



AT THE FOREFRONT

**UChicago Medicine**

Comprehensive Cancer Center

# 2<sup>nd</sup> Annual University of Chicago Practice Updates in Hematology and Oncology

June 27, 2025

Hilton Chicago/Oak  
Brook Hills Resort &  
Conference Center

**Exhibitor & Corporate  
Advertising Information  
Packet**

*(In-Person Only)*



## Please join us

The **2<sup>nd</sup> Annual University of Chicago Practice Updates in Hematology and Oncology** is a one-day activity structured as a comprehensive educational symposium striving to educate clinicians, physician trainees, advanced practitioners, nurses, and other healthcare professionals in the rapidly evolving field of cancer care to improve the care and outcomes of patients with cancer. This activity will discuss practice-changing developments from the American Society of Clinical Oncology annual conference in June 2025 in the context of current practice. This activity will ultimately educate them on best practices for the diagnosis and treatment of all types of cancer.

We are pleased to provide the following opportunities for organizations to advertise their products and services to conference attendees. Whether you are displaying your products in the exhibit space, interacting with physicians at one of the meal functions or gaining brand recognition for your company through program acknowledgements, your message will reach physicians and other healthcare professionals currently involved in the diagnosis, screening, and treatment of cancer patients.

## About the Conference

**Title:** 2<sup>nd</sup> Annual University of Chicago Practice Updates in Hematology and Oncology

**Date:** June 27, 2025

**Time:** 8:30 am – 4:00 pm

**Format:** In-Person Only

**Location:**

- **In-Person:** Hilton Chicago/Oak Brook Hills Resort & Conference Center  
3500 Midwest Road  
Oak Brook, IL 60523

## Anticipated Attendance:

**175 in-person**

This activity is designed for physicians and other healthcare professionals who provide care for patients with solid organ malignancies or hematologic malignancies.

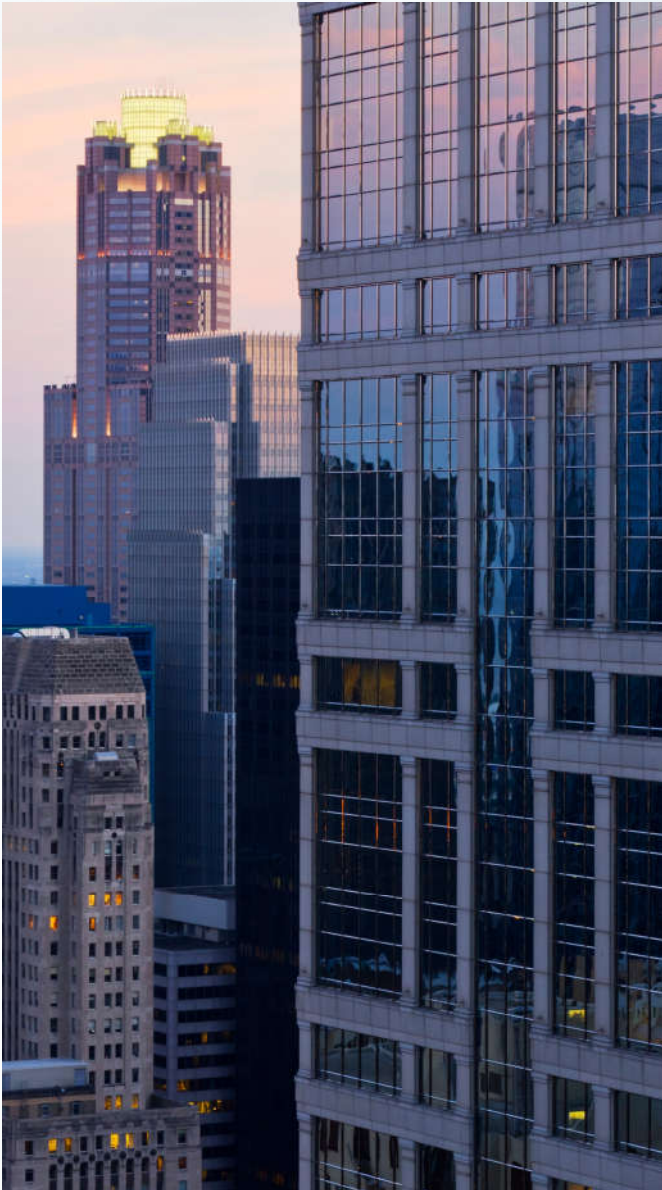
Our target audience includes network physicians, referring physicians/providers in the Chicagoland area and immediate surrounding states





# EXHIBIT GUIDE

## General Exhibit Information



**Exhibit Date:** June 27, 2025

**Exhibit Location:** Hilton Chicago/Oak Brook Hills Resort & Conference Center

**Exhibit Setup:** Friday, June 27, 2025 at 8:00 am

**Display Hours:** Friday, June 27, 2025 from 8:30 am – 4:00 pm\*

See conference agenda for daily break times.  
\*subject to change

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

**Exhibit Dismantle:** All Exhibits must be dismantled by 4:30 pm on Friday, June 27, 2025.

**Exhibitor Kit:** **All exhibitors are responsible for their own shipping logistics and fees as well as arranging any electrical requirements.**

**How to Register for Exhibit Space:**  
See Payment Options on page 7

Exhibitors will be assigned space by the symposium organizers. Space will be available on a first-come, first-serve basis. The 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.

Please also note that any special events (i.e. any organized social events or technical programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees to the Conference are required to strictly adhere to this condition.



# 2025 Exhibit Opportunities

## 2<sup>nd</sup> Annual University of Chicago Practice Updates in Hematology and Oncology

### **\$7,500 Gold** *(only 4 spots available)*

- (1) 6-foot table, 2 chairs in Premium location
  - 3 Complimentary In-Person Registrations
- Featured listing in pre-conference exhibit hall email blast to all conference registrants
- Coffee break, breakfast, or lunch featured sponsorship with company name/logo included on break signage

### **\$5,000 Silver**

- (1) 6-foot table, 2 chairs in better location in exhibit hall
  - 2 Complimentary In-Person Registrations

### **\$3,500 Bronze**

- (1) 6-foot table, 2 chairs
  - 1 Complimentary in-person registration

### **Benefits of Exhibiting**

- Company name listed in program materials and acknowledgement from podium
  - Build recognition of your company and awareness of your products
- Multiple opportunities to meet with influential decision makers in a direct sales environment

# 2025 Sponsorship Opportunities

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## Branded Mini Hand Sanitizer Bottles \$1,000

- Custom branded mini hand sanitizers personalized with your company's logo to be available all day at the Symposium
  - Includes 1 complimentary registration
- *Need 21 business days for design, compliance, processing and shipping*

## Branded Lanyards \$1,500

- Company provides branded lanyards of their choice that will be made available to attendees
  - Includes 1 complimentary registration



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## Application & Payment Form (REQUIRED)

Please print clearly.

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

<b>EXHIBIT:</b>		
<input type="checkbox"/>	Gold	\$ 7,500 USD
<input type="checkbox"/>	Silver	\$ 5,000 USD
<input type="checkbox"/>	Bronze	\$ 3,500 USD
<b>SPONSORSHIP:</b>		
<input type="checkbox"/>	Mini Hand Sanitizer Bottles	\$1,000 USD
<input type="checkbox"/>	Branded Lanyards	\$1,500 USD

**Total Amount:** \_\_\_\_\_

***Exhibitor space is limited*** Deadline for exhibitor/support space is **May 30, 2025** or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation email with additional logistic details.

**Please also sign and return “Exhibitor/Support Agreement” on page 10.**



# PAYMENT OPTIONS

**Check/Money Order Payment**

Please email back pages 6, 7, 10 and 11 to Leslie Brizendine ([leslie@meetingachievements.com](mailto:leslie@meetingachievements.com)) and request an invoice to pay by check. **Invoice number or copy of invoice must be sent with check.**

**ACH or Bank Transfer**

Please email back pages 6, 7, 10 and 11 to Leslie Brizendine ([leslie@meetingachievements.com](mailto:leslie@meetingachievements.com)) and request an invoice and bank transfer information. A remittance advice is required with your payment. Please send remittance advice referencing invoice number to [accounting@meetingachievements.com](mailto:accounting@meetingachievements.com).

**Credit Card Payment** (charge will be processed by Meeting Achievements)

Check one:    \_\_\_ VISA        \_\_\_ Mastercard        \_\_\_ American Express

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

Please email back pages 6, 7, 10 and 11 to Leslie Brizendine ([leslie@meetingachievements.com](mailto:leslie@meetingachievements.com)).

A receipt/confirmation will be sent to the email address provided upon receipt of full payment, the application/payment form, and the signed exhibitor/support agreement. All exhibitors will also receive the exhibitor know-before-you-go document **72 hours pre-conference** with additional logistic details.

**Questions:**

Leslie Brizendine - Symposium Organizer

Phone: 219.465.1115

Email: [leslie@meetingachievements.com](mailto:leslie@meetingachievements.com)

Thank you for your support!



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## 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.
9. 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](http://www.accme.org), including Standard 4.2: "The accredited provider must ensure that learners can easily distinguish between accredited education and other activities."

### 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:

- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals – approved 2003, additional FAQs 2005
- American Medical Association Opinion 8.06 Gifts 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



## Exhibitor/Support Agreement (Continued)

### 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 Name, Insignia, Logo or Acronym***

The University of Chicago 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.





## Exhibitor/Support Agreement (Continued)

### ***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 The University of Chicago and Meeting Achievements 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. The Conference 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/Sponsor 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: \_\_\_\_\_

Name (Print): \_\_\_\_\_

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

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

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



# EXHIBITOR REGISTRATION FORM

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

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

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Name

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Title

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Degree

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Phone

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Email

### Company Representative (2): (Gold/Silver)

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Name

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Title

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Degree

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Phone

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Email

### Company Representative (3): (Gold)

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Name

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Title

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Degree

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Phone

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Email

**Additional Conference Registrations may be purchased for Industry Representatives at \$495 per person on the symposium website: [www.ChicagoHemeOncUpdates.com](http://www.ChicagoHemeOncUpdates.com)**