



## SPONSORSHIP OPPORTUNITIES

**The University of Illinois Cancer Center: Summer CME Series** will take place on June 11, 18, & 25, 2025, from 1:00 PM – 7:00 PM CT at mHUB in Chicago, IL. The conference will be held in person and streamed live online. A recorded, on-demand version will be available on VuMedi within 60-90 days; however, on-demand access will not offer continuing education credit.

### Location:

mHUB  
1623 W Fulton Street  
Chicago, IL 60612  
312-248-8701

### Series Topics:

June 11, 2025 – Breast Cancer  
June 18, 2025 – General Oncology  
June 25, 2025 – Hematologic Malignancies

Expected Attendance: Approximately 100 healthcare professionals per session.

Exhibit / Free Time = 2hrs 55 mins.

## EDUCATIONAL GOAL

This conference aims to educate practitioners and provide updated knowledge on advances in the diagnosis and management of breast cancer, general oncological cancers, and hematologic malignancies.

## TARGET AUDIENCE

The target audience for this conference is medical oncologists, hematologists, pathologists, oncology nurses, fellows, residents, advanced practice providers, family practitioners, primary care practitioners, allied health professionals, and other providers interested in the care of patients with cancer.

## PARTICIPANT RECRUITMENT

Participant recruitment efforts will include:

- myMedEd, Inc. Hematology and Oncology Past Conference Attendees
- UIC Distribution Lists
- Association/Society Conference Collaborator Networks
- ENP and NP Nursing Networks
- Faculty Presenter Networks

## SPONSORSHIP BENEFITS

All Sponsorship Levels Include:

- Sponsorship acknowledgment on:
  - o CME Series Registration and Details Website
  - o Event Signage
  - o Program Handout
  - o Housekeeping Slides
- Table Display: Located in a space separate from accredited education/general sessions, near registration and breaks.

Organized by



Hosted by





- (2) Representative conference registrations

### Networking Event

*(Included in Gold and Platinum Level Sponsorships)*

- Date & Time: 6:00 PM – 7:00 PM at mHub
- Inclusions: Light appetizers and alcoholic/non-alcoholic beverages
- Attendees: All faculty, attendees, and Gold/Platinum exhibitors
- Purpose: Unopposed networking opportunity for open discussion, collaboration, and introductions
- Sponsor Attendance Limits:
- Gold – (2) representatives
- Platinum – (4) representatives

### SPONSORSHIP LEVELS & BENEFITS:

#### Bronze – \$1,750

- All standard sponsorship benefits
- (1) **6-ft tabletop display** or equivalent floor space

#### Silver – \$2,750

- All Bronze-level benefits
- (1) Additional representative = (3) total representatives
- (1) **6-ft tabletop display** or equivalent floor space
- **Opportunity to provide a registration bag insert**

#### Gold – \$4,750

- All Silver-level benefits
- (1) Additional representative = (4) total representatives
- **Premium foot traffic location**
- **Dedicated exhibitor spotlight email** (sent to myMedEd, Inc.'s oncology/hematology database of 5,000+ HCPs)
- (4) **Tickets to the Networking Event**

#### Platinum – \$6,000

- All Gold-level benefits
- (2) Additional representative = (6) total representatives
- **10x10 exhibit space** (with (2) 6-ft tables or equivalent floor space)
- (6) **Tickets to the Networking Event**

### UPGRADES AND ADD-ONS

*(Sponsoring organization must also be an exhibitor to be eligible for upgrades)*

#### Exhibitor Spotlight – \$1,500

- **Dedicated promotional e-blast** sent within 2 weeks before the session
- Included in Gold & Platinum sponsorships

#### Product Theater – \$7,500

- Must be a **Gold or Platinum Sponsor**
- **Inclusions:**
- Meeting space & basic AV
- Theater seating for up to 25 participants



- Dedicated promotional email sent to past participants & registrants 2 weeks prior
- **Activity announcement in registration bag**
- Acknowledgment in all event materials
- **Scheduling:** First-come, first-served

#### **Product Theater Online Live Stream Upgrade – \$2,500**

- **Live online broadcast** to myMedEd, Inc.'s oncology/hematology database (5,000+ HCPs)

#### **Faculty Dinner – \$6,000**

- Must be a **Gold or Platinum Sponsor**
- **Includes:**
  - Invitation & RSVP management (up to 20 attendees)
  - Venue & menu selection/management
  - Basic AV (if needed)
  - Communication with faculty attendees
- **Opportunity for brief presentation**
- **Sponsor attendance ratio:** 1 sponsor per 5 attendees

#### **Registration Bags – \$3,000**

- **Custom canvas registration bags** with company logo
- Includes customization, fulfillment, and shipping

#### **Tumblers – \$2,000**

- **Custom insulated stainless steel tumblers** with company logo
- Includes customization, fulfillment, and shipping

#### **Networking Event Tickets - \$200**

- Includes access to end-of-session Networking Event

#### **Additional Representative Session Attendance - \$200**

*If you are interested in a Product Theater or Onsite Meeting Space, 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/>

For custom sponsorship packages, please contact Nicole @ 815-861-9069 / [nicole@mymededco.com](mailto:nicole@mymededco.com)