



Proudly Hosted by New York Oncology Hematology



#### CONFERENCE ORGANIZERS

Accreditation and Educational Partner:



Planned By:



### **CELEBRATING THE 5<sup>TH</sup> ANNUAL BREAST CANCER SYMPOSIUM: Disparities in Breast Cancer: Social Determinants, Social Biases, Cell and Cell Cycle and Stromal Contributions and Outcomes**

**August 4-6, 2023**

**Live in Person: Hudson Hall, Hudson, NY**

#### **SPONSORSHIP OPPORTUNITIES**

##### **PROGRAM OVERVIEW:**

The focus of the 5th Annual Breast Cancer Symposium is Disparities in Breast Cancer: Social Determinants, Social Biases, Cell and Cell Cycle and Stromal Contributions and Outcomes.

This accredited conference will offer a minimum of **16.5 continuing education credits** and is scheduled to be held live in person August 4-6, 2023 at the Hudson Hall in Hudson, NY.

The conference will be recorded and will be posted online for on-demand access 60-90 days following the conference.

##### **ATTENDANCE:**

The expected attendance of the conference is over 200 healthcare professionals live in person. A shuttle will be provided from Albany to Hudson daily during the conference.

##### **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

#### **SPONSORSHIP OPPORTUNITIES:**

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

- Sponsorship acknowledgement on the website and conference materials
- (4) complimentary registrations to the conference.

##### **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

- Includes (2) invitations to attend the networking event with faculty and attendees scheduled at the end of each conference day

##### **Platinum = \$12,500**

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

- Includes (4) invitations to attend the networking event with faculty and attendees scheduled at the end of each conference day

#### **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.

- o Included in Gold and Platinum

##### **Product Theater = \$15,000**

- Includes meeting space and basic AV
- 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
- 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

##### **Product Theater Online Live Stream Upgrade = \$5,000**

- A live online broadcast stream promoted to the national database of 2,000+ past participants

*If you are interested in a Product Theater, 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/>

#### **AGENDA:**

Coming soon.

## Contract Provisions

Exhibitors 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 July 21, 2023. Exhibitors who cancel before July 4, 2023 will receive a full refund minus any set-up fees accumulated if applicable (no more than \$750). Exhibitors who cancel on or after July 5, 2023, 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.