

4th Annual BREAST CANCER SYMPOSIUM

OPENING DOORS: Lab to Clinic to Patient
September 23-25, 2022

Proudly Hosted by New York Oncology Hematology



CONFERENCE ORGANIZERS

Accreditation and Educational Partner:



Planned By:



September 23-25, 2022

Live in Person: Hudson Hall, Hudson, NY

Online Live Broadcast: nyohbcs.org

SPONSORSHIP OPPORTUNITIES

PROGRAM OVERVIEW:

The 4th Annual Breast Cancer Symposium titled OPENING DOORS: Lab to Clinic to Patient is being organized in collaboration with New York Oncology Hematology (NYOH), The University of Chicago Pritzker School of Medicine, and myMedEd, Inc. This accredited conference will offer **16.5 continuing education credits** and is scheduled to be held live in person September 23-25, 2022 at the Hudson Hall in Hudson, NY and as an online live broadcast at nyohbcs.org.

MOST RECENT AGENDA AND FACULTY LISTING: please go to nyohbcs.org

CONFERENCE PLATFORM:

The 4th Annual Breast Cancer Symposium is being held live in person and online via a live broadcast. The sponsors and exhibitors of the conference will be available for attendees to visit during the duration of the conference in both platforms.

ATTENDANCE:

The expected attendance of the conference is over 200 healthcare professionals live in person and 300 for the live online broadcast. Though there were over 900 in attendance in 2021 in the virtual conference platform, the conference organizers have experienced a significant decrease in online only attendance.

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 12,213 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
- Inclusion in the dedicated exhibitor guidebook with up to (2) 8.5x11 pages of content. The exhibitor guidebook will also include a Sponsor Directory
 - o All program materials will be printed for distribution onsite and posted online for download
- 2 complimentary registrations to the conference.

LIMITED EXCLUSIVE LIVE IN PERSON EXHIBIT OPPORTUNITIES:

- Consideration for space will be given on a first-come first-served basis.
- All in person exhibitors will receive a virtual booth based on the same support level as the in person sponsorship

Bronze = \$5,000

Includes (1) 6-foot tabletop display or the equivalent floor space.

Silver = \$7,500

Includes (1) 6-foot tabletop display or equivalent floor space and an opportunity to provide a registration bag insert.

Gold = \$10,000

Includes (1) 6-ft tabletop display or the equivalent floor space and an opportunity to provide a registration bag insert, a customized dedicated exhibitor spotlight email sent to the conference organizers entire oncology database of over 2,000 HCPs nationally, and a premium foot traffic location

ONLINE VIRTUAL BOOTH ONLY:

Bronze = \$2,000

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

Silver = \$3,500

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

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Gold = \$5,000

- 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

SPONSORSHIP 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.

OFFSITE Product Theater Permission = \$7,500

- This includes permission to hold a product theater at one of the nearby restaurants or hotels
- A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks prior to the conference.
- An activity announcement can be provided to be included in the registration bag
- If the activity is being broadcast live and online, a link to the activity will be posted on the platform and in the conference materials
- A listing of the Product Theater will be included in the Exhibitor Guidebook and Program Handout
- Acknowledgement of the support will be in all materials
- Scheduling of the Product Theaters can occur during conference registration, breaks, lunch and after the general session concludes each day
- The conference organizers will do their best to prevent concurrent ancillary events happening at any one time

NOTE: A stand-alone product theater or speakers program will not be supported by the conference if permission has not been obtained by the conference organizers.

ONSITE Product Theater = \$15,000

- This includes being provided meeting space located onsite at the conference venue
- Basic AV including a screen, projector, and slide advancer will be provided
- The meeting room will be set for up to 50 participants in theater seating
- A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks prior to the conference.
- An activity announcement can be provided to be included in the registration bag
- If the activity is being broadcast live and online, a link to the activity will be posted on the platform and in the conference materials
- A listing of the Product Theater will be included in the Exhibitor Guidebook and Program Handout
- Acknowledgement of the support will be in all materials
- Scheduling of the product theater will be on a first-come first-served basis
- The conference organizers will do their best to prevent concurrent ancillary events being scheduled at the same time

ONSITE Product Theater AV Video Stream Upgrade = \$4,500

- The onsite product theater meeting space will be equipped with Live Streaming functionality for broadcasts to be hosted live on the virtual conference platform. If it is desired to use this equipment and technicians, the services mentioned above are included in this upgrade.

If you are interested in a Product Theater, please email nicole@mymededco.com to discuss availability before you complete the application.

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

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

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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.