

February 4, 2025

RE: **2025 Oral Oncology Symposium – Live Activity**

Dear Potential Exhibitor:

On behalf of the **Activity Director, Theresa M. Hofstede, DDS, FACP**, and **Co-Directors, Mark S. Chambers, DMD, MS**, and **Ruth Aponte Wesson, DDS**, we would like to invite you to exhibit at our upcoming the **2025 Oral Oncology Symposium**, scheduled for **Thursday, April 10, 2025 – Saturday, April 12, 2025**, at the MD Anderson Cancer Center – Duncan Building. We offer a variety of exhibitor packages, for your consideration, each designed to provide unique opportunities for participation.

#### **MISSION**

MD Anderson's mission is to eliminate cancer in Texas, the nation and the world through exceptional programs that integrate patient care, research, and prevention. Our mission also includes education for undergraduate and graduate students, trainees, professionals, employees, and the public.

#### **VISION**

We shall be the premier cancer center in the world, based on the excellence of our people, our research-driven patient care and our science.

#### **OVERVIEW**

This symposium is designed to enhance healthcare professionals' competencies in managing head and neck cancers across the entire care continuum. The program will focus on:

- Improving early detection skills
- Streamlining referral processes
- Comprehensive symptom management
- Interdisciplinary collaboration
- Emerging technologies and treatments

#### **NEEDS ASSESSMENT**

Healthcare professionals face significant challenges in the diagnosis and management of oral and head and neck malignancies, leading to potential delays in treatment and suboptimal patient outcomes. These challenges stem from several key factors:

1. **Limited diagnostic expertise:** Many healthcare providers lack the necessary experience to accurately identify and diagnose oral and head and neck cancers, particularly in their early stages. This deficiency can result in delayed recognition of persistent lesions, potentially allowing the disease to progress.
2. **Insufficient interdisciplinary communication:** There is a critical gap in communication between dental healthcare providers and oncologists regarding the proper management of oncology patients. This lack of collaboration can lead to fragmented care and missed opportunities for early intervention.
3. **Inadequate knowledge of cancer therapy side effects:** Healthcare professionals often have limited understanding of the diverse and complex side effects associated with various cancer therapies. This knowledge gap can hinder their ability to provide comprehensive patient care and manage treatment-related complications effectively.

4. **Lack of expertise in side effect management:** Even when side effects are recognized, many healthcare providers lack the specialized knowledge required to manage these complications optimally, potentially impacting patient quality of life and treatment adherence.
5. **Limited awareness of maxillofacial defects and reconstruction:** There is a need for increased understanding of the maxillofacial defects that can result from head and neck surgery, as well as the latest reconstruction techniques and prosthetic rehabilitation options available.
6. **Unfamiliarity with new technologies:** Many healthcare professionals are not up to date with the latest technological advancements in surgical reconstruction and prosthetic rehabilitation for maxillofacial patients, potentially limiting the treatment options offered to patients.

Addressing these gaps through comprehensive education and training will enhance healthcare professionals' ability to provide timely, effective, and patient-centered care for individuals with oral and head and neck malignancies.

## OBJECTIVES

At the conclusion of this educational activity, participants should be able to:

- Discuss the recognition of the presenting signs of head and neck cancer.
- Identify methods that increase timely referrals for biopsy and treatment.
- Develop improvement of management of oral symptoms related to multiple cancer therapies and be aware of the difficulties that treatment may create.

## TARGET AUDIENCE

This activity should be of interest to physicians, dentists, nurses (APRN, RN, LVN), students and trainees and any other healthcare professions that specialize in otolaryngology – head and neck surgery, plastic surgery (within the head and neck) and surgery. We are anticipating 225 – 250 learners.

## PACKAGE LEVELS

### PLATINUM – \$10,000

- Five Complimentary Registrations
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website, and the ability to post 3 – 6 product information (pdfs)
- Designated premium location
- 10 networking breaks that occur in and adjacent to the Exhibit Hall
- Platinum level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### GOLD – \$7,500

- Four Complimentary Registrations
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website
- Designated premium location
- 10 networking breaks that occur in and adjacent to the Exhibit Hall
- Gold level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### SILVER – \$5,000

- Three Complimentary Registrations
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name and link to company website
- Designated location
- 10 networking breaks that occur in and adjacent to the Exhibit Hall
- Silver level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### BRONZE – \$2,500

- Two Complimentary Registrations
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- 10 networking breaks that occur in and adjacent to the Exhibit Hall
- Bronze level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### NON-PROFIT – \$1,500

- Two Complimentary Registrations
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- 10 networking breaks that occur in and adjacent to the Exhibit Hall
- Bronze level recognition
- 6 ft. exhibit table (draped) with two chairs
- Wireless internet connection
- Complimentary meals (available with exhibitor badge)

### CONFERENCE LOCATION

**The University of Texas MD Anderson Cancer Center  
Duncan Building (CPB) Conference Center, Floor 8**  
1155 Pressler Street  
Houston, TX 77030

<b>Thursday, April 10, 2025</b>	<b>Friday, April 11, 2025</b>	<b>Saturday, April 12, 2025</b>
Conference: 8:00 AM – 4:30 PM Set-Up: 7:00 AM – 8:00 AM Dismantle: 4:30 PM	Conference: 8:00 AM – 4:30 PM Set-Up: 7:30 AM – 8:00 AM Dismantle: 4:30 PM	Conference: 8:00 AM – 11:30 AM Set-Up: 7:30 AM – 8:00 AM Dismantle: 10:15 AM

Please let me know if you have any questions or need any additional information for this request. We appreciate your consideration to provide support for this exceptional educational activity.

I look forward to hearing from you soon.

Best,

**Cicely A. Simon**  
Manager, Accreditation and Industry Support  
Continuing Professional Education