

# 7<sup>th</sup> Annual Clinical Cancer Genetics & Genomics Conference

## Exhibitor & Corporate Advertising Information Packet

[CME.UChicago.edu/CancerGenetics18](http://CME.UChicago.edu/CancerGenetics18)





## Please join us

The 7<sup>th</sup> Annual Clinical Cancer Genetics & Genomics Conference is a certified continuing medical education activity that will be sponsored by University of Chicago. The educational initiative includes a 2 day interactive live CME activity developed and delivered by internationally recognized thought leaders in the field of Medicine.

University of Chicago is pleased to provide the following opportunities for organizations to promote and educate attendees about their products and services at the conference. Whether you are displaying your products or interacting with physicians in the exhibit space, your message will reach over 300 physicians and allied health care professionals.

**Title:** 7<sup>th</sup> Annual Clinical Cancer Genetics & Genomics Conference – Frontiers in Precision Medicine for Inherited Cancers: from Risk Assessment to Targeted Therapies

**Date:** April 20-21, 2018

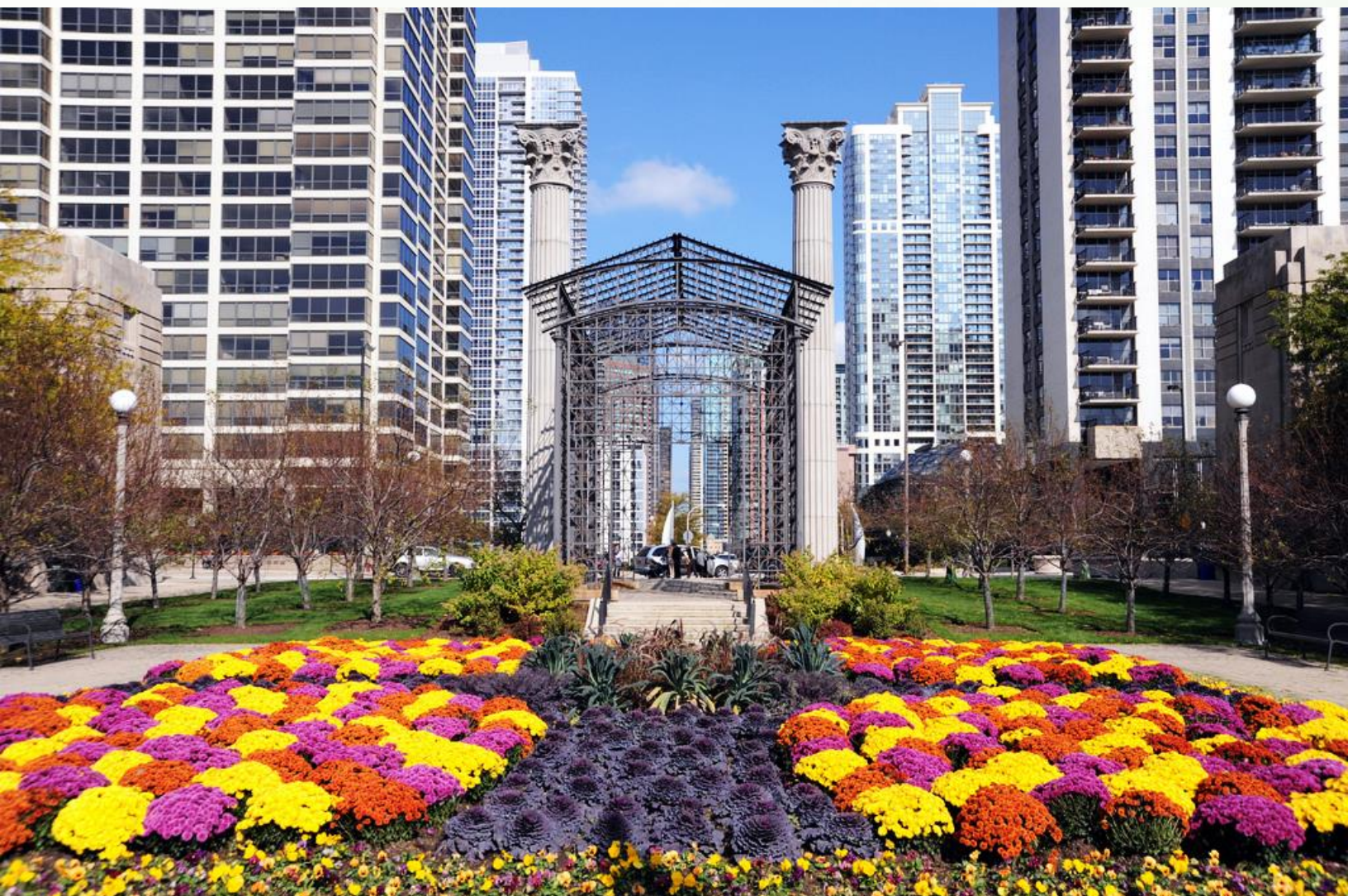
**Location:** The Gwen Hotel, 521 North Rush Street Chicago, IL 60611

## Anticipated Attendance

300 (based on previous conference attendance)

This CME program is designed to meet the educational needs of Physicians, Nurses, Genetic Counselors, Physician Assistants, Researchers, Other health care professionals engaged in or developing genetic cancer risk assessment services or research.

## About the Conference





## The Destination: Chicago, IL

The world's best food. The world's best museums. Architecture that awes. And enough shopping for days. Find it all in Chicago. With events every weekend, live music and theatre every night, and beautiful parks and gardens beckoning every day — spring in Chicago buzzes with energy and excitement all season.

This is a city built on the shores of greatness.

For more info on Chicago  
[www.choosechicago.com](http://www.choosechicago.com)

## Why You Should Support the Conference

The Conference provides a unique educational environment dedicated to the exchange of

leading edge scientific research and industry expertise. It is the premier event for Cancer Genomics.

The aim of the trade exhibit will be to engage on the latest technologies and therapies and to challenge their current mindset and practice. The interaction between participants and knowledgeable company representatives is focused during the trade exhibition. The Conference will provide a unique opportunity for you to engage with a wide cross-section of your target market.

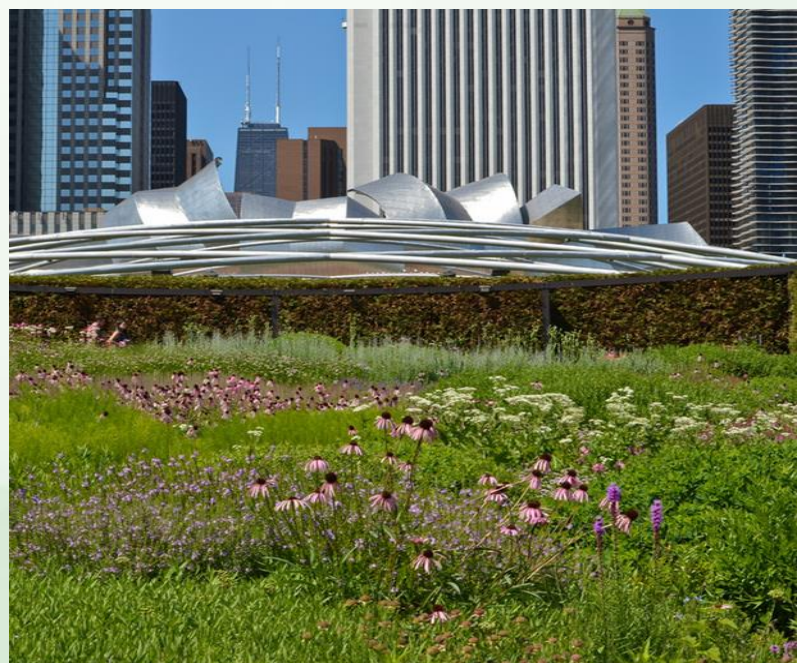
### The key benefits of sponsorship include:

The key benefits of sponsorship include:

1. The opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the event
2. Access to Conference delegates who are

keen to improved their knowledge and skills

3. Aligning your company with this powerful educational experience
4. An opportunity to consolidate corporate relationships and expose your staff to their key markets.
5. Face-to-face interaction with delegates during all breaks/meal functions.
6. Benefiting exposure to a keenly interested, relevant and influential audience in a professional and educational environment
7. The Conference Sponsorship team would be delighted to discuss these promotional opportunities. Early confirmation of your sponsorship will ensure an even higher level of exposure. An extensive promotional campaign will be implemented in the lead up to the Conference and the opportunity exists for your company to be represented as a key supporter of the Conference well in advance of the actual dates.





# Exhibit Opportunities:

## **\$5,000: Tabletop**

Display Fee includes tabletop display in Exhibit Hall, 1 complimentary registration to the conference, acknowledgment on exhibitor signage

## **\$8,000: Double Tabletop**

Display Fee includes 2 table for tabletop display in Exhibit Hall, 2 complimentary registrations to the conference, acknowledgment on exhibitor signage

Exhibits in the Exhibit Hall will be accessible to all meeting participants from April 20-21, 2018.

Additional conference registrations may be purchased at an industry rate of \$ 595/\$695.

University of Chicago expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.





# Exhibit Guide

## Exhibit Information

**Exhibit Dates:** April 20- April 21, 2018

**Exhibit Location:** The Gwen Hotel

### **Exhibit Setup:**

Set-up: Thursday, April 19, 2018 at 7:00 pm

**Display Hours for Main Exhibit Hall:** (Subject to Change)

### **Friday April 20, 2018**

7:30 am – 4 pm Breakfast, AM Coffee  
Break, Lunch, PM Break

### **Saturday April 21, 2018**

7:30 am – 4:00 pm Breakfast, AM Break,  
Lunch, PM Break

### **Exhibitor Admission to General Sessions:**

Your exhibit badge permits you to attend any session for which there are no optional fees.

**Exhibit Representation:** At least one representative must be at the display during exhibit hours.

**Exhibitor Kit:** All exhibitors are responsible for their own shipping logistics and fees as well as audiovisual and electrical. After a completed application is received, the full show kit will be forwarded to you.

**Exhibit Dismantle:** All exhibits must be dismantled by 6pm on Saturday, April 21, from the Main Exhibit Hall.

**Housing:** Special group rates are available at the Gwen Chicago, 521 N. Rush Street for \$165 a night plus tax (single or double occupancy). Reservations can be made by calling 312.645.1500. You must mention the Cancer Genetics update to receive the discounted rate. Reservations must be made before March 20, 2017 to ensure availability and group rates.

### **How to Register for Exhibit Space**

Return the enclosed exhibitor  
Application/Contract with your payment to:  
Meeting Achievements

C/o Cancer Genetics

232 E 500 N

Valparaiso, IN 46383

Or via email: [polly@meetingachievements.com](mailto:polly@meetingachievements.com)

Or via fax: 219.548.8619

Exhibitors will be assigned by the symposium organizers. Space will be available on a first-come, first-serve basis. University of Chicago reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibitors or space logistics.

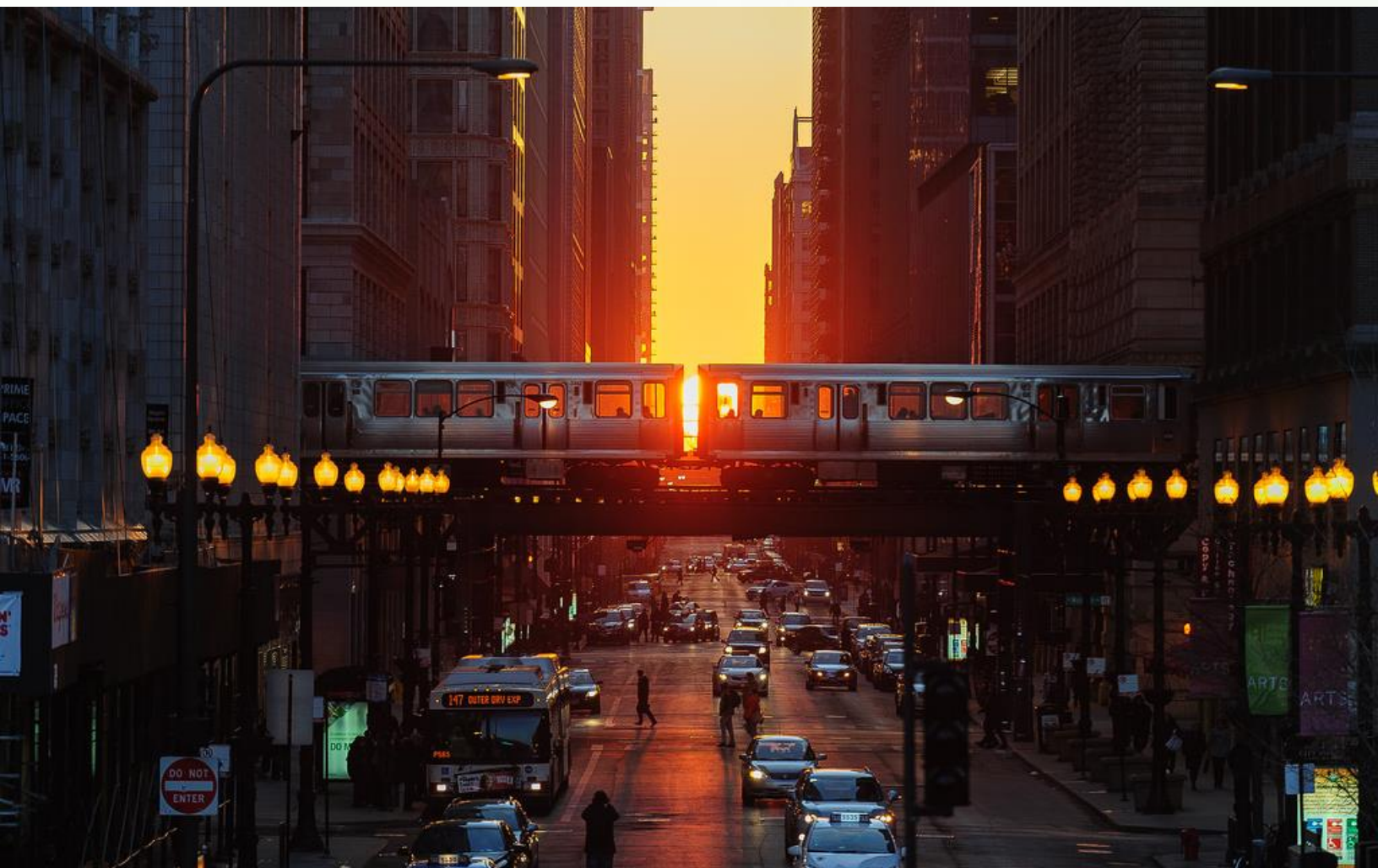


# Platinum Sponsorship

## Platinum Sponsor

\$100,000 + Limited Opportunities

- Company will be acknowledged as the Platinum Sponsor
- Acknowledgement on signage
- Four complimentary Gala Event tickets
- Company contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description and 100 word synopsis in the Conference Program with the tag line "Platinum Sponsor"(subject to on-time submission)
- Company acknowledgment displayed on Conference Session Holding Slides



# Major Sponsorship

## Gold Sponsor USD

\$50,000

- Company will be acknowledged as the Gold Sponsor
- Acknowledgement on signage
- Two complimentary Gala Event tickets
- Company contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description and 100 word synopsis in the Conference Program with the tag line "Gold Sponsor" (subject to on-time submission)
- Company acknowledgment displayed on Conference Session Holding Slides

## Silver Sponsor

\$20,000

- Company will be acknowledged as the Silver Sponsor
- Acknowledgement on signage
- One complimentary Gala Event tickets
- Company contact details on the Conference Smart Phone App
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included on the Conference Smart Phone App.
- Company description and 100 word synopsis in the Conference Program with the tag line "Silver Sponsor" (subject to on-time submission)
- Company acknowledgment displayed on Conference Session Holding Slides

## Bronze Sponsor

\$10,000

- Company will be acknowledged as the Bronze Sponsor
- Acknowledgement on signage
- Company contact details on the Conference Smart Phone App
- Company description and 100 word synopsis in the Conference Program with the tag line "Bronze Sponsor" (subject to on-time submission)
- Company acknowledgment displayed on Conference Session Holding Slides



# Individual Sponsorship

## Academic Opportunities

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### Breakfast Session NON CME

**USD 15,000 Limited Opportunities**

Breakfast Sessions allow you to organise speaker/s and a program of your choice for a one hour session. The package includes the cost of room rental, basic audiovisual facilities for up to 100 delegates, promotion and registration of the breakfast session.

#### *Entitlements*

- Exclusive name rights to your breakfast session
- Opportunity to provide your own signage at the breakfast
- Company acknowledgment against the Breakfast Session on the Conference Website
- Acknowledgement as a sponsor of this breakfast session in the Conference Program.
- Company description in the Conference Program
- Company name against the Breakfast Session on the Conference Smart Phone App

Please note speaker's costs, catering and additional AV are at the sponsor's expense. Catering options will be provided by the Secretariat from which the sponsor can make a selection.

### Lunch time Session NON CME

**USD \$15,000 Limited Opportunities**

The inaugural lunch time session is an innovative session that will aim to provide practical updates on technology associated with preventing deterioration in patients. The package includes the cost of room rental, basic audiovisual for up to 100 delegates, promotion and registration of the lunch time session.

Format – Three 10 minute presentations by representatives from industry.

#### *Entitlements*

- One 10 minute presentation
- Company logo against the lunch session on the Conference Website
- Acknowledgement as a sponsor of the Lunch session in the conference Program
- Company description in the conference Program (subject to timing of submission)
- Company description against the Lunch Session on the Conference Smart Phone App
- Company name on the holding slide for the Lunch Time Session
- Opportunity to provide one freestanding banner, to be positioned in the Lunch Session Room for the duration of the Session



## Poster Area Branding & Poster Awards

**USD \$4,000 Exclusive opportunity**

The Conference Poster Area will be a large area within the Exhibition. This will be heavily populated with delegates throughout the duration of the Conference. At the conclusion of the Conference Best Poster Awards will be presented allowing your organization the opportunity to profile itself during the Poster Award Ceremony.

### *Entitlements*

- Naming rights to the Poster Area
- Organization signage to be displayed in the Poster Area
- Organization Name to be included on all print items referring to the Poster Area
- Opportunity to present prizes to Poster Award winners on stage

## Online Communication

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### Conference Mobile App

**USD \$9,000**

- Banner Ad on Mobile App linking to the Sponsors webpage
- Company name, description and contact details on the Mobile App
- Company name in the registration brochure next to Mobile App information (subject to timing of submission)
- Company name and website link on the Conference website
- One notification (similar to a text message) can be send to delegates promoting sponsor
- Delegate list





## Delegate Services

### Barista

USD \$5,000

The Barista cart will offer delegates freshly made coffee free of charge during the Conference.

#### *Entitlements*

- Signage next to the barista cart (provided by Sponsor)
- Company Name in the Conference Program (subject to timing of submission)
- Company name and website link on the Conference website
- Company name on Conference holding session slides
- One promotional PDF flyer (provided by organisation, file size limits will apply) included on the Conference Smart phone App.
- Delegate list

Please note: furniture, staff and consumables will be paid for by the sponsor, in addition to the sponsorship fee)

## Social Functions

### Gala Event

USD \$10,000 Exclusive Opportunity

The Gala Dinner will be the social highlight of the Conference. The Gala Event will be a unique Chicago experience with entertainment. By sponsoring this spectacular program your organization can be associated with an evening of pure enjoyment.

#### *Entitlements*

- Naming rights to the Gala Event on
- Verbal acknowledgement by the MC on the night in a direct address to the attendees.
- Company signage at the venue during the event
- Company name in the Conference publications against this item (subject to timing of submission)
- Company name and contact details on the Conference Smart Phone App
- Company name and website link on the Conference Website
- Company name on the tickets
- 4 Complimentary tickets to the event





### Tote Bag \$10,000.00

**Benefits:** Exclusive advertising on the conference's Tote Bag. Advertised corporate logo will be printed on one side of the bag. Distributed to conference attendees onsite. Every attendee will receive a tote bag to carry their materials throughout the conference and then use when they get home. It's the item our attendees use the most and has the longest shelf life.

### Key Cards \$ 5,000.00

**Benefits:** Have your company name in everyone's hand! Exclusive advertising of the hotel key cards. Advertised corporate logo will be printed on the hotel key card. The keycard must be designed and provided by the hotel vender. The design must incorporate CGG and be approved in CGG. Each attendee will see your name every time they use their card, an average of 6-10 times a day.

### Wi-Fi Hot Spot \$ 7,500.00

**Benefits:** Attendees want to be connected, especially when the handouts are only available electronically. Speakers want to be connected, especially when presenting. Your company will be applauded daily for connecting both attendees and speakers throughout the conference.

### Charging Stations \$ 5,000.00

**Benefits:** Your company name/logo screen printed on the charging station, prominently displayed in Exhibit Hall. Offers charging of cell phones, smartphones, and PDAs, including multiple charging tips that work for 95% of the devices on the market, giving attendees an easy stopping point to charge their devices on-the-go.

### Conference Padfolio \$ 10,000.00

**Benefits:** Among the most visible opportunities in 2017, 8 ½ x 11 lined notepads will be provided to each of the attendees in their totebags. The notepad design will include the CGG name along with your logo. Will be distributed in the Exhibit Hall.

### Water Bottles \$ 7,500.00

**Benefits:** Make a visible impact while making a difference! One 3 day meeting can produce up to 10,000 disposable water bottles. Your reusable water bottle will be distributed to attendees to carry throughout the conference, then back into their everyday life, keeping your brand name visible for years to come. Each attendee will receive a water bottle at registration and will have the opportunity to use it throughout the conference at water stations.

Reusable water bottle sponsorship benefits include:

Company name printed on the water bottle along with the CGG name. All artwork must be preapproved. Will be distributed in the Exhibit Hall.





### Water Coolers \$ 3,000.00

**Benefits:** Water coolers will be placed throughout the Exhibit Hall. Add your name/logo to all of them! Each time that an attendee wants a drink of water, they will appreciate your providing them with a refreshing drink, especially as they fill up their water bottles

### Stylus \$ 5,000.00

**Benefits:** Your company name/logo screen printed on the stylus.

### Hand Sanitizer \$ 5,000.00

**Benefits:** Your company name/logo screen printed on the hand sanitizer that will be distributed to everyone upon check in.

### Recycle Bin \$ 5,000.00

**Benefits:** Your company name/logo screen printed on the recycle bins placed strategically throughout the conference.

### Banners \$ Pricing varies based upon size and location, please contact us for details.

**Benefits:** Several banner locations are available for added branding exposure in high traffic areas of the conference. design must be submitted in digital format, and fit within the venue rules.

### Directional Foot Prints \$ 10,000.00

**Benefits:** This is a fun and unique way to direct attendees to your booth. Colorful decals with your company name and booth number will be a fix to the carpet (maximum 20 imprints) providing a path.





## 7th Annual Clinical Cancer Genetics & Genomic Conference

The Gwen, 521 North Rush Street Chicago, IL 60611

April 20 – April 21, 2018

Application & Payment Form (REQUIRED)

***Please print clearly.***

Company			
Contact Person			
Title			
E-mail Address			
Address			
City		State/Province	
Postal Code		Country	
Telephone		Facsimile	

**Total Amount: Please Sign and return attached “Exhibitor/Support Agreement Rules” also.**

EXHIBIT:		
<input type="checkbox"/>	Tabletop Display	\$ 5,000 USD
<input type="checkbox"/>	Double Tabletop Display	\$ 8,000 USD
Sponsor:	(please write selection and amount below)	
		\$
		\$

We wish to avoid having our exhibit located adjacent to the following company(s). (The Conference cannot guarantee that you will not be placed next to those companies):

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Exhibitor space is limited Deadline for exhibitor/support space is March 20, 2018 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.

# Payment Options

1. Check/Money Order Payment: Please make check payable to: Meeting Achievements (TID 371464588). Mail the application/payment form, exhibitor/supporter agreement, and the check/money order to: Meeting Achievements, Attn: Polly Rossi, 232 E 500 N, Valparaiso, IN 46383

2. Credit Card Payment

Check one: ☐ VISA ☐ Mastercard ☐ American Express

Credit Card Number	
Expiration Date	
Cardholder's Name	
Billing Address	
City	
State/Province	
Postal Code	
Telephone	
Signature	

**If paying by credit card, the completed application/payment form and the signed exhibitor/support form may be returned via one of the following options:**

- Scanned/mailed to: polly@meetingachievements.com
- Faxed to: 1.219.548.8619, Attn: Polly Rossi
- Mailed to:  
Meeting Achievements  
Attn: Polly Rossi  
232 E 500 N  
Valparaiso, IN 46383

## Questions:

Polly Rossi, symposium organizer for the **7th Annual Clinical Cancer Genetics & Genomic Conference**  
1.219.465.1115 telephone  
1.219.548.8619 fax polly@meetingachievements.com

A receipt/confirmation and exhibit kit will be sent to the email address provided upon receipt of full payment, the application/payment form, and the signed exhibitor/support agreement.

**Thank you for your support.**



# 7th Annual Clinical Cancer Genetics & Genomic Conference

April 20 - April 21, 2018  
The Gwen Chicago

## Exhibitor/Support Agreement (REQUIRED)

### Exhibit Rules & Regulations

1. Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor.
2. No application form will be processed without payment in full.
3. Due to the nature of the conference, no refunds will be offered.
4. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.
5. Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.
6. All signage, and logos, to be provided by supporting company, must adhere to conference specifications.
7. All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.
8. Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

### Industry Guidelines:

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

1. Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care
2. Professionals – approved 2003, additional FAQs 2005
3. American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum
4. Compliance Program Guidance for Pharmaceutical Manufacturers
5. Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals – revised July 2008

It is the company's responsibility to collect any data to fulfill their requirements for the Sunshine Act.





## Distribution of Product:

### FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website:

<http://www.fda.gov/cder/ddmac/>.

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the

product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses.

Requests for information and guidance should be directed to the FDA.

### Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

### Use of the UofC Name, Insignia, Logo or Acronym

The University of Chicago's (UofC) name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.





## Standard for Commercial Support 4: Appropriate Management of Associated Commercial Promotion

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer based CME

activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. (Supplemented, February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) For Journal-based CME, None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

## Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless UofC, MA, and The Gwen from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

## Terms and Conditions

If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. UofC reserves the right to refuse exhibit space to any applicant at its sole discretion.

If exhibiting at the conference, the undersigned has read the enclosed Exhibit/Support Agreement and agrees to abide by these regulations. Failure to abide by these regulations will result in forfeiture of all monies paid or due under the terms of the agreement.



Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_

Email: \_\_\_\_\_



Exhibitor/Supporter Registration Form  
7th Annual Clinical Cancer Genetics & Genomic Conference

April 20 - April 21, 2018

The Gwen Chicago

Please list the names of all representatives scheduled to be onsite:

**Company Representative (1): (Tabletop Exhibit, Double Tabletop)**

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Name

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Title

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Phone

Email

**Company Representative (2): (Double Tabletop)**

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Name

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Title

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Phone

Email