



## Exhibitor Frequently Asked Questions (Revised)

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We hope that the Oncology On Canvas<sup>sm</sup> exhibit contributes to the success of your event. If you require assistance or have questions outside the scope of the following information, please contact your Lilly Oncology Sales Specialist or Erica Broadus, Program Coordinator, at 317-651-6220 or broadus\_erica\_d@lilly.com.

### LOOC History

Lilly Oncology On Canvas (LOOC) is a biennial art competition and exhibition developed by Lilly in 2004 to honor women around the world whose lives had been affected by cancer. In its inaugural year, nearly 400 entries were received. The 2006 competition was open to anyone affected by the disease – women and men alike diagnosed with cancer, caregivers, friends, family members and healthcare providers. The response was overwhelming, with more than 2,000 entries from 43 countries. In 2008, the competition was open to people in the US and Puerto Rico only, and gained an additional 580 entries. The 2008 art collection will tour throughout 2009 and 2010, inspiring others on their cancer journeys. Oncology On Canvas is presented by Lilly USA, LLC, in partnership with the National Coalition for Cancer Survivorship (NCCS).

### Promotional Materials / Media

**Q: Who pays for invitations, advertising, mailings, etc.?**

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

**Q: We want to create posters, flyers, etc. to announce our exhibit. Do those need to be approved?**

A: Yes. Any materials that you develop that reference the exhibit or Lilly must be approved through our promotional materials approval process. Please e-mail Erica Broadus as soon as possible to allow time for approval before printing.

**Q: May we contact local media about the exhibit?**

A: Yes. Whether your event is public or private, media promotion can increase attendance and ensure the event receives the attention it deserves. For media guidelines or press release templates, please contact Amy Sousa, Communications Associate, at 317-276-8478 or sousaee@lilly.com or Lee Lange, Communications Manager, at 317-433-6067 or langele@lilly.com.

**Q: Can you provide electronic images of the art, to be used on promotional materials we create?**

A: Yes. E-mail Erica Broadus to request electronic images. Please note: the logos for LOOC and NCCS must accompany the images. Again, please e-mail a copy of your promotional materials to Erica Broadus for approval before printing.

**Q: What giveaways are available for exhibit attendees?**

A: Your Lilly Oncology Sales Specialist can provide invitation cards and books (containing LOOC images and narratives) that may be given to exhibit attendees. There is no fee for these materials.

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

A: No, the books may not be sold or auctioned.

## Venue

**Q: May we choose the venue?**

A: All LOOC exhibits must be held in a healthcare facility (e.g., hospital or cancer center).

**Q: How many pieces of art should we request?**

A: 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 may be requested, in increments of 25.

**Q: Who pays for food, catering, etc.?**

A: Your Lilly Oncology Sales Specialist may assist with catering expenses. Please coordinate your requests with him/her directly. Alcoholic beverages may not be provided.

**Q: Can other pieces of art be displayed during an LOOC exhibit?**

A: We request that Oncology On Canvas is displayed on its own. Local artists who wish to display their art are encouraged to participate in the 2010 LOOC competition and to check the LOOC website, [www.lillyoncologyoncanvas.com](http://www.lillyoncologyoncanvas.com), for additional information.

## Artwork

**Q: May the artwork be purchased by anyone?**

A: No. Following the exhibit, all art, narratives, easels and banners must be returned.

**Q: Is the art framed?**

A: No. All pieces are unframed.

**Q: How large is the artwork?**

A: The art ranges from 5"x7" to 17"x23".

**Q: Which LOOC collection is currently available for my exhibit?**

A: Art from the 2008 competition is available through December 2010.

**Q: May we choose the pieces that will be displayed?**

**A:** 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 pieces (e.g., from a particular state or referencing a certain cancer type), please notify Erica Broadus and/or your Lilly Oncology Sales Specialist as soon as possible.

If you require less graphic pieces for a family-oriented event, we will make every effort to accommodate you, based on available inventory. Again, please make such requests as soon as possible, even months in advance.

**Q: Can a specific artist's piece be requested for the exhibit?**

To protect patient/consumer privacy, artists' identities are not available. Accordingly, please only refer to the title of the piece, the page number in the book of entries, or catalog number on the website.

**Q: What if a piece of art is lost or damaged?**

**A:** Please notify your Lilly Oncology Sales Specialist and/or Erica Broadus as soon as possible.

### **Receiving the Art / Materials**

**Q: What will my shipment contain?**

**A:** Each shipment contains the requested number of art/narratives, an equal number of easels (tall black cases), and two posters (large gray totes). Banners are available upon request.

**Q: Are the art and materials heavy?**

**A:** The crates that hold the art weigh 70 lbs. each. The black cases that hold the easels weigh 60 lbs. each but have wheels on the bottom.

**Q: How is the artwork shipped?**

**A:** LOOC art/materials are shipped UPS Ground to arrive within two business days of your scheduled event.

**Q: How will I know when the art/materials will arrive?**

**A:** 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**

**Q: How long does it take to set up an exhibit?**

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

**Q: Who is responsible for unpacking/hanging the artwork?**

A: Your Lilly Oncology Sales Specialist may assist you with unpacking and set up.

**Q: What is the best way to display the art?**

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

**Q: How should the narratives be displayed?**

A: 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**

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

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

**Q: How should the art be re-packed following the exhibit?**

A: 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.

**Q: Who pays for the return shipment?**

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

### **Exhibit Follow-Up**

**Q: Our LOOC exhibit was a huge success! How can we obtain it again?**

A: Please consult your Lilly Oncology Sales Specialist to schedule the exhibit for a future date.

**Q: Can we give feedback about the exhibit?**

A: Yes. Following the exhibit, Erica Broadus will e-mail you an Exhibitor Satisfaction Survey. Please complete and forward back to her via e-mail.

Please contact Erica Broadus, LOOC Program Coordinator,  
at 317-651-6220 or [broadus\\_eric\\_a\\_d@lilly.com](mailto:broadus_eric_a_d@lilly.com) with any additional questions or concerns