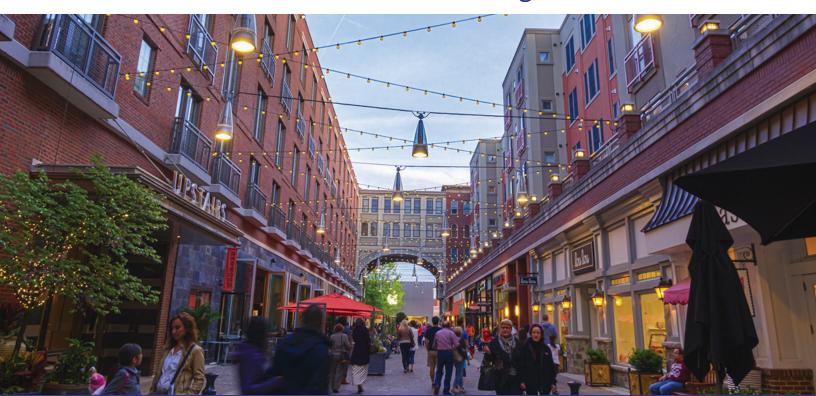




# International Cancer Education Conference 14-16 September 2016 • Bethesda, Maryland, USA

American Association for Cancer Education • Cancer Patient Education Network **Promoting Cancer Education, Equity, and Precision Medicine Globally** 

2016.attendicec.org



# 2016 Exhibitor and Marketing Opportunities Prospectus

International Cancer Education Conference, 154 Hansen Road, Suite 201, Charlottesville, VA 22911 Tel: +1.434.284.4445 | Fax: +1.434.977.1856 | email: info@attendicec.org







The International Cancer Education Conference, hosted by AACE and CPEN, promises to be an exciting opportunity for you to reach key decision makers and an extremely committed audience of cancer educators. Their combined members are dedicated to promoting accurate, effective and focused cancer education through advocacy, scientific investigation, development, evaluation and dissemination of information relevant to cancer education. These are the nation's leading specialists in the cancer care, education, research, survivorship and palliative care fields. We look forward to talking with you in Bethesda, Maryland!

# ICEC Attendees Are...



- **Oncologists**
- Physicians
- Surgeons
- Nurses
- Allied Health Professionals
- Social Workers
- **Patient Navigators**
- **Health Educators**
- Librarians
- **Public Health Professionals**
- Residents, Fellows, and Students
- Survivors

And many other members of the cancer care community!

### As a 2016 exhibitor you will:

- Gain exposure to a highly targeted audience of cancer education professionals committed to improving cancer patient outcomes
- Network with attendees, speakers, and international leaders in cancer education programs and research
- Gather sales leads and conduct valuable market research
- Make new contacts during many face-to-face opportunities, including breakfasts, breaks and two dedicated poster and exhibitor sessions, all guaranteed to promote traffic
- Align your organization with highly respected cancer professionals

Exhibiting in Bethesda shows your support for the cancer education community. Contact our Conference Director, Lynne Valentic, at <a href="mailto:lvalentic@aaceonline.com">lvalentic@aaceonline.com</a> for more information.

### Non-Profit Exhibitor—\$500

Non-profit and institute organizations may apply for discounted exhibit space at a price of \$500 with a copy of their tax-exempt certificate. Includes conference registration for one booth representative (additional booth reps can register for \$425 each on the exhibit registration form) and listing in the Conference Guide

# EXHIBIT @ ICEC

### Advocating Exhibitor—\$1,000

and on the website.

For-profit organizations may apply for an exhibit space including conference registration for one booth representative (additional booth reps can register for \$600 each on the exhibit registration form) and listing in the Conference Guide and on the website.

### Enriching Exhibitor—\$3,000

- Registration for two booth representatives
- Logo featured on one eblast to the ICEC mailing list
- Priority recognition in the plenary sessions, in the conference guide, and on signage
- 10% discount on additional advertising and sponsorship opportunities (see page 5)

### Sustaining Exhibitor—\$5,000

- Registration for three booth representatives
- Logo featured on two eblasts to the ICEC mailing list
- The option of hosting an ancillary breakfast (food, audio-visual, and meeting space rental, if applicable, at your expense) at a time that does not conflict with the conference program
- Higher priority recognition in the plenary sessions, in the conference guide, and on signage
- 15% discount on additional advertising and sponsorship opportunities (see page 5)

### Innovating Exhibitor—\$7,000

- Registration for four booth representatives
- Logo featured on three eblasts to the ICEC mailing list
- The option of hosting an ancillary *lunch* (food, audio-visual, and meeting space rental, if applicable, at your expense) at a time that does not conflict with the conference program
- Highest priority recognition in the plenary sessions, in the conference guide, and on signage
- 20% discount on additional advertising and sponsorship opportunities (see page 5)

### All Exhibitors Receive...

- Highly visible tabletop booth in the exhibit area, draped table, and two chairs
- One line tabletop identification sign
- Complimentary full conference registration for one (1) exhibit booth representative (additional booth reps can be registered at additional cost on the exhibit registration form)
- Access to all educational programs
- All provided meals and refreshment breaks
- Contact with attendees during dedicated exhibitor networking sessions
- Featured acknowledgement on the conference website
- Listing in the conference guide
- Inclusion in our exhibit map game and the opportunity to provide prizes for the game drawing
- Acknowledgement on scrolling slides during a general session
- All printed and online conference materials, including conference guide and registration list

Booths will be assigned on a first come, first served basis.



### Stay with us at the conference hotel, the Hyatt Regency Bethesda, MD, a short Metro ride from Washington, DC!



**Special 2016 Conference Rate: \$205 single / \$221 double** (plus tax)

> One Bethesda Metro Center (7400 Wisconsin Avenue) Bethesda, MD 20814 **United States**

> > Phone: (301) 657-1234 Fax: (301) 657-6453

Email: mybethesdastay@hyatt.com

Please mention the International Cancer Education Conference in order to reserve your room at the conference rate. Rooms are subject to availability, and reservations must be made by 19 August 2016.

### The ICEC would like to thank its exhibitors and supporters from past conferences. We invite you to join this impressive group of organizations!

**American Cancer Society** American College of Surgeons

American Society of Clinical Oncology (ASCO)

**Astellas** Baxalta

**Bayer Healthcare** Bristol-Myers Squibb **Canadian Cancer Society** Cancer Help Institute

CANCER101 CancerCare

Coalition for Compassionate Care of California

Dana-Farber Cancer Institute

Dendreon

**Diplomat Specialty Pharmacy** 

Eisai Inc.

Fred Hutchinson Cancer Research Center

Genentech Genomic Health Gilead Sciences

Heeter

**Hunstman Cancer Institute** 

Incyte Invitae

Lilly Oncology

Mayo Clinic - Native American Programs

Mayo Clinic Cancer Center

Moffitt Cancer Center and Research Institute

**Myriad Genetics** 

National Cancer Institute's Cancer Information

Service

National Coalition for Cancer Survivorship National Marrow Donor Program, Be the Match

Omni Health Media

OneFlorida Clinical Research Consortium

Ovarian & Breast Cancer Alliance

Pfizer / Pfizer Oncology

Qiagen

Seattle Cancer Care Alliance

**Smarter Medical Care** SonaCare Medical

Southeast Minnesota Chapter Oncology Nursing

Society

Stay Out of the Sun Foundation

Surround Health Susan G. Komen

TEVA Pharmaceuticals / TEVA Oncology University of Arizona Cancer Center University of Arizona College of Nursing University of Arizona Health Sciences Center

University of Arizona Mel & Enid Zuckerman College of

Public Health

University of Arizona Native American Cancer

Prevention and Community Cancer Connections

University of Michigan, Ann Arbor University of Nebraska Medical Center

Voices of Hope

Wildbleu

Young Survival Coalition

Advertising and event support is an ideal way to stand out from other exhibitors, maximize your visibility among attendees and affirm your commitment to cancer education. We will put together a support package to meet your needs. Contact Jen Alluisi, Program Director, at jalluisi@aaceonline.com for more information.



### **Sponsorship Opportunities**

### Conference Dinner – \$7,500 (limited to 1 exclusive sponsor)

Your organization will be acknowledged as the sole sponsor of our popular evening dinner event, held off-site at an exciting location (TBD).

### Welcome Reception - \$5,000

Your organization will receive recognition through signage and promotional materials as the exclusive sponsor of the reception that welcomes attendees to Bethesda.

### Continental Breakfast – \$4,000 (limited to 3 sponsors)

Contintental Breakfast is provided for attendees each day of the conference. Sponsors receive recognition in conference promotions and in signs posted during the breakfast.

### Coffee Break – \$2,500 (limited to 3 sponsors)

Coffee breaks are held in the morning and afternoon each day of the conference in the exhibit area. Sponsor one of these breaks and your organization will receive recognition in conference promotions and signs posted in the break areas.

### Conference Scholarships – \$1,500 each

ICEC wishes to encourage increased conference attendance by diverse cancer education professionals, students, and early career professionals. Your sponsorship will provide one person with conference registration, registration for two workshops, a ticket to our evening dinner event, and \$1,000 in travel expenses.

### Mobile Conference App – \$1,500 (limited to 1 exclusive sponsor)

Enhance your presence at the conference by taking your brand mobile. Your banner ad and a link to your website will appear at the top of the mobile conference app designed for tablets and smartphones.

### Morning Wellness Session – \$750 (limited to 2 sponsors)

The ICEC will feature early morning wellness activities for attendees such as yoga and tai chi. Your organization will receive recognition in conference promotions and in signs posted during the activity.

### **Advertising Opportunities**

### Conference Email Blasts – \$750 (limited to 2 sponsors)

Include your banner ad in two email blasts promoting the conference. Your ad will be included in messages sent to over 1,000 potential attendees.

### Printed Conference Guide Advertising

Include your ad in our printed Conference Guide distributed to all attendees. Choose a full page (\$400), half page (\$250), or quarter page (\$150) ad placement (all ads b/w).

### **Exclusive Offers for Nonprofits**

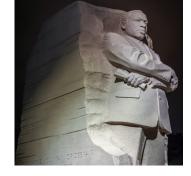
### Conference Bag – \$1,500 (limited to 1 exclusive sponsor)

There is no better way to reach every attendee at the conference than by putting your name and logo on the official conference bag. Your organization may also place promotional materials in the bags (subject to conference management approval and in accordance with ACCME regulations).

### Badge Lanyards – \$750 (limited to 1 exclusive sponsor)

A key promotional tool at any meeting, you will make an impact among all attendees who will be wearing the official conference lanyard with your company's name or logo.









# Wednesday, 14 September 2016

8:00 - 10:00 AM	Workshop 1	Workshop 2	Workshop 3
10:00 - 10:30 AM	Transition Break No refreshments		
10:30 AM - 12:30 PM	Workshop 4	Workshop 4 Workshop 5	
12:30 - 2:00 PM	Lunch On your own		
2:00 - 3:30 PM	Welcome, Opening Remarks, and Opening Plenary  from Douglas Lowy MD, Acting Director, National Cancer Institute		
3:30 - 4:30 PM	Plenary Presentation		
4:30 - 6:00 PM	Roundtable Discussions Topics TBD		
6:00 - 6:30 PM	Concurrent Session Moderators Instructional Sessions (By Invitation)		
6:30 - 7:00 PM	Poster Judges Instructional Sessions (By Invitation)		
7:15 - 8:15 PM	Welcome Reception  Hors d'ouevres with Cash Bar		

# Thursday, 15 September 2016

6:15 - 6:45 AM	Morning Wellness Session			
7:00 - 8:00 AM	Continental Breakfast and Networking with Exhibitors		EACE Breakfast Meeting (By Invitation)	
8:00 - 9:00 AM	Plenary Presentation from Edward L. Trimble MD, MPH, Director, Center for Global Health, National Cancer Institute			
9:00 - 9:15 AM	Transition Break			
9:15 - 10:45 AM	Session 1A Selected from abstracts	Session 1B Selected from abstracts	Session 1C Selected from abstracts	<b>Session 1D</b> INVITED
10:45 - 11:00 AM	Transition Break No refreshments			
11:00 AM - 12:30 PM	Poster Session A and Networking with Exhibitors			
12:30 - 2:00 PM	Lunch		JCE Editorial Board Luncheon (By Invitation)	









# Thursday, 15 September 2016, continued

2:00 - 3:30 PM	Session 2A Selected from abstracts	Session 2B Selected from abstracts	Session 2C Selected from abstracts
3:30 - 3:45 PM	Transition Break		
3:45 - 4:45 PM	SAMUEL C. HARVEY LECTURE		
5:30 - 9:30 PM	Conference Dinner Event		

# Friday, 16 September 2016

6:15 - 6:45 AM	Morning Wellness Session				
7:00 - 8:00 AM	Continental Breakfast and Networking with Exhibitors CPEN Interest Groups			st Groups	
8:00 - 9:00 AM	Plenary Presentation				
9:00 - 9:15 AM	Transition Break No refreshments				
9:15 - 10:45 AM	Session 3A Selected from abstracts	Session 3B Selected from abstracts	Session 30 Selected from abs		Session 3D INVITED
10:45 - 11:00 AM	Transition Break				
11:00 AM - 12:30 PM	Poster Session B and Networking with Exhibitors				
12:30 - 12:45 PM	Transition Break No refreshments				
12:45 - 2:15 PM	AACE Business Luncheons and Awards		CPEN Business Luncheons and Awards		
2:15 - 2:30 PM	Transition Break No refreshments				
2:30 - 4:00 PM	Session 4A Sessi Selected from abstracts Selected from				
4:00 - 4:15 PM	Transition Break				
4:15 - 5:15 PM	Plenary Presentation				
5:15 - 6:15 PM	Closing Ceremony and Awards  Best of the Best! Oral and Poster Award Winners				

### **Exhibitor Schedule**

**Set-up:** Wednesday, 12:30 - 8:15 pm

**Show hours:** Thursday, 7:00 am - Friday, 4:15 pm (most traffic during breakfasts, breaks, and poster sessions)

**Take-down:** Friday, 4:15 - 6:15 pm



### Certificate of Insurance

Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page "Certificate of Insurance" in the name of the American Association for Cancer Education from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in no less than \$1,000,000 per occurrence.

### **Assignment of Space**

Exhibit booth assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. After registering, you will receive a confirmation letter with your assigned number and location.

### **Booth Restrictions**

(a) Booth banners and display elements cannot exceed a height of 3 feet if placed on table. (b) 'Subleasing' of space is not permitted.

### **Ancillary Events**

An ancillary event is any function held during the ICEC by a party other than AACE or CPEN. All ancillary events must receive ICEC authorization whether the organizer is requesting ICEC meeting space or holding the event off-site. No events may be scheduled during ICEC educational sessions.

To obtain ICEC meeting space, the organizer must be an exhibitor and/or conference supporter.

### Liability/Hold Harmless

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend AACE and CPEN from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including attorney's fees), which may incur, pay or be required to pay, incidents, or indirect employee negligence, acts or omissions by Exhibitor/Attendees; and AACE and CPEN and their respective agents or employees shall not be responsible for loss, damage or destruction of property.

### **Protection of Exhibit Space**

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the venue without the written permission of ICEC or a representative of the venue, which must be provided to ICEC staff.

### **Enforcement of Rules and Regulations**

The rules and regulations of the ICEC exhibits are intended to bring order and fairness to the Conference. The exhibitor agrees that the ICEC shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said exhibition as it shall deem necessary. The ICEC shall have the final determination for enforcement of all rules, regulations and conditions. The ICEC reserves the right without recourse to control or prohibit any exhibit or part of any exhibit that is contrary to the AACE or CPEN mission and values. This includes the conduct of persons and the content and placement of printed matter. The ICEC may dismiss an exhibitor from the conference for unethical conduct. It is agreed that no refund of fees shall be made upon dismissal.

### **Exhibitor Responsibility and Badges**

Each exhibitor must name at least one person to be representative in connection with installation, operation, tear-down and removal of the exhibit. The ICEC reserves the right to have the exhibit installed or cleared at the expense of the exhibitor. Each booth includes one (1) complimentary registration. Exhibitors are invited to attend the sessions, but must wear their badges at all conference functions. Additional representatives may register for an additional fee.

### **Cancellations and Refunds**

Refund requests must be made in writing to the ICEC Headquarters on or prior to 15 August 2016. A 50% refund of the registration fees will be given for cancellations received on or prior to 15 August 2016. No refunds will be made after 15 August 2016. No refunds will be made to individuals who attend a portion of the meeting. No refunds will be made for cancellations due to inclement weather. The ICEC reserves the right to substitute faculty, or cancel or reschedule sessions (because of low enrollment or other circumstances). If the ICEC must cancel the conference in its entirety, the ICEC may refund the appropriate registration fees to all conference registrants; no refunds will be made for travel expenses related to the conference.

### Compliance with Fire Regulations & Laws

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations and ordinances.

For exhibit-related questions please contact Lynne Valentic at Ivalentic@aaceonline.com

### **ACCME Conditions**

- 1. STATEMENT OF PURPOSE: Program is for scientific and educational purposes only and will not promote the Company's products, directly or indirectly
- 2. CONTROL OF CONTENT AND SELECTION OF PRESENTERS AND MODERATORS: The ICEC Program Committee is ultimately responsible for control of content and selection of presenters and moderators. The Company agrees not to direct the content of the program.
- 3. ROLE OF AACE: AACE will assume certain responsibilities for the overall management of this activity and the day-to-day communications with the parties associated with this activity, including faculty and the Company.
- 4. DISCLOSURE OF FINANCIAL
- RELATIONSHIPS: AACE will ensure meaningful disclosure to the audience of (a) Company funding and (b) any significant relationships that the Company has with AACE (e.g., grant recipient) or with individual speakers or moderators.
- 5. INVOLVEMENT IN CONTENT: There will be no "scripting," emphasis, or influence on content by the Company or its agents.

- 6. ANCILLARY PROMOTIONAL ACTIVITIES: No promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the
- 7. OBJECTIVITY & BALANCE: The ICEC Program Committee will make every effort to ensure that data regarding the Company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
- 8. LIMITATIONS ON DATA: The ICEC Program Committee will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion.
- 9. DISCUSSION OF UNAPPROVED USES: The ICEC Program Committee will require that presenters disclose when a product is not approved in the United States for the uses under discussion. 10. OPPORTUNITIES FOR DEBATE: The ICEC Program Committee will ensure meaningful opportunities for questioning or scientific debate.

- 11. INDEPENDENCE OF AACE IN THE USE OF **CONTRIBUTED FUNDS:** 
  - a. Funds should be in the form of an educational grant made payable to AACE as directed.
  - b. All other support associated with this CME activity (e.g., distributing brochures, preparing slides,etc.) must be given with the full knowledge and approval of AACE.
  - c. No other funds from the Company will be paid to the program director, faculty, or others involved with CME activity (additional honoraria, extra social events, etc.).

All parties agree to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education (appended).

- 1) acknowledge educational support from the Company in program brochures, syllabi, and other program materials;
- 2) upon request, furnish the Company a report concerning the expenditure of the funds provided.

# **Exhibitor Registration Form**

Send form via email to **info@attendicec.org**, fax to +1 434.977.1856 or mail to: ICEC, 154 Hansen Rd. Ste. 201, Charlottesville, VA 22911, USA



Promoting Cancer Education, Equity, and Precision Medicine Globally

List the contact person to whom all correspondence should be sent. (Please print clearly.)

E-mail full-color AND black/white logos to info@attendicec.org for inclusion in conference materials. Your logo must be received no later than 15 August 2016 to be included in all printed materials.

Contact Person:  Title:  Organization:  Street Address:  Address (cont.):  City, State:  Postal Code/Country:  Phone:  Fax:	As an author exhibit space I hereby ackr Exposition R which exhibit the absolute company or part that space as is notified in vassignment r listed in your	izing officer, I hereby authorize the ICEC to reserve for use by the above company or organization. Howledge receipt of and agree to abide by the aules and Regulations and to all conditions under a space is leased to the ICEC. The ICEC reserves right, at any time, to determine the eligibility of any product for inclusion in the exhibit. I acknowledge assignments shall be acceptable unless the ICEC writing within fifteen (15) days of the date of notification. I specify that the products or services description are those to be exhibited.
Email:	Authorized Sign	nature Date
Exhibit Opportunities  Nonprofit (1 booth rep) - \$500  Additional booth rep - \$425 x rep  Advocating Exhibitor (1 booth rep) - \$1,0  Enriching Exhibitor (2 booth reps) - \$3,00  Sustaining Exhibitor (3 booth reps) - \$5,00  Innovating Exhibitor (4 booth reps) - \$7,000  Additional for-profit booth reps  \$600 x number of additional reps	Check the away during complete organize attendees 00 000 000 000 000	Title  Te for Exhibit Map Game drawing his box if you would like to provide a prize to be given ring the closing plenary session to an attendee who hes the Exhibit Map Game. Exhibitor must tell ICEC his by 15 August 2016 what prize will be offered; his must be present to win.  TOTAL Authorized Payment:  \$
Payment Information (AACE federal EIN  Total Payment (Marketing/Exhibition)  Make checks payable to AACE. Remittance must be in U.S. Dollars	Chec s. A \$25 surcha	ck number: rge will be assessed to cover any collection fees.
,	Mastercard	•
Card number:		CV2/CSC*:
Cardholder name:	_ Phone:	
Signature: C		Email:

# **Sponsorship & Ads Form**

Send form via email to **info@attendicec.org**, fax to +1 434.977.1856 or mail to: ICEC, 154 Hansen Rd. Ste. 201, Charlottesville, VA 22911, USA



List the contact person to whom all correspondence should be sent. (Please print clearly.)

E-mail full-color AND black/white logos and/or ads to info@attendicec.org for inclusion in conference materials. Your logo must be received no later than 15 August 2016 to be included in all printed materials.

Contact Information	
Contact Person:	Title:
Organization:	
Street Address:	
City, State/Province:	
Postcode/ZIP:	Country:
Phone:	Fax:
E-mail:	Website:
Sponsorship Opportunities  ☐ Conference Dinner (\$7,500) ☐ Welcome Reception (\$5,000) ☐ Continental Breakfast (\$4,000) ☐ Coffee Break (\$2,500) ☐ Conference Scholarships (\$1,500 x) ☐ Mobile Conference App (\$1,500) ☐ Morning Wellness Session (\$750)	Advertising  Conference Email Blasts (\$750)  Conference Guide (black and white ads only):  full page (\$400) half page (\$250) quarter page (\$150)  Nonprofits Only Conference Bag (\$1,500) Lanyards (\$750)
TOTAL Authorized Payme	ent: \$
Payment Information (AACE federal EIN.  Total Payment (Support and Marketing)  Make checks payable to AACE. Remittance must be in U.S. Dollars	Check number: s. A \$25 surcharge will be assessed to cover any collection fees.
,	Mastercard American Express
Card number:  Cardholder name:  Signature:	_ Phone:

<sup>\*</sup>The CV2 (or CSC) code is the three digit security code located on the signature strip on the back of Visa and Mastercards. American Express cards have a four-digit security code located on the front.