

EXHIBITOR
PROSPECTUS

ADVANCES *in*
BREAST CANCER

VIRTUAL
February 19, 2022



HORIZONCME

OVERVIEW

The management of breast cancer is rapidly changing and increasingly complex due to advances in screening, detection, molecular testing, and treatment including surgery, radiation therapy, and pharmacologic therapies. Advances in Breast Cancer is designed to highlight the latest and most clinically impactful research from major medical conferences.

Expert faculty will review the latest podium research and discuss its application in practice with patient cases. Additionally, a faculty panel will provide perspectives on areas of clinical uncertainty or controversy in the management of breast cancer. This multidisciplinary conference is will assist oncologists, surgeons, radiation oncologists, nurse practitioners, physician assistants, pharmacists, and nurses in translating the latest information to practice in order to optimize care and outcomes for patients with breast cancer.

DENVER PLANNING COMMITTEE

Virginia Borges, MD
University of Colorado

Jennifer Diamond, MD
University of Colorado

Mabel Mardones, MD
Rocky Mountain Cancer Center

PHOENIX PLANNING COMMITTEE

Shakeela Bahadur, MD
Banner MD Anderson

Pavani Chalasani, MD, MPH
University of Arizona

Lida Mina, MD
Mayo Clinic Scottsdale

CONFERENCE OBJECTIVES

- Provide local oncologists the latest clinical data from the conferences ESMO and SABCS
- Create an inclusive meeting by involving oncologists from different organizations and providing a collegial environment for peer-to-peer discussion and best practice sharing
- Create a lasting conference where oncologists from the various organizations feel valued and empowered to participate

INTENDED AUDIENCE

This conference is designed for oncologists, surgeons, radiation oncologists, nurse practitioners, physician assistants, pharmacists, nurses, and other healthcare professionals involved in the treatment of patients with breast cancer. We anticipate 60-100 in attendance.

JOIN US TO NETWORK AS A SPONSOR

Your participation at the Advances in Breast Cancer Conference offers you the opportunity to become a vital part of this gathering of oncologists and advanced practice providers. The intended audience will be encouraged to visit the Exhibit Hall where clinicians can meet with you face-to-face and have quality time to share information.

EXHIBITOR INFORMATION

No fees are associated with meals, gamification, incentives, social events, etc. Horizon CME covers costs for all these items.

WHAT TO EXPECT

- The typical attendee has years of experience and is integral in the decisions regarding medications, supplies, and equipment for the management of cancer patients
- Provide information to attendees that may help improve the quality, safety, and outcomes of oncology care
- At least one hour of virtual Exhibit Hall visitation time
- Planning committee encourages attendees to thank you for your support
- Meet the Clinician

MEET THE CLINICIAN

A reverse of clinicians coming to you! We call it “Meet the Clinician” and it’s scheduled for the exhibit breaks. You are assigned scheduled conversations with clinicians who volunteered to participate. Where each day Industry Representatives are matched with clinicians to join their “Meet the Clinician Booth.” We will send you a list of the clinicians who have signed up and ask for your preference on who you want to be matched with. Horizon CME makes every effort to match you with your preferred clinician(s)

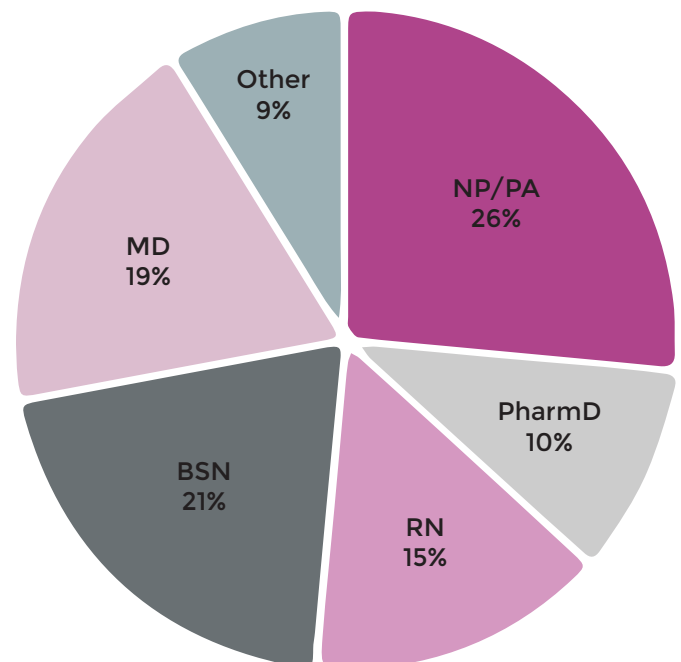
This break has been received very well for all conferences. Once we have a full roster I will send a list out of all the volunteering clinicians, asking you to give me your top preferences. I will then try to match you with as many clinicians as possible of your top picks.

The Meet the Clinician break only includes participants that are volunteering for this break. As for attendees that have registered, you can reach out to them directly through the platform chat function.

PREVIOUS INDUSTRY PARTICIPATION:

Agios Pharmaceuticals
AstraZeneca
Bayer Oncology
Bristol-Myers Squibb
Dova Pharmaceuticals
Foundation Medicine
Genentech - A member of the Roche Group
Immunomedics, a subsidiary of Gilead Sciences
Lexicon Pharmaceuticals
Merck
Novartis Oncology
Pfizer Biosimilars & Hematology
Pfizer Oncology
Puma Biotechnology
Seagen

WHO ARE THE CLINICIANS?



ADVANCES IN BREAST CANCER

We are eager to share with you these great opportunities to participate in this year's Advances in Breast Cancer conference. We are offering four different types of sponsorships: Exhibit Booth, Flyer Insert, Mobile App Sponsorship, and the Symposium/Product Theater. Each of these options provides a great opportunity for you to share your company's information and/or product(s) with the attendees.

1

Read about sponsorship opportunities

2

Choose desired sponsorship level

3

Fill out registration & agreement form

4

Send our way!



Sponsorship Opportunities

FLYER INSERT \$500

Important Note: Exhibit Booth is not included. Available for an additional \$3,000.

Educate attendees on a specific product or service from your company with a custom insert stuffed into the conference guides, which are distributed to registered attendees as they check in at the registration desk.

This sponsorship includes:

- One 8.5" x 11" single-sided or double-sided flyer
- Materials must be created and shipped by the sponsor to the designated venue

- Only one (1) sponsor company per conference
- Two (2) Industry Representative Exhibit Registrations
- Registration allows access mobile app

Promote your new product or company at the conference by displaying your image choice within the conference app (splash screen)

- This image is visible on the app start, before activating an app and when loading pages

Specifications Splash Screen (tablet/computer)

- Format: 2048x2048px PNG-24 | Splash screen (phone)
- Format: 1242x2208px PNG-24
- Get your marketing message to all conference attendees via push notifications
- Character count of 50 maximum (with spaces) for message
- Final attendee list
- If combined with the Exhibit Booth, these notifications can hyperlink to your company Sponsor page

MOBILE APP SPONSORSHIP \$1,500

Important Note: Exhibit Booth is not included. Available for an additional \$3,000.

EXHIBIT BOOTH \$3,000

- Two (2) Industry Representative Exhibit Registrations
- Attendance to the conference General Sessions (CE credit not included)
- Ability to interact with clinicians during the virtual exhibit break times
- Ability to share with clinicians your company and/or product
- Planning committee encourages attendee participation in virtual Exhibit Hall prior to breaks
- Please provide me with your assets on the "virtual exhibit booth checklist" (found on the last page of prospectus) by January 21st, 2022

Sponsorship Opportunities Continued

SYMPOSIUM/ PRODUCT THEATER

\$17,500 - Filled

Important Note: Exhibit Booth is not included. Available for an additional \$3,000

The Lunch Symposium is allotted a 50-minute presentation that includes questions/answers.

- This is a Non-CE program - contact hours cannot be provided
- Two (2) Industry Representative Exhibit Registrations
- Company acknowledgment within the agenda session information
- Sponsoring company is responsible for the topic selection, selection, and expenses of the speaker(s), and audiovisuals needed for the presentation
- These sessions are promotional; information can address a specific drug or product.
- 85-90% of total registered clinicians attend
- Applications can be obtained by contacting Rose Smoot, at rose.smoot@horizoncme.com and Jareny Cairns, jareny.cairns@horizoncme.com
- Symposium is not confirmed unless the application has been approved by Horizon CME and provided receipt

The fee does not include:

- Exhibit Table Space
- Audiovisual needs for Symposium/Product Theater presentation
- Additional equipment. Does not include easels, microphones, registration assistance. Horizon CME provides a meeting room and set up and lunch

Note: Horizon CME covers costs for meals, prizes, and social events, etc. No sponsor fees are applied.

Every clinician who participates in the Non-CME Symposium will be entered into a raffle for the opportunity to win one of three gift cards.

VIRTUAL AGENDA

Subject to change

- 7:50 am - 8:00 am Welcome & Introductions
- 8:00 am - 8:30 am (01) Triple Negative Breast Cancer: Early Stage Disease
- 8:30 am - 9:15 am (02) Triple Negative Breast Cancer: Metastatic Disease
- 9:15 am - 9:30 am (03) Stump the Faculty
(Moderated Q&A and open discussion and sharing of ideas regarding the management of patients where there is a lack of data to support decision making but rather relies on the clinical judgement and experience of the provider. As an expert in breast CA, please share your decision making and rationale in clinical scenarios where there is uncertainty. Planning committee will provide patient cases that highlight these issues for discussion with the participants.)
- 9:30 am - 9:55 am Meet the Clinician Break
- 9:55 am - 10:25 am (04) Radiation Therapy Update
- 10:25 am - 10:55 am (05) Management of Oligometastatic Breast Cancer
- 10:55 am - 11:25 am (06) HER2+ Breast Cancer: Metastatic Disease
- 11:25 am - 11:40 am (07) Stump the Faculty
- 11:40 am - 12:00 pm Meet the Clinician Break
- 12:00 pm - 12:45 pm Non-CE Symposium - Sponsored by:
Presented by Pfizer - Expert Perspectives on the Treatment of a Broad Range of Patients With HR+/HER2- Metastatic Breast Cancer
- 12:45 pm - 1:15 pm (08) ER+HER2- Early Stage
- 1:15 pm - 1:45 pm (09) ER+HER2- Metastatic
- 1:45 pm - 2:00 pm (10) Stump the Faculty
- 2:00 pm - 2:15 pm Exhibit Break (no CME)
- 2:15 pm - 2:45 pm (11) Update on BRCA driven cancers and others
- 2:45 pm - 3:15 pm (12) Oncofertility
- 3:15 pm - 3:45 pm (13) Evidence-Based Lifestyle Management for Survivorship
- 3:45 pm - 4:00 pm (14) Stump the Faculty
- 4:00 pm Closing comments

REGISTRATION FORM - VIRTUAL - FEBRUARY 19, 2022

COMPANY AND ON SITE REPRESENTATIVE INFORMATION

Company Information: (please print) Information listed below will appear in the Final Program Acknowledgments. Information will be printed exactly as it appears below.

Company/Organization Name: _____

Primary Contact Name: _____

Email: _____ Phone: _____

Secondary Contact Name: _____

Email: _____ Phone: _____

Institutions you call on: _____

Territories you call on: _____

Specialty: _____

Exhibit Options:

VIRTUAL EXHIBIT BOOTH [\$3,000]

MOBILE APP [\$1,500]

SYMPOSIUM - PRODUCT THEATER [\$15,000]

FLYER INSERT [\$500]

PAYMENT TOTAL: _____

By submitting this registration form, Supporter/Exhibitor agrees to the pricing herein with balance due two (2) weeks prior to date of selected location, unless other arrangements have been made.

Payment is non-refundable:

Payments to Horizon CME for exhibits and sponsorships are non-refundable. If a conference is postponed, all payments associated with exhibits or sponsorships will be automatically transferred to the new date for the subject conference. Any Company electing not to participate in a conference held by Horizon CME for which payments were made for exhibit or sponsorship will forfeit all money to Horizon CME by the Company. Horizon CME Tax ID#: 14-1990948.

CHECK

Payable to Horizon CME, mail to:

9123 SE St Helens St #280

Clackamas, OR 97015

Please include the exhibit event and location in memo.

CREDIT CARD

(3% convenience fee)

For credit card payments CLICK secured link:

<https://horizoncme.mededmanager.com/>

or call 503-659-5558.

For more information please contact Horizon CME at 503-659-5558 or by email at Jareny.cairns@horizoncme.com or rose.smoot@horizoncme.com.

AGREEMENT FOR PARTICIPATION & CONDUCT BY COMMERCIAL INTERESTS AT CE ACTIVITIES

The ACCME defines a Commercial Interest as “any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.”

_____ (hereby referred to as “Company”) is considered an ACCME defined Commercial Interest and thereby agrees to the following:

- Arrangements for commercial exhibits and/or promotional activities and/or In-Kind Support cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CE activity.
 - Exhibit and/or Promotional Activity fees and/or In-Kind Support are not considered commercial support of the CE activity and will not be acknowledged as educational grants.
 - Social events or promotional activities at the CE activity cannot compete with or take precedence over the CE activity. Industry-sponsored social events or promotional activities must be approved by Horizon CME, even if the events are off site. All funds for social events and/or promotional activities must be managed by Horizon CME.
 - Insurance — Company must carry comprehensive general liability insurance, with combined single limits of not less than \$2 million. It is mutually agreed that Horizon CME shall not be liable to Company for any damage to or for the loss or destruction of exhibits or the property of Company or injuries resulting from any cause, except for damage, loss or injuries resulting from the negligence or willful misconduct of Horizon CME, its employees, representatives, and/or agents. The above-named Company expressly waives all claims for any such damage, loss or injury, except for damage, loss or injury caused by or resulting from the negligence of Horizon CME, its employees, representatives, and/or agents.
 - Services — All electrical, telecommunications and internet services are to be provided and managed exclusively by the meeting venue staff and are not the responsibility of Horizon CME.
 - Negligence — Company serially agrees to pay any and all claims arising out of their own negligence or that of their representatives.
 - Cancellation — Company must send written notice of cancellation to Horizon CME. No refunds will be issued for cancellations.
 - Cancellation by Horizon CME — Horizon CME reserves the right to refuse exhibit space or promotional activity space for any reason. Horizon CME reserves the right to close an exhibit or promotional activity for any reason. In addition, any representatives of Company who conduct themselves unethically or outside the guidelines provided by Horizon CME may be asked to remove their Company's exhibit. No refund is made as a result of such action.
 - Adherence to Guidelines — It is the responsibility of Company to distribute the guidelines below to all representatives attending the CE activity and/or working the exhibit space.
Horizon CME expects all on-site representatives of the Company to abide by the following guidelines:
 - Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after the CE activity.
 - Educational materials that used by On-site Trainers during a CE activity cannot contain any advertising, corporate logo, trade-name, or a product group message of an ACCME defined commercial interest.
 - Representatives of Company can attend the CE activity at Horizon CME's discretion but cannot engage in sales or promotional activities while in the space of the CE activity and must remove their company name badges while in the educational space. When space and materials are limited, representatives of Commercial Interests need to defer to noncommercial attendees.
 - All representatives of Company are expected to contribute to the professional environment of the CE activity and must conduct themselves in a professional manner. Horizon CME reserves the right to make on-site judgments regarding any conduct that detracts from the professional environment of the CE activity and to take appropriate steps to curtail such conduct, if necessary.
 - Safety — All exhibited material must comply with all applicable fire law, Insurance Underwriter and Hotel Safety Regulations. All packing containers and similar materials are to be removed from the exhibit space upon completion of set-up. Exhibits cannot block aisles and fire exits.
 - Care of Building and Equipment — Representatives of Company must not injure or deface the building's walls or floors or equipment. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by Company. Exhibitors are responsible for disposing of their own packing material waste, including empty boxes, after the CE activity.
- Conditions & Guidelines Agreement Statement: By signature below Company agrees to abide by the guidelines provided above.

Company Representative Print Name & Title

Company Representative Signature

Date

VIRTUAL EXHIBIT BOOTH CHECKLIST

Advances in Breast Cancer

- Submit how you would like company name to be displayed
- Contact information for up to two (2) representatives (name, title, email, phone)
- PDF Handout(s) or URLs up to four (4) - can be a combination of both PDFs and URLs (please provide how you would like them to be named/displayed on your page)
 - If PI's need to be included, please do so as they are not included in the four (4) document count
- Product and/or Company website link (limit two)
- Sponsor Page Banner Image - Format: 1200x275px PNG or 300kb GIF
To create GIF you can use online tools such as ezgif.com which will help you resize the GIF to the correct resolution, and compress it to the best size. To ensure the animation runs smoothly, use the same image for first and last frame
- Representative Profile Photo(s) for up to two (2) representatives - Format: JPG file
- Company Icon - Format: 400x400px PNG
- Brief description of company or product (one or two paragraphs-no character counts)
- Meet the Clinician - Submit territories, institutions, and specialty you cover
- One (1) question to be included in gamification quiz for clinicians* (optional)