THE UNIVERSITY OF CHICAGO MEDICINE & BIOLOGICAL SCIENCES

10th Annual International Clinical Cancer Genetics and Genomics Conference

sponsored by
University of Chicago

Genetics in Clinical Cancer Care: Controversies, Insights & Scalable Solutions

April 22- 24, 2022

Exhibitor & Corporate Advertising Information Packet

Registration Link:
https://cme.uchicago.edu/CancerGenetics2022

Please join us

The 10th Annual International Clinical Cancer Genetics and Genomics Conference is a certified continuing medical education activity that will be sponsored by the University of Chicago. The educational initiative includes a 2.5 day interactive live CME activity developed and delivered by internationally recognized thought leaders in the field of Genetics.

The 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 350 physicians and allied health care professionals.

About the Conference

Title: 10th Annual International Clinical Cancer Genetics and Genomics Conference

Date: April 22-24, 2022

Location: The Fairmont Chicago Millennium Park

About the Conference

350 (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.

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 shore of greatness.

For more info on Chicago
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:

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 exposures to a keenly interested, relevant, and influential audience in a professional and educational environment.

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.

2022 Exhibit Opportunities

Exhibits in the Exhibit Hall will be accessible to all meeting participants April 22-24, 2022

$10,000 Gold

- Tabletop display with preferred placement at entry or exit points of the room
- Recognition in print
- 3 Complimentary Registrations
- Official email blast to entire Cancer Genetics registrant list (details of HTML email blast organized by Meeting Achievements)

$7,500 Sliver

- Tabletop display
- Recognition in print
- 2 Complimentary Registrations

$5,000 Bronze

- Tabletop display
- Recognition in print
- 1 complimentary registration

Tabletop exhibits will be visible and accessible to all meeting participants on April 22-24, 2022. The exhibit fee includes one six-foot skirted table, 2 chairs, and one copy of the program materials.

*Additional registrations may be purchased for $600 per person (early bird rate by March 25th) or $700 per person after March 25th

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

Exhibit Guide

General Exhibit Information

Exhibit Dates:
April 22-24,2022

Exhibit Location:
The Fairmont Chicago
Millennium Park
200 N. Columbus Drive
Chicago, IL 60611

Exhibit Setup:
Set-up: Friday, April 22 at 6:00-7:00am

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

Friday April 22, 2022
7:00 AM -5:00pm
Breakfast, AM Break, Lunch, Reception & Posters

Saturday April 23, 2022
7:30-5:30pm
Breakfast, AM Break, Lunch, Late Afternoon Break

Sunday April 24, 2022
7:30-11:15am
Breakfast only

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:
Sunday April 24th, 2022 by 12 pm

Housing:
The Fairmont Chicago is conveniently located in the heart of downtown Chicago. A limited number of guest rooms have been held for the Conference at the discounted rate of $189 plus tax per night through March 31, 2022. Individual Reservations can be made through your Passkey Link:
https://book.passkey.com/go/9THA0422
or by calling our Global Reservations Center at 1-800-441-1414
Be sure to mention the Clinical Cancer Genomics Conference for the reduced rate.

How to Register for Exhibit Space:
Return the enclosed Exhibitor Application/Contract with your payment to:

Meeting Achievements
C/o Cancer Genetics
567 West 250 South, Hebron, IN 46341
or via email:
heather@meetingachievements.com

Exhibitors will be assigned by the conference 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 Reception 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
$30,000

- Company will be acknowledged as the Gold Sponsor
- Acknowledgement on signage
- Three complimentary Reception 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
- Official email blast to entire Cancer Genetics registrant list
- 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
- Two complimentary Reception 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
$15,000

- Company will be acknowledged as the Bronze Sponsor
- Acknowledgement on signage
- One complimentary Reception tickets
- 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

Breakfast Session NON CME

$10,000 Limited Opportunities

does not include the cost of the breakfast for attendees, provided by Fairmont Chicago (Saturday/Sunday)

Breakfast Sessions allow you to organize speaker/s and a program of your choice for a 30-minute session on Friday, Saturday or Sunday. 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
- 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 Session NON CME

$15,000 Limited Opportunities

does not include the cost of the lunch for attendees, provided by Fairmont Chicago (Friday/Saturday)

The inaugural Lunch 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.

- One 60-minute presentation
- Acknowledgement as a sponsor of the Lunch Session in the Conference Program
- Company description in the Conference Program
- Company description against the Lunch Session on the Conference Smart Phone App
- Company name on the holding slide for the Lunch 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

$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
- 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

Conference Mobile App

$9,000 Opportunity

- 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)
- One notification (similar to a text message) can be sent to delegates promoting sponsor
- Delegate list

Social Functions
Reception

$10,000 Exclusive Opportunity

The Reception will be the social highlight of the Conference. The Reception will be a unique Chicago experience with entertainment. By sponsoring this spectacular program your organization can be associated with an evening of pure enjoyment. This Reception will take place on Saturday evening *(time and location TBD*).

Entitlements

- Naming rights to the Reception
- 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 on tickets
- 4 Complimentary tickets to the event

Tote Bag $10,000

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

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. They 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.

Charging Stations $5,000

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

Benefits: Among the most visible opportunities in 2022, 8 ½ X 11 lined notepads will be provided to each of the attendees in their tote bags. The notepad design will include the CGG name along with your logo. Will be distributed in the Exhibit Hall.

Water Bottles $7,500

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 to 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.

Hand Sanitizer $5,000

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

Banner 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 fir within the venue rules.

10th Annual Clinical Cancer Genetics & Genomic Conference sponsored by University of Chicago

Genetics in Clinical Cancer Care: Controversies, Insights & Scalable Solutions

The Fairmont Chicago, Millennium Park 200 North Columbus Drive, Chicago, IL 6060
Friday, April 22- Sunday, April 24, 2022

Application & Payment Form (REQUIRED)

Please print clearly

Company Name:

Contact Person:

Title:

E-mail Address:

Address:

City, State, and Zip: Country:

Phone:

Facsimile:

Please sign and return attached "Exhibitor/Support Agreement Rules"

EXHIBIT: ☐	GOLD	$10,000 USD
☐	SILVER	$7,500 USD
☐	BRONZE	$5,000 USD

SPONSOR: ☐	Platinum	$100,000 USD
☐	GOLD	$ 30,000 USD
☐	SILVER	$ 20,000 USD
☐	BRONZE	$ 15,000 USD
☐	Individual Item(s): Please list	$ USD

Total Amount: _____

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

_____

Exhibitor space is limited Deadline for exhibitor/support space is Friday, April 1, 2022, 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, 567 West 250 South, Hebron, IN 46341

2. Bank Transfer/ACH

3. Credit Card Payment

Check one: _____ VISA _____ Mastercard _____ American Express

Credit Card Number	
Expiration Date	
CID	
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/emailed to: heather@meetingachievements.com
- Mailed to:
  Meeting Achievements
  Attn: Polly Rossi
  567 West 250 South, Hebron, In 46341

Questions:
Heather de Gortari, Meeting Organizer for the **10th International Clinical Cancer Genetics and Genomics Conference in conjunction with the Personalized Cancer Care Consortium Genetics in Clinical Cancer Care: Controversies, Insights & Scalable Solutions**
1.219.465.1115
heather@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!

10th International Clinical Cancer Genetics and Genomics Conference
sponsored by University of Chicago
Genetics in Clinical Cancer Care: Controversies, Insights & Scalable Solutions

April 22-24, 2022 | The Fairmont Hotel Millennium Park Chicago

Exhibitor/Support Agreement

(REQUIRED)

Exhibit Rules & Regulations

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. No application form will be processed without payment in full.

Due to the nature of the conference, no refunds will be offered.

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.

Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.

All signage, and logos, to be provided by supporting company, must adhere to conference specifications.

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.

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 healthcare professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. Itis the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

Advanced Medical Technology Association

(AdvaMed) Code of Ethics for Interactions with Health Care

Professionals–approved 2003, additional FAQs 2005

American Medical Association Opinion 8.06Gifts to Physicians from Industry and Clarifying Addendum

Compliance Program Guidance for Pharmaceutical Manufacturers 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/. (page not found)

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 exhibitors hall 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 (UofC) and Meeting Achievements names, insignias, logos and acronyms 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.

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 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.

Liability and Security

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.

The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education's Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org, including Standard 4.2: "The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.

Company Name: _____

Signature: _____

Date: _____

Name (print): _____

Email: _____

Please sign and return along with all other required pages (13, 14, 17, 18)

10th International Clinical Cancer Genetics and Genomics Conference
sponsored by University of Chicago
Genetics in Clinical Cancer Care: Controversies, Insights & Scalable Solutions

April 22-24, 2022 | The Fairmont Hotel Millennium Park Chicago

Exhibitor/Supporter Registration Form

Exhibitors receive one conference registration per display purchased. The full registration pass admits the exhibitor representative to all general sessions, meal functions and/or social events.

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

Company Representative (1): (Gold/Silver/Bronze)

Name

Title

Phone Email

Company Representative (2): (Gold/Silver) (Bronze $600 Early Bird/$700 Regular)

Name

Title

Phone Email

Company Representative (3): (Gold) (Silver/Bronze $600 Early Bird/$700 Regular)

Name

Title

Phone Email

Company Representative (4): (Gold/Silver/Bronze $600 Early Bird/$700 Regular)

Name

Title

Phone Email