



PTCOG-NA - Sixth Annual Conference: *New Frontiers in Particle Therapy*
Hosted by Miami Cancer Institute, a part of Baptist Health South Florida
Hilton Miami Dadeland | Miami, Florida
Monday-Wednesday, October 14-16, 2019
MiamiCancerInstitute.com/PTCOGNA2019

PROSPECTUS OF CORPORATE SUPPORTER LEVELS

The **Particle Therapy Cooperative Group North America** (PTCOG-NA) planning committee is pleased to invite commercial companies to support this continuing education event. This conference will provide a unique opportunity to network one-on-one with proton therapy teams that are at the forefront of their fields. Conference attendees include radiation oncologists, medical physicists, dosimetrists and radiation therapists who will gather to advance their expertise on the latest clinical applications, outcomes, physics and biology experiences with particle therapy.

You will be well-positioned to showcase your company's products and services as they apply to the fields of proton therapy. Exclusive supporter opportunities are available at the Gold and Silver levels, which provide unique access, recognition and advertising opportunities. Exhibit space is also available. Details are explained on the following pages.

New Frontiers in Particle Therapy is this year's focus. Three opportunities are available for Industry Product Theater Presentations. Days one and two (Monday and Tuesday) will consist of morning and afternoon talks with lunches and breaks at the new Hilton Miami Dadeland, adjacent to Miami Cancer Institute. Day three (Wednesday) will be similar, with midday adjournment.

PTCOG-NA is the North American chapter of the international PTCOG nonprofit organization. Established in 2013, this professional membership society enhances collaboration between its members, provides a platform for scientific exchange, and develops treatment guidelines, education and training initiatives for particle therapy.

Miami Cancer Institute is part of Baptist Health South Florida, a nationally accredited provider of Continuing Medical Education (CME). The Baptist Health CME Department is supporting PTCOG-NA this year and will be your contact for follow-up on your commitments of support.

Make plans now to join us in Miami in October and be part of the Sixth Annual PTCOG-NA Conference!

Thank you for your consideration,

2019 PLANNING COMMITTEE

Michael Chuong, Miami Cancer Institute, Miami, Florida
Marcio Fagundes, Miami Cancer Institute, Miami, Florida
Hesham Gayar, Karmanos Cancer Institute at McLaren, Flint, Michigan
Alonso Gutierrez, Miami Cancer Institute, Miami, Florida
William Hartsell, Northwestern Medicine, Chicago, Illinois
Eugen Hug, MedAustron, Ion Therapy Center, Austria
Anita Mahajan, Mayo Clinic, Rochester, Minnesota
Minesh Mehta, Miami Cancer Institute, Miami, Florida
Carl Rossi, California Protons Cancer Therapy Center, San Diego, California



PTCOG-NA - Sixth Annual Conference: New Frontiers in Particle Therapy
Hilton Miami Dadeland | 9100 North Kendall Drive | Miami, Florida 33176
Monday-Wednesday, October 14-16, 2019

PROSPECTUS OF CORPORATE SUPPORTER LEVELS

A = Indicates an advertising opportunity with company logo offered free of charge to supporters at certain levels.[†]

E = Indicates exclusive options, which are available on a first-come, first served basis.[†]

LEVELS AND MINIMUM AMOUNTS	GOLD	SILVER	Exhibitor
RECOGNITION AND BENEFITS	\$20,000	\$10,000	\$5,000
Industry Product Theater Presentation[†] - <u>Exclusive!</u> Limited to 2 supporters (1 per day) - 30-minute session during lunch October 14 or 15 will provide company with a focused, high-value live marketing opportunity to reach motivated professionals. Details provided separately. A, E	♦		
Industry Product Theater Presentation[†] - <u>Exclusive!</u> Limited to 1 supporter 30-minute session prior to opening session on Day 2, October 15, will provide a focused, high-value live marketing opportunity to reach motivated professionals. Details provided separately. A, E	♦		
Banner or Sign[†] with Company Logo and/or product/brand message in approved location. A	♦		
Registration Packet Insert - Company Flyer[†] with promotional message and logo (one-page, up to 8.5' x 11"). A	♦		
Company Logo* & Link included in post event thank you email. A	♦		
Tote Bag Recognizing Gold Supporters with Company Names* (Distributed at registration desk. Contains registration packet materials.)	♦		
Verbal THANK YOU! From the podium by the PTCOG-NA leadership during welcome remarks.	♦		
Company Logo* & Link on event web site and in promotional emails. NOTE: Company name size & location based on level of support. A	♦	♦	
Lunch Supporter: Day 1 <u>Exclusive!</u> Limited to 2 Silver Supporters ▪ Company names* recognition on signage prominently displayed at lunch buffet. ▪ Additional recognition (verbal) during Day 1 morning and afternoon sessions. E		♦	
Lunch Supporter: Day 2 <u>Exclusive!</u> Limited to 2 Silver Supporters ▪ Company names* recognition on signage prominently displayed at lunch buffet. ▪ Additional recognition (verbal) during morning and afternoon sessions. E		♦	
Breakfast & Breaks Mon., Tues., Wed. – Unlimited Silver Supporters Company names* recognition ▪ Signage prominently displayed at food stations. ▪ Verbal recognition during morning welcome remarks. ▪ Conference handout.		♦	
Charging Station & Audiovisual Supporter – <u>Exclusive!</u> – Limited to 2 Silver Supporters. Company name* recognition displayed on signage <u>inside conference room</u> and in conference handout. E		♦	

RECOGNITION AND BENEFITS (continued) See prior page for full details.	GOLD	SILVER	Exhibitor
Prominent Supporter Recognition by Company Name - <i>SIZE & LOCATION OF COMPANY NAME WILL BE BASED ON ITS LEVEL OF SUPPORT.</i> <ul style="list-style-type: none"> ▪ Signage Prominently displayed recognizing company by name* outside General Session. Separate signs for Gold & Silver Supporters. ▪ Conference Handout Prominently displayed, recognizing company by name* and level of support. Separate pages for Gold & Silver Supporters. ▪ PowerPoint Slide Show in conference room recognizing company name* and level of support. Separate slides for Gold & Silver Supporters. 	♦	♦	
Exhibitor Name listed on web page			♦
Representative Badges with supporter level ribbon – Gold or Silver <ul style="list-style-type: none"> ▪ Meals included. ▪ Conference Access (No certificates or continuing education credits will be awarded.) 	6	4	1
Exhibit Booth – Premium location with extra space for Floor Display with two 6-foot tables.	♦		
Exhibit Booth – Prominent location in Exhibit Hall with one 6-foot table.		♦	
Exhibit Booth – Standard location in Exhibit Hall with one 6-foot table.			♦
Exhibitor Recognition via Sign and in Directory <i>SIZE & LOCATION OF COMPANY NAME* WILL BE BASED ON LEVEL OF SUPPORT.</i>	♦	♦	♦
Network Opportunities to interact with proton therapy professionals.	♦	♦	♦

Expenses incurred and coordination required for Advertising Opportunities will be the responsibility of the company. Examples include but are not limited to hanging a banner or sign (e.g., installation of rigging by hotel); printing of materials (company advertisements); and special requests. Printed message is limited to Advertising such as "visit us at booth ##" or "Company is proud to be a Bronze Sponsor". Messages/Permissions: Promotional materials may NOT use language or terms such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," "live from," or statements similar in nature. Artwork must be approved by the CME Provider prior to printing.

**Commercial interest company recognitions will be by Company Name without logo, unless specifically noted that logo will be used.*

NEXT STEPS – IMPORTANT DEADLINES

- **August 15: Confirm Supporter Level**
Complete and electronically submit the *Confirmation Form* (pages 5 & 6).
- **September 20: Payment Due**
Mail a check payable to PTCOG-NA at the address provided at the bottom of the Confirmation Form. On the check, please reference PTCOG-NA 2019 to insure proper posting.

NOTICE: If payment is not received by September 20, companies will **not** be recognized or included in print material, regardless of confirmation status.

EXHIBIT HALL DETAILS

Supporters and Exhibitors will be provided with booth space in the exhibit area adjacent to the conference sessions. Booths consist of a six-foot table, covered and skirted. A representative from the Baptist Health CME Department will be in contact with you to provide directions to the conference building and exhibit area. Your signature below confirms that you have read and accept the conference details described below.

Exhibit Hall - Hours, Setup and Teardown

▪ Setup

Exhibit Hall will available for setup

Sunday, October 13, 6-8:00 p.m.

Monday, October 14, 6-6:45 a.m.

Setup must be completed by 6:45 a.m.

Your assigned table will be marked with your company name.

▪ Hours

Monday 7 a.m.–5:30 p.m.

Tuesday 7 a.m.–5:30 p.m.

Wednesday 7 a.m.–12:30 p.m.

▪ Breakdown/Removal

After adjournment at 12:30 p.m. on Wednesday, October 16.

Shipping, Delivery and Return of Exhibit Booth Materials

- We encourage you to bring your materials with you to avoid storage charges or misplaced/late shipments.
- Mark your packages clearly with your company name and the name of the conference.
- Your company is responsible for hotel handling charges – both inbound and outbound.
- If you plan to ship your materials to the hotel: (1) Contact Baptist Health CME to obtain a hotel shipping form. (2) Schedule your shipment to arrive by **Sunday, October 13**. (3) Have your Federal Express number handy in case you are unable to locate your package. (4) Properly marked boxes will be delivered to your booth the afternoon of **Sunday, October 13**. (5) Ship properly marked boxes as indicated below to:

Hilton Miami Dadeland

9100 North Kendall Drive, Miami, FL 33176

Attn: Martha Cangas, Senior Sales Manager

Ref: PTCOG-NA, October 14-16, 2019

Box 1 of XX_

(*Your Name – Company Name*)

Post-Symposium Shipping: Outgoing packages must be marked properly. You may leave properly marked packages in the Exhibit Hall. The hotel will ship them out according to the label instructions on your package.

Exhibitor Participation Form and Name Badges

Please complete an Exhibitor Reservation form on pages 5 & 6, including the names of all the participating representatives. Name badges must be worn at all times to identify representatives as conference sponsors and exhibitors.

Security

Supporters and Exhibitors may leave their displays in the Exhibit Hall overnight; however, we recommend not leaving any items of value (computers, cell phones, etc.). Neither PTCOG-NA, Baptist Health South Florida or its affiliates, nor the Hilton Miami Dadeland will be responsible for loss of or damage to any property. As terms of this agreement, Supporters and Exhibitors agree to maintain responsibility for safeguarding their goods, materials, equipment and exhibits at all times.

Attending Conference Sessions

Individuals affiliated with registered exhibiting companies who wish to obtain continuing education credit for attending the conference should register in advance online as an attendee; registration fees apply. Representatives of commercial interest companies are prohibited from discussing their company, brands and/or products while in or immediately outside the education space.

Cancellations and Refunds

PTCOG-NA will not refund any fees paid under this agreement in the event that the company cancels or does not use the exhibit space.

Accommodations

The **Hilton Miami Dadeland, 9100 North Kendall Drive, Miami FL 33176**

A limited number of rooms at the hotel are available at discounted group rates – plus applicable taxes and hotel fees – on a first-come first-served basis. **\$169-standard** and **\$219-suite**.

For more information about the hotel go to MiamiDadelandHilton.com. Reserve your room at the group rate by entering Group Code, PTCOG, on line, or reference this code when calling 786-975-1920.

CONFIRMATION FORM | SUPPORTERS AND EXHIBITORS

PTCOG-NA Sixth Annual Conference

Hilton Miami Dadeland Hotel | Miami, Florida

Monday - Wednesday, October 14-16, 2019

Hosted by Miami Cancer Institute, a part of Baptist Health South Florida

Monday-Wednesday, October 14-16, 2019

Secure your Supporter Level preference. Options available on a first-come, first served basis.

Confirm by August 15. | Payment due by September 20.

Company: _____ Contact Person: _____

Email: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

COMPANY SUPPORT SELECTION

SUPPORT LEVELS	<input type="checkbox"/> \$20,000 GOLD	<input type="checkbox"/> \$10,000 SILVER	<input type="checkbox"/> \$5,000 Exhibit Booth Only
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NAME BADGE REQUEST for Exhibit Booth Representatives Please print the name(s) of representatives who will be exhibiting at the Conference. Please refer to Supporter/Exhibitor Prospectus for the number of invited representatives, based on level of support.

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

CONFIRMATION AND PAYMENT

1. To secure your Supporter Level, return this Confirmation Form with the signed Terms and Conditions (pages 5 and 6) by **August 15**.
2. Make full payment based on your level of support by **September 20**.

PAYMENT INSTRUCTIONS

MY PAYMENT IS FOR **GOLD** Supporter **SILVER** Supporter **EXHIBIT** booth only

Please make checks payable to: PTCOG-NA (tax ID number 46-1871214)

Mail to:

Attn: Carl Rossi (Ref: PTCOG-NA)
California Protons Cancer Therapy Center
9730 Summers Ridge Road
San Diego, CA 92121

For support or assistance, please contact Julie Zimmet, Baptist Health CME Department
JulieZ@BaptistHealth.net or 786-596-8612.

Terms and Conditions for Conference Exhibitor
PTCOG-NA-Sixth Annual Conference - Miami

For the purpose of this agreement, "Exhibitor" refers to the Company(ies) represented at this event as well as the Company(ies) representative(s) present at this event; and "Baptist Health" refers to Baptist Health South Florida, its affiliates, subsidiaries, contractors, departments and/or employees.

- Exhibitors may not place brochures, marketing materials or flyers outside of that company's assigned exhibit space.
- Exhibitors may not affix anything to the walls, doors, floors or columns of the exhibit hall or Conference space.
- All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. All extension cords must be 3-wire grounded and UL approved. *Electrical access will be limited.*
- Subletting of exhibit space is not permitted.
- Baptist Health/PTCOG-NA will not refund any fees paid under this agreement if the company cancels or does not use the exhibit space.
- Baptist Health CME reserves the right to (a) reject any exhibit application; (b) reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and (c) evict or ban any exhibitor whose exhibit, materials or conduct is objectionable for any reason.
- Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to Baptist Health/PTCOG-NA all monies that may have been paid.
- Upon evidence of violation, Baptist Health CME may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that Baptist Health may thereby incur.
- Exhibitor agrees to be responsible for his/her own property and acknowledges that neither Baptist Health nor the facility assumes responsibility for damage to, loss of or theft of property.
- Exhibitor shall release and hold harmless and indemnify Baptist Health and PTCOG-NA from any and all claims, obligations, liabilities, causes of action, lawsuits, damages, and assessments, including legal fees, that result from an allegation of negligence on the part of the exhibitor or Baptist Health or third parties in the use of the exhibit space or activities in connection with the use of the exhibit space.
- Supporters only: Commercial Interest organizations will receive name-in-text only recognition per ACCME regulations. Non-Commercial Interest organizations will receive logo recognition when available. *A **commercial interest** is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by or used on patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests, unless the provider of clinical service is owned or controlled by an ACCME-defined commercial interest.*

Special Accessibility Needs

In accordance with the Americans with Disabilities Act, Baptist Health CME will make all reasonable efforts to accommodate persons with disabilities at this Conference. Please notify the CME Department by **November 15** by contacting Julie Zimmert at 786-596-8612 or JulieZ@BaptistHealth.net.

Agreement Statement

_____ (Initial) **YES**, I have read and understand the Baptist Health CME Conference Terms and Conditions for Conference Exhibitor and agree to participate in the PTCOG-NA - Sixth Annual Conference as a supporter and/or exhibitor as indicated in this agreement.

Authorized Company Representative (print)

NAME: _____ TITLE _____

DATE: _____

If you have any questions, please contact:

Continuing Medical Education Department, Attn: Julie Zimmert, 8900 N. Kendall Drive, Miami, FL 33176
Phone: 786-596-8612 | Fax: 786-533-9706 | Main: 786-596-2398 | Email: JulieZ@BaptistHealth.net.

Thank you!

Please save the completed documents for your records.