29TH ANNUAL

LYNN SAGE BREAST CANCER SYMPOSIUM

OCTOBER 21-24, 2027

CHICAGO, IL



2027

Exhibit & Sponsorship Opportunities

Connect with medical, surgical, and radiation oncologists during this 3.5-day continuing medical education event

For 29 years, this multidisciplinary annual CME program has provided the latest information regarding cutting-edge technology and approaches in the management of breast cancer from leading national and international experts. **We invite you to partner with us to spotlight your brand through exclusive exhibitor and sponsorship opportunities.**

Northwestern Medicine®

Robert H. Lurie Comprehensive Cancer Center of Northwestern University

lynnsagebreastcancer.org | cancer@northwestern.edu

ABOUT THE CONFERENCE

The 29th 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 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.

~491
three-year average of total registrants

~20
three-year average of exhibitor booth count

The Lurie Cancer Center is pleased to provide the varied 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 exhibit space, your message will reach our large audience of health care professionals.

40%
physician or scientist participants

18%
nurses & other healthcare provider participants

12%
early career trainee participants

5%
advocate participants

59%
repeat participants

27%
participants affiliated with Northwestern



PARTICIPANT ORIGIN BY REGION

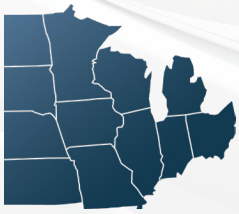
49% ILLINOIS



8% WEST



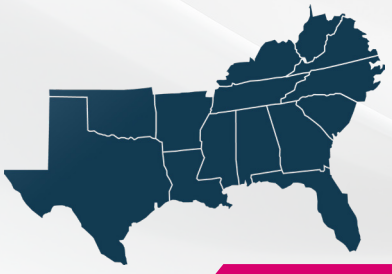
19% OTHER MIDWEST



7% NORTHEAST



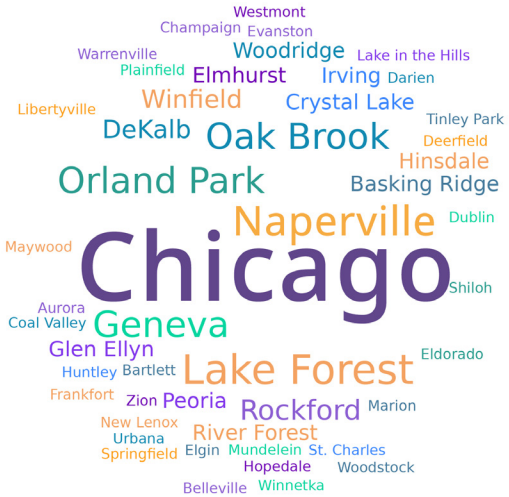
10% SOUTH



7% INTERNATIONAL



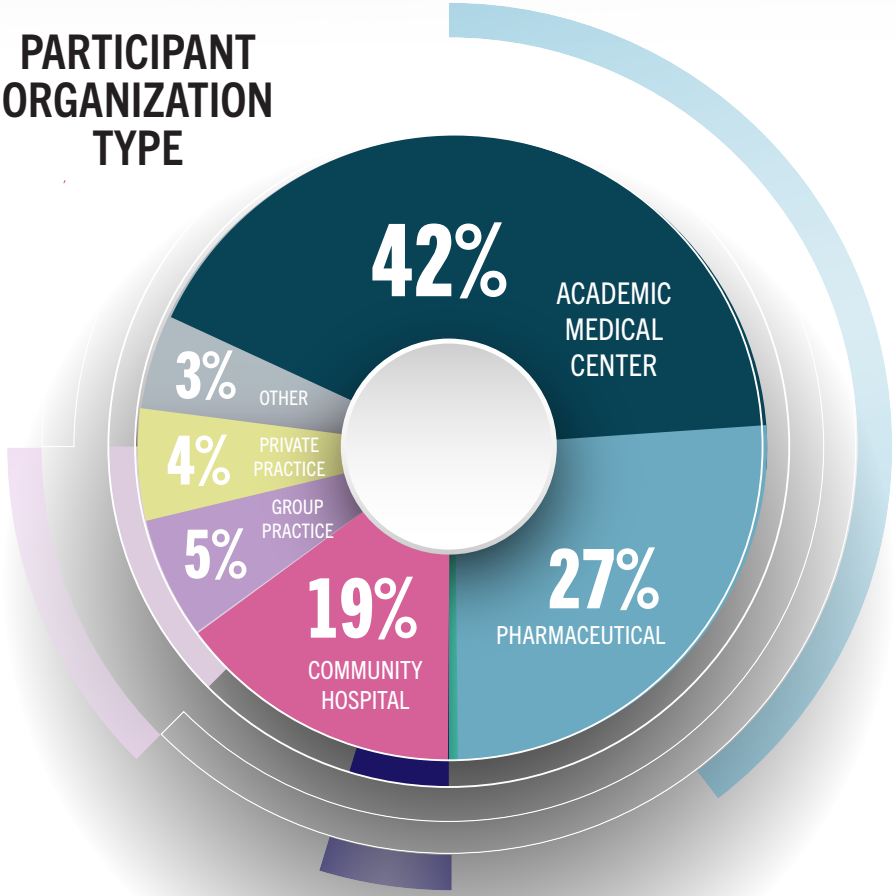
ILLINOIS CITIES REPRESENTED



REGISTRANT TYPES

Oncology Physicians, Breast Surgeons, NP/APP/PAs, RNs, Patient Advocates, Radiation Oncologists, Researchers, Pharmacists, Pathologists, General Surgeons

PARTICIPANT ORGANIZATION TYPE



2027 EXHIBIT OPPORTUNITIES



$20K

EXPANDED BOOTH SPACE

- 10’ x 8’ display in Exhibit Hall
- One 6 ft table (no linen) and chairs
- 6 Exhibitor Badges
- Recognition at the event
- Attendee list (no contact information)

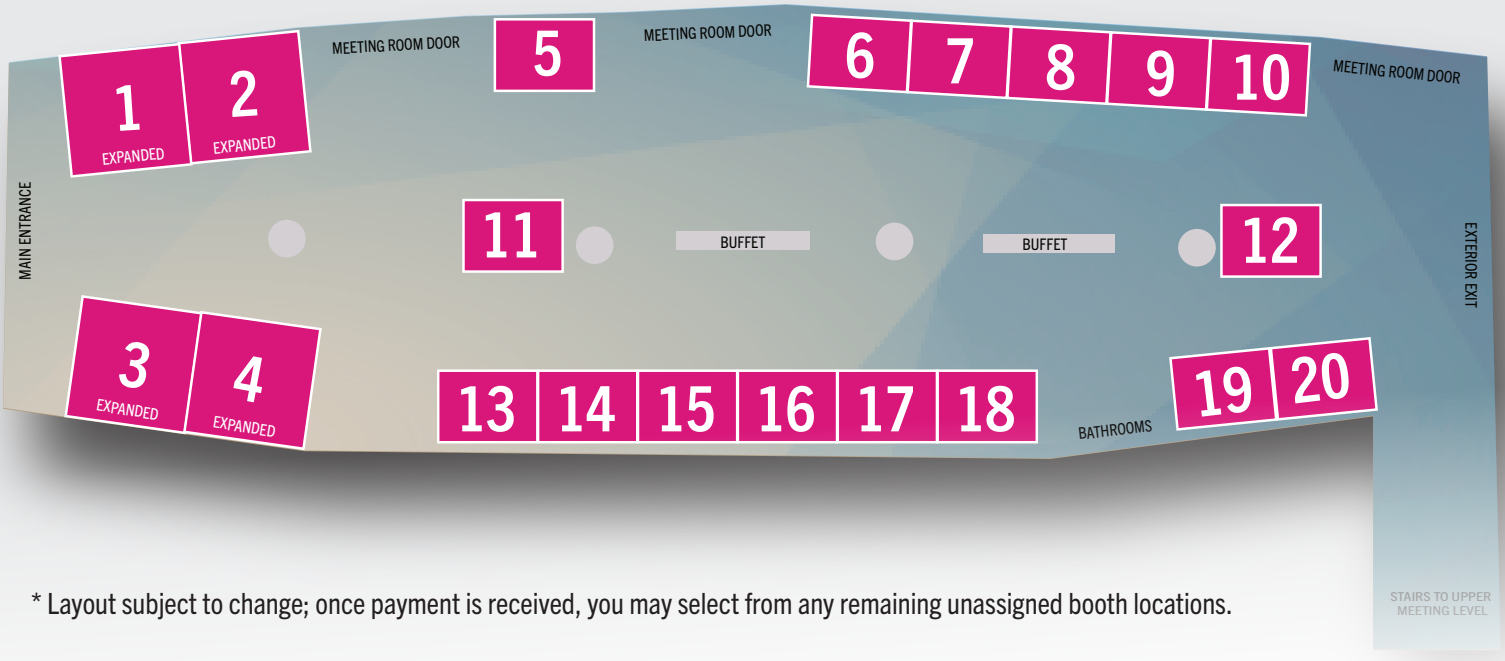


$10K

STANDARD BOOTH SPACE

- 8’ x 6’ display in Exhibit Hall
- One 6 ft table (no linen) and chairs
- 3 Exhibitor Badges
- Recognition at the event
- Attendee list (no contact information)

EXHIBIT HALL LAYOUT*



* Layout subject to change; once payment is received, you may select from any remaining unassigned booth locations.



EXHIBIT DATES

October 21 - 23, 2027

BOOTH SET UP

Wednesday, October 20	4:00 p.m. - 6:00 p.m.

EXHIBIT HOURS

Thursday, October 21	7:30 p.m. -3:45 p.m.*
Friday, October 22	7:30 p.m. - 3:20 p.m.*
Saturday, October 23	7:30 am. - 3:45 p.m.*

** times subject to minor changes*

BOOTH PACK UP

Saturday, October 23	5:30 p.m. - 8:00 p.m.

BOOTH SHIPPING

Shipping information will be provided once sponsorship is confirmed. Please plan to ship your materials well in advance to our logistics vendor, NOT to the hotel. Our vendor can accept freight starting September 21; freight must have arrived by October 11. Please note that we cannot be responsible for any issues related to shipments sent directly to the hotel.

To ensure a welcoming and engaging experience for attendees, each booth must be staffed by at least one registered exhibitor wearing their official exhibit badge during all exhibit hours. Daily breakfast and beverage breaks are strategically placed among the exhibit tables—creating prime opportunities to spotlight your booth and connect with attendees.

Any additional booth needs, including electric and display furniture, will need to be arranged separately via our vendors. Expanded booths will have more space for the larger display elements. Instructions will be provided upon sponsorship commitment.

Your included exhibit badge permits you to attend any session and includes meals. Additional badges for your company representatives are available via the general registration at the industry rate.

Sponsors will receive a preliminary attendee list (including degrees, organizations, and locations, but no contact details) one week before the meeting and a final list during the following week. The list includes only those who opted to share their information—typically about two-thirds of attendees—and will be sent to the primary sponsorship contact for internal distribution.

Commercial representatives must not invite faculty, guests or participants to social events that are not related to the CME activity. No additional payments, goods, services or events can be provided to the course directors, planning committee members, faculty, or any other party involved with the activity.

2027 SPONSORSHIP & ADVERTISING OPPORTUNITIES

Don't miss this unique opportunity to connect with a highly targeted audience of health care professionals at the Lynn Sage Breast Cancer Symposium. Below, you'll find a variety of sponsorship and engagement options designed to maximize your visibility and impact. If you're looking for something tailored to your organization's goals, custom opportunities are also available—we're happy to collaborate on a solution that fits your needs.

OPPORTUNITY	AVAILABLE	COST
Ancillary Event (Onsite Lunch)	3 available	$20k
Ancillary Event (Offsite Dinner)	2 available	$20k
Round Table Faculty Lunch Meeting	2 available	$15k
Coffee Conversation Faculty Breakfast Meeting	2 available	$5k
Faculty Dinner Sponsorship	2 available	$15k
Reception Sponsorship	1 available	$10k
Break Sponsorship	1 available	$15k
Branded Lunch Table Tents	1 available	$7k
Branded Tote Bag	1 available	$10k
Branded Hotel Key Cards	1 available	$5k
Entrance Door Branding	1 available	$10k
Exit Door Branding	1 available	$6k
Wall Branding	1 available	$6k
Entrance Side Wall Branding	2 available	$3k
Stair Face Branding	1 available	$3k
Entrance Hall Floor Decal	10 available	$1k

More details about these opportunities are available on the following pages



ONSITE LUNCH ANCILLARY EVENT ($20K)

Connect directly with healthcare professionals in an exclusive, high-visibility setting. These non-CME sessions are strategically positioned during the lunch hours to maximize attendance and engagement. Stand out from competitors with a dedicated session that highlights your innovations and expertise. Along with the opportunity to showcase a speaker of your choice (subject to approval), you will receive 2 Exhibitor Badges. Catering not included in fee.



OFFSITE DINNER ANCILLARY EVENT ($20K)

Connect directly with Advanced Practice Providers and other healthcare professionals in an exclusive, offsite setting designed for focused interaction and meaningful dialogue. These non-CME sessions will take place in a private dining space, creating a more intimate environment for engagement outside the exhibit hall. Stand apart from competitors with a dedicated session that showcases your innovations and expertise. Catering is included in the fee, along with the opportunity to feature a speaker of your choice, subject to approval.

FACULTY DINNER ($15K)

Engage with symposium faculty and institutional leaders in an intimate, high-value networking setting. Sponsored faculty dinners are held on Friday and Saturday evenings at premier restaurants selected by the Lurie Cancer Center. Each sponsor may invite up to six representatives to join faculty and staff, with transportation provided. Sponsors receive verbal recognition during remarks and tabletop acknowledgment, with the evening focused on appreciation and relationship-building in accordance with applicable codes.



ROUND TABLE FACULTY MEETING ($15K)

Secure an exclusive opportunity to engage directly with leading experts by sponsoring a private meeting with several Lurie Cancer Center faculty during the lunch hour. This focused setting allows for meaningful dialogue, personalized interaction, and the chance to explore collaborative ideas in a professional environment. Includes 2 Exhibitor Badges.

COFFEE CONVERSATION FACULTY BREAKFAST MEETING ($5K)

Create meaningful connections with leading cancer researchers, clinicians, and healthcare professionals in an informal, small-group setting. This sponsorship opportunity offers a unique chance for your team to engage directly with several Lurie Cancer Center faculty members or other healthcare representatives of your choice during a private 45-minute conversation held before the day's symposium programming begins.



RECEPTION ($10K)

Exclusive opportunity to enhance your brand visibility and show your commitment to the medical community by sponsoring the Symposium's evening reception. Held just outside the ballroom as the day adjourns, this high-traffic location ensures maximum exposure and keeps attendees engaged onsite. This relaxed, social environment offers the perfect setting to connect with healthcare professionals, researchers, and decision-makers—relationships that are difficult to foster during formal sessions. Includes 2 Exhibitor Badges.



BREAK SPONSORSHIP ($15K)

Boost your brand presence and connect with attendees by sponsoring conference breaks daily. As the break sponsor, your company will be acknowledged prominently, and your branding will be featured on the break tables—ensuring repeated visibility throughout the day. These informal moments are prime opportunities to create a positive impression while attendees recharge and network. Sponsorship comes with 2 Exhibitor Badges.



BRANDED LUNCH TABLE DISPLAYS ($7K)

Create a strong brand presence during one of the most social parts of the event by sponsoring branded 4"x6" table displays for the lunch period. These tabletop signs feature your product or corporate branding, ensuring your message is visible to attendees as they gather, dine, and network. This sponsorship offers repeated exposure in a relaxed setting where conversations happen, making your brand part of the experience.

BRANDED TOTE BAG ($10K)



Increase your brand exposure and provide lasting value to attendees by sponsoring the official symposium tote bag featuring your logo. Every participant will receive this useful item, ensuring your branding is seen throughout the event and long after it ends. This sponsorship offers continuous visibility as attendees carry the tote during sessions and beyond, creating repeated impressions in a professional setting.

BRANDED HOTEL KEY ($5K)

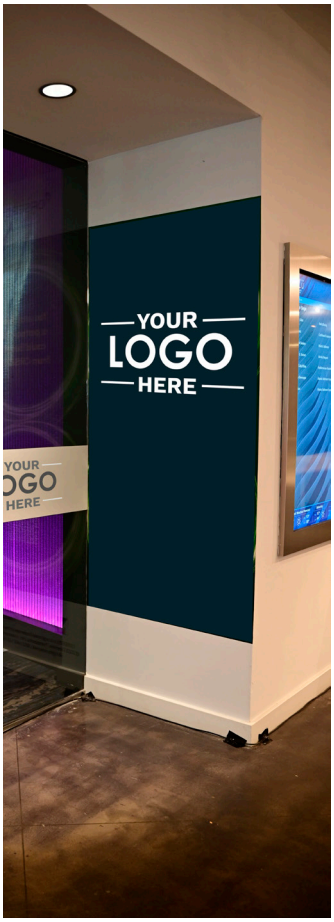


Extend your brand presence beyond the conference floor by sponsoring the hotel key cards for attendees staying overnight. Each guest will receive a key card prominently featuring your logo, ensuring repeated exposure every time they access their room. This unique branding opportunity creates a lasting impression throughout the event and reinforces your organization's visibility in a personal, high-touch way.

ENTRANCE DOOR BRANDING ($10K)

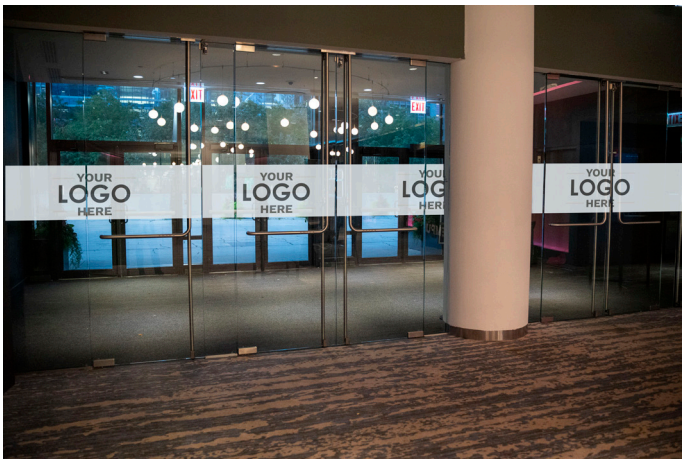
Maximize your visibility and make a strong first impression by sponsoring decals on the glass doors leading from the foyer into the conference space. With your branding featured both inside and outside the entryway, every attendee will encounter your logo repeatedly. By associating your name with the main entrance, you position your organization as a prominent supporter of the symposium and create a lasting visual impact that sets you apart from other sponsors. Consider combining this opportunity with two flanking Entrance Side Walls.





ENTRANCE SIDE WALL BRANDING ($3K/EA)

Showcase your brand at the main conference entrance by sponsoring on one or both walls flanking the doors. Each wall offers strong visibility as attendees enter and exit, making them ideal for impactful messaging. Choosing both walls creates a balanced display that frames the entrance and maximizes exposure. For the strongest presence, pair the wall banners with the entrance door branding to create a cohesive, high-impact display that attendees will notice.



EXIT DOOR BRANDING ($6K)

Increase your brand exposure and leave a lasting impression by sponsoring an exit door banner. Positioned at a key transition point, this placement ensures attendees see your branding as they leave the hotel, creating a final touch-point that reinforces your presence.



ENTRANCE HALL FLOOR DECAL ADS ($1K)

Welcome attendees with a bold first impression by sponsoring floor decals featuring your corporate logo or product name in the entrance foyer. Positioned where guests arrive, these decals ensure your branding is one of the first things attendees see as they enter the conference. By securing this strategic location, you associate your organization with the start of the event experience and stand out as a prominent supporter of the symposium.



WALL BRANDING ($6K)

Showcase your brand in a high-visibility location by sponsoring a large wall advertisement adjacent to the staircase leading to the second floor of the conference. This prime placement ensures your message is seen by attendees as they go upstairs, creating repeated exposure in a dynamic, high-traffic area.

STAIR FACE BRANDING ($3K)

Capture attention in a high-traffic area by sponsoring ads on 6 of the front faces of the stair treads leading up to the second floor of the conference. This unique placement ensures your branding is seen repeatedly as attendees ascend the stairs, creating strong visual impact with every step. Combine with the Stair Wall Ad for an even more impactful branding opportunity.

READY TO TAKE THE NEXT STEP?

We look forward to working with you

We are pleased to offer customized sponsorship solutions aligned with your objectives. Please let us know if there are specific elements you would like to see included — we are happy to accommodate.



IMPORTANT DATES

- Agenda/Registration available **April 2027**
- Sign sponsorship agreements & submit payment by **September 21, 2027**
- Provide logo/graphics needed for fulfillment of branding sponsorships by **August 21, 2027**
- Provide name and email of onsite representative(s) by **October 7, 2027**

To get started, please submit our exhibitor interest form:

https://lynnsagebreastcancer.org

or reach out to:

elvia.bautista@northwestern.edu

CANCELLATION POLICY

There are no refunds in the event that a fully committed sponsorship or booth must be canceled.

PAYMENT

Full payment is required one month before the program, September 21, 2027. A custom link for credit card payment will be provided on your invoice to make sure the payment is properly credited. Wires may also be used. Checks must be mailed to our office, NOT to other university addresses you may have used in the past, and your invoice number must be included. Detailed instructions will be included with the W-9.

Booth placement selection will take place once payment is received.

ACKNOWLEDGMENTS

Sponsors and exhibitors who have paid and submitted agreements by the September 21 deadline will be recognized in the printed onsite syllabus.

