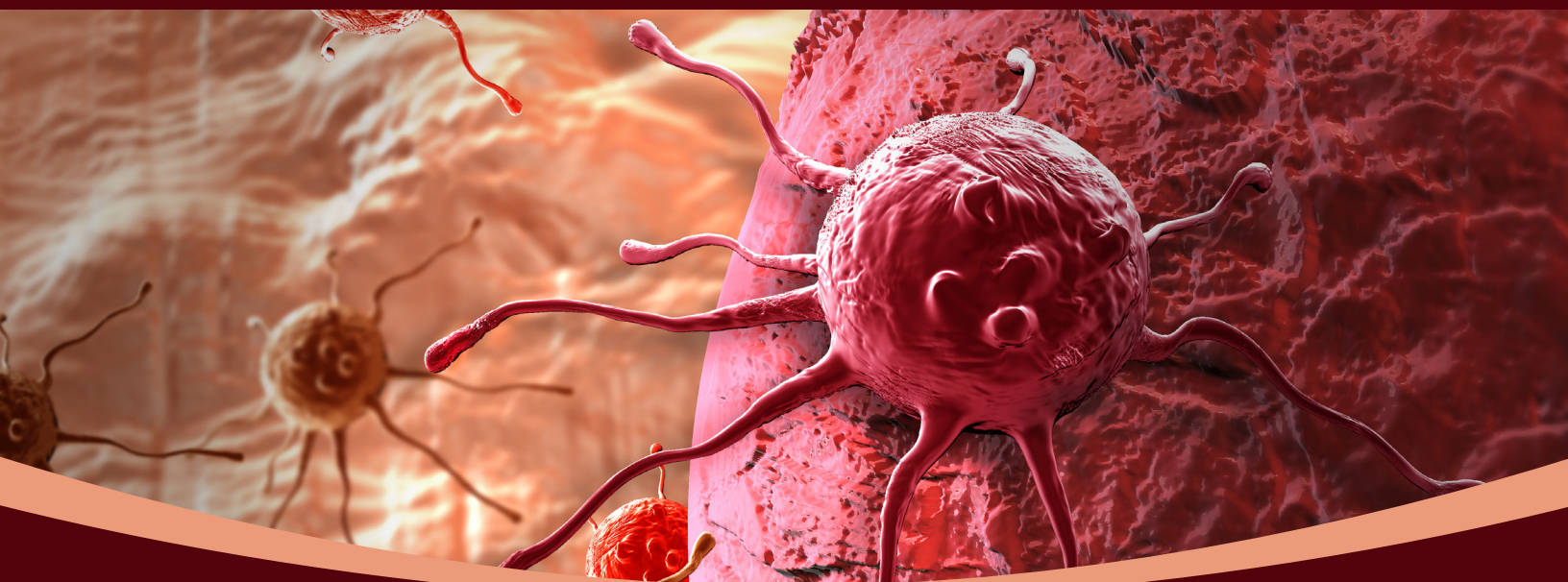


A Medscape **LIVE!** CONFERENCE



PERSPECTIVES IN Breast Cancer Care

A Virtual Forum Designed to Address Clinical Challenges
with the Goal to Improve Patient Outcomes

OCTOBER 13–16, 2021

 **VIRTUAL EVENT**

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscape.org/conferences/breast-cancer-perspectives

Medscape
Oncology

PERSPECTIVES IN Breast Cancer Care

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 CHAIR



Edith Perez, MD

Serene M. and Frances C. Durling Professor of Medicine
Mayo Clinic College of Medicine
Jacksonville, FL

TOPICS INCLUDE

WEDNESDAY, OCTOBER 13, 2021

NEWS AND VIEWS: HR+ BREAST CANCER

- *Selecting and Sequencing Treatment: Metastatic HR+ Breast Cancer*
- *Precision Medicine in Metastatic HR+ Breast Cancer*
- *Selecting and Sequencing Treatment: Early HR+ Breast Cancer*
- *Pulse Check: Innovations in HR+ Breast Cancer*
- *Drugs and the Details: HR+ Breast Cancer Therapies*
- *Putting the Patient First: HR+ Breast Cancer*
- Q&A

THURSDAY, OCTOBER 14, 2021

THE HER2 VIEW ON BREAST CANCER

- *Assessing HER2: Testing Insights for Practice*
- *Selecting and Sequencing Treatment: Early HER2+ Breast Cancer*
- *Selecting and Sequencing Treatment: Front-Line Metastatic HER2+ Breast Cancer*
- *Selecting and Sequencing Treatment: New Metastatic Treatments in Context for HER2+ Breast Cancer*
- *Selecting and Sequencing Treatment: Brain Metastases*
- *Pulse Check: Innovations in HER2+ Breast Cancer*
- *Drugs and the Details: HER2+ Breast Cancer Therapies*
- *Putting the Patient First: HER2+ Breast Cancer*
- Q&A

FRIDAY, OCTOBER 15, 2021

TURNING NEGATIVE INTO POSITIVES IN TNBC

- *Selecting and Sequencing Treatment: Metastatic TNBC*
- *Precision Medicine in TNBC*
- *Selecting and Sequencing Treatment: early TNBC*
- *Pulse Check: Innovations in TNBC*
- *Drugs and the Details: TNBC Therapies*
- *Putting the Patient First: TNBC*
- Q&A

SATURDAY, OCTOBER 16, 2021

CASE CHALLENGES

- *COVID in Context: Breast Cancer Care*
- *HR+ Breast Cancer Case Challenges*
- *HER2+ Breast Cancer Case Challenges*
- *TNBC Case Challenges*
- Q&A

Questions about sponsor/exhibit opportunities?

Contact / Devin Gregorie

P 516.381.8613 | F 631.350.7251

E dgregorie@medscapelive.com

SPONSORSHIP OPPORTUNITIES

GOLD LEVEL SPONSORSHIP | \$50,000

- 1 Live 60-minute exclusive presentation with 2 month On-Demand Access on conference platform
 - **Includes:** 24 hour, 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 blasts* 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
- 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, 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.

VIRTUAL EXHIBIT | \$3,000

- One complimentary email blast* to registered conference attendees
- Complimentary “badge” for one exhibitor employee
- Logo* in Virtual Lobby and in Exhibit Hall
- Virtual exhibit booth, with up to four, clickable content tabs*; no dynamic video
- Full analytics on booth traffic
- 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:** 24 hour, 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
- 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 (ad clicks, content views)
- Top tier sponsor booth—up to 6 functional resource tabs* in booth (collateral, surveys, product video demos)
- Full analytics on your booth and Live presentation traffic—name, title, company of all visitors
- List of attendees who visited your booth and who attended your Live presentation including first name, last name, 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.

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

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