

February 12, 2026

RE: **MD Anderson Cancer Center Oncology Nursing Conference: Enhancing Knowledge, Transforming Practice**  
The University of Texas MD Anderson Cancer Center – Duncan Building  
1155 Pressler Street  
Houston, TX 77030

Dear Potential Exhibitor:

On behalf of **The University of Texas MD Anderson Cancer Center**, and **Co-Activity Directors, Colleen Jernigan, PhD and Patricia Johnston, DNP**, we would like to invite you to exhibit at our upcoming **MD Anderson Cancer Center Oncology Nursing Conference: Enhancing Knowledge, Transforming Practice**, scheduled for **September 25 – 26, 2026** at **The University of Texas MD Anderson Cancer Center – Duncan Building** in **Houston, Texas**. 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**

This program is designed to advance the specialty of oncology nursing by delivering robust, evidence-based education across the entire continuum of cancer care. The curriculum integrates advanced practice concepts, showcases leading clinical best practices, and fosters meaningful professional networking. Participants will gain insights from experienced clinical subject-matter experts and thought leaders in oncology.

With a strong emphasis on emerging therapeutics, novel treatment modalities, evolving care delivery models, and the application of translational research in clinical settings, the conference equips nurses with the knowledge and perspective needed to excel in today's rapidly evolving oncology landscape. Tailored for nurses across all oncology practice environments, the program provides a dynamic platform for learning, collaboration, and professional advancement.

#### **PRACTICE GAP**

Oncology nurses are navigating an environment where cancer treatments, technologies, and care models are advancing at unprecedented speed. These rapid changes create widening practice gaps, particularly in managing complex treatment protocols, coordinating multidisciplinary care, and supporting patients through increasingly individualized and targeted therapies. Many nurses require updated, practice-relevant education to deliver safe, high-quality, patient-centered oncology care.

#### **KNOWLEDGE GAP**

As novel therapies, precision medicine methods, and new technologies continue to reshape oncology, nurses often lack up-to-date knowledge essential for effective patient care. Gaps in understanding treatment mechanisms, toxicity profiles, care pathways, and patient education needs can impact clinical assessment, early identification of complications, and overall care coordination throughout the oncology continuum. Addressing this knowledge gap is critical to ensuring nurses remain current and confident in their clinical practice.

#### **COMPETENCE GAP**

Oncology nurses require strengthened clinical competencies to meet the demands of modern cancer care. These include skills in assessing and managing treatment-related toxicities, triaging high-acuity patient concerns, integrating new technologies into workflows, and communicating effectively with patients and interdisciplinary teams. As therapies evolve and treatment plans grow more complex, nurses must enhance their clinical judgment, critical thinking, and confidence to support safe, efficient, and responsive patient care.

## PERFORMANCE GAP

Variations in experience levels, institutional resources, and workflow processes contribute to inconsistent application of evidence-based oncology practices across care settings. Nurses may struggle to translate new research findings into clinical practice, navigate emerging treatment pathways, or maintain uniform standards of symptom management and care coordination. These performance gaps can lead to disparities in patient outcomes and challenges in delivering timely, comprehensive, and patient-centered oncology care. Continued education is essential to promote consistency, improve outcomes, and support excellence in practice.

## OBJECTIVES

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

- Describe current updates in oncology treatment and pharmacologic advances.
- Explain evidence-based oncology management across the continuum of care for hematologic and solid tumors.
- Define best practices for managing symptoms and comorbidities in the oncology population.

## TARGET AUDIENCE

Nurse - APRN, Nurse - LVN, Nurse - RN, Student or Trainee

## EXHIBIT OPPORTUNITIES

---

### 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
- 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
- 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
- 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
- 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
- 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 WAY TO PARTICIPATE

*Please note you must be participating as an exhibitor to qualify for the following option.*

---

## 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 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 options.

Friday, September 25 <sup>th</sup>	Lunch Symposium
Saturday, September 26 <sup>th</sup>	Breakfast Symposium
Saturday, September 26 <sup>th</sup>	Lunch Symposium

### 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 products or of a service provided 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 **September 11, 2026**, to [rpdavis@mdanderson.org](mailto:rpdavis@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 Symposiums Accepted

A completed agreement, with full payment are accepted for Satellite Symposiums on a first-come, first-served basis.

**Non-CE Satellite Symposium, Requirements**

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

**What's Included**

- One speaker badge, which includes full conference access and meals.
- Standard Presentation AV

**REGISTER****Registration Coming Soon**

To register as an exhibitor, click on the Exhibitor tab, select Exhibit at this Event

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,

**Robyn P. Davis**

Senior Continuing Education Coordinator

Continuing Professional Education

The University of Texas MD Anderson Cancer Center