

August 14, 2025

RE: **22nd Oncology Updates: Advances and Controversies**
Live Activity

On behalf of **The University of Texas MD Anderson Cancer Center** and **Activity Director, Merrick I. Ross, MD** and **Co-Director, Brian K. Bednarski, MD**, we would like to invite you to exhibit at our upcoming **22nd Oncology Updates: Advances and Controversies**, scheduled for **January 16 – 19, 2026** at **Steamboat Grand Hotel** in **Steamboat Springs, Colorado**. We offer a variety of exhibitor packages, as well as some Non-CE Satellite Symposium opportunities for your consideration, each designed to provide unique opportunities for participation.

OVERVIEW

The 22nd Oncology Updates: Advances in Controversies Conference offers an interactive, multidisciplinary forum designed to address the evolving complexities of solid tumor management. As the treatment landscape rapidly advances, clinicians must remain informed about emerging therapies and their application across various stages of disease. Increasingly, interventions once reserved for advanced cancers are being utilized in earlier, potentially curative settings, requiring a deeper understanding of both foundational principles and cutting-edge developments.

This conference convenes leading experts from surgical oncology, medical oncology, radiation oncology, pathology, radiology, cancer prevention, and symptom management to explore current challenges, novel therapies, and clinical controversies. Through case-based discussions and evidence-driven presentations, participants will gain the knowledge and skills needed to integrate preclinical and clinical data into practice. The goal is to equip healthcare professionals with the tools to deliver the highest standard of care to patients with solid tumors.

KNOWLEDGE GAP

Clinicians often lack current knowledge of multimodality therapy, targeted treatments, and evolving protocols in screening, prevention, and symptom management across solid tumors. This gap limits their ability to deliver optimal, evidence-based care and respond effectively to the rapidly changing oncology treatment landscape.

COMPETENCE GAP

Healthcare professionals face challenges in applying updated, multidisciplinary strategies for solid tumor management. They often lack the skills to integrate novel therapies, interpret emerging data, and coordinate care across specialties, which impedes their ability to provide comprehensive, state-of-the-art treatment for patients with complex malignancies.

PERFORMANCE GAP

Physicians often struggle to implement evolving cancer care strategies in clinical practice. Gaps in applying multimodal therapies, targeted treatments, and current guidelines for solid tumors hinder consistent, evidence-based care. These performance deficiencies contribute to variability in treatment quality and outcomes across oncology settings.

This activity is designed to address oncology care gaps by enhancing competence in multimodal therapy, targeted treatments, and up-to-date cancer strategies. It leads to better patient outcomes and more effective interdisciplinary care.

OBJECTIVES

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

- Apply an evidence-based sequence of surgical, radiation, and systemic therapies, including immunotherapies and molecular-targeted treatments, for solid tumors such as head and neck, gastrointestinal, melanoma, lung, breast, gynecologic, and genitourinary cancers. Develop and apply optimal treatment plans for patients with varying disease stages, clinical presentations, and comorbidities, using real-world scenarios to ensure comprehensive and personalized care.
- Evaluate and select optimal treatment strategies for patients across various disease stages, clinical presentations, and comorbidities, using case-based scenarios to guide decision-making.
- Integrate preventive strategies, screening protocols, and symptom management into comprehensive oncology care to enhance patient outcomes and quality of life.

TARGET AUDIENCE

We are expecting 125 – 150 learners comprised of physicians, physician associates, and other healthcare professionals that specialize in Colon and Rectal Surgery, Complex General Surgical Oncology, Gynecologic Oncology, Internal Medicine, Medical Oncology, Surgery, Thoracic Surgery, Urology.

EXHIBIT OPPORTUNITIES

PLATINUM – \$10,000

- Five Complimentary Registrations
- Five complimentary reception tickets – Friday, January 16th from 8:00 pm – 10:00 pm
- 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
- 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
- Four complimentary reception tickets – Friday, January 16th from 8:00 pm – 10:00 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website
- Designated premium location
- 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
- Three complimentary reception tickets – Friday, January 16th from 8:00 pm – 10:00 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name and link to company website
- Designated location
- 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
- Two complimentary reception tickets – Friday, January 16th from 8:00 pm – 10:00 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- 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)

ADDITIONAL OPPORTUNITY

Please note you must be participating as an exhibitor to qualify for a satellite symposium presentation.

Non-CE Satellite Symposium – \$15,000

A 45-minute informational presentation and discussion by industry representatives and others speaking on behalf of their company offers healthcare providers with valuable scientific and clinical information about medicines that may lead to improved patient care. Satellite Symposiums provide the platform for these valuable presentations. Please review the following for important information. If your company is interested, you may choose from the following option(s).

Option 1	Date: Friday, January 16, 2026 Time: 9:45 am – 10:30 am
Option 2	Date: Friday, January 16, 2026 Time: 3:15 pm – 4:00 pm
Option 3	Date: Saturday, January 17, 2026 Time: 9:45 am – 10:30 am
Option 4	Date: Saturday, January 17, 2026 Time: 3:15 pm – 4:00 pm
Option 5	Date: Sunday, January 18, 2026 Time: 9:45 am – 10:30 am
Option 6	Date: Sunday, January 18, 2026 Time: 3:15 pm – 4:00 pm

Presentation Information

Satellite Symposiums are promotional presentations that highlight a new service or provide material about product development. A Satellite Symposium should be appropriate and professional, as well as focus on the science related to the development of product or of a service provide by the company.

Satellite Symposium sponsors are not permitted to certify the Satellite Symposium by a CE Provider and must submit faculty and topics to CPE for approval.

Submit the following information by **December 29, 2025**, to **Cicely Simon** (casimon@mdanderson.org)

- Title of Presentation for the Satellite Symposium Presentation
- Name, Title, Credentials and contact information of the speaker/faculty
- Two bullet points that provide a description of the Satellite Symposium topic

A Satellite Symposium sponsor is responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

Satellite Symposium Requirements

1. Participation as a confirmed exhibitor.
2. Submission of a completed agreement accompanied by full payment.
3. Assignment on a first-come, first-served basis.

REGISTER

[Please Click Here for More Information or To Register.](#)

To register, click on the Exhibitor tab, and select Exhibit at this Event.

Please note: Registration and an exhibit agreement are necessary to participate as an exhibitor. The exhibit is not considered confirmed until your company has registered, and we have a fully executed agreement. The agreement and payment should be received prior to the activity.

Please let me know if you have any questions or need any additional information for this request. We appreciate your consideration to participate as an exhibitor at this exceptional educational activity.

I look forward to hearing from you soon.

Best,

Cicely A. Simon

Manager, Continuing Education

Continuing Professional Education

The University of Texas MD Anderson Cancer Center