

# Exhibitor and Sponsorship Prospectus

## Upstate Cancer Symposium – Information That Can Be Used in the Clinic on Monday



### Dates

June 29, 2024

June 30, 2024

8:00 AM – 5:00 PM EDT

8:00 AM – 3:30 PM EDT

### Location

Hyatt Regency Rochester  
Rochester, New York

### Meet Our Co-Chairs



Rahul Gosain, MD



Rohit Gosain, MD

The Oncology Brothers were chosen as one of the *Voices of the 2023 ASCO Annual Meeting* in part for their outreach and following within the community-based clinician circle. Their Twitter platform, podcasts, and algorithms have made them a trusted source for their peers.

## Join Us

Join us for the inaugural Upstate Cancer Symposium, a two-day CME-certified event focused on best practices in treating patients with solid-tumor and malignant hematology. A virtual viewing option will allow participants to engage with our content from the comfort of home or office.

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

## The Need

Since most cancer patients are diagnosed and treated in the community setting, community oncologists play a critical role in the treatment landscape. The community-based clinician must be equipped to see a variety of patients with a wide range of solid tumors and hematologic malignancies as well as manage any treatment-related adverse events. This means that, in a typical day, these clinicians may see a patient with colon cancer, a young patient with non-small cell lung cancer being treated with a targeted therapy experiencing skin rash, as well as diagnosing patients with multiple myeloma, severe anemia, or cytopenia.

These clinicians need resources and guidance from experts on optimal care based on currently available treatment options.

- Community-based oncologists provide care for approximately 80% of cancer patients in the US
- On average the typical community oncologist treats seven different cancer types on a regular basis
- Community-based oncologists see nearly double the number of patients daily, compared to their academic colleagues
- Approximately 20% of rural Americans live >60 miles from a medical oncologist. The geographic distribution of dedicated cancer centers also remains uneven: Almost 14% of Americans (especially rural residents and Native American and Hispanic populations) live >180 minutes from a National Cancer Institute (NCI)–designated cancer center or satellite facility.
- Patients in Upstate New York and the 150 mile radius fall squarely in the underserved area



## 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 four levels of exhibitor support available this year. All exhibitors are required to preregister for the conference and will be required to check in and wear name badges during the meeting. On the next page, 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  
upstatecancer@integrityce.com  
855-835-4004

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## Exhibit Opportunities

All exhibitors will be provided an eight-foot table, a waste basket, and electrical drops.

	Exhibit Only	Bronze	Silver	Gold
Fee	\$5,000	\$15,000	\$25,000	\$50,000
Exhibit table	✓	✓	✓	✓
Inclusion on onsite materials	✓	✓	✓	✓
Tiered listing on signage		3rd Tier	2nd Tier	1st Tier
Slide recognition		✓	✓	✓
One-time use of preregistrant mailing list			✓	✓
Pre-meeting email available thru Integrity CE to all preregistrants		✓	✓	✓
One-time use of final attendee mailing list for postconference follow up		✓	✓	✓
Logo included on meeting lanyard				✓



## Application

To reserve exhibit space or sponsorship opportunities, please complete the following application and return to Integrity CE staff at [upstatecancer@integrityce.com](mailto:upstatecancer@integrityce.com)

Select your desired level of support below:

- |              |                          |          |
|--------------|--------------------------|----------|
| Gold         | <input type="checkbox"/> | \$50,000 |
| Silver       | <input type="checkbox"/> | \$25,000 |
| Bronze       | <input type="checkbox"/> | \$15,000 |
| Exhibit Only | <input type="checkbox"/> | \$5,000  |

## Agreement

Company	<hr/>		
Contact	<hr/>		
Title	<hr/>		
Address	<hr/>		
City	State	Zip	
	<hr/>	<hr/>	<hr/>
Email	<hr/>		
Signature	<hr/>		
Secondary Contact (for payment)	<hr/>		
Phone	<hr/>		
Email	<hr/>		

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## 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 Policy

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 Wednesday, May 29, 2024 will forfeit 50% of the total exhibitor/sponsorship fee. Cancellations received on or after Wednesday, May 29, 2024 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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