



# Perspectives in Lung Cancer Care

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

**AUGUST 4–6, 2021**



**VIRTUAL EVENT**

## SPONSORSHIP AND EXHIBIT PROSPECTUS

[www.medscape.org/lung-cancer-perspectives](http://www.medscape.org/lung-cancer-perspectives)

Medscape Oncology is pleased to donate 100% of the registration fees to two selected organizations that exemplify research and advocacy in the lung cancer community:  
Cancer Research Institute (CRI)  
and GO2 Foundation for Lung Cancer.



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# Perspectives in Lung Cancer Care

Join Medscape Oncology in August 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

- Introduction
- *Practical considerations for genotyping*
- *How do you care for patients with each alteration?*
  - EGFR
  - ALK, ROS
  - RET, MET, KRAS, HER2, BRAF, NTRK
- *Oncology pharmacist perspective: drug-drug interactions, compliance*
- Interactive Q&A

### SESSION II: IMMUNOTHERAPY IN NSCLC

- Introduction
- *Monotherapy*
- *IO combinations with chemotherapy*
- *IO-IO combinations*
- *Biomarkers*
- *Nurse/NP perspective: management of toxicities*
- Interactive Q&A

### SESSION III: EARLY-STAGE NSCLC MANAGEMENT

- Introduction
- *Expert Interview: Early-Stage NSCLC Management*
- *Targeted therapy: adjuvant EGFR*
- *Immunotherapy: stage III unresectable, neoadjuvant and adjuvant*
- *Surgery*
- *Radiation/radiation oncologist perspective on early-stage NSCLC management*
- Interactive Q&A

### SESSION IV: MANAGEMENT OF SCLC

- Introduction
- *Clinical case approach for first-line management of SCLC*
- *Clinical case approach for second-line management of SCLC*
- Interactive Q&A

### SESSION V: MESOTHELIOMA

- Introduction
- *Lecture 1 (Title TBD)*
- *Lecture 2 (Title TBD)*
- Interactive Q&A

### SESSION VI: LUNG CANCER SCREENING AND EARLY DETECTION

- Introduction
- *Importance of early lung cancer detection and screening*
- *Data and implementation*
- *Pulmonologist perspective*
- *Patient advocate*
- Interactive Q&A

### SESSION VII: THE NEW NORMAL: THE PAST, PRESENT, AND FUTURE OF LUNG CANCER CARE

- Introduction
- *Managing Lung Cancer During COVID-19*
- *COVID-19 Vaccination Perspectives*
- *Telemedicine Best Practices During COVID-19*
- Interactive Q&A

# Perspectives in Lung Cancer Care

## 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.

### Questions about sponsor/exhibit opportunities?

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