We invite you to participate in the Bon Secours Cancer Institute’s 2nd Annual Cancer Summit. This meeting will engage leading surgeons, scientists, primary care physicians, specialists and other health care professionals to understand the full continuum of care for cancer patients with emphasis on palliative care, care for the elderly and survivorship. Presentations on cardio oncology, radiosurgery, palliative care, gastric cancer, lung cancer, geriatric oncology, prostate cancer and breast cancers will equip attendees to see cancer differently. Through the open discussion periods and the presentations, participants gain a perspective of current oncology practices to integrate into their practices to improve patient experiences and cancer outcomes.

As a vendor, you will have the opportunity to display your services and/or products to executive leadership, administrators, clinicians, technicians, Bon Secours Cancer Institute team members and physicians from Bon Secours Virginia hospitals and practices as well as additional clinicians from around the state. This all-day summit provides vendors with one-on-one time and visibility to a targeted market. Bon Secours hospitals and our practices include:

**VIRGINIA HOSPITALS**
- DePaul Medical Center
- Mary Immaculate Hospital
- Maryview Medical Center
- Rappahannock General Hospital
- Richmond Community Hospital
- Watkins Centre
- Memorial Regional Medical Center
- St. Francis Medical Center
- St. Mary’s Hospital

**BON SECOUS VIRGINIA CANCER PRACTICES**
- Virginia Breast Center
- Commonwealth Gynecologic Oncology
- James River Surgical Associates -Women’s Services
- Bon Secours General Surgery at St. Mary’s
- Bon Secours General Surgery at St. Francis
- Bon Secours Cancer Institute Medical Oncology at Memorial Regional
- Bon Secours Cancer Institute Medical Oncology at St. Francis
- Bon Secours Cancer Institute Medical Oncology at St. Mary’s
- Bon Secours Cancer Institute Surgical Oncology
- Bon Secours St. Francis Lymphedema Clinic
- Bon Secours St. Mary’s Lymphedema Clinic
- Bon Secours Cancer Institute at Reynolds Crossing
- Surgical Specialists of Richmond
- Neurosurgical Associates
- Virginia Ear, Nose & Throat Associates
- Virginia Urology Center, PC
- Richmond Aesthetic Surgery
- Commonwealth Radiology
- Radiation Oncology Associates
- Radiation Oncology Associates at Reynolds Crossing
- Imaging Center at Reynolds Crossing
- Watkins Women’s Imaging Centers
- Imaging Center at St. Mary’s Hospital
- Imaging Center at Richmond Community Hospital
- Imaging Center at Memorial Regional Medical Center
- Imaging Center at St. Francis Medical Center
- Laburnum Diagnostic Imaging Center
- Colon and Rectal Surgery
- Colon and Rectal Specialists
- Bon Secours Surgical Dermatology Center
- Thoracic Surgery Associates
- Richmond Plastic Surgeons
- Sewell Plastic Surgery
- Liver Institute of Virginia
- Bremo Outpatient Infusion Center
- Hanover Outpatient Infusion Center
- St. Francis Outpatient Infusion Center
- Bon Secours Palliative Medicine
- Bon Secours Hospice
- Bon Secours Oncology Navigators
- Advanced Heart Failure Center
- Bon Secours Surgical Dermatology Center

**WHEN:** Friday, October 2nd, 2015
**WHERE:** DoubleTree Hotel by Hilton Williamsburg, 50 Kingsmill Rd., Williamsburg, VA 23185
**TIME:** 7:30am—5:00pm
setup/take down: 7am / 5:30pm

Thank you for your support,

Sherry Fox PhD
Vice President, Bon Secours Cancer Institute
## PROGRAM
Friday, October 2, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:00 am</td>
<td>Breakfast &amp; Registration</td>
<td></td>
</tr>
</tbody>
</table>
| 8:00-8:15 am  | Welcome Address                                   | Sherry W. Fox, PhD  
Vice President  
Bon Secours Cancer Institute |
| 8:15 am-9:45 am| Rethinking Cancer Care: The Promise of Healthy Survivorship. | Wendy Harpham, MD, FACP  
Author of “View From The Other Side of the Stethoscope” [Oncology Times] |
| 9:45 am-10:15 am| Cardio Oncology: Indications for Toxic Chemotherapy & Cancer Patients | Gary R. Zeevi, MD  
Advanced Heart Failure Center |
| 10:15 am-10:30 am| Break/Exhibit Viewing                           |                                                                        |
| 10:30 am-11:15 am| Radiosurgery: Past, Present & Future            | John R. Adler, Jr., MD  
Dorothy & TK Chan Professor, Emeritus  
Stanford University |
| 11:15 am-11:45 pm| Seeing Cancer Through the Palliative Care Lens  | Leanne M. Yanni, MD  
Bon Secours Palliative Medicine |
| 11:45 am-12:15 pm| Break & Exhibit Viewing                         |                                                                        |
| 12:15 pm-1:00 pm| Gastric Cancer Awareness **                     | Marybeth S. Hughes, M.D., FACS  
Staff Clinician  
Thoracic and Gastrointestinal Oncology Branch  
Director, Surgical Oncology Fellowship Program  
Center for Cancer Research  
National Institutes of Health |
| 1:00 pm-2:00 pm| Advances in Screening & Systemic Therapies for Lung Cancer | Darius D. Hollings, MD  
Thoracic Surgery Associates  
Steven M. Duffy, MD  
Bon Secours Cancer Institute  
Medical Oncology at St. Mary’s Hospital |
| 2:00 pm-2:15 pm| Break & Exhibit Viewing                         |                                                                        |
| 2:15 pm-3:00 pm| New Perspectives on Oncology: Geriatric Oncology | Hyman B. Muss, MD  
Mary Jones Hudson Distinguished Professor of Geriatric Oncology  
Professor of Medicine, University of North Carolina at Chapel Hill  
Director of Geriatric Oncology, Lineberger Comprehensive Cancer Center |
| 3:00 pm-3:30 pm| Prostate Brachytherapy: A Model for Value-Driven Healthcare | Bradley Prestidge, MD, MS  
Bon Secours Oncology Specialists |
| 3:30 pm-4:30 pm| Advances in Screening & Systematic Therapies for Breast Cancer | William Irvin, Jr., MD  
Bon Secours Cancer Institute  
Medical Oncology at St. Francis  
James V. Pellicane, MD, FACS  
Virginia Breast Center |
| 4:30 pm-5:00 pm| “All Hope” Awards Closing Remarks                | Sherry W. Fox, PhD  
Vice President  
Bon Secours Cancer Institute  
Michael Kerner  
Chief Executive Officer  
Bon Secours Hampton Roads |

**The Drumheller Lecture is funded in the memory of Ken Drumheller, a Richmond native who died the day before his 46th birthday. The Fund honors Ken’s commitment to help his community fight cancer by promoting education for the early diagnosis and treatment of gastric and abdominals cancer.**
Preconference Session
with guest speaker Dr. Patch Adams

Thursday, October 1, 2015
4:30pm—7:30 pm

Patch Adams, M.D., is an internationally known speaker on wellness, humor, and joy. He approaches the issues of personal, community, and global health with “zestful exuberance,” according to Time Magazine. Dr. Adams believes that “the most revolutionary act one can commit in our world is to be happy.”

“Extraordinary! A man I can look up to and respect,” “Incredibly mind blowing and memorable,” and “Inspiring, amazing human being- invaluable to hear first-hand,” are all testimonies of people who have had the chance to hear Dr. Patch Adams, the real man behind the hit Hollywood film Patch Adams.

“I interpret my experience in life as being happy. I want, as a doctor, to say it does matter to your health to be happy. It may be the most important health factor in your life.”

DR. PATCH ADAMS

Patch is a medical doctor, a clown, and a social activist who has devoted 30 years to changing America’s healthcare system. He believes that laughter, joy and creativity are integral parts of the healing process. Doctors and patients in his model relate to each other on the basis of mutual trust, and patients receive plenty of time from their doctors. Allopathic doctors and practitioners of alternative medicine work side by side in Patch’s model. If you think that all sounds like a utopian impossibility, it isn't! Patch and his colleagues have practised medicine at the Gesundheit Institute together in West Virginia that way for 43 years in what Patch refers to as their “pilot project.”

“Patch set new standards for the event as a speaker. He was mind blowing and raised the event to new heights.”

GRAHAM ANDERSON, SAXTON MANAGEMENT GROUP PTY LTD.
AUSTRALIA

Through the success of this program at the West Virginia location, a model health care facility is being planned on 310 acres purchased in Pocahontas County, WV. The Institute will include a 40-bed hospital, a theater, arts and crafts shops, horticulture and vocational therapy. Over five years ago, Dr. Adams temporarily stopped seeing patients so that he could coordinate plans for raising the $5 million needed for the Institute’s permanent and expanded home, a “model health care community.” When you bring Patch to speak, you’re supporting this dream!
<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Diamond Sponsorship** | $10,000 | - Preconference Session with Patch Adam’s with easel & tabletop recognition  
- “All Hope” Awards Sponsor  
- Summit giveaway item with company logo  
- Stage display during entire Summit  
- (2) 6’ skirted tables with (4+) chairs  
- Central location in exhibit area  
- (2) Full page color ads in Summit Program  
- Logo in audio visual presentation during breaks  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor Attendee Badges  
- (2) inserts in summit attendee bag |
| **Platinum Sponsorships** | $7,000  | - Lunch sponsor with easel & tabletop recognition  
- Summit giveaway item with company logo  
- (2) 6’ Skirted tables with (4) chairs  
- (1) Full page color ad in Summit Program  
- Representation in audio visual presentation during breaks  
- Prime exhibit location  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor Attendee Badges  
- (2) inserts in summit attendee bag |
| **Gold Sponsorships**    | $5,000  | - Breakfast Sponsor with easel & tabletop recognition  
- (1) 6’ skirted table with up to (3) chairs  
- 1/2 page color ad in Summit Program  
- Representation in audio visual presentation during breaks  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor Attendee Badges  
- (1) insert in summit attendee bag |
| **Silver Sponsorships**  | $4000   | - “Refresh” Breaks Sponsor with easel & tabletop recognition  
- (1) 6’ skirted table with up to (2) chairs  
- 1/4 page color ad in Summit Program  
- Representation in audio visual presentation during breaks  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor Attendee Badges  
- (1) insert in summit attendee bag |
| **Bronze Sponsorships**  | $3,000  | - (1) 6’ skirted table with (2) chairs  
- Representation in audio visual presentation during breaks  
- Representation on Summit website |
## Exhibit Opportunities

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Elite Exhiting** | $7000 | - Audio Visual Sponsor w/ Signage Recognition  
- (2) 6 ft. skirted table with (4+) chairs  
- Representation in audio visual presentation during lunch & breaks  
- (1) full-page color ad in Summit program  
- Prime exhibit area location  
- Support Level Recognition Ribbon on Sponsor  
- Attendee Badges  
- Representation on Summit website  
- (2) inserts in summit attendee bag |
| **Premium Exhiting** | $5000 | - Business Center Sponsor w/ Signage Recognition  
- (1) 6 ft. skirted table with (3) chairs  
- Representation in audio visual presentation during lunch & breaks  
- 1/2 page color ad in Summit Program  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor  
- Attendee Badges  
- (1) insert in summit attendee bag |
| **Deluxe Exhiting** | $4000 | - Wi-Fi Sponsor w/ Signage Recognition  
- (1) 6 ft. skirted table with (2) chairs  
- Representation in audio visual presentation during lunch & breaks  
- 1/4 page ad color ad in Summit program  
- Representation on Summit website  
- Support Level Recognition Ribbon on Sponsor  
- Attendee Badges  
- (1) insert in summit attendee bag |
| **Basic Exhiting** | $3000 | - (1) 6’ skirted table with (2) chairs  
- Representation in audio visual presentation during breaks  
- Representation on Summit website |
OF ATTENDEES WOULD
RECOMMEND THE SUMMIT TO
COLLEAGUES

OF ATTENDEES WOULD
ATTEND AGAIN

WE SEE CANCER DIFFERENTLY
The DoubleTree by Hilton Hotel in Williamsburg, Virginia will be hosting this year’s 2nd Annual Summit. Begin your stay with our delicious warm chocolate chip cookie, straight from the oven, and enjoy versatile Williamsburg, VA lodging, including both stylish guest rooms and expansive suites with ample amenities and services for families, events and group visitors alike.

Have access to world-famous golfing near this Williamsburg hotel, or visit The College of William & Mary. History buffs will love Colonial Williamsburg, as well as historic Jamestown and Yorktown. Explore shops and dining options just a short drive away, including the Premium Outlets shopping mall. Unwind in a spacious guest room or suite and have modern amenities such as WiFi access and 37-inch HDTVs. Swim in our large indoor/outdoor swimming pool, and relax in the beautiful poolside courtyard. Try delicious pub fare and bespoke cocktails at Pitcher’s, or surf the web while sipping coffee in the internet café. We also offer a 24-hour fitness center for your convenience.

**Highlights**
- Closest full-service hotel to Busch Gardens and Water Country USA; shuttle service available
- Adjacent to I-64 and I-199, with easy access to airports, numerous businesses and attractions
- Indoor/outdoor swimming pool and modern, 24-hour fitness center
- Three on-site dining options, including a convenient internet café
- 48,000 sq. ft. of meeting space with internet access and 24-hour business center
- Williamsburg, VA hotel rooms with large HDTVs, WiFi and a mini-fridge

**To make a room reservation:**

Call 757-220-2500 and mention group code BON to receive your room at the discounted standard room rate of $119 plus applicable taxes.

Make your reservation online by clicking [here](#) and entering group rate BON to receive the discounted standard room rate of $119 plus applicable taxes.
The exhibit area will be located in the Promenade area at the DoubleTree Hotel. The schedule for dedicated exhibit times are designated below:

**Thursday, October 1, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00pm-4:00pm</td>
<td>Sponsor Set-up</td>
</tr>
<tr>
<td>4:30pm-5:30pm</td>
<td>Preconference Session with Dr. Patch Adams &amp; Booths Open until 5:30pm</td>
</tr>
</tbody>
</table>

**Friday, October 2, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am - 8:00 am</td>
<td>Registration, Breakfast &amp; Exhibits Open</td>
</tr>
<tr>
<td>10:15 am - 10:30 am</td>
<td>Morning Break &amp; Booths Open</td>
</tr>
<tr>
<td>11:45 am - 12:15 pm</td>
<td>Break &amp; Exhibits Open</td>
</tr>
<tr>
<td>12:15 pm - 1:00 pm</td>
<td>Luncheon &amp; Lecture</td>
</tr>
<tr>
<td>2:00 pm - 2:15 pm</td>
<td>Break &amp; Exhibits Open</td>
</tr>
<tr>
<td>5:00 pm*</td>
<td>Summit adjournment</td>
</tr>
</tbody>
</table>

*sponsors must have their exhibits broken-down and removed by 6pm.

**promotion**

The Bon Secours Cancer Institute will be providing the attendees with an exhibitor card that will list the participating companies in the exhibit area. Attendees are encouraged to visit every booth to have their card signed by one of the company’s representatives in order to be eligible for one of several prizes being given away at the end of the Summit. Exhibitors are allowed to hold their own giveaways as well.

If you need to ship your displays or materials prior to the Summit please send to:

Lauralee McFarland  
Bon Secours Marketing Dept.  
7229 Forest Avenue, Suite 108  
Richmond, VA 23226

*please acquire insurance and tracking information for your shipment as we will not be held liable for damaged or lost packages.
By submitting this form you authorize Bon Secours Cancer Institute to reserve a space for your company’s use in the exhibit area at the 2015 Cancer Summit and agree to the rules and specifications included in this Sponsorship & Exhibit Prospectus. Please return completed fillable form:

via email: to Lauralee_mcfarland@bshsi.org
via fax: ATTN: Lauralee McFarland at 804-287-7556
mail to: Bon Secours Cancer Institute, ATTN: Lauralee McFarland, 5875 Bremo Rd. MOB South, Suite 108, Richmond, VA 23226.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title of Contact Person</td>
<td>Address</td>
</tr>
<tr>
<td>City</td>
<td>State/Zip Code</td>
</tr>
<tr>
<td>Telephone</td>
<td>Email</td>
</tr>
<tr>
<td>Representative #1</td>
<td>Representative #1 Title</td>
</tr>
<tr>
<td>Representative #2</td>
<td>Representative #2 Title</td>
</tr>
<tr>
<td>Representative #3</td>
<td>Representative #3 Title</td>
</tr>
<tr>
<td>Representative #4</td>
<td>Representative #4 Title</td>
</tr>
</tbody>
</table>

Will you be needing any electricity for your table? Yes ☐ No ☐ How many outlets?:_______
Will you be needing a floor display easel? Yes ☐ No ☐

**SPONSORSHIP LEVELS:**
- Diamond Sponsorship ($10,000) ☐
- Platinum Sponsorship ($7,000) ☐
- Gold Sponsorship ($5,000) ☐
- Silver Sponsorship ($4,000) ☐
- Bronze Sponsorship ($3,000) ☐

**EXHIBITING LEVELS:**
- Elite Exhibiting ($7,000) ☐
- Premium Exhibiting ($5,000) ☐
- Deluxe Exhibiting ($4,000) ☐
- Basic Exhibiting ($3,000) ☐

**PAY VIA CHECK:** please make checks payable to Bon Secours Cancer Institute. Send to: Lauralee McFarland, Bon Secours Cancer Institute, 5875 Bremo Rd., Suite 108, Richmond, VA 23226
**PAY VIA CREDIT CARD:** You can pay with a credit card on [www.bsvaf.org/CancerSummit](http://www.bsvaf.org/CancerSummit) in the Sponsor & Exhibit section.
exhibitor rules

security
The exhibit area is not a secured area, therefore we strongly suggest keeping any items of value with you when the table is not staffed.

staffing
Each exhibitor is required to have at least one person attending their table during official exhibiting hours. Please refer to the exhibitor schedule included in this packet.

safety regulations
All exhibitors must comply with fire, health ordinances and safety regulations that apply to the City of Williamsburg, in accordance with the laws of the state of Virginia. All exhibit materials, equipment and displays must be properly located. Electrical wiring must meet and conform with National Electrical Code Safety Rules and all federal, state and municipal government requirements.

ADA compliance
The Bon Secours Cancer Institute and Richmond Marriott West, in compliance with The Americans With Disabilities Act, want to ensure that no individual with a disability is excluded or hence treated differently from other individuals. It is the responsibility of the exhibitor to make sure their space meets compliance.

liability
Exhibitor’s are responsible and liable for any damages, theft, losses and/or claims arising out of injury or damage to Exhibitor’s equipment, product, displays or other property brought on the premises of the venue .

promotional materials
Exhibitors are allowed to distribute promotional materials at their allocated booth only. Areas such as main meeting room, entrances or hall areas are prohibited.

photography/audio/visual recording
Recording and photography video, audio and photographic recording of summit by attendees and exhibitors is strictly prohibited. Bon Secours reserves exclusive rights to record and photograph any or all of the Summit proceedings for future use for presentations and marketing purposes. Please notify us in writing if you do not wish to be included.

cancellation
The Bon Secours Cancer Institute reserves the right to cancel this Summit, in which case a full refund of the exhibiting fee will be given. The Bon Secours Cancer Institute is not responsible for any costs incurred by exhibitors such as any travel, hotel and/or other costs.