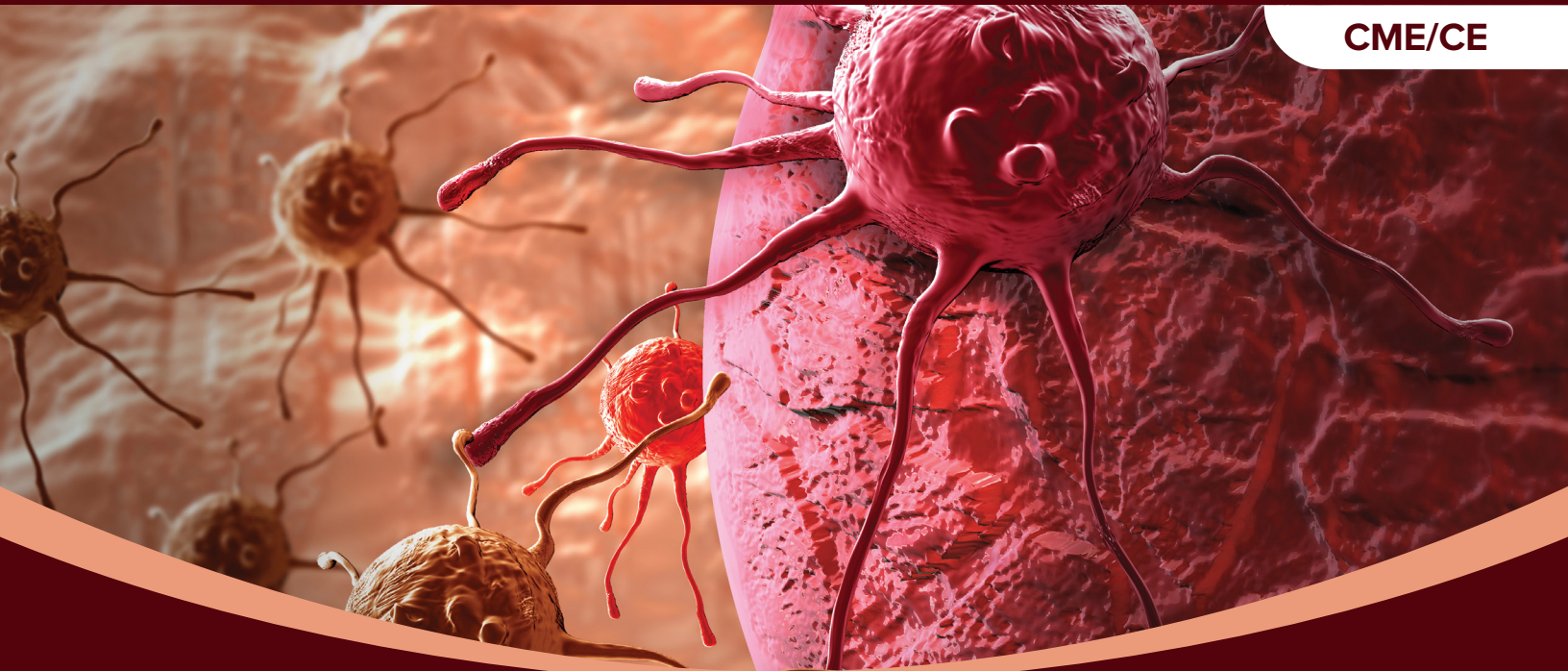


A Medscape **LIVE!** CONFERENCE

CME/CE



PERSPECTIVES IN Breast Cancer Care

NOVEMBER 16–18, 2023

WESTIN CHICAGO RIVER NORTH
CHICAGO, ILLINOIS



SPONSORSHIP AND EXHIBIT PROSPECTUS

events.medscapelive.org/pbcc

Jointly Provided By



Postgraduate Institute
for Medicine



Global Academy for
Medical Education

PROGRAM INFORMATION

OVERVIEW

The overall goal of this conference is to improve clinicians' understanding of the spectrum of breast cancer treatment and provide strategies that can help translate data updates to improvements in patient care. Caring for patients with breast cancer requires knowledge of the latest data, competence in contextualizing clinical updates, personalizing patient-care plans, and working with a variety of practitioners across the spectrum of disease including oncologists, surgeons, pathologists, and HCPs.

Medscape survey and outcomes data demonstrate that education to improve the knowledge, competence, and confidence of practitioners can help to ensure optimal breast cancer care and outcomes for patients. The Forum will feature renowned experts and will cover these major topics:

- HR+
- HER2+
- TNBC
- Case Challenges

CONFERENCE DATES

NOVEMBER 16–18, 2023

SESSION CHAIRS



Sarah Donahue, MPH, NP

Carol Franc Buck Breast Cancer Center
Helen Diller Family Comprehensive
Cancer Center
University of California, San Francisco
San Francisco, California



Reshma L. Mahtani, DO

Chief of Breast Medical Oncology
Miami Cancer Institute
Baptist Health South Florida
Member, Memorial Sloan Kettering
Cancer Alliance
Plantation, Florida



Jonathan W. Malara, PharmD, BCOP

Clinical Pharmacy Specialist
Breast Medical Oncology
The University of Texas
MD Anderson Cancer Center
Houston, Texas



Joyce A. O'Shaughnessy, MD

Celebrating Women Chair in
Breast Cancer Research
Baylor University Medical Center
Director, Breast Cancer Research Program
Texas Oncology
US Oncology
Dallas, Texas



Seth A. Wander, MD, PhD

Assistant Professor of Medicine
Massachusetts General Hospital
Cancer Center
Harvard Medical School
Boston, Massachusetts

For additional information contact Devin Gregorie at dgregorie@medscapelive.com or (516) 381-8613.

GENERAL INFORMATION

INDUSTRY EXPERT SESSIONS

Proposal/application must be submitted to MedscapeLIVE by September 29, 2023
(Must be an exhibitor or sponsor)

- Limited time slots - first come, first served
- Morning, mid-day and end-of-day slots currently available (45-minutes)
- Slot fee must be paid in full prior to event
 - \$50,000 morning
 - \$55,000 mid-day
 - \$50,000 end-of-day
- Slot fee includes:
 - In addition to the live, in-person audience, your session will be live-streamed to our virtual audience.
 - Standard AV
 - Session room
 - Announcement on conference website
 - Distribution of supplied traffic drivers
 - Posting of supplied signage

INDUSTRY EXPERT SESSIONS TIME SLOTS* (NON-CME OR CME)

- Thursday, November 16 | 8:00 AM – 8:45 AM
- Thursday, November 16 | 12:05 PM – 12:50 PM
- Friday, November 17 | 8:00 AM – 8:45 AM
- Friday, November 17 | 12:15 PM – 1:00 PM
- Saturday, November 18 | 8:00 AM – 8:45 AM
- Saturday, November 18 | 12:10 PM – 12:55 PM

AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE

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PERSPECTIVES IN Breast Cancer Care

Agenda subject to change. All times are in Central Time.

PRELIMINARY AGENDA

DAY 1, THURSDAY, NOVEMBER 16, 2023

7:30 AM	Registration	12:05 PM	Non-CME/CE Bonus Session
7:45 AM	Breakfast
8:00 AM	Non-CME/CE Bonus Session	12:50 PM	Dessert Break: Visit Exhibit Hall
.....
8:45 AM	Break: Exhibit Hall Open	1:05 PM	<i>Understanding the HER2-Low Population and the Associated Treatment Strategies</i>
.....	1:30 PM	<i>Recognizing the Role of TROP2-Directed Antibody Drug Conjugates in Advanced HR+ Breast Cancer</i>
Welcome and Keynote Address		1:55 PM	<i>Treating the ER+/HER2- Patient in the Second Line Setting: Current and Emerging Therapies</i>
8:55 AM	Conference Welcome Joyce A. O'Shaughnessy, MD	2:25 PM	Audience Q&A and Panel Discussion Moderator: Joyce A. O'Shaughnessy, MD
9:00 AM	Introduction of Keynote Speaker Joyce A. O'Shaughnessy, MD
9:05 AM	Keynote Address Lidia Schapira, MD, FASCO	2:40 PM	Break: Visit Exhibit Hall
.....
9:35 AM	Break: Exhibit Hall Open	3:00 PM	Panel Review of Clinical Cases and Q&A
.....	4:00 PM	Day 1 Closing Remarks Joyce A. O'Shaughnessy, MD
SESSION I		4:15 PM	Welcome Reception
Clinical Updates in HR+ Breast Cancer	
10:05 AM	Session I Introduction Joyce A. O'Shaughnessy, MD		
10:10 AM	<i>Adjuvant Therapy in Early HR+ Breast Cancer</i> Joyce A. O'Shaughnessy, MD		
10:35 AM	<i>Emerging Treatment Considerations in Early HR+ Breast Cancer</i>		
11:00 AM	<i>Early HR+ Breast Cancer: Pharmacist and Nursing Review of Adverse Events and Management</i> Jonathan W. Malara, PharmD, BCOP		
11:30 AM	Audience Q&A and Panel Discussion Moderator: Joyce A. O'Shaughnessy, MD Panelist: Jonathan W. Malara, PharmD, BCOP		
.....		
11:55 AM	Lunch		
.....		

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PERSPECTIVES IN Breast Cancer Care

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PRELIMINARY AGENDA

DAY 2, FRIDAY, NOVEMBER 17, 2023

7:45 AM Breakfast

8:00 AM Non-CME/CE Bonus Session

8:45 AM Break

SESSION II

Clinical Updates In HER2+ Breast Cancer

8:55 AM Morning Welcome/Session II Introduction
Reshma L. Mahtani, DO

9:00 AM *Adjuvant and Extended Adjuvant
Therapy Considerations in Early HER2+
Breast Cancer*

9:25 AM *Emerging Therapies in Early HER2+
Breast Cancer*

9:50 AM *Early HER2+ Breast Cancer:
Pharmacist and Nursing Review of
Adverse Events and Management*
Sarah Donahue, MPH, NP

10:20 AM Audience Q&A and Panel Discussion
Moderator: Reshma L. Mahtani, DO
Panelist: Sarah Donahue, MPH, NP

10:40 AM Break: Visit Exhibit Hall

11:00 AM Independent CME Symposium

12:00 PM Lunch

12:15 PM Non-CME/CE Bonus Session

1:00 PM Dessert Break: Visit Exhibit Hall

1:15 PM *The Evolving Role of ADCs in Advanced/
Metastatic HER2+ Breast Cancer:
Clinical Cases on Sequencing*

1:40 PM *Understanding How to Manage Brain
Metastases: With and Without Visceral
Metastases – Clinical Cases*

2:05 PM *Advanced/Metastatic HER2+ Breast
Cancer: Pharmacist and Nursing Review
of Adverse Events and Management*
Sarah Donahue, MPH, NP

2:35 PM Audience Q&A and Panel Discussion
Moderator: Reshma L. Mahtani, DO
Panelist: Sarah Donahue, MPH, NP

2:55 PM Break: Visit Exhibit Hall

3:10 PM Panel Review of Clinical Cases and Q&A

4:10 PM Day 2 Closing Remarks
Reshma L. Mahtani, DO

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PRELIMINARY AGENDA

DAY 3, SATURDAY, NOVEMBER 18, 2023

7:45 AM Breakfast

8:00 AM Non-CME/CE Bonus Session

8:45 AM Break

SESSION III

Clinical Updates In Triple Negative Breast Cancer

8:55 AM Morning Welcome/Session III Introduction

9:00 AM *Initiating and Managing Adjuvant Immunotherapy in Patients with Early TNBC: Clinical Cases*

9:25 AM *Initiating and Managing Other Adjuvant Therapy Approaches in Patients With Early TNBC: Clinical Cases*

9:50 AM *Early Triple Negative Breast Cancer: Pharmacist and Nursing Review of Adverse Events and Management*

10:20 AM Audience Q&A and Panel Discussion

10:40 AM Break: Visit Exhibit Hall

10:55 AM Independent CME Symposium

11:55 AM Lunch

12:10 PM Non-CME/CE Bonus Session

12:55 PM Dessert Break: Visit Exhibit Hall

1:10 PM *Sequencing Therapies in Advanced TNBC: Clinical Cases*

1:40 PM *Advanced/Metastatic Triple Negative Breast Cancer: Pharmacist and Nursing Review of Adverse Events and Management*

2:10 PM Audience Q&A and Panel Discussion

2:30 PM Closing Remarks/Conference Adjourns

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SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

DIAMOND SPONSORSHIP | \$95,000

- 1 - 45 minute time slot for a non-CME industry expert presentation. (Live in-person, and live streamed)
- Premium exhibit space: 2 Spaces
- Badges for up to 8 exhibitors
- One insert in conference bag • Two-page, 4-color ad in exhibitor/sponsor guide
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post conference eblast to attendees (client to provide fully approved HTML)
- 1 Door drop
- Key card, WiFi, or Hydration Station sponsor

GOLD LEVEL SPONSORSHIP | \$50,000

- Premium exhibit space: 2 spaces
- Badges for up to 6 exhibitors
- One insert in conference bag
- Two-page 4-color ad in exhibitor/sponsor guide
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post conference eblast to attendees (client to provide fully approved HTML)

SILVER LEVEL SPONSORSHIP | \$35,000

- Exhibit space
- Badges for up to 4 exhibitors
- One insert in conference bag
- One-page color ad in exhibitor/ sponsor guide
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post conference eblast to attendees (client to provide fully approved HTML)

BRONZE LEVEL SPONSORSHIP | \$25,000

- Exhibit space
- Badges for 3 exhibitors
- One conference bag insert
- One-page color ad in the exhibitor/sponsor guide
- Sponsorship signage throughout exhibit/registration areas and on the conference website

EXHIBIT BOOTH | \$5,000

- Tabletop display
- 2 Exhibitor badges

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SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Charging Stations (Exclusive) <ul style="list-style-type: none"> • MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics • Sponsor to provide creative according to specs 	\$15,000
Flash Drive (Exclusive) <ul style="list-style-type: none"> • Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag 	\$10,000
Advisory Board	\$5,000
Workshop Rooms <ul style="list-style-type: none"> • \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher 	\$7,500
Wi-Fi (Exclusive) <ul style="list-style-type: none"> • Includes choice of login password 	\$15,000
Hotel Key Cards (Exclusive)	\$10,000
Conference Bags (Exclusive) <ul style="list-style-type: none"> • Company logo on bag given to all attendees 	\$10,000
Door Drop	\$5,000
Custom Graphics <ul style="list-style-type: none"> • Mirror clings in ballroom's bathroom 	\$7,500
Custom TV channel <ul style="list-style-type: none"> • Video airs on private channel in the hotel 	\$8,000
Branded Disposable Water Bottles	\$10,000
Bar Coasters and Beverage Napkins and coffee sleeves <ul style="list-style-type: none"> • At Breaks and Evening Receptions 	\$12,000

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