

ANNUAL INDUSTRY UPDATE WEBINAR

2027 Sponsorship Prospectus

About the Cholangiocarcinoma Foundation

The Cholangiocarcinoma Foundation's (CCF) mission is to find a cure and improve the quality of life for those affected by cholangiocarcinoma (CCA). Founded in 2006 in Salt Lake City, Utah, by a family who lost a loved one to the disease, CCF has grown into a global leader in patient support, education, advocacy, and funding basic, clinical, and translational research. CCF's core values are patients first, collaboration, innovation, and urgency.

About our Annual Industry Update Webinar

The annual webinar is a once-a-year educational event for patients, caregivers, healthcare professionals, and the broader CCA community. It provides timely updates on the latest advancements in CCA, insights into the treatment landscape, and emerging opportunities. Each year, patients and caregivers in our community ask CCF to translate new conference data and research updates into clear, patient-friendly language, demonstrating strong, ongoing demand for a trusted forum that makes complex advances understandable and actionable.

First introduced to the CCA community in 2026, the [Annual Industry Update Webinar](#) demonstrated strong demand and significant potential for continued reach and engagement:

- **205** individuals registered.
- **113** participants attended live.
- **72%** registrant-to-attendee conversion rate.
- **Seven** participating companies shared updates with the CCA community.
- The recording was made available through CCF's YouTube channel, extending the educational value beyond the live event and has received an additional **425 views** within one month of posting.

"This sort of webinar is a very good feature. The Foundation should do more."

- 2026 Webinar Attendee

Format

- **Date:** July 2027 (exact date TBD)
- **Time:** TBD
- **Duration:** ~1.5-2 hours, dependent on number of participating companies
- **Presentation:** Moderated by CCF's Chief Medical Officer, Dr. Juan Valle, in conjunction with 10-minute industry presentations. Data may be presented by one of the study investigators or an industry member (e.g., CMO, MSL)
- **Prep:** An information guide and PowerPoint template will be provided to all sponsors in advance to help prepare for the webinar
- **Platform:** Hosted and facilitated by CCF via Zoom
- **Promotion:** CCF will promote the event through our event calendar, webinar webpage, social media channels, newsletters, and targeted community emails

Reach

- **Expected Attendance:** 100-150 live participants on Zoom, with a mix of US and International participants
- **Post-Webinar Reach:** The recording will be hosted on CCF's YouTube channel and shared on CCF's social media platforms. On average, webinars receive an additional 300 views post-event, with some recordings reaching over 3,000 views

For more information, contact:

Kaylin Allenbrand, Director of Corporate Partnerships, kaylin.allenbrand@curecca.org

Presentation Tracks

Participating companies may select one of the following presentation tracks. All presentations should use plain language, emphasize practical takeaways, and be appropriate for patients and caregivers.

Information does not need to be entirely new to be valuable. A well-established treatment, biomarker, study, or testing option may be unfamiliar to someone who has recently received a diagnosis. Foundational education remains an important part of helping patients understand their options and navigate their care.

1. Conference Highlights – ASCO, ASCO GI, ESMO, or ESMO GI

Provide a patient-friendly overview of recent CCA research presented at a major medical meeting. Presentations may explain:

- What researchers studied
- What the findings showed
- Why the findings matter
- What the results could mean for patients now or in the future
- Questions patients may consider discussing with their healthcare team

2. Treatment or Clinical Trial Overview

Provide an accessible overview of a treatment program, therapy, or clinical trial, and explain how interested patients and caregivers can learn more. Presentations may include:

- The purpose of the treatment or study
- Trial locations and participating sites
- Cohorts, arms, and study design
- General eligibility requirements
- Enrollment status and anticipated timelines
- What participation may involve, including screening, visits, and testing
- Available safety or side-effect information
- Questions patients should ask their providers
- Referral steps, study contacts, and available support resources

“Appreciated hearing about available trials in the second-line advanced biliary tract cancer space and approved treatments for specific mutations.”
- 2026 Webinar Attendee

3. Biomarker Testing Education

Provide a patient-friendly overview of the importance of biomarker testing in cholangiocarcinoma and how test results may help inform treatment and clinical trial options. Presentations may include:

- Why biomarker testing is important for patients with CCA
- When testing should be discussed or performed
- The different types of testing available, including tissue- and blood-based testing
- How samples are collected and what the testing process may involve
- How patients and providers receive and interpret results
- Questions patients should ask their healthcare team
- Potential barriers to testing, including tissue availability, timing, access, and coverage
- When repeat or additional testing may be appropriate
- How biomarker results may help identify targeted therapies or clinical trial opportunities
- Resources and support available to help patients navigate the testing process

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Sponsorship Benefits

Enhanced Visibility & Thought Leadership

- Align your company with CCF as a trusted partner in the CCA community.
- Present a patient-friendly summary of your conference abstracts and/or clinical trial and treatment updates, positioning your company as a leader in advancing research and sharing timely, relevant data with the CCA community.
- Demonstrate commitment to transparency and patient education by making complex findings accessible and meaningful.

Direct Audience Engagement

- Reach a highly targeted audience interested in the latest treatment landscape.
- Highlight opportunities for patients and providers to engage with your programs.
- Strengthen relationships with both the patient community and healthcare professionals by sharing up-to-date insights in a trusted, CCF-hosted format.

Extended Reach Beyond the Live Event

- Recording hosted on CCF's YouTube channel for ongoing visibility.
- Amplification through CCF's communication channels (event page, newsletter, social media).
- Continued visibility of your data and treatment highlights beyond the event, ensuring your updates reach both live and future audiences.

Impact Measurement

- Receive a post-event recap and metrics report summarizing reach, engagement, and outcomes.
- Understand how your updates resonated with the CCA community through engagement data and feedback.

Investment

- **\$10,000** per company (non-Industry Council Members)
- Exclusive Benefit for Industry Council Members: Participation in this annual webinar is included at no additional cost as part of your Industry Council membership. This exclusive benefit ensures members receive premium visibility and the opportunity to share updates with the CCA community while maximizing the value of their membership investment
- Covers event hosting, facilitation, promotion, production support, and reporting
- Secures your exclusive 10-minute presentation slot
- Deadline for commitment: **May 10, 2027**

Sample Agenda

Time	Presenter	Topic
4:00 - 4:10pm	Juan Valle, Chief Medical Officer, CCF	Welcome & Introduction
4:10 - 4:20pm	Company A	Conference Update
4:20 - 4:30pm	Company B	Conference Update
4:30 - 4:40pm	Company C	Conference Update
4:40 - 4:50pm	Company D	Overview of Clinical Trial/ Treatment
4:50 - 5:00pm	Company E	Overview of Clinical Trial/ Treatment
5:00 - 5:10pm	Company F	Overview of Clinical Trial/ Treatment
5:10 - 5:20pm	Company G	Overview of Biomarker Testing
5:20 - 5:30pm	Company H	Overview of Biomarker Testing
5:30 - 5:35pm	Juan Valle, Chief Medical Officer, CCF	Closing Remarks

CCF's obligation is fulfilled by delivering on the commitments articulated in this prospectus for the year or years indicated above, as well as by the value the sponsor receives from its association with CCF's intellectual capital, partners, and constituents.