

2nd ANNUAL

PERSPECTIVES IN LUNG CANCER CARE

A Virtual Forum Designed to Solve
Clinical Challenges and Improve Patient Outcomes

MARCH 17–19, 2022



VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

medscape.org/conferences/plcc

Medscape Oncology is pleased to donate 100% of the registration fees to an organization that exemplifies research and advocacy in the lung cancer community



Medscape
Oncology

PERSPECTIVES IN LUNG CANCER CARE

OVERVIEW

Join Medscape Oncology in March for the Perspectives in Lung Cancer Care (PLCC) Virtual Conference.

PLCC is a unique platform that enables worldwide prominent experts to share and discuss the latest research impacting treatment and management of patients with Lung Cancer.

PLCC will focus on addressing the identified educational needs of:

- Oncologists
- Pulmonologists
- Pathologists
- Radiologists
- NPs, PAs, and Pharmacists involved in caring for patients with lung cancer

CONFERENCE CHAIR



Lecia V. Sequist, MD, MPH

The Landry Family Professor of Medicine
Harvard Medical School
Director, Center for Innovation in Early Cancer Detection
Massachusetts General Hospital
Boston, Massachusetts

TOPICS INCLUDE



SESSION I
Targeted Therapy in NSCLC
Part 1

Co-Chair: Christine Lovly, MD, PhD



SESSION II
Targeted Therapy in NSCLC
Part 2

Co-Chair: Stephen Liu, MD



SESSION III
Immunotherapy in NSCLC

Co-Chair: Charu Aggarwal, MD, MPH



SESSION IV
Early-Stage and Locally
Advanced NSCLC Management

Co-Chair: Nathan Pennell, MD, PhD



SESSION V
Management of SCLC

Co-Chair: Ticiana Leal, MD



SESSION VI
Mesothelioma

Co-Chair: Ibiayi Dagogo-Jack, MD

SESSION VII
Lung Cancer Screening and Early Detection

Co-Chair: TBD

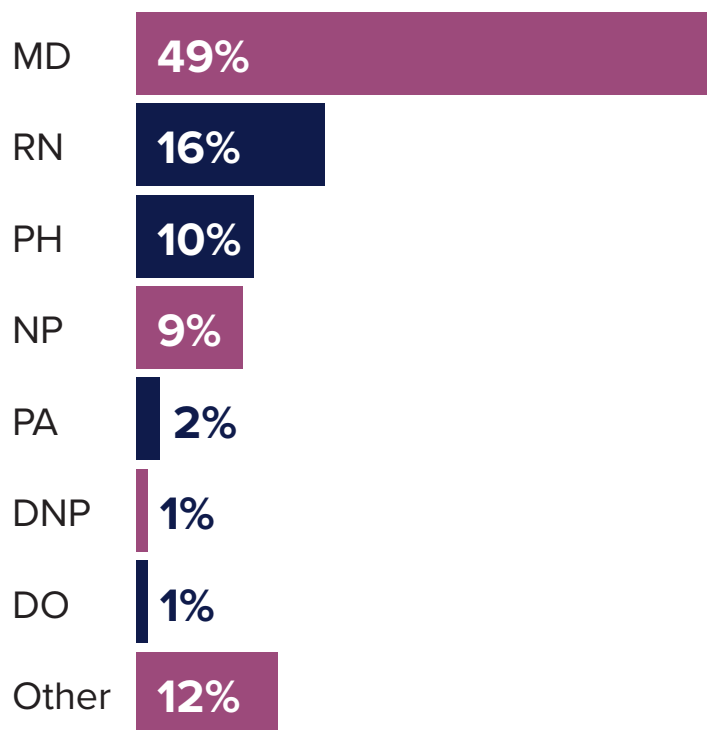
SESSION VIII
Patients With Lung Cancer

Co-Chair: TBD

DEMOGRAPHICS

PERSPECTIVES IN LUNG CANCER CARE INAUGURAL CONFERENCE

Attendees by Profession, Summer 2021



Highlights & Milestones

Total
Conference
Attendees:
357



32

Faculty Presenters



1,700,000

Social Media Impressions



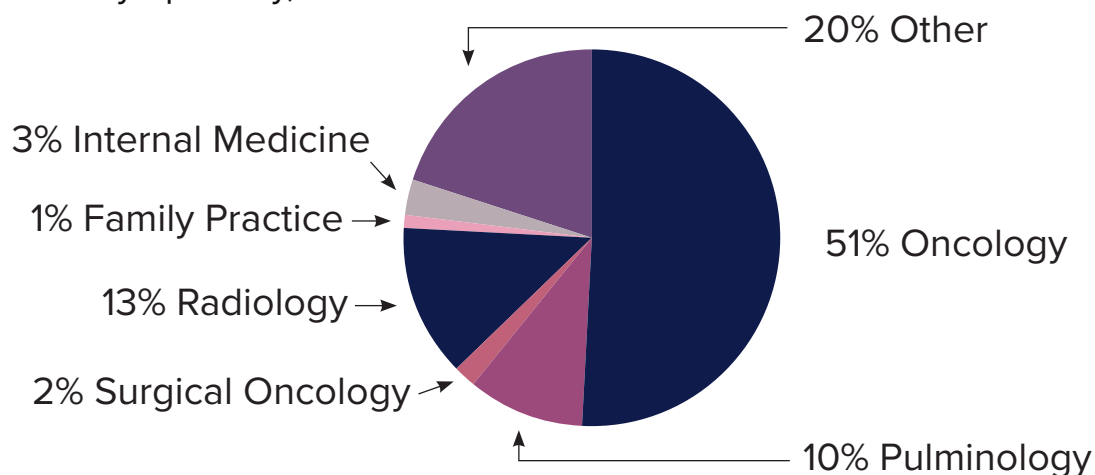
1,500,000

Impressions with campaign
hashtag #LCLive21



PERSPECTIVES IN LUNG CANCER CARE INAUGURAL CONFERENCE

Attendees by Specialty, Summer 2021



THANK YOU TO OUR INAUGURAL SPONSORS

The organizers would like to thank the following companies for their sponsorship support of the inaugural Perspectives in Lung Cancer Care Conference. Without their support, educational programs like this would not be possible.

GOLD



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EXHIBITS ONLY

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SPONSORSHIP OPPORTUNITIES

GOLD LEVEL SPONSORSHIP | \$50,000

- 1 Live 60-minute exclusive presentation with 2 month On-Demand Access on conference platform
 - **Includes:** Day prior, 2-hour and 15-minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Gold sponsor throughout the virtual platform on all non-CME content pages
- One promotional email blast* to registered conference attendees
- 1 pop-up announcement for your Live presentation*—on-screen promotional or call to action message displayed to all attendees
- Top-tier Virtual Booth with Gold Level indicated
- Up to 10 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions including booth traffic, banner ads and independent symposia attendees
- Top tier sponsor booth—up to 8 functional resource tabs* in booth (collateral, surveys, product video demos as examples)
- List of attendees who visited your booth and who attended your Live presentation including first name, last name, affiliation, city and state
- Up to 6 promotional video* uploads in booth
- Assistance with virtual booth asset assembly
All approved assets to be provided by sponsor

SILVER LEVEL SPONSORSHIP | \$42,500

- 1 Live 60-minute exclusive presentation with 2 month On-Demand Access on conference platform
 - **Includes:** Day prior, 2-hour and 15-minute reminder emails to registrants in advance of your exclusive presentation
- Recognized as Silver sponsor throughout the virtual platform on all non-CME content pages
- 1 pop-up announcement for your Live presentation*—on-screen promotional or call to action message displayed to all attendees
- Top-tier Virtual Booth with Silver Level indicated
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions including booth traffic, banner ads, and independent symposia attendees
- List of attendees who visited your booth and who attended your Live presentation including first name, last name, affiliation, city and state
- Up to 4 promotional video* uploads in booth
- Assistance with virtual booth asset assembly
All approved assets to be provided by sponsor

VIRTUAL EXHIBIT | \$3,000

- Live exhibit during conference days and on-demand for two months post-conference
- Two complimentary “badges” for exhibitor employees
- Logo* in Virtual Lobby and in Exhibit Hall
- Full analytics on booth traffic
- Assistance with virtual booth asset assembly
All approved assets to be provided by sponsor

* Provided by Sponsor; specs and deadlines to be provided at a later date.

Questions about sponsor/exhibit opportunities?

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