

CALL FOR EXHIBITORS



University of Tennessee Cancer Institute The Big 4 Conference: The “Next” 4

October 9-10, 2015

Holiday Inn World’s Fair Park, Knoxville, Tennessee

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

Topics for the 2015 Conference

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

1. Formulate new therapeutic options for the treatment of gastrointestinal, melanoma, gynecologic and urological malignancies.
2. Evaluate current issues and trends in the gastrointestinal, melanoma, gynecologic and urological malignancies.
3. Describe recent updates and current controversies in the multidisciplinary management of patients with gastrointestinal, melanoma, gynecologic and urological malignancies.
4. Identify creative strategies for collaboration with primary care professionals on overall coordination of patients’ cancer care.

Primarily attended by healthcare professionals practicing in

- Dermatology
- Family Medicine
- Gastroenterology
- Gynecology
- Internal Medicine
- Oncology
- Nurse Practitioner
- Pathology
- Pharmacy
- Radiology
- Surgery
- Urology

Exhibit booths will be in the meal rooms or positioned in an area directly outside the conference general session meeting room depending on exhibit level. Please see the attached diagram. **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 8.

UTMC Cancer Institute Big 4 Conference: The "Next" 4
Exhibit Opportunities
October 9-10, 2015

Silver - \$1,000

1. One 6-foot exhibit booth on Friday, October 9, 2015 **ONLY**
2. Booth will be located inside the meal/break room at the Holiday Inn (see diagram)
3. One complimentary registration which includes access to all educational sessions and meals
4. Recognition at the conference as silver level supporter

Gold - \$2,000

1. One 6-foot exhibit booth on **BOTH** Friday, October 9 and Saturday, October 10
2. Booth will be located inside the meal/break room at the Holiday Inn (see diagram)
3. One complimentary registration which includes access to all educational sessions and meals
4. Recognition at the conference as gold level supporter

Platinum- \$3,000 (max 10 sponsors)

1. One 6-foot exhibit booth on **BOTH** Friday, October 9 and Saturday, October 10
2. Booth will be located directly in the foyer in front of meeting space doorways allowing direct access to participants. (see diagram)
3. Two complimentary registrations which includes access to all educational sessions and meals
4. Recognition at the conference as platinum level supporter



REGISTRATION FORM
UTMC Cancer Institute Big 4 Conference: The "Next" 4
October 9-10, 2015
 Holiday Inn World's Fair Park
 Knoxville, Tennessee

- Silver Exhibitor (includes **one** representative) **\$1,000**
- Gold Exhibitor (includes **one** representative) **\$2,000**
- Platinum Exhibitor (includes **two** representatives) **\$3,000**

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: May 21, 2015
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 2015 Big 4 Conference: The "Next" 4**. The conference will be held **Friday and Saturday, October 9-10, 2015** 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 \$1,000 to \$3,000 (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.

The burden of cancer on our population is expected to rise sharply over the next 20 years. Overall cancer incidence is expected to increase by 45% between 2010 and 2030, and cancer will become the nation's leading cause of death largely due to older adults and minorities. By 2030, approximately 70% of all cancers will be diagnosed in older adults, and 28% of all cancers will be diagnosed in minorities. Cancer is an enormous health burden in the United States, touching every region and socioeconomic level. Today, cancer accounts for one in every eight deaths worldwide.

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

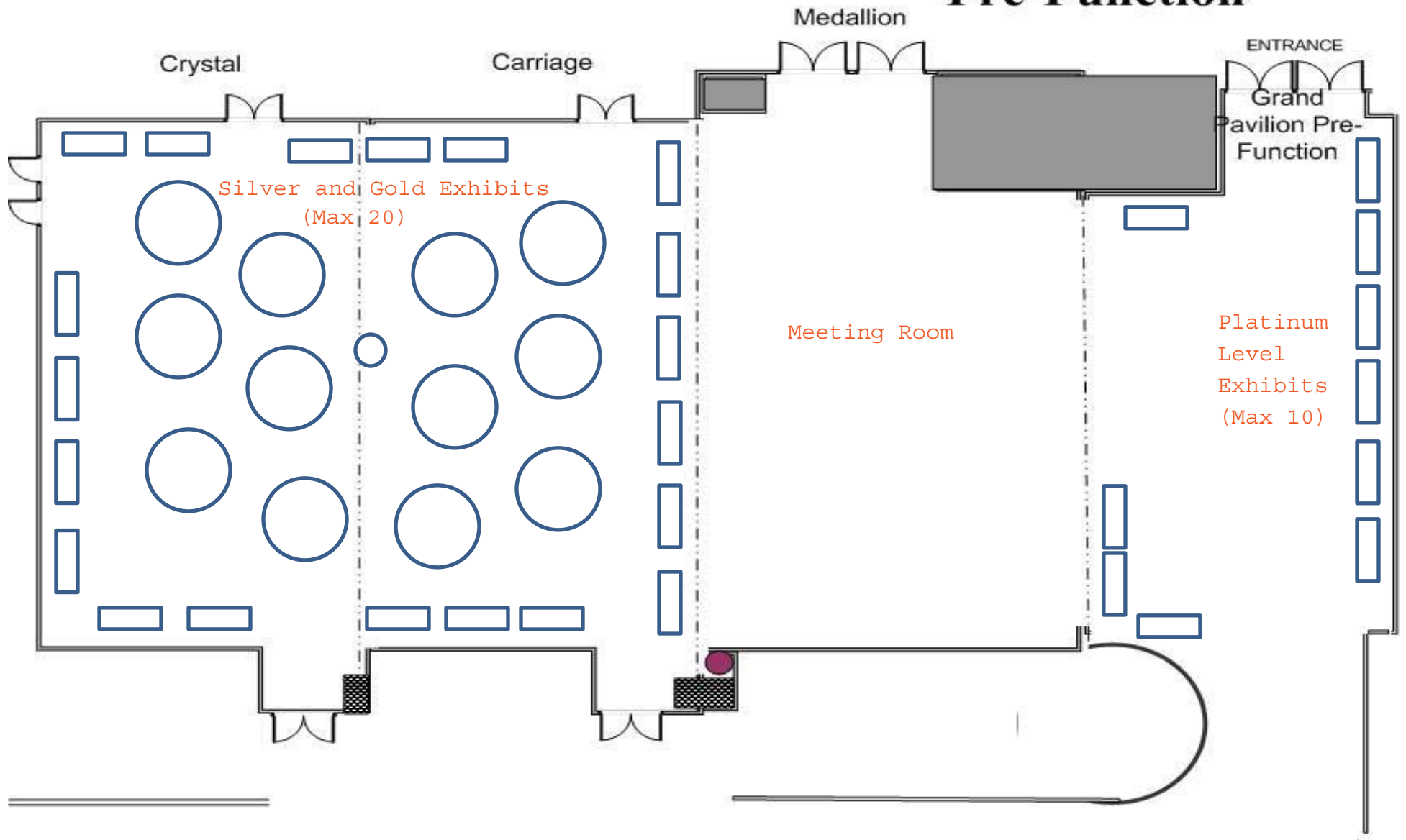
As the accredited provider (ACCME), The University of Tennessee, Graduate School of Medicine appreciates your consideration of this request for exhibit space. For reporting purposes, our federal tax ID number is 62-6001636.

Sincerely,

Jennifer Russomanno, CMP
CME Coordinator

Holiday Inn World's Fair Park

Ballroom W/ Pre-Function



UT Medical Center Cancer Institute: The Next Big 4 Cancer Conference
October 9-10, 2015
Knoxville, TN

Friday October 9, 2015

- 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 Dilemma of PSA-based screening for Prostate Cancer: Using a more mature and selective approach to maximize patient benefit
Daniel Barocas, M.D., MPH
- 9:15 – 10:15 a.m. Contemporary management of Prostate Cancer – Observe, Excise, and/or Irradiate?
A risk stratified and evidence-based assessment
Wesley M. White, M.D.
- 10:15 – 10:45 a.m. Break & Visit Exhibits
- 10:45 – 11:45 a.m. Melanoma: From Office to the Operating Room
Allison Legler, M.D. and James M. Lewis, M.D.
- 11:45 – 12:45 p.m. Evolution of Adjuvant Therapy for Melanoma in the Last Five Years
Timothy J. Panella, M.D.
- 12:45 – 1:45 p.m. Lunch (provided)
- 1:45 – 2:45 p.m. Coordinating Treatment of Liver and Pancreas Cancers – Who Goes First?
Keith D. Gray, M.D.
- 2:45 – 3:45 p.m. GI Cancer Screening & Unique Therapies
Andrew Russ, M.D.
- 3:45 – 4:00 p.m. Break & Visit Exhibits
- Concurrent sessions*
- 4:00 – 5:00 p.m. Interesting Case Presentations – Gastrointestinal, Gynecologic, Prostate
or
Interesting Case Presentations – Melanoma

Saturday October 10, 2015

- 7:30 – 8:00 a.m. Continental Breakfast
- 8:00 – 9:00 a.m. Advances in Ovarian Cancer: Genetics, Screening, and Targeted Therapies
Kristopher Kimball, M.D.
- 9:00 – 10:00 a.m. The Future of Cervical Cancer Screening: What Would George Papanicolaou Think?
Warner K. Huh, M.D.
- 10:00 – 10:15 a.m. Break & Visit Exhibits
- 10:15 – 11:15 a.m. The Impact of Narrowing the Cancer Disparities Gap in East Tennessee
Keith D. Gray, M.D. and Jillian Lloyd, M.D.
- 11:15 – 11:30 a.m. Closing/Adjourn to tailgate

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 checked="" type="checkbox"/> Other (see instructions) ▶ University	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____	
	Address (number, street, and apt. or suite no.) 301 Andy Holt Tower	Requester's name and address (optional) UT Graduate School of Medicine Continuing Education 1924 Alcoa Highway, Box 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), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

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 3.

Sign Here	Signature of U.S. person	Date ▶ 3/19/15
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General Instructions

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

Future developments. The IRS has created a page on www.irs.gov/w9 for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

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, payments made to you in settlement of payment card and third party network transactions, 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, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and 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 under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 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 section 1446 withholding on your share of partnership income.