

CALL FOR EXHIBITORS



University of Tennessee Cancer Institute "Big 4" Conference

October 24-25, 2014

Holiday Inn World's Fair Park, Knoxville, Tennessee

Jointly-Sponsored by UTMC Cancer Institute and UT Graduate School of Medicine

Topics for the 2014 Conference

At the conclusion of this program, the participant should be able to

1. Interpret and incorporate novel therapies in the treatment of cancers
2. Analyze the different surgical, radiation and systemic treatments and technologies including genetics and personalized medicine for cancer.
3. Incorporate an appropriate sequence for surgical, radiation and chemotherapeutic intervention for patients with cancers.
4. Illustrate and implement the optimal treatment approach when given patient scenarios
5. Implement appropriate follow -up and survivorship strategies of cancer
6. Recognize the culture and cancer in the Appalachia region

Primarily attended by healthcare professionals practicing in

- Dermatology
- Family Medicine
- Gastroenterology
- Gynecology
- Internal Medicine
- Oncology
- Pathology
- Radiology

Exhibit booths will be positioned in an area directly outside the conference general session meeting room.
Due to space constraints the number of vendors will be limited.

Participants will have access to the exhibit area throughout the duration of the conference on Friday (all day) and Saturday (half day).

Various levels of support are offered for this conference which are outlined on the subsequent page.

Setup time will be confirmed closer to the conference date and is dependent upon the availability of the Holiday Inn on Thursday, October 23.

UTMC Cancer Institute "Big 4" Conference – Exhibitor Sponsorship Opportunities
October 24-25, 2014

Bronze - \$800 (max 14 sponsors)

1. One 6-foot exhibit booth on Friday, October 24, 2014
2. One complimentary registration which includes access to all educational sessions and meals
3. Your company name included in printed materials and announced at the conference as a bronze level supporter

Silver - \$1,000 (max 14 sponsors)

1. One 6-foot exhibit booth on both Friday, October 24 and Saturday, October 25
2. Two complimentary registrations which includes access to all educational sessions and meals
3. Your company name included in printed materials and announced at the conference as a silver level supporter

Gold - \$1,500 (max 6 sponsors)

1. One 6-foot exhibit booth on both Friday, October 24 and Saturday, October 25
2. Three complimentary registrations which includes access to all educational sessions and meals
3. Option to sponsor one of the following (first come, first served – two sponsors allowed per function): AM or PM break on Friday or AM break on Saturday
4. Recognition in printed materials and conference announcements as gold sponsor of selected meal function

Platinum - \$2,500 (max 1 sponsor)

1. One 6-foot exhibit booth on both Friday, October 24 and Saturday, October 25 in premiere location (directly in front of General Session doors)
2. Four complimentary registrations which includes access to all educational sessions and meals
3. Sole Sponsorship of lunch on Friday
4. Recognition in printed materials and conference announcements as platinum sponsor of Friday lunch session

REGISTRATION FORM
UTMC Cancer Institute “Big 4” Conference
October 24-25, 2014
Holiday Inn World’s Fair Park
Knoxville, Tennessee

- Bronze Exhibitor (includes **one** representative) **\$800**
 Silver Exhibitor (includes **two** representatives) **\$1,000**
 Gold Exhibitor (includes **three** representatives) **\$1,500**
 Platinum Exhibitor (includes **four** representatives) **\$2,500**

TOTAL \$_____

Contact Name: _____ Title: _____
Company: _____
Address: _____
City: _____ Province/State: _____ Postal Code/Zip: _____
Phone: _____ Fax: _____
E-Mail Address: _____

Yes, I require electricity at my booth.

PAYMENT METHODS:

- Check Enclosed (payable to the **University of Tennessee**)
 Check in Process (name of company sending check _____)
 Credit Card:
 Mastercard / Visa / American Express
Card #: _____ Expiration Date: _____
Cardholder’s Name: _____ Signature Code: _____
Signature: _____ Date: _____

SPACE IS NOT RESERVED UNTIL FORM IS RECEIVED BY UT

CANCELLATION

_____ **[Initial Here]** In the unlikely event that you should decide to cancel your sponsorship of this activity, the following cancellation charges will apply:

30+ days prior to activity	100% refund of payment
30-15 days prior to activity	50% refund of payment
14 days prior to arrival	0% refund of payment

FAX OR EMAIL TO: JENNIFER RUSSOMANNO (865) 305-6823 or JRussomanno@utmck.edu

THE UNIVERSITY OF TENNESSEE
Continuing Education and Professional Development



Date: March 13, 2014
To: Prospective Exhibitors
Re: Exhibiting at the UTMC Cancer Institute Conference

UT Graduate School of Medicine
1924 Alcoa Highway, D-116
Knoxville, TN 37920-6999
Tel: (865) 305-9190
Fax: (865) 305-6823

The University of Tennessee Graduate School of Medicine and the UTMC Cancer Institute are presenting an upcoming continuing medical education activity, **UTMC Cancer Institute "Big 4" Conference**. The conference will be held **October 24-25, 2014** at the **Holiday Inn World's Fair Park** in **Knoxville, Tennessee**.

You are invited to exhibit at this event. Various levels of sponsorship range from \$800 to \$2,500 (made payable "The University of Tennessee Graduate School of Medicine"). Sponsorship levels are outlined on page 2 of this call for exhibitor package.

Participants will have access to the exhibit area throughout the duration of the conference on Friday (all day) and Saturday (half day). Based on previous conference history, we are anticipating 100 attendees for the activity.

The exhibit space is staged outside the conference session room. Many companies are being asked to attend. Space is limited.

It is projected that more than 1.6 million new cancer cases will be diagnosed in 2015. At the same time more than half a million Americans are expected to die of cancer, nearly 1,600 people per day. Cancer is the second most common cause of death in the U.S., exceeded only by heart disease. However, nearly 16 million Americans with a history of cancer are still alive. This educational activity will provide up-to-date information for practicing healthcare providers regarding advances in patient care and health literacy.

This course is designed for physicians practicing in primary care, radiology, hematology, palliative care, surgery and oncology. Physician assistants, pharmacists, nurse practitioners, nurses and allied healthcare professionals are also welcome to attend.

As the accredited provider (ACCME), The University of Tennessee appreciates your consideration of this request for exhibit space. For reporting purposes, our federal tax ID number is 62-6001636.

Sincerely,

Jennifer Russomanno, CMP
CME Coordinator

UT Medical Center Cancer Institute “Big 4” Conference
October 24-25, 2014
Holiday Inn World’s Fair Park
Knoxville, TN

Friday, October 24, 2014

- 7:30 - 8:00 a.m.** **Registration and Continental Breakfast**
- 8:00 - 8:15 a.m.** **Welcome**
John L. Bell, M.D.
- 8:15 - 9:15 a.m.** **The Cancer Problem in Appalachia**
Keith Gray, M.D.
- 9:15 - 10:15 a.m.** **Cancer Facts and Controversies for the Primary Care Physician –Screening to Survivorship**
John L. Bell, M.D.
- 10:15 - 10:45 a.m.** **Break and Visit Exhibits**
- 10:45 - 11:45 a.m.** **The Role of Radiology in the Care of Cancer Patients**
Laura K. Findeiss, M.D.
- 11:45 a.m. – 12:45 p.m.** **Genetics and Personalized Medicine for Cancer**
David S. Hong, M.D.
- 12:45 - 1:45 p.m.** **Lunch (provided)**
- 1:45 - 2:45 p.m.** **Current State of Oncology Clinical Trials**
Janakiraman Subramanian, M.D.
- 2:45 - 3:45 p.m.** **Radiation Therapy – New Technologies**
Joseph R. Kelley, M.D., PhD
- 3:45 - 4:00 p.m.** **Break and Visit Exhibits**
- 4:00 - 5:00 p.m.** **Panel Discussion**
John L. Bell, M.D., Laura K. Findeiss, M.D., Keith Gray, M.D., David S. Hong, M.D., Joseph R. Kelley, M.D., PhD, Edward Partridge, M.D., Janakiraman Subramanian, M.D.

Saturday, October 25, 2014

- 7:30 - 8:00 a.m.** **Continental Breakfast**
- 8:00 - 9:00 a.m.** **Cancer Care in the Affordable Care Act Era**
Edward Partridge, M.D.
- 9:00 – 10:00 a.m.** **Integrative Healthcare for Cancer Patients**
Derek Hopko, PhD
- 10:00 - 10:15 a.m.** **Break**
- 10:15 - 11:15 a.m.** **Long Term Medical Issues in Breast Cancer Survivorship**
Ernie Bodai, M.D.
- 11:15 – 11:30 a.m.** **Closing Remarks & Adjourn**

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) University of Tennessee	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Exempt payee <input checked="" type="checkbox"/> Other (see instructions) ▶ University	
	Address (number, street, and apt. or suite no.) 301 Andy Holt Tower	Requester's name and address (optional) UT Graduate School of Medicine 1924 Alcoa Highway, D116 Knoxville, TN 37920
	City, state, and ZIP code Knoxville, TN 37996	List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number								

Employer identification number									
6	2	-	6	0	0	1	6	3	6

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ *Laura Amgen*

Date ▶ *01/09/13*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.