



Exhibitor and Sponsor Prospectus

2023 Johns Hopkins Updates in Gastrointestinal Cancers

Live Conference:

Patient Education

Clinician Education

Clinician Education

February 3 - 4, 2023

February 3, 2023 | 9:45 AM – 3:00 PM

February 3, 2023 | 3:15 PM – 7:45 PM

February 4, 2023 | 8:15 AM – 4:45 PM

The Hotel at Arundel Preserve
7795 Arundel Mills Boulevard
Hanover, Maryland

VIRTUAL VIEWING OPTION AVAILABLE

Following the live conference, a virtual on-demand archive of all conference presentations will be available to participants for a period of 1 year.

Join Us

Join us in person or online for the 2023 Johns Hopkins Updates in Gastrointestinal (GI) Cancers, a two-day educational event focused on the latest information and updates in gastrointestinal cancers. Due to ongoing COVID-related challenges, this meeting will be available to attend live in-person, virtually, or on-demand following the conference.

This two-day conference is designed to meet the needs of patients with GI cancers, caregivers, and all healthcare providers involved in the care and management of patients with GI cancers.

It is estimated that 75 clinicians will attend in-person and an additional 75 will attend virtually. An estimated 100 will view the on-demand sessions.

The Need

GI cancers, as a group, are the most common and most deadly cancers worldwide. While treatments have improved for these cancers, more than 171,000 people die each year in the United States from GI cancers. Fortunately, over the last several years, we have witnessed significant progress in our ability to extend survival, and even improve cure rates for patients with gastroesophageal, pancreatic, hepatobiliary, neuroendocrine, and colorectal cancers.

For example, the addition of immune checkpoint inhibitors has improved the outcomes of patients with operable and metastatic gastroesophageal cancer, advanced biliary tract cancers, and hepatocellular cancer. Researchers at Johns Hopkins are actively expanding on those findings with clinical trials that are aimed at further improving response and cure rates. Similarly, Johns Hopkins researchers have played key roles in clinical trials of biomarker-directed therapies. Most notably, this includes, most notably clinical trials that changed the standard of care by proving that immune checkpoint inhibitors are highly effective for the subgroup of patients whose tumors demonstrate high degrees of microsatellite instability (MSI-high). It also includes trials that have shown great promise in the use of platinum and poly adenosine diphosphate-ribose polymerase (PARP) inhibitors in DNA damage response and repair deficient pancreatic cancers.

One consequence of the myriad of new clinical data in GI cancers is that it is becoming more and more difficult for a practicing oncologist, particularly one who does not specialize only in GI cancers, to stay up to date with all of the new findings. Similarly, the data can be even more overwhelming for GI cancer patients and caregivers, who are often trying to learn as much as they can about their (or their loved one's) disease.

Therefore, healthcare providers, patients, and caregivers need an educational forum wherein they can be updated regularly on the latest clinical evidence and treatment options for GI cancers.



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Exhibit Location and Times

Live exhibit spaces will be located in the Chesapeake Ballroom Foyer, immediately outside of the live meeting room. Exhibits will be open to attendees during the following time periods. Get over 4 hours of unopposed exhibit time!

Friday, February 3, 2022

- Clinician Registration: 2:00 PM – 3:15 PM
- Dinner Break: 6:00 PM - 6:30 PM

Saturday, February 4, 2022

- Clinician Registration & Breakfast: 7:00 AM - 8:15 AM
- Morning Break: 10:00 AM - 10:30 AM
- Networking Lunch: 1:00 PM - 2:00 PM

Exhibitor Information

Exhibit space is limited and offered on a first come, first space basis, so please make your commitment as soon as possible. There are five levels of exhibitor support available this year.

All exhibitors are required to preregister for the conference. Live exhibitors will be required to check in and wear name badges during the meeting. Below you will find a detailed list of exhibit inclusions by level.

Contact Information

You can contact Integrity Continuing Education, Inc. (Integrity CE) for any questions about exhibits and sponsorships. They will provide pertinent details about the conference as they become available.

Integrity CE Exhibits Coordinator
hopkinsgi@integrityce.com
855-835-4004

Thank you for your consideration.



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Exhibit Opportunities

All exhibitors will be provided an eight-foot table and waste basket. Electrical drops are available upon request.

	Exhibit Only	Bronze	Silver	Gold	Platinum
Fee	\$5,000	\$15,000	\$25,000	\$50,000	\$75,000
Number of Exhibit Only Registrations	2	2	2	2	2
Number of Complimentary Full Conference Registrations		1	2	3	3
Tiered Listing on Signage		4th Tier	3rd Tier	2nd Tier	1st Tier
Listing on Premeeting Materials		√	√	√	√
Listing on On-Site Materials	√	√	√	√	√
One-time use of pre-registrant mailing list (requires mailing piece approval by Integrity CE)			√	√	√
One-time use of final attendee mailing list for post-conference follow up		√	√	√	√
Exhibit Table	√	√	√	√	√
Slide Recognition		√	√	√	√
Opportunity to host Friday evening dinner			√	√	√
Opportunity to host Saturday morning breakfast					√
Opportunity to host Saturday afternoon lunch				√	√
Opportunity to host one roundtable networking table at the Saturday lunch					√

Multi-Year Commitment

Lock in your support and receive a discounted rate

- Platinum Level Support - \$75,000 (3 years = \$60,000/year)
- Gold Level Support - \$50,000 (3 years = \$40,000/year)
- Silver Level Support - \$25,000 (3 years = \$20,000/year)
- Bronze Level Support - \$15,000 (3 years = \$12,000/year)
- Exhibitor Booth Only - \$5,000 (3 years = \$4,000/year)



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Additional Visibility Options

Enhance company visibility at the 2023 Johns Hopkins Updates in Gastrointestinal Cancers through our sponsorship opportunities outlined below.

Coffee Station (1 available) - \$5,000

Help conference attendees quench their thirst and get their pick-me-up throughout the day with a sponsored coffee and tea station placed immediately outside the meeting room.

Includes:

- Sponsoring company may provide personalized cups and/or napkins
- Signage with company branding

Wi-Fi (1 available) - \$7,500

More and more attendees are turning to their laptops and mobile devices to check email and search for information. As a result, the Wi-Fi service is arguably the most valued and useful service at the conference.

Includes:

- Custom Wi-Fi password
- Branding on Wi-Fi signage

Portable Phone Charger Giveaway (1 available) - \$6,000

Nobody wants a dead phone battery. Help attendees stay charged through the day with a branded cell phone power bank distributed to all attendees at the time of their registration.

Includes:

- Branded aluminum cell phone power bank

Exhibit and Sponsorship Application

To reserve exhibit space or sponsorship opportunities, please complete the following application and return to Integrity CE staff at hopkinsgi@integrityce.com

Select your desired level of support below:

Support Level

Platinum

One Year

☐ \$75,000

Three Year

☐ \$60,000

Gold

☐ \$50,000

☐ \$40,000

Silver

☐ \$25,000

☐ \$20,000

Bronze

☐ \$15,000

☐ \$12,000

Exhibit Only

☐ \$5,000

☐ \$4,000

Additional Opportunities

☐ Coffee Station

\$5,000

☐ Wi-Fi

\$7,500

☐ Portable Phone Charger

\$6,000

Agreement

Company

Contact Name

Title

Address

City

State

Zip

Phone

Email

Signature

Terms and Conditions

Submission of this application will serve as a Letter of Agreement upon confirmation of exhibit space/sponsorship by Integrity Continuing Education, Inc. By signing and returning this application, the representative understands this form shall become a binding contract and is subject to the terms, conditions, rules, and regulations set forth herein. Payment is due in full within 30 days of receipt of invoice.

Cancellation

Should the Exhibitor/Sponsor desire to cancel this agreement they must do so by giving notice thereof in writing sent to the organizer.

Cancellations received prior to December 1, 2022 will forfeit 50% of the total exhibitor/sponsorship fee. Cancellations received on or after December 1, 2022 will forfeit 100% of the exhibitor/sponsorship fee.

There will be no refund after this time. Any changes, additions, stipulations, or deletions (including corrective lining out) by either Integrity Continuing Education, Inc. or the Exhibitor/Sponsor will not be considered agreed to or binding to the other unless such modifications have been initiated or otherwise approved in writing by the other party. If changes to the said projects should occur, this agreement (or proposal) will be superseded by an addendum and pricing will be adjusted accordingly.



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