

24th Annual Lynn Sage Breast Cancer Symposium

September 22-25, 2022
Exhibits September 22-24, 2022

**Exhibitor & Corporate
Advertising Information Packet**
lynnsagebreastcancer.org

About the Conference

The 24th Annual Lynn Sage Breast Cancer Symposium
September 22-25, 2022

Anticipated Attendance: 800
(based on previous conference attendance)

The 24th Annual Lynn Sage Breast Cancer Symposium is a certified continuing medical education activity sponsored by the Robert H. Lurie Comprehensive Cancer Center of Northwestern University. The educational initiative includes a 3.5 day interactive live CME activity developed and delivered by internationally-recognized leaders in the field of breast cancer.

The Lurie Cancer Center is pleased to provide the following opportunities for organizations to promote and educate attendees about their products and services at the conference. Whether you are showcasing your products or interacting with physicians in the virtual exhibit space, your message will reach over 800 physicians, nurses, and allied health care professionals.

The target audience for this activity includes medical oncologists, surgical oncologists, radiation oncologists, internal medicine and other health professionals who interact with or treat breast cancer patients and survivors.

2021 Symposium Attendee Demographics

Specialties		Geography	
Hematology/Oncology	51%	Midwest	71%
Surgery	21%	East	9%
Nursing	15%	West	10%
Academic Research	7%	South	5%
Other	6%	International	5%



Exhibit Opportunities

\$20,000:Expanded Booth Space

- **Display Fee includes:**
- **10x10 display in Exhibit Hall.**
- **2 complimentary registrations to the symposium**
- **Acknowledgment on exhibitor signage and on symposium website**
- **One syllabi and one link to home page from symposium Website.**

\$10,000:Tabletop

Display Fee includes:

- **Tabletop display in Exhibit Hall**
- **1 complimentary registration to the symposium**
- **Acknowledgment on exhibitor signage and on Symposium website.**

Exhibits in the Exhibit Hall will be accessible to all meeting participants. Additional conference registrations may be purchased at an industry rate of \$595. Northwestern University Feinberg School of Medicine expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.



Exhibit Guide

Exhibit Dates: September 22-24, 2022

Exhibit Location: Chicago Marriott

Display Hours for Exhibit Hall:
(*subject to change*)

Thursday, September 22, 2022

8:00 am – 4:30 pm *Breaks*

Friday, September 23, 2022

8:00 am – 4:30 pm *Breaks*

Saturday, September 24, 2022

8:00 am – 4:45 pm *Breaks*

Exhibitor Admission to General Sessions: Your exhibit badge permits you to attend any session for which there are no optional fees.

Exhibit Representation: At least one representative must be at the display during exhibit hours.



Corporate Advertising Opportunities

\$12,000: Platinum *Exclusive* **Tote Bags**

- Exclusive advertising on the symposium's tote bag. Advertised corporate logo will be printed on the back of the tote bag. Tote bags will be delivered to attendees the week of the conference.
- Premium name placement on the Lynn Sage conference website.
- Event signage as a Platinum Level supporter of the symposium.
- Two (2) full conference registrations.

\$10,000: Diamond *Exclusive* **Luggage Tags**

- Premium name placement on the Lynn Sage conference website.
- Event signage as a Diamond Level supporter of the symposium.
- Two (2) full conference registrations.
- Exclusive advertising on the symposium's Save the Date luggage tags. Advertised corporate logo will be printed on the luggage tag insert. Luggage tags will be delivered to attendees the week of the conference.

\$7,500: Gold *Exclusive* **Portable Phone Charger**

- Every attendee will receive a pocket-friendly charger with your company's logo that will be used long after the conference is over. Portable chargers will be delivered to attendees the week of the conference.
- Recognition on the Lynn Sage conference website.
- Event signage as a Gold Level supporter of the symposium.
- One (1) full conference registration

\$6,000: Silver (3 available) **Save the Date Snacks**

- Exclusive advertising on the symposium's Save the Date snack reminders. Advertised corporate logo will be printed on the Save the Date snacks/candies that will be delivered to attendees the week of the conference.

\$5,000: Bronze **Water Bottles**

- Everyone needs to drink more water, what a perfect reminder! You create the message for the reusable bottles that will be delivered to attendees the week of the conference.

Sponsorship Opportunities

\$20,000: Share & Wear Tees

- Official Lynn Sage T-shirts with Company name and logo on sleeve, displayed on twitter and live during the conference
- Delivered to attendees with a note of thanks from the sponsor
- Company name and website link on the conference website
- Company name on the conference program
- 3 Complimentary Registrations

\$12,000: A Poem For You

- Company name on personalized poem
- Company name and website link on the conference website
- Company name on the conference program
- 1 Complimentary Registration

\$7,500: Coffee Cups

- Company name on reusable coffee cups
- Company name and website link on the conference website
- Company name on the conference program
- 1 Complimentary Registration

\$15,000: Safety Swag Bags

- Delivered to all attendees
- Company name on the Skyhook Headset and Headphone Holder for Desktop Monitors
- Company name on the Touchless Black Sanitary Key
- Company name on a Safety Webcam Cover
- Company name and website link on the conference website
- Company name on the conference program
- 2 Complimentary Registrations

\$10,000: Mouse Pads

- Company name on computer mouse pads
- Company name and website link on the conference website
- Company name on the conference program
- 2 Complimentary Registrations

\$4,000: Reception

- Custom playlist, along with curated cocktail recipes, and a 60-minute Network Reception with your company name featured
- Company name and website link on the conference website
- Company name on the conference program
- 1 Complimentary Registration

Sponsorship Opportunities

LED Wall Displays

7th Floor Foyer LED Display: \$6,000 per day

Michigan Ave Entrance LED Display: \$7,000 per day

Content Management: \$1250

Reformatting, rendering or manipulation of customer submitted content that is not compatible with any of the supported formats.

>Multiple content submitted to run on a pre-determined programming schedule.

Content Creation: Starts at \$175 Per Hr.

>Video editing, custom backgrounds image creation, static logo and moving video layering

*Costs are for display rental only.

Additional costs apply for content management & content creation if requested.

Please ask for estimate.



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Application & Payment Form (REQUIRED)

Please print clearly.

Company			
Contact Person			
Title			
E-mail Address			
Address			
City		State/Province	
Postal Code		Country	
Telephone		Facsimile	

Please sign and return the attached "Exhibitor/Support Agreement Rules" via email to polly@meetingachievements.com.

Exhibit:			Advertising:		
<input type="checkbox"/>	Expanded Booth	\$20,000 USD	<input type="checkbox"/>	Platinum	\$12,000 USD
<input type="checkbox"/>	Tabletop	\$10,000 USD	<input type="checkbox"/>	Diamond	\$10,000 USD
			<input type="checkbox"/>	Gold	\$7,500 USD
Sponsorship Opportunities:			<input type="checkbox"/>	Silver	\$6,000 USD
<input type="checkbox"/>	Share & Wear Tees	\$20,000 USD	<input type="checkbox"/>	Bronze	\$5,000 USD
<input type="checkbox"/>	Safety Swag Bag	\$15,000 USD		Other ideas? Call to discuss	
<input type="checkbox"/>	A Poem For You	\$12,000 USD			
<input type="checkbox"/>	Mouse Pads	\$10,000 USD	<input type="checkbox"/>	Thursday LED Banner 7 th Fl	\$6000
<input type="checkbox"/>	Coffee Cups	\$7,500 USD	<input type="checkbox"/>	Friday LED Banner 7 th Floor	\$ 6000
<input type="checkbox"/>	Reception	\$4,000 USD	<input type="checkbox"/>	Saturday LED Banner 7 th Floor	\$6000
			<input type="checkbox"/>	Thursday LED Banner Mi Ave	\$7000
			<input type="checkbox"/>	Friday LED Banner Mi Ave	\$ 7000
			<input type="checkbox"/>	Saturday LED Banner MI Ave	\$7000

Exhibitor space is limited. Deadline for exhibitor/support space is August 22, 2022 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.

Payment Options

- ☐ Check/Money Order Payment Please make check payable to: Robert H. Lurie Comprehensive Cancer Center of Northwestern University (TID 362167817). Mail the application/payment form, exhibitor/supporter agreement, and the check/money order to: Lurie Cancer Center, Attn: Exhibit/Sponsor Payment Processing, 625 N. Michigan Ave., Suite 1000, Chicago, IL 60611
- ☐ To pay by credit, use this online payment form: http://lynnsagebreastcancer.org/exhibitor_payment

If paying by credit card, the completed application and the signed exhibitor/support form may be returned via one of the following options:

Scanned/emailed to: polly@meetingachievements.com

Faxed to: 1.219.548.8619

Mailed to: Robert H. Lurie Comprehensive Cancer Center of Northwestern University
Attn: Exhibit/Sponsor Payment Processing
625 N. Michigan Ave.
Suite 1000
Chicago, IL 60611

Questions:

Polly Rossi, symposium organizer for the 24th Annual Lynn Sage Breast Cancer Symposium
1.219.465.1115 telephone
1.219.548.8619 fax
polly@meetingachievements.com

Completion of an online payment will auto generate a confirmation of payment. Meeting Achievements will send verification and the exhibit kit upon receipt of the application form and the signed exhibitor/support agreement.

Thank you for your support.



Exhibitor/Support Agreement (REQUIRED)

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Exhibit Rules & Regulations

Exhibitors should not operate in a way that violates the rights of another exhibitor. General promotion, demonstration and distribution of literature/samples must take place inside your assigned virtual booth. No part of any exhibit, or related signs, shall be promoted outside of your virtual space or any part of the educational space.

Industry Guidelines

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. The conference organizers remind all exhibitors of their responsibility to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed)
- Code of Ethics for Interactions with Health Care Professionals
- American Medical Association Opinion 8.06
- Gifts to Physicians from Industry
- Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Code of Interaction with Healthcare Professionals

Distribution of Product

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: <https://www.fda.gov/drugs/guidance-compliance-regulatory-information>

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

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Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Giveaways, Contests, and Raffle Drawings

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines on Gifts to Physicians. Giveaways should be associated with products or services of the exhibiting company. Contests, drawings and raffles cannot be more than \$100 in value.

Photography and Videotaping

The taking of photographs, other than by the official photographer is expressly prohibited.

Third-Party Representatives

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

Use of the NUFSM Name, Insignia, Logo or Acronym

The Northwestern University's Feinberg School of Medicine's name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

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Liability and Security

Cancellation of Annual Meeting

Upon execution of the exhibitor application, it is mutually agreed that in the event of cancellation of the Annual Meeting due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and NUFSM planning committee shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

Terms and Conditions

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this prospectus. NUFSM reserves the right to refuse exhibit space to any applicant at its sole discretion.

We acknowledge and agree to the hold harmless provisions set forth in this letter.

PLEASE SIGN AND RETURN

Company Name _____

Signature _____ Date _____

Name (print) _____

Email _____

Exhibitor/Supporter Registration Form

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Company Representative (1): (Gold, Silver, Bronze)

Name _____

Title _____

Phone _____ Email _____

Company Representative (2): (Gold, fee applies to Silver, Bronze)

Name _____

Title _____

Phone _____ Email _____

Exhibitor/Supporter Registration Form

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Company Representative (3): (fee applies)

Name _____

Title _____

Phone _____ Email _____

Company Representative (4): (fee applies)

Name _____

Title _____

Phone _____ Email _____