



# EXHIBITOR PACKAGE



**1<sup>st</sup> Annual Ft. Lauderdale ESMO Review**  
**Saturday, October 21, 2017**  
**7AM-1PM**



**The Diplomat Beach Resort**  
**3555 South Ocean Drive**  
**Hollywood, FL 33019**  
**(954) 602-6000**



Program Chair: Martin Dietrich, MD, PhD  
Memorial Cancer Institute  
Hollywood, FL

Program Director: Sarah Loudon  
Total Health Conferencing  
Boca Raton, FL

CME Provider: The Medical Educator Consortium  
6679 South Dixie Highway  
Miami, FL 33743



## Dear Prospective Exhibitor:

The ESMO Review condenses the most cutting-edge science and education from one of the world's premier oncology events—the ESMO® Annual Congress Meeting—into a half-day program. The abstracts chosen for presentation and discussion reflect the foremost research and strategies in oncology that directly impact patient care. The program features in-depth discussion and analysis on the latest scientific findings in primary disease sites and practice-changing advances in cancer treatment. Expert faculty will place abstract findings into clinical context and discuss how the results may change the current standard of care. The meetings' smaller size allows for ample time for audience participation and attendee interaction.

We invite you to exhibit at the ESMO Review Fort Lauderdale Beach, October 21, 2017 in Fort Lauderdale, FL. The ESMO Review offers a personal and interactive setting for exhibitors to showcase the latest advances in oncology research and practice. We hope this conference will bring together over 100 members of the oncology community from a broad range of specialties, who work together to strengthen collaborative treatment approaches and to enhance patient care.

Exhibit sales have begun and space is limited. There are three exhibit categories. Breakfast, Lunch and breaks are served in the same room, providing ample opportunity for interaction with attendees. In addition, Breakfast and Lunchtime Product Theaters are available for a separate fee, along with other branding opportunities.

Organizations interested in exhibiting should contact [sarah@totalhealthconferencing.com](mailto:sarah@totalhealthconferencing.com), or 561-331-9615.

To request exhibit space:

- **Download and complete the Exhibit Space and Application Form**
- **Return the Application and Payment to us by Monday, October 10, 2017**

On behalf of the Planning Committee, we are excited to bring this conference to Fort Lauderdale Beach and thank you for your consideration of this request. If you have any questions or require additional information, please feel free to contact me. I look forward to hearing from you.

**Sincerely,**

Sarah Loudon  
*Program Director*  
(561) 331-9615



# Exhibit Levels



- Recognition on Total Health Conferencing Website as a Level 1 Exhibitor
- Company logo prominently displayed at conference
- Inclusion of 2 pre-approved items/brochures in Conference Bag
- Three (3) Company Representatives to attend Conference Presentations
- 6' Exhibit Space
- Post Conference Receipt of Participant List

- Recognition on Total Health Conferencing Website as a Level 2 Exhibitor
- Company logo displayed at conference
- Inclusion of 1 pre-approved item/brochure in Conference Bag
- Two (2) Company Representatives to attend Conference Presentations
- 6' Exhibit Space



- Company logo displayed at conference
- One (1) Representative at Exhibit Table (Not permitted in meeting room)  
*Additional Representative Badges can be purchased for \$250*
- 6' Exhibit Space

**Breakfast Product Theatre NON-CME \$3,500** *(Only available to Level 1 & 2 Sponsors)*

**Lunch Product Theatre NON-CME \$4,000** *(Only available to Level 1 & 2 Sponsors)*

**WiFi Provider \$1000** *(Prominent display of logo and support)*

**Conference Bag Provider with Logo \$2000** *(Only available to Level 1 & 2 Sponsors)*



# Exhibitor Guidelines

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## Exhibitors Participate on the understanding that:

- a. Exhibitors' monies will facilitate the successful planning and promotion of the 1<sup>st</sup> Annual ESMO Review Fort Lauderdale Beach.
- b. Exhibitors' exposure and acknowledgment is facilitated as entitlements listed in the Conference Program.
- c. Provision of banners and any other promotional material is the responsibility of the Exhibitor.
- d. Color reproductions will be as close to the specified color as possible when printed.

## Agreement and Understanding

Under the terms and conditions for continuing medical education credits all, exhibitor dollars are pooled and considered unconditional support for the conference which is solely directed by the Planning Committee and Conference Organizers. An industry exhibitor may be recognized for non-educational portions of the program as outlined in the exhibitor package and defined by the accreditation policies and requirements of continuing education providers.

## Make Check(s) Payable to:

Total Health Conferencing  
Tax ID: 47-4561663  
For: 1<sup>st</sup> Annual ESMO Review Fort Lauderdale  
20283 State Road 7, Suite 400  
Boca Raton, FL 33498  
Email: [Sarahisaac@mac.com](mailto:Sarahisaac@mac.com)  
(561) 237-2845



# Program Agenda:

7:00-8:00AM	Registration and Exhibits
7:00-8:00AM	Breakfast Product Theater (Non-CME)
8:00-8:10AM	Welcome and Housekeeping
8:10-8:50AM	Updates in Gastrointestinal Disease
8:50-9:30AM	Updates in Genitourinary Disease Przemyslaw Twardowski, MD City of Hope
9:30-9:50AM	Break and Exhibits
9:50-10:30AM	Updates in Breast Cancer Jose I. Mayordomo, MD, PhD University of Colorado
10:30-11:10AM	Updates in Hematological Malignancies Mark James Levis, MD, PhD Johns Hopkins Medicine
11:10-11:50AM	Updates in Lung Cancer Martin Dietrich, MD, PhD Memorial Cancer Institute
11:50— 12:50PM	Coffee and Exhibits
11:50— 12:50PM	Lunch Product Theater (Non-CME)

## CME Credit Designation Statement:

Accreditation: The Medical Educator Consortium is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Medical Educator Consortium, designates this live activity for a maximum of 3.5 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

## Learning Objectives:

Upon participation in this activity, attendees will be able to

- Examine scientific advances that further enhance knowledge of cancer biology and pathogenesis
- Review recent and emerging data from key studies in clinical cancer research
- Evaluate the role of new diagnostic techniques and therapeutic approaches as applied to the care and management of people with cancer
- Implement clinical and scientific strategies designed to improve the quality of cancer care, as appropriate
- Effectively communicate with colleagues and with patients regarding advances in clinical oncology science
- Identify and utilize tools for cancer risk assessment and risk reduction based on the best available evidence