning committee.

The host institution agrees to perform the responsibilities as outlined on the attached Roles and Responsibilities document. Highlights include:

- serving as the fiscal agent for the conference, handling all revenue and expenses;
- signing all contracts related to the conference, including the hotel and special events;
- assisting to secure sponsorship support working with the NACCCDO-PAMN Sponsorship Committee;
- showcasing their community and Cancer Center (by providing options for event venues, entertainment/tours, and conference speakers);
- providing comprehensive on-site volunteer event staffing;
- hosting (in coordination with DFI Events) the July 2025 planning meeting at the venue hotel, beginning Sunday evening and ending on Tuesday at noon, including possibly a tour of the medical campus and other venues recommended for the evening events during the conference.

Please see the attached document for a full description of roles and responsibilities required of the host institution, conference event planner, and the NACCCDO Board of Directors and PAMN Steering Committee.

Conference Budget

The conference budget is \$250,000 - \$500,000, depending on location, overall attendance (in-person and virtual) and local hotel and special event costs. Conference revenue is generated from (1) attendee registration fees, (2) “named” conference sponsorships, and (3) sponsorships fees.

The conference provides \$70,000 in advance budget support as seed money for deposits (DFI Events, Venues) and expenses (July Planning Meeting, CVENT/Crowd Compass) prior to receipt of conference registration and sponsorship amounts. Any surplus from the conference, after payments of all expenses including the \$70K advance to the next host location, is returned to each organization’s treasuries. The host institution is expected to stay within the budgeted parameters. To ensure fiscal responsibility, the NACCCDO Board of Directors and the PAMN Steering Committee routinely review budgets and expenses. In the event of unforeseen circumstances that cause the conference expenses to exceed income, both steering committees may choose to reimburse the host institution. The host institution should anticipate minimal out-of-pocket expenses (i.e. coverage of July planning meeting expense up to \$15K prior to receipt of the advance funds from the previous year conference host).

Proposal Submission

Proposals should be brief and include the material outlined below. The submission deadline is March 31, 2023.

1. Endorsement letter from the cancer center president/director stating institutional commitment. This letter should also confirm commitment from the development and public affairs/marketing departments, with assurance that the institution will be able to handle a nominal, upfront cash flow advance, until conference income is generated, and the host institution can be reimbursed (estimated not to exceed \$15,000).
2. Statement of capability to support all requirements of the host institution as outlined in the attached Roles and Responsibilities.

3. Logistical information, including:
 - a. Ease/cost of travel to and from location
 - b. Availability and recommendation of suitable hotel and meeting accommodations
 - c. Social event options
 - d. Cancer center/clinical facility tour options

4. Name and title of the two senior staff members (one from public affairs/marketing and one from development) who will participate in all conference planning activities. (See specific responsibilities of these representatives as outlined under Roles and Responsibilities, Host Institution roles, item 6.)
 - a. NACCDO Membership and PAMN Membership is required to be an eligible conference host.

Proposals are due by EOB March 31, 2023. Please send proposals, one PDF document, via email to Leslie Dietz, Conference Manager, leslie@dfievents.com.

Selection Process

The host institution is selected by a vote of the NACCDO Board of Directors and PAMN Steering Committee. The 2026 host will be selected at a joint NACCDO-PAMN Steering Committee meeting on Sunday, April 23, 2023 at the Joint Meeting during the 2023 Annual Conference in Atlanta, GA. Potential host institutions should be prepared to present a brief, in person, overview of their proposal at this meeting. A PowerPoint presentation is recommended.

If you wish to submit a proposal for 2027 or after, all above details apply. When submitting your proposal by the March 31, 2023 due date please be sure to include the year you wish to host. If you wish to host 2026 but would also like to be considered for future years should 2026 be designated to another location, please include additional years to be considered with your proposal. All confirmed host locations will be required to provide a letter of commitment once selected for a specific year to evidence that the institution is fully prepared to host regardless of any change of personnel at the time of confirmation. In addition, each confirmed host will be asked to present a brief status report during the spring annual conference for all years leading up to the confirmed host year.

Questions

For more information, please contact:

Michael Hibler, NACCDO Chair, hibler@jhmi.edu, 410-361-6189

Heidi Findlay, PAMN Chair, heidi.findlay@roswellpark.org, 716-845-1784

Minda Mason, NACCDO Vice Chair, MMason@kuendowment.org, 913-562-2721

Christine Thomas, PAMN Vice Chair, cthomas17@kumc.edu, 913-945-6017

Roles and Responsibilities for Annual NACCDO-PAMN Conference

Host Institution

1. The designated host institution representatives and their leadership are required to participate in a conference call with NACCDO and PAMN leadership after the conference is awarded to the institution to ensure logistic expectations are aligned with board boards and the event planner.
2. Serve as the fiscal agent for the conference.
 - a) Process and receive all revenue, including conference registration and sponsorships through an established conference account at the host institution,
 - b) Receive all invoices and process payments to all applicable program vendors including but not limited to hotel, CVENT (or equivalent registration management service), conference planner, speaker fees and speaker travel reimbursement, off site venues, entertainment, transportation, and program expenses such as signage or other logistical requirements. (DFI will manage all budgets and provide invoices/contracts etc).
 - c) Set up merchant account with CVENT (Current NACCDO-PAMN CVENT Contract expires in August 2025 and is expected to be renewed).
3. Recruit up to 25 volunteers to deploy during the program (DFI will provide all logistical information.)
4. Showcase local area and host Cancer Center
 - a) Identify options for both plenary and session speakers utilizing institution expertise and relationships (Leadership at the host institution is agreeing to use their connections to help secure plenary and session speakers once selected/vetted by NACCDO-PAMN conference leadership)
 - b) Identify options for entertainment for on and off site events where applicable
 - c) Develop concepts for Cancer Center or campus tours; handle all contracting and manage all logistics
 - d) Identify dine around restaurants
 - e) Select and purchase gifts for all speakers (approx. 100-160) based on local area favorites (Once item is purchased and delivered to host city, DFI in conjunction with the speaker liaison will ensure items are distributed to each speaker during the conference)
 - f) Provide a conference photographer for 2-3 days during the main conference activities and have the photos available via a link post conference
 - g) Provide a yoga or wellness instructor for optional morning or afternoon activity on 2 conference days
5. Host the July 2025 planning meeting at the venue hotel, beginning Sunday evening and ending on Tuesday at noon (unless otherwise confirmed), including a tour of the medical campus or other venues. The host institution's roles and responsibilities for this meeting are the same, as outlined in this document, as for the annual conference and will have assistance from DFI Events.
6. The institution's NACCDO and PAMN representatives agree to the following:
 - a. The NACCDO representative will serve on the NACCDO Board of Directors for a three-year period (the year prior to the conference, the year of the conference and the year after the conference) and participate in NACCDO's two annual in-person meetings (July and November) and all monthly NACCDO Board calls. In addition, during the year of the conference, the NACCDO host institution representative will participate in all monthly conference planning calls.
 - b. The PAMN representative will participate in the PAMN Steering Committee for three years (the year prior to the conference, the year of the conference, and the year after the conference) and participate in PAMN's two annual in-person meetings (July and November) and all monthly PAMN Steering Committee calls. In addition, during the year of the conference, the PAMN host institution representative will participate in all monthly conference planning calls.

DFI (Event Planner)

1. Hotel management for the planning meeting and annual conference including:
 - a. Hotel contracting; review of all hotel contracts if not directly responsible for contracting
 - b. Rooming list management
 - c. Internet and audiovisual design and management, virtual components where applicable
 - d. Meeting room design and management
 - e. Food and beverage selection and management
 - f. Name badge and tent card production (Costs for printing/name badges/lanyards is not the responsibility of DFI and will be billed as an operational expense on completion of the program.)
 - g. Post program hotel billing reconciliation
2. Registration management and onsite operations
 - a. Access to CVENT for registration site design and management of all registrations, either in-person or virtual (Content for marketing emails to be provided by NACCDO and PAMN)
 - b. Oversee all onsite and virtual elements for the annual planning meeting and annual conference
3. Additional program elements
 - a. Offsite venue selection, contracting and management
 - b. Transportation selection, design and management for transportation to confirmed off site events and tours only
 - c. Virtual platform confirmation and management (when applicable)
 - d. Sponsor logistical management (To be processed after the individual NACCDO and PAMN boards confirm sponsors and level of sponsorship.)
 - e. Speaker logistical management (To be processed after the individual NACCDO and PAMN boards confirm speakers, titles and request speaker forms.)
 - f. Conference mobile application management (Cost of mobile app service processed by the conference.)
 - g. Assistance with and management of conference materials and onsite mobile application where applicable
 - h. Coordinate annual conference give away items (Tote bags and any other sponsor provided items, costs for any items are not the responsibility of DFI)
 - i. Manage and secure conference signage, directional details (Payment for any printing/production is not the responsibility of DFI and will be billed as an operational expense.)
 - j. Presentation collection (DFI is not responsible for costs or review of content received.)
 - k. Evaluation design, distribution and summary reports (Printing of any hard copy evaluations is not the responsibility of DFI and items will be billed as an operational expense.)
 - l. Overall budget management
 - m. Prepare agenda for monthly conference planning conference calls

NACCDO Board of Directors and PAMN Steering Committee

1. Select the host institution at the annual conference joint Board/Steering Committee meeting
2. Approve and monitor the conference budget
3. The Chair and Vice Chairs participate as active members on the joint planning committee and participate in all monthly conference planning conference calls; set planning conference call schedule
4. Determine overall conference design and program contents for all plenary and breakout sessions (in-person and virtual)
5. Select and secure plenary and breakout session speakers; and subsequently provide session titles/descriptions and speaker bios for plenary and breakout sessions (in-person and virtual)
6. Secure sponsorship commitments through the conference sponsorship committee
7. Coordinate and execute communication with members of each organization as needed such as call for presentations, conference marketing and registration, conference evaluations, etc.
8. Jointly conduct July planning meeting (in conjunction with host institution) at the hotel venue of the upcoming conference