

INVITATION TO SUPPORT AND EXHIBIT
Prospectus of Commercial Support and Advertising Opportunities



Miami Cancer Institute Second Annual Precision Oncology Solid Tumors Symposium

April 19-20, 2024 | Friday - Saturday
The Ritz Carlton, Coconut Grove, Florida
MiamiCancerInstitute.com/PrecisionOncology

On behalf of the **Precision Oncology Symposium** planning group, we cordially invite companies to support this dynamic and valuable continuing medical education event.

Given the increasing discovery of oncogenic-driven tumors, targeted treatments with novel agents have transformed the outcomes in these patients. Clinical decision making and management therefore have become more complex. There is a need to provide an opportunity for medical oncologists, radiation oncologists, pathologists, allied health professionals, oncology nurses and pharmacists to engage in thoughtful discussions with experts and thought leaders in these fields. In addition, there is emerging data about the biology of these malignancies impacting optimal management of patients with these disorders.

This two-day symposium has been designed to provide an overview and opportunity to learn about the most recent advances in the treatment of solid tumors, including lung cancer, breast cancer, gastrointestinal tumors, genitourinary tumors, head and neck tumors, melanoma, sarcoma, brain tumors by novel targeted agents and treatment combinations. Updates on evolving molecular-based system therapies will be profiled and discussed.

Networking Opportunities ■ Corporate Support

In the exhibit hall, you will have the opportunity to network one-on-one with the physicians, leaders and healthcare providers affiliated with the Miami Cancer Institute, as well as those from Florida's medical community, and from around the United States and international cities. You will be well-positioned to showcase your company's products and services as they apply to precision oncology.

Exclusive supporter options and Exhibit packages are available at several levels, providing unique access to distinct and significant recognition at the symposium. Additionally, Industry Product Theater opportunities are available. Companies that provide support at or above \$10,000 would also be recognized for one year as a Corporate Philanthropy Partners program member of Baptist Health. Complete details are provided on the following pages.

Who Will Attend This Symposium

- Hematologists
- Oncologists
- Pathologists
- Radiation Oncologists
- Palliative Care Staff
- Oncology Nurses
- Hematology Nurses
- Pharmacists
- Other healthcare team members interested in the treatment of patients with solid tumor malignancies.

Thank you for your consideration,
Manmeet Ahluwalia, M.D., Miami Cancer Institute
Symposium Director

*This annual CME/CE event is presented by
Miami Cancer Institute, part of Baptist Health South Florida.*

About Baptist Health South Florida

Baptist Health South Florida is a not-for-profit healthcare organization that spans four counties, including twelve hospitals and numerous outpatient and diagnostic facilities, and is served by over 4,000 physicians and 27,000 employees. Additionally, numerous Centers of Excellence, such as Miami Cardiac & Vascular Institute, Christine E. Lynn Heart & Vascular Institute, Miami Neuroscience Institute, Miami Cancer Institute, Baptist Health Orthopedic Care, Marcus Neuroscience Institute and Lynn Cancer Institute, attract patients from around the country and internationally.

Our Mission

The mission of Baptist Health is to improve the health and well-being of individuals, and to promote the sanctity and preservation of life, in the communities we serve. Baptist Health is a faith-based organization guided by the spirit of Jesus Christ and the Judeo-Christian ethic. We are committed to maintaining the highest standards of clinical and service excellence, rooted in the utmost integrity and moral practice.

Consistent with its spiritual foundation, Baptist Health is dedicated to providing high-quality, cost-effective, compassionate healthcare services to all, regardless of religion, creed, race or national origin, including, as permitted by its resources, charity care to those in need.

Through its CME Department, Baptist Health supports the sustained development of accredited, unbiased continuing education (CME/CE) programming for doctors and healthcare teams to foster improvements in provider competence and performance and ultimately healthcare outcomes. Employing an Interprofessional approach to continuing education development, the CME Department supports educational interventions to improve quality of care, patient safety and the value of healthcare. This is accomplished through organized educational activities that focus on both existing and new diagnostic and therapeutic modalities as well as population health concerns. Responsive to the ever-changing healthcare environment and Baptist Health's institutional needs, the CME Department collaborates with departments and committees across the health system to align workplace CME/CE with the delivery of optimal clinical care, reduction of medical errors, improvements in the patient experience and adherence to evidence-based standards of care and resource utilization.

2024 EXHIBITOR & COMMERCIAL SUPPORT PROSPECTUS

BOOTH RENTAL PACKAGES

Corner Exhibitor	Two 6' tables 5 Representatives Company name recognized on program and event website, and on signage, welcome slides and in "Meet the Exhibitors" email blast, Complimentary Exhibitor Badges (5) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$5,000
Entrance Table	One 6' table in prominent spot upon entrance of exhibit area 4 Representatives Company name recognized on program and event website, and on signage, welcome slides and in "Meet the Exhibitors" email blast Complimentary Exhibitor Badges (4) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$4,000
Side/Wall Table	One 6' table 3 Representatives Company name recognized on program and event website, and on signage, welcome slides and in "Meet the Exhibitors" email blast Complimentary Exhibitor Badges (3) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$2,500
First Time Exhibitor Package- for companies who have not previously exhibited with Baptist Health	One 6' table 2 Representatives Company name recognized as a first-time exhibitor on program and event website, signage, welcome slides and in "Meet the Exhibitors" email blast Designated area in exhibit hall for first time exhibitors First Time Exhibitor Ribbon on Badge Complimentary Exhibitor Badges (2) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$2,000

Prime booth space is limited. Contact our CME Development Specialist today.

WAYS WE DRIVE ATTENDEES TO EXHIBIT HALL

- Complimentary beverages and refreshments inside exhibit hall for attendees.
- Dedicated exhibit time before and during breakfast, lunch, all breaks.
- Announcements in educational session include invitation to visit exhibit hall.
- Attendees receive a "Meet The Exhibitors" email the week of the symposium, listing the exhibitors and encouraging attendees to visit the exhibit hall during designated non-CME times.

ADVERTISING OPPORTUNITIES

Breakfast Sponsorship - \$5,000 (2 opportunities available)

Your company will be recognized on signage around the breakfast area, on the welcome slides and in the program.

Lunch Sponsorship - \$5,000 (4 opportunities available)

Your company will be recognized on signage around the lunch area, on the welcome slides and in the program.

AV and Wi-Fi Support – \$5,000 (2 opportunities available)

Provide an essential service for the Symposium attendees to stay connected with their practice and day-to-day business while away from the office. Recognition will be posted on signage at the entrance to the exhibit hall, on the welcome slides and in the program.

ADVERTISING OPPORTUNITIES (continued)

Device Charging Station - \$5,000 (2 opportunities available)

Provide a vital service to enable Symposium attendees to keep their personal devices charged while away from their office(s) and families. Recognition will be posted on signage at the entrance to the exhibit hall and elsewhere throughout the symposium.

Morning Coffee Break - \$5,000 (2 opportunities available)

Your company will be recognized on signage at up to four beverage distribution locations during our morning coffee break.

Afternoon Dessert and Coffee Break – \$5,000 (2 opportunities available)

Your company will be recognized on signage at up to four beverage distribution locations during our afternoon dessert break.

Contact our [CME Development Specialist](#) for more information on Advertising opportunities available

HOST AN INDUSTRY PRODUCT THEATER SESSION

An industry Product Theater session is an exclusive opportunity to educate a captive audience of physicians and other healthcare professionals. Exhibitors are invited to present a non-accredited industry session to inform attendees about the latest product information. Sessions must be approved by Baptist Health CME and will be granted on a first-come, first-served basis. Companies may choose to host a lunchtime or late afternoon/evening industry session. Meeting rooms designed for industry sessions will accommodate up to 50 people. Logistical planning and payment for audiovisual expenses and any food and beverage provided are the responsibility of the sponsoring company. Audiovisual expenses for the Product Theater are included in the Product Theater fee. Sponsoring companies will not be required to provide meal service for attendees.

<p>Industry Product Theater Presentation[†] - Exclusive! Limited to 1 Sponsor - 30-minute session in the morning, ending 30 minutes before the CME session begins on April 19 provides company with a focused, high-value live marketing opportunity to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute time buffer after the product theater before the education session commences, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$20,000</p>
<p>Industry Product Theater Presentation[†] - Exclusive! Limited to 1 Sponsor - 30-minute session during lunch on April 19 provides company with a focused, high-value live marketing opportunity to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute time buffer before and after the product theater as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$25,000</p>
<p>Industry Product Theater Presentation[†] - Exclusive! Limited to 1 Sponsor - 45-minute session, a half hour after the educational session adjourns on April 19 provides company with a focused, high-value live marketing opportunity to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute time buffer after the educational session adjourns, before the product theater can begin, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$25,000</p>
<p>Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor 30-minute session in the morning, before the CME session begins on April 20, provides a focused, high-value live marketing opportunity for a company to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute buffer after the product theater before the education session commences, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$20,000</p>
<p>Industry Product Theater Presentation[†] - Exclusive! Limited to 1 Sponsor - 45-minute session, a half hour after the educational session adjourns on April 20 provides company with a focused, high-value live marketing opportunity to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute buffer after the educational session adjourns, before the product theater can begin, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$25,000</p>

Contact our CME Development Specialist or our Senior Grants Coordinator for more information on available Industry Sessions opportunities.

+ **Exclusive Opportunities Terms and Restrictions:** 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 and/or rigging by hotel); printing of materials (company advertisements); and special requests.

→ **Printed Messages – Allowable** – are limited to “visit us at booth ##” or “Company is proud to be a Bronze Level Sponsor”.

→ **Printed Messages – NOT Allowable** – 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.

→ **Permissions/Artwork** must be approved by the CME Provider prior to printing.

*Ineligible Company recognitions will be by Company Name without logo unless specifically noted that logo will be used.

EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

Educational Grants opportunities are available in support of quality medical education.

Support Level	Acknowledgement	Cost
Gold	Three (3) complimentary registrations and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (3). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$20,000
Silver	Two (2) complimentary registrations and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (2). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$15,000
Bronze	One (1) complimentary registration and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (1). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$10,000

*Support/Support Recognitions

Prominent Support/Support Recognition by Company Name:

1) **Signage**-Prominently displayed recognizing companies by name* outside General Session.

2) **Symposium Program**-Prominently recognizing company by name* and Support/Support Level.

3) **PowerPoint Slide**-in Symposium general session room prominently recognizing company by name* and support level.

NOTE: Ineligible Company recognitions will be by Company Name without logo unless specifically noted that logo will be used.

Contact our CME Development Specialist or our Senior Grants Coordinator for more information on educational grant support opportunities.

Important Dates

March 18, 2024	Deadline to register as an exhibitor or advertising supporter to receive recognition.
April 5, 2024	Deadline for exhibit payment or to cancel booth.
April 5, 2024	Last day to register/change/ cancel exhibitor staff.
April 18, 2024	Exhibit Set-up (time to be communicated via correspondence)
April 20, 2024	Exhibit Tear-down (following afternoon coffee/refreshment break).

Visibility. Reach. Results. To learn more about exhibiting or sponsorships at the 2024 Precision Oncology Symposium, please contact our team today. We will work with you to meet your unique promotional needs.

Julie Zimmet

CME Development Specialist | Exhibit Space Packages and Advertising, Grants and Product Theaters

JulieZ@BaptistHealth.net | Cell: 305-321-5744

BaptistHealth.net/CME

Awilda Pieraldis

Senior Grants Coordinator, Foundation | Grants and Product Theater

AwildaP@BaptistHealth.net | Cell: 305-213-7212

Visit MiamiCancerInstitute.com/PrecisionOncology for complete symposium information.

PAYMENT PROCEDURES: Please make full payment* by **April 5.** * Or provide proof of payment in process.

NOTES:

- Please direct all Exhibit payments and advertising payments to the CME Department. Payment options are provided in the blue box below.
- Grant and Product Theater payments shall be sent to Foundation. Payment options are provided in the yellow box below.

<input type="checkbox"/> Payment is for Exhibit Package <input type="checkbox"/> Payment is for an Advertising Opportunity Payment Method Options: <input type="checkbox"/> Check - Payable and Mailed to: Baptist Health South Florida CME Department (tax ID number 65-0267668), Attn: Julie Zimmert Continuing Medical Education Department Baptist Hospital of Miami Miami, FL 33176 <input type="checkbox"/> Credit Card for Exhibit Payments and/or Advertising Opportunities Exhibit Fee Payment Link: https://cmeonline.baptisthealth.net/content/miami-cancer-institute-second-annual-precision-oncology-solid-tumors-symposium-booth-rental Advertising Opportunities Payment Link: https://cmeonline.baptisthealth.net/content/miami-cancer-institute-second-annual-precision-oncology-solid-tumors-symposium-advertising <input type="checkbox"/> ACH Payment For assistance with exhibits, advertising opportunities, grants, product theaters or symposium logistics, contact Julie Zimmert, Baptist Health CME Department, JulieZ@BaptistHealth.net or 305-321-5744 .
MY PAYMENT IS FOR GOLD, SILVER OR BRONZE EDUCATIONAL GRANT, or PRODUCT THEATER: <input type="checkbox"/> Payment is for a Grant <input type="checkbox"/> Payment is for Product Theater <input type="checkbox"/> My company is a CURRENT CORPORATE PHILANTHROPY PARTNER of Baptist Health Foundation. Payment Method Options: <input type="checkbox"/> CHECK – Payable and mailed to: Baptist Health South Florida, Foundation (tax ID number 59-1923401) Attn: 2024 Precision Oncology Symposium 6855 Red Road, Coral Gables, FL 33143 <input type="checkbox"/> CREDIT CARD – Contact Awilda Pieraldis <input type="checkbox"/> ACH Payment <input type="checkbox"/> For more information about becoming a CORPORATE PHILANTHROPY PARTNER of Baptist Health Foundation. For details, contact Awilda Pieraldis, AwildaP@BaptistHealth.net or 305-213-7212.

CANCELLATIONS: Requests for cancellations of reserved exhibit space must be sent in writing to JulieZ@BaptistHealth.net. Refunds, less a 50% administrative fee, will be granted for requests received on or before **April 5, 2024**. After this date, refunds for reserved space will not be granted.

EXHIBITOR PARTICIPATION AGREEMENT

Terms and Conditions for Baptist Health CME Symposium Exhibit Hall Participation

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

- There shall be **no** sales transactions of any kind during the CME activity and at or around the Exhibit Hall or the educational space by the exhibitor. Any companies observed to be making sales transactions will be asked to cease sales in order to remain in the exhibit hall.
- Placement of brochures, marketing materials or flyers is restricted to the company's assigned exhibit space.
- Exhibitors may not affix anything to the walls, doors, floors or columns of the Exhibit Hall or symposium 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. (*Availability of electrical access is limited.*)
- Subletting of exhibit space is not permitted.
- Baptist Health will not refund any fees paid under this agreement if the company 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 CME 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 personal and company property and acknowledges that neither Baptist Health nor the facility assume responsibility for damage to, loss of or theft of property.
- Exhibitor shall release and hold harmless and indemnify Baptist Health 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.
- **Note:** The format of all events are subject to change. All events will take place in a safe and socially distant format that follows established recommendations by the CDC and Baptist Health South Florida policies.

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 symposium. Please notify the CME Department before **April 5**, by contacting Julie Zimmert, Baptist Health CME Department, JulieZ@BaptistHealth.net or 305-321-5744. Indicate needed accommodations here if submitted prior to above date. **Special Access Needs:**

AGREEMENT

____ (Initials) I have read and I agree to the Terms and Conditions for **Baptist Health CME Symposium Exhibit Hall Participation for the 2024 Precision Oncology Symposium.**

NAME (print): _____
Authorized Company Representative

SIGNATURE: _____ DATE: _____

For assistance, please contact:

Julie Zimmert | Phone: 305-321-5744 | Fax: 786-533-9706 | Email: JulieZ@BaptistHealth.net
Continuing Medical Education Department, 8900 N. Kendall Drive, Miami, Florida 33176 | Main: 786-596-2398