

# 5th Annual BREAST CANCER SYMPOSIUM

## Disparities on a Cellular Level & Patient Level

August 4–6, 2023

*Proudly Hosted by New York Oncology Hematology*



CONFERENCE ORGANIZER



### **5<sup>th</sup> Annual Breast Cancer Symposium: Disparities on a Cellular Level and Patient Level**

**August 4-6, 2023**

**Live in Person:**

**Hudson Hall, Hudson, NY**

### **SPONSORSHIP OPPORTUNITIES**

The 5th Annual Breast Cancer Symposium, Disparities on a Cellular Level & Patient Level, is being organized in collaboration with New York Oncology Hematology (NYOH), the Medical Society of the State of New York, and myMedEd, Inc. This accredited conference will offer **19.0 continuing education credits** and will be held live in person August 4-6, 2023, at the Hudson Hall in Hudson, NY.

#### **ATTENDANCE:**

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

#### **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
- ENP and NP Nursing Networks
- Faculty Presenter Networks

#### **SPONSORSHIP OPPORTUNITIES:**

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

- Sponsorship acknowledgment 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 organizer's entire oncology database of over 2,000 HCPs nationally, and a premium foot traffic location

- Includes (2) invitations to attend the Meet and Greet with faculty and attendees scheduled at the end of the conference on Friday and Saturday.

**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 organizer's entire oncology database of over 2,000 HCPs nationally, and a premium foot traffic location

- Includes (4) invitations to attend the Meet and Greet with faculty and attendees scheduled at the end of the conference on Friday and Saturday.

**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 before the conference.

- Included in Gold and Platinum

**Product Theater**

- Morning Product Theater = \$12,500
- Lunch Product Theater = \$17,500
- Evening Product Theater = 12,500

- o Includes meeting space and basic AV
- o The meeting room will be set for up to 50 participants in theater seating
- o A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks before the conference.
- o An activity announcement can be provided to be included in the registration bag.
- o Acknowledgment of the support will be in all materials
- o Scheduling of the product theater will be on a first-come-first-served basis
- o The conference organizers will do their best to prevent concurrent ancillary events

NOTE: Only exhibitors are eligible to submit an application for a Product Theater pending approval.

**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/>

BCS 2023  
Hudson Hall, Hudson, NY  
nyohbcs.org  
5th Annual Breast Cancer Symposium: Disparities on a Cellular Level & Patient Level  
DAY 1 - FRIDAY, AUGUST 4, 2023  
DAY 2 - SATURDAY, AUGUST 5, 2023  
Day 3 - SUNDAY, AUGUST 6, 2023

*Tentative Agenda as of 03/29/23*

DAY 1 - FRIDAY, AUGUST 4, 2023

Start Time	End Time		
7:30 AM	8:50 AM	Registration, Exhibits, Optional Ancillary Events	
8:55 AM	9:05 AM	Introduction / Opening	Dr. Maria Theodoulou (NYOH) Dr. Todd Doyle (NYOH)
9:05 AM	9:25 AM	OPENING CONFERENCE PRESENTATION	Dr. Frank Arena (NYU)
9:25 AM	9:55 AM	Breast Imaging	Dr. Elizabeth Morris (UC Davis)
9:55 AM	10:25 AM	Breast Pathology	Dr. Edi Brogi (MSKCC)
10:25 AM	11:10 AM	Breast Surgery: Disparities	Dr. Andrea Barrios (MSKCC)
11:10 AM	11:55 AM	Breast Surgery: Updates Post Neoadjuvant Therapy	Dr. Eleftherios Mamounas (UF)
11:55 AM	12:25 PM	Breast Reconstruction: Challenges Post Neoadjuvant Chemotherapy and Radiation	Dr. Babak Mehrara (MSKCC)
12:25 PM	1:25 PM	Break, Exhibits, Optional Ancillary Events	
1:25 PM	1:55 PM	Obesity, Estrogen, and Breast Cancer	Dr. Neil Iyengar (MSKCC)
1:55 PM	2:25 PM	Optimizing Self, Health and Nutrition	Dr. Neil Iyengar (MSKCC)
2:25 PM	2:55 PM	Triple Negative Breast Cancer / Early	Dr. Tiffany Traina (MSKCC)
2:55 PM	3:25 PM	Triple Negative Breast Cancer / Late	Dr. Tiffany Traina (MSKCC)
3:25 PM	3:40 PM	Break	
3:40 PM	4:10 PM	Disparities Genetics and Breast Cancer	Dr. Mark Robson (MSKCC)
4:10 PM	4:40 PM	Updates on Radiation Therapy - Are there disparities?	Dr. Yasmin Hasan (UOC)
4:40 PM	5:10 PM	Radiation Therapy: Who doesn't need it?	Dr. Quincey LaPlant (MSKCC)
5:10 PM	5:15 PM	Closing Remarks	Dr. Maria Theodoulou (NYOH)
5:15 PM	5:45 PM	Meet and Greet Networking	ALL
5:45 PM	6:45 PM	Optional Ancillary Event	

DAY 2 - SATURDAY, AUGUST 5, 2023

7:30 AM	8:55 AM	Registration, Exhibits, Optional Ancillary Events	
9:00 AM	9:05 AM	INTRODUCTION/HIGHLIGHTS FROM FRIDAY	Dr. Maria Theodoulou (NYOH)
9:05 AM	10:05 AM	Antibody Drug Conjugates	Dr. Hope Rugo (UCSF)
10:05 AM	10:35 AM	Precision Medicine / Lab	Dr. George Sledge (CLS)
10:35 AM	11:05 AM	Precision Medicine / Clinic	Dr. Andrew Seidman (MSKCC)
11:05 AM	12:05 PM	KEYNOTE	Dr. Joyce O'Shaughnessy (TOB)
12:05 PM	1:05 PM	Break, Exhibits, Optional Ancillary Events	
1:05 PM	1:35 PM	Updates in Hormone Receptor Positive Breast Cancer - Adjuvant and Neoadjuvant	Dr. Claudine Isaacs (GU)
1:35 PM	2:05 PM	Updates in Hormone Receptor Positive Breast Cancer - Metastatic	Dr. Claudine Isaacs (GU)
2:05 PM	3:05 PM	Immunotherapy	Dr. VK Gadi (UIC)
3:05 PM	3:35 PM	Moral Injury and Physicians: Burned or Burnout?	Dr. Anne O'Dea (KUMC)
3:35 PM	4:05 PM	Ethical Dilemmas & Disparities in Patient Care	Dr. Frank Arena (NYU)
4:05 PM	4:10 PM	Closing Remarks	Dr. Maria Theodoulou (NYOH)
4:10 PM	5:00 PM	Networking Closing Event	ALL

Day 3 - SUNDAY, AUGUST 6, 2023

7:30 AM	8:45 AM	Registration, Exhibits, Optional Ancillary Events	
8:50 AM	8:55 AM	INTRODUCTION/HIGHLIGHTS FROM SATURDAY	Dr. Maria Theodoulou (NYOH)
8:55 AM	9:25 AM	Disparities in Real World Medicine	Dr. Anne O'Dea (KUMC)
9:25 AM	9:30 AM	Arena Advocacy Awardee - 2023 Recipient	Dr. Maria Theodoulou (NYOH)
9:30 AM	10:00 AM	The Disparities in Treating the Older Patient	Dr. Frank Arena (NYU)
10:00 AM	10:10 AM	Break	Dr. Hyman Muss (UNC)
10:10 AM	10:40 AM	HER2neu + Breast Cancer / Early	Dr. Chau Dang (MSKCC)
10:40 AM	11:10 AM	HER2neu + Breast Cancer / Late	Dr. Chau Dang (MSKCC)
11:10 AM	11:40 AM	HER2neu and the Older Patient	Dr. Hyman Muss (UNC)
11:40 AM	12:40 PM	Break, Exhibits, Optional Ancillary Events	
12:40 PM	1:40 PM	Breast Cancer and the Brain	Dr. Andrew Seidman (MSKCC)
1:40 PM	2:10 PM	SPECIAL LECTURE: The Legal Health of the Medical Professional	Will Newman (Oberheiden, P.C.)
2:10 PM	2:40 PM	SPECIAL LECTURE: Sexual Health of the Breast Cancer Patient	Dr. Jeanne Carter (MSKCC)
2:40 PM	4:40 PM	Community Case Discussions	
4:40 PM	4:50 PM	SUNDAY SESSION CLOSE	Dr. Maria Theodoulou (NYOH)