2nd ANNUAL
BON SECOURS CANCER INSTITUTE CANCER SUMMIT

October 1 & 2, 2015

exhibitor prospectus

WE SEE CANCER DIFFERENTLY

www.bsvaf.org/CancerSummit
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 cancer 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 an exhibitor, you will have the opportunity to be exposed to surgical oncology, medical oncology, radiation oncology, imaging and many other multi-disciplinary practices that serve oncology patients.

**WHEN:**
- Thursday October 1, 2015: 4:30pm-5:30pm
- Friday, October 2nd, 2015: 7:30am-5:00pm

**WHERE:** DoubleTree Hotel by Hilton Williamsburg, 50 Kingsmill Rd., Williamsburg, VA

**TIME:**
- Setup: Thursday, October 1, 2015: 4:00pm
- Take down: Friday, October 2, 2015: 5:30pm

Thank you for your support,

Sherry Fox PhD
Vice President, Bon Secours Cancer Institute
Joint Providership Accreditation and Designation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of Virginia School of Medicine and Bon Secours Cancer Institute. The University of Virginia School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

The University of Virginia School of Medicine designates this live activity for a maximum of 7.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The University of Virginia School of Medicine awards hours of participation (equivalent to AMA PRA Category 1 Credit(s)™) to each non-physician participant who successfully completes this educational activity. Bon Secours Cancer Institute maintains a permanent record of participants who have been awarded CEUs.

Target Audience
Primary care physicians, specialists, OB-GYNs, surgeons, medical oncologists, radiation oncologists, nurse practitioners and other healthcare professionals interested in a deeper knowledge and understanding of the full continuum of cancer care including healthy survivorship.

Learning Objectives
Participants at the end of the summit will be able to:
- Describe strategies for assisting cancer patients to move toward a healthy survivorship
- Discuss the implications for addressing cardio-oncology complications from treatment for the subpopulation for patients who are susceptible
- Articulate the benefits of early lung cancer screening in high risk patients as it relates to population health
- Develop strategies to resolve the challenges of early detection of gastric cancer and the implications for the primary care physician
- Compare the potential improvements in cancer patient care as a result of collaboration between the cancer care team and the palliative care team
- Develop a plan to overcome the unique challenges that are faced by the geriatric patient
- Explain the newest innovations in breast cancer screening and treatment and the potential advantages to patients

Disclosure of Faculty Financial Affiliations
The University of Virginia School of Medicine, as an ACCME accredited provider, endorses and strives to comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards of Commercial Support, Commonwealth of Virginia statutes, University of Virginia policies and procedures, and associated federal and private regulations and guidelines on the need for disclosure and monitoring of proprietary and financial interests that may affect the scientific integrity and balance of content delivered in continuing medical education activities under our auspices.

The University of Virginia School of Medicine requires that all CME activities accredited through this institution be developed independently and be scientifically rigorous, balanced and objective in the presentation/discussion of its content, theories and practices. All faculty presenters participating in an accredited CME activity are expected to disclose relevant financial relationships with commercial entities occurring within the past 12 months (such as grants or research support, employee, consultant, stock holder, member of speakers bureau, etc.). The University of Virginia School of Medicine will employ appropriate mechanisms to resolve potential conflicts of interest to maintain the standards of fair and balanced education to the participant. Questions about specific strategies can be directed to the Office of Continuing Medical Education, University of Virginia School of Medicine, Charlottesville, Virginia.

The following faculty and staff have reported an affiliation to disclose:
- James V. Pellicane, MD—Agendia, Caris Life Sciences

The following faculty and staff have no affiliations to disclose:
- Bradley Prestidge, MD
- Darius D. Hollings, MD
- Gary R. Zeevi, MD
- John R. Adler, MD
- Leanne M. Yanni, MD
- Wendy S. Harpham, MD
- William Irvin, Jr., MD
- Hyman Muss, MD
- Steven M. Duffy, MD
- Marybeth S. Hughes, MD

DISCLOSURE OF DISCUSSION OF NON FDA-APPROVED USES FOR PHARMACEUTICAL PRODUCTS AND/OR MEDICAL DEVICES
The University of Virginia School of Medicine, as an ACCME provider, requires that all faculty presenters identify and disclose any off-label uses for pharmaceutical and medical device products. The University of Virginia School of Medicine recommends that each physician fully review all the available data on new products or procedures prior to clinical use.

The University of Virginia Office of Continuing Medical Education requires that all participants at live CME activities sign attendance sheets daily to confirm participation in the CME activity for that day.

Special Needs
The Americans Disabilities Act of 1990 requires that all individuals, regardless of their disabilities, have equal access. The Office of Continuing Medical Education at the University of Virginia School of Medicine is pleased to assist participants with special needs. Written requests must be received 30 days prior to the conference date. Please email request to lauralee_mcfarland@bshsi.org or fax to 804-287-7556.
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 practiced 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>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30-8:00 am</td>
<td>Breakfast &amp; Registration</td>
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<tr>
<td>8:00-8:15 am</td>
<td>Welcome Address</td>
</tr>
<tr>
<td>8:15 am-9:45 am</td>
<td>Rethinking Cancer Care: The Promise of Healthy Survivorship.</td>
</tr>
<tr>
<td>9:45 am-10:15 am</td>
<td>Cardio Oncology: Indications for Toxic Chemotherapy &amp; Cancer Patients</td>
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<tr>
<td>10:15 am-10:30 am</td>
<td>Break &amp; Exhibits Available</td>
</tr>
<tr>
<td>10:30 am-11:15 am</td>
<td>Radiosurgery: Past, Present &amp; Future</td>
</tr>
<tr>
<td>11:15 am-11:45 pm</td>
<td>Seeing Cancer Through the Palliative Care Lens</td>
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<tr>
<td>11:45 am-12:15 pm</td>
<td>Break &amp; Exhibits Available</td>
</tr>
<tr>
<td>12:15 pm-1:00 pm</td>
<td>Gastric Cancer Awareness **</td>
</tr>
<tr>
<td>1:00 pm-2:00 pm</td>
<td>Advances in Screening &amp; Systemic Therapies for Lung Cancer</td>
</tr>
<tr>
<td>2:00 pm-2:15 pm</td>
<td>Break &amp; Exhibits Available</td>
</tr>
<tr>
<td>2:15 pm-3:00 pm</td>
<td>New Perspectives on Oncology: Geriatric Oncology</td>
</tr>
<tr>
<td>3:00 pm-3:30 pm</td>
<td>Prostate Brachytherapy: A Model for Value-Driven Healthcare</td>
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<tr>
<td>3:30 pm-4:30 pm</td>
<td>Advances in Screening &amp; Systemic Therapies for Breast Cancer</td>
</tr>
<tr>
<td>4:30 pm-5:00 pm</td>
<td>&quot;All Hope&quot; Awards Closing Remarks</td>
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** 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 abdominal cancers.
## Exhibiting Opportunities

### DIAMOND EXHIBITING  $10,000
- (2) 6’ skirted tables with (4+) chairs
- Central location in exhibit area
- Support Level Recognition Ribbon on Sponsor Attendee Badges

### PLATINUM EXHIBITING  $7,000
- (2) 6’ Skirted tables with (4) chairs
- Prime exhibit location
- Support Level Recognition Ribbon on Sponsor Attendee Badges

### GOLD EXHIBITING  $5,000
- (1) 6’ skirted table with up to (3) chairs
- Support Level Recognition Ribbon on Sponsor Attendee Badges

### SILVER EXHIBITING  $4000
- (1) 6’ skirted table with up to (2) chairs
- Support Level Recognition Ribbon on Sponsor Attendee Badges

### BRONZE EXHIBITING  $3,000
- (1) 6’ skirted table with (2) chairs
92% of attendees would recommend the summit to colleagues.

98% of attendees would attend again.

Chart showing distribution of attendees by category.
venue & accommodations

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 to make reservations.

Make your reservation online by clicking here.
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 (1 hour)</td>
<td>Exhibitor Set-up</td>
</tr>
<tr>
<td>4:30pm-5:30pm (1 hour)</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 (30 minutes)</td>
<td>Registration, Breakfast &amp; Exhibits Open</td>
</tr>
<tr>
<td>10:15 am - 10:30 am (15 minutes)</td>
<td>Morning Break &amp; Booths Open</td>
</tr>
<tr>
<td>11:45 am - 12:15 pm (30 minutes)</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 (15 minutes)</td>
<td>Break &amp; Exhibits Open</td>
</tr>
<tr>
<td>5:00 pm*</td>
<td>Summit adjournment.</td>
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</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 may visit every booth during specific breaks 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 after the end of the Summit.
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.