

# 3rd Annual BREAST CANCER SYMPOSIUM

The Seasons of Breast Cancer



*Proudly Hosted by New York Oncology Hematology*



## CONFERENCE ORGANIZERS

Accreditation and Educational Partner:



Planned By:



**September 24-26, 2021 – NYOHbcs.com**

## SPONSORSHIP OPPORTUNITIES

### PROGRAM OVERVIEW:

The 3rd Annual Breast Cancer Symposium: The Seasons of Breast Cancer is being organized in collaboration with New York Oncology Hematology (NYOH), The University of Chicago Pritzker School of Medicine, and myMedEd, Inc. With an expanded agenda, this accredited conference will offer **18.5 continuing education credits** and is scheduled to be held September 24-26, 2021 at NYOHbcs.com.

For a list of faculty, go to: [NYOHbcs.com](http://NYOHbcs.com)

### CONFERENCE PLATFORM:

The conference will be held online utilizing a multimedia webcast and virtual conference platform to live stream the keynote, plenary sessions, and ancillary events. The conference will be recorded and will be offered on-demand for 30 days following the conference.

A virtual tradeshow platform is available to exhibitors and offers the opportunity to include a video presentation, literature, live chat, messaging and the organization's Twitter feed. Conference attendees

can visit booths and interact with exhibitors during the conference and the virtual tradeshow will remain live for 30 days following the conference.

#### **ATTENDANCE:**

The expected attendance of the conference is over 700 healthcare professionals.

#### **PARTICIPANT RECRUITMENT:**

The conference is now being marketed to a national audience via the following channels:

- Past participants
- NYOH and US Oncology Distribution Lists
- ASCO Mailing List
- American Cancer Society
- Susan G Komen
- University of Chicago Distribution Lists
- ENP and NP Nursing Networks
- Faculty Presenter Networks
- Claims Database Supplement Marketing Distribution
  - o *FACTORx partners with a data aggregator that specializes in using Health Insurance Portability and Accountability Act of 1996 (HIPAA)-compliant methods that utilize prescribing habits, procedures, and/or diagnostic codes to identify clinicians who are in the best position to impact patient care in a given disease state.*
  - o *It will include (2) eBlasts distributed to 10,836 clinicians who have been identified as treating patients with breast cancer in the past 12 months.*

#### **SPONSORSHIP OPPORTUNITIES:**

##### **All sponsorship levels include:**

- Sponsorship acknowledgement on the website and conference materials
- NEW: A dedicated exhibitor guidebook with up to (2) 8.5x11 pages of content. The exhibitor guidebook will also include a Sponsor Directory with a product mapping
  - o All program materials will be emailed as PDFs to the registrants and will be posted on the virtual conference platform for download
- A \$500 gift card drawing will be offered and paid for by the conference organizers. Attendees can choose to opt in for their contact information to be shared with all exhibitors including email and phone number.
  - o The drawing was offered for a conference held in November and 50% of the participants out of 600+ entered = a file of 300+ contacts was shared with all of the exhibitors and sponsors the week following the conference.

##### **Display and Functionality Options (in addition to the features outlined above):**

##### **Bronze = \$2,000**

- Logo and link to company and/or product website posted in the virtual tradeshow exhibit hall

##### **Silver = \$3,250**

- Full virtual booth custom webpage with product downloads, video streaming, representative contact information, photos, and peer to peer private messaging

##### **Gold = \$4,250**

- Full virtual booth custom webpage with product downloads, video streaming, representative contact information, photos, and peer to peer private messaging
- Active Zoom session within booth for the duration of the conference

## Upgrades:

- **Exhibitor Spotlight – Dedicated promotional e-Blast = \$1,200**  
An email promoting your company’s exhibit information will be sent to all past participants and current registrants within 2 weeks prior to the conference.
  
- **Live Participant Engagement Session = \$5,000 (Avg Participation = 100+)**
  - o The Live Participant Engagement sessions will be assigned on a first-come, first served basis
  - o Up to 3 sessions will run concurrently during each EXHIBITOR BREAK
  - o Company must be at least a Silver sponsor to be eligible
  - o The sessions will be scheduled and posted in the center of the virtual tradeshow exhibit hall with premium sized logos
  - o The session can be a video stream, live Zoom Chat, Mini Product Theater Presentation, Live Interview pre-arranged with a Representative and Speaker, or another format upon request
  - o The Exhibitor Live Participant Engagement Session agenda will be posted in the Exhibitor Guidebook and in the virtual tradeshow exhibit hall
  - o An email with the Exhibitor Live Participation Engagement Session Agenda will be sent to all past participants and current registrants within 2 weeks prior to the conference.

## **Product Theater = Morning: \$12,500 (Avg Participation = 250+ / Lunch: \$17,500 (Avg Participation = 350+**

- A limited amount of 30-minute unopposed time slots for ancillary events are being offered on a first-come, first-served basis.
- The Product Theater sessions will be presented utilizing the multimedia webcast and virtual conference platform.
- Company must be exhibiting at the Silver sponsor in order to be considered for a Product Theater session
- A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks prior to the conference.

*If you are interested in a Live Participant Engagement Session or Product Theater session, please email [nicole@mymededco.com](mailto:nicole@mymededco.com) to discuss availability before you complete the application.*

To complete the application, please go to: <https://cmersvp.com/exhibit-processing-form/>

*If you are interested in a Product Theater session, please email [nicole@mymededco.com](mailto:nicole@mymededco.com) to discuss availability before you complete the application.*

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## **Contract Provisions**

Exhibits and exhibitors are subject to the following regulations. The term “Conference Organizers” herein refers to New York Hematology Group, MyMedEd, and The Center for Continuing Medical Education at The University of Chicago.

The Conference Organizers have produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The Conference Organizers reserve the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

Exhibitor Representative Responsibilities: Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations with Conference Organizers and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

Payments and Cancellations: Payment in full for exhibit space is due no later than **September 10, 2021**. Exhibitors who cancel before **August 10, 2021** will receive a full refund minus any set-up fees accumulated if applicable (no more than \$750). Exhibitors who cancel on or after **August 11, 2021**, will receive no refund. No cancellations shall be acknowledged unless received by the Conference Organizers in writing. The date upon which the notice of cancellation

is received shall apply as the official date of cancellation.

Standard for Commercial Support 4: Appropriate Management of Associated Commercial Promotion

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer-based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. (Supplemented, February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) For Journal-based CME, none of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.