



Exhibitor Frequently Asked Questions

We hope that the *Lilly Oncology On Canvas: Expressions of a Cancer Journey* program contributes to the success of your event. If you require assistance or have questions outside the scope of the following information, please contact your local Lilly Oncology sales specialist or Holly Seymour, program coordinator, at 317-276-0699 or seymour_holly_c@lilly.com.

Lilly Oncology On Canvas Background

*Oncology On Canvas*SM is a biennial art competition and exhibition that honors the journeys people face when confronted with a cancer diagnosis. The biennial competition invites individuals diagnosed with any type of cancer — as well as their families, friends, caregivers and healthcare providers — to express, through art and narrative, the life-affirming changes that give their cancer journeys meaning.

Lilly Oncology On Canvas is presented by Lilly Oncology, in partnership with the National Coalition for Cancer Survivorship (NCCS), which advocates for quality cancer care for all Americans and provides tools that empower people affected by cancer to advocate for themselves. Winners are selected by an independent panel of judges.

The 2010 competition received more than 600 entries, bringing the total number of submissions since the competition's inception in 2004 to more than 3,600. Nearly \$40,000 was donated to cancer-related charities chosen by 2010 winners, who were announced in October 2010.

Artwork from the 2010 competition is currently touring cancer centers, hospitals, and patient advocacy events nationwide and throughout Puerto Rico.

Promotional Materials / Media

Who pays for invitations, advertising, mailings, etc.?

You are responsible for any promotional materials you produce/purchase.

How do we create posters, flyers, etc. to announce our exhibit?

We have created template flyers and posters that you may customize with date(s), time(s), location, and contact information for the individual who can provide directions and respond to questions concerning the exhibit. Please contact your local sales specialist or the *Lilly Oncology On Canvas* program coordinator for these templates.

May we contact local media about the exhibit?

Yes. If your event is open to the public, promotion through media outreach can increase attendance and ensure the event receives the attention it deserves. For *Lilly Oncology On Canvas* fact sheet and media alert templates, please contact your local sales specialist or the *Lilly Oncology On Canvas* program coordinator for these templates. If you have further questions, please contact Amy Sousa, Lilly Oncology Communications, at 317-276-8478 or sousaae@lilly.com.

What giveaways are available for exhibit attendees?

Your local sales specialist can provide invitation cards and books (containing *Lilly Oncology On Canvas* images and narratives) that may be given to exhibit attendees. There is no fee for these materials.

May the books be sold or auctioned (e.g., at a fundraiser)?

No, the books may not be sold or auctioned.

Venue**May we choose the venue?**

Lilly Oncology On Canvas exhibits must be held in a healthcare facility (e.g., hospital or cancer center). For exceptions, please contact the *Lilly Oncology On Canvas* program coordinator.

How many pieces of art should we request?

Twenty-five pieces are recommended if art will be displayed around the perimeter of a room 1,000 square feet or less, or along walls of 120 linear feet or less. For larger spaces, more art, in increments of 25, may be requested, but not guaranteed.

Can other pieces of art be displayed during a *Lilly Oncology On Canvas* exhibit?

We request that *Lilly Oncology On Canvas* is displayed on its own. Local artists who wish to display their art are encouraged to participate in the 2012 *Lilly Oncology On Canvas* competition and to check the program's website, www.LillyOncologyOnCanvas.com, for additional information.

Artwork**May the artwork be purchased by anyone?**

No. Following the exhibit, all art, narratives, and easels must be returned within one business day.

Is the art framed?

No. All pieces are unframed.

How large is the artwork?

High-quality reproductions of the art are 17"x25".

Which *Lilly Oncology On Canvas* collection is currently available for my exhibit?

Art from the 2010 competition is available through December 2012.

May we choose the pieces that will be displayed?

A random selection of artwork that varies in size, medium and artistic interpretation will be sent to each exhibit. If you would like to request specific types of pieces (e.g., from a particular state or

referencing a certain cancer type if your exhibit is themed around a particular cancer observance month), or if you require less graphic pieces for a family-oriented event, please contact your local sales specialist or the *Lilly Oncology On Canvas* program coordinator. We will make every effort to accommodate you, if available inventory permits this.

Can we find out specific artist's identity?

To protect patient/consumer privacy, artists' identities are not available.

What if a piece of art is lost or damaged?

Please contact your local sales specialist and/or the *Lilly Oncology On Canvas* program coordinator as soon as possible.

Receiving the Art / Materials

What will my shipment contain?

Each shipment contains the requested number of art/narratives, an equal number of easels (tall black cases), and two posters (large gray totes).

Are the art and materials heavy?

The crates that hold the art weigh 80 lbs. each. The black cases that hold the easels weigh 60 lbs. each but have wheels on the bottom.

How is the artwork shipped?

Lilly Oncology On Canvas art/materials are shipped UPS Ground to arrive within two business days of your scheduled event.

How will I know when the art/materials will arrive?

You will receive an e-mail confirmation two to four weeks prior to your exhibit. Please review the message carefully, as it contains the number of pieces, shipping address, estimated delivery date and any special requests. One to three days before the materials arrive, you will receive a UPS tracking number, exact delivery date and number of containers to expect.

Setting Up the Exhibit

How long does it take to set up an exhibit?

A 50-piece exhibit of art and narratives may take two hours to set up.

Who is responsible for unpacking/hanging the artwork?

Your local sales specialist may assist you. If you are not working directly with a sales specialist, you will be responsible for unpacking and setting up.

What is the best way to display the art

The best way to display the art is on easels, which are provided.

How should the narratives be displayed with original art pieces?

If necessary, a small piece of Velcro may be added to the back of each narrative, and affixed to the peak of the easel. Velcro is not provided, so please plan accordingly.

Returning the Art / Materials

How soon after the exhibit must art/materials be returned?

We ask that all art/materials are returned the business day following your exhibit.

How should the art be re-packed following the exhibit?

The art should be re-packed just as it was sent; upright, with its corresponding narrative with dividers between each piece. Detailed instructions will be contained in a large envelope within the shipment.

Who pays for the return shipment?

Pre-paid return slips are contained in the large envelope within the shipment, along with instructions for scheduling a UPS pick-up.