



Focus On Gynecological and Genitourinary Cancers

May 2-3, 2024 • Albany Capital Center • Albany, NY

SPONSORSHIP OPPORTUNITIES

Spring to Life 2024: Focus on Gynecological and Genitourinary Cancers will be held May 2-3, 2024, at the Albany Capital Center. The conference will be live in person and offered online via live broadcast. The conference will be recorded and posted online for on-demand access 60-90 days later.

The expected attendance of the conference is approximately 150 healthcare professionals.

EDUCATIONAL GOAL

This conference aims to educate practitioners and update their knowledge of the biological pathways, diagnosis, current guidelines, and existing and emerging therapies for managing patients with Gynecological and Genitourinary Cancers.

TARGET AUDIENCE

The target audience for this conference is medical oncologists, hematologists, pathologists, oncology nurses, advanced practice providers, family practitioners, primary care practitioners, allied health professionals, and other providers interested in the care of patients being treated for Gynecological and Genitourinary Cancers.

PARTICIPANT RECRUITMENT

Participant recruitment efforts will include:

- Spring to Life Past Participants
- Medical Societies, Associations, Foundations, and Support Groups with an interest in Gynecological and Genitourinary Cancers
- NYOH and US Oncology Distribution Lists
- MSSNY Membership Lists
- ENP and NP Nursing Networks
- Faculty Presenter Networks

All sponsorship levels include:

- Sponsorship acknowledgment on the website and conference materials
- (4) Representative conference registrations

SPONSORSHIP LEVELS:

Bronze = \$2,750

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

Silver = \$3,750

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



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Gold = \$5,750

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 myMedEd, Inc.'s oncology/hematology 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 - \$10,000

Includes 10x10 Space with (2) 6-ft tables or the equivalent floor space and an opportunity to provide a registration bag insert, a customized dedicated exhibitor spotlight email sent to myMedEd, Inc.'s oncology/hematology 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 = \$1,500

An email promoting your company's exhibit information will be sent to all past participants and current registrants within 2 weeks before the conference.

- o Included in Gold and Platinum

Product Theater = \$12,500

- Must be a Gold or Platinum Sponsor
- 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 before 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 from 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

Thursday Evening Faculty Dinner Sponsorship = \$7,500

- Must be a Gold or Platinum Sponsor

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

For bundled sponsorship packages, please contact Nicole @ 815-861-9069 / nicole@mymededco.com