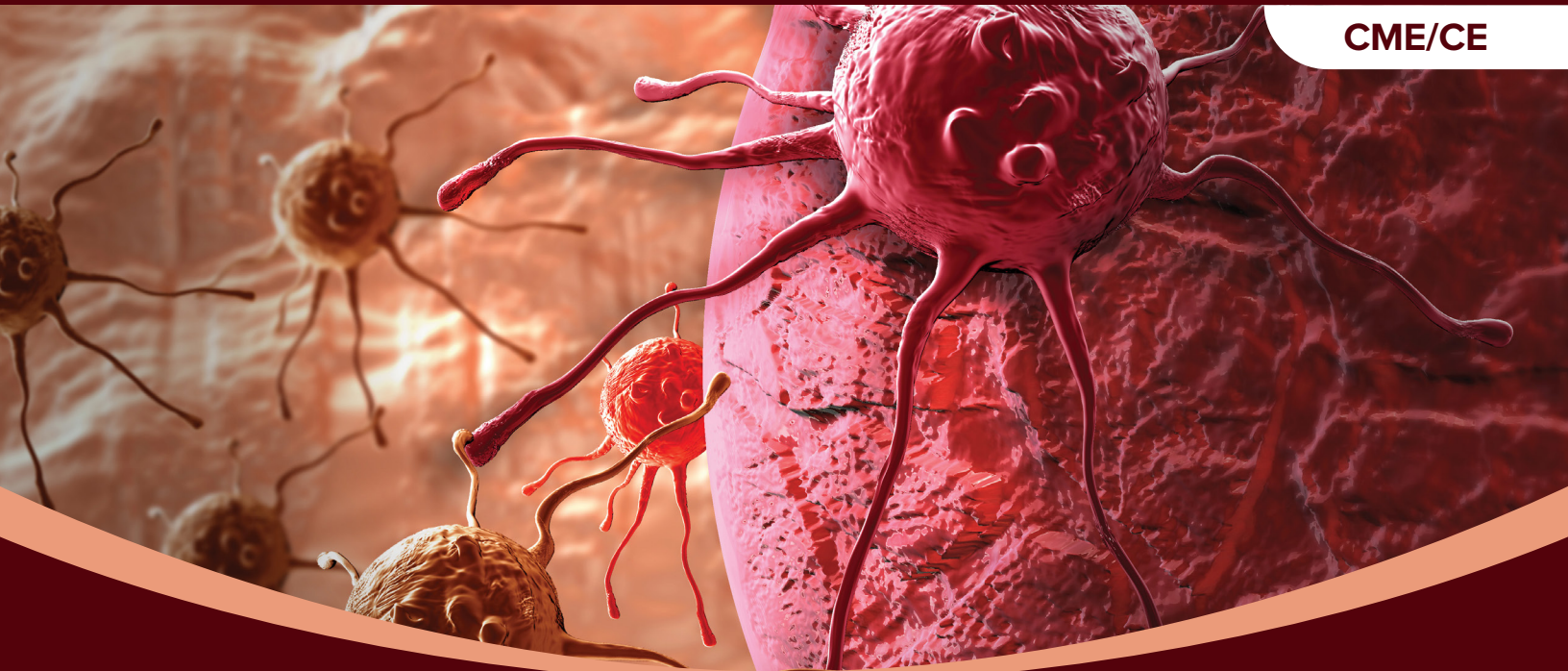


A Medscape **LIVE!** CONFERENCE

CME/CE



PERSPECTIVES IN Breast Cancer Care

NOVEMBER 16–18, 2023

WESTIN CHICAGO RIVER NORTH
CHICAGO, ILLINOIS



IN-PERSON EVENT

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 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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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>
Welcome and Keynote Address		1:30 PM	<i>Recognizing the Role of TROP2-Directed Antibody Drug Conjugates in Advanced HR+ Breast Cancer</i>
8:55 AM	Conference Welcome Joyce A. O'Shaughnessy, MD	1:55 PM	<i>Treating the ER+/HER2- Patient in the Second Line Setting: Current and Emerging Therapies</i>
9:00 AM	Introduction of Keynote Speaker Joyce A. O'Shaughnessy, MD	2:25 PM	Audience Q&A and Panel Discussion Moderator: Joyce A. O'Shaughnessy, MD
9:05 AM	Keynote Address Lidia Schapira, MD, FASCO		
9:35 AM	Break: Exhibit Hall Open	2:40 PM	Break: Visit Exhibit Hall
SESSION I		3:00 PM	Panel Review of Clinical Cases and Q&A
Clinical Updates in HR+ Breast Cancer		4:00 PM	Day 1 Closing Remarks Joyce A. O'Shaughnessy, MD
10:05 AM	Session I Introduction Joyce A. O'Shaughnessy, MD	4:15 PM	Welcome Reception
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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PERSPECTIVES IN Breast Cancer Care

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PRELIMINARY AGENDA

DAY 3, SATURDAY, NOVEMBER 18, 2023

7:45 AM	Breakfast	1:10 PM	<i>Sequencing Therapies in Advanced TNBC: Clinical Cases</i>
8:00 AM	Non-CME/CE Bonus Session	1:40 PM	<i>Advanced/Metastatic Triple Negative Breast Cancer: Pharmacist and Nursing Review of Adverse Events and Management</i>
8:45 AM	Break	2:10 PM	Audience Q&A and Panel Discussion
SESSION III		2:30 PM	Closing Remarks/Conference Adjourns
<i>Clinical Updates In Triple Negative Breast Cancer</i>			
8:55 AM	Morning Welcome/Session III Introduction		
9:00 AM	<i>Initiating and Managing Adjuvant Immunotherapy in Patients with Early TNBC: Clinical Cases</i>		
9:25 AM	<i>Initiating and Managing Other Adjuvant Therapy Approaches in Patients With Early TNBC: Clinical Cases</i>		
9:50 AM	<i>Early Triple Negative Breast Cancer: Pharmacist and Nursing Review of Adverse Events and Management</i>		
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		

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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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TERMS AND CONDITIONS

1. Company will provide certain content and materials ("Materials") for the live event ("Event"), and pay the Amounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
3. Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company's trademarks, service marks, trade names and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
4. Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, damages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any Amount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
7. EXCEPT FOR COMPANY'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY'S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. Amendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

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