

December 23, 2024

RE: **Updates in Advanced Breast Cancer: Local Management and Other New Perspectives – Live Activity**
Houston Marriott Medical Center/Museum District
6580 Fannin Street, Houston, Texas 77030

Dear Potential Exhibitor:

On behalf of **The University of Texas MD Anderson Cancer Center** and the **Activity Director, Bora Lim, MD, Associate Professor, Department of Breast Medical Oncology, Division of Cancer Medicine** and **Co-Director, Chunru Lin, PhD, Associate Professor, Department of Molecular and Cellular Oncology, Division of Basic Science Research** we would like to invite you to exhibit at our upcoming **Updates in Advanced Breast Cancer: Local Management and Other New Perspectives**, scheduled for **February 28th – March 1st, 2025** at the **Houston Marriott Medical Center/Museum District** in **Houston, Texas**. We offer a variety of exhibitor packages for your consideration, each designed to provide unique opportunities for participation.

OVERVIEW

This educational activity is designed to propel oncologists and healthcare providers to the forefront of advanced breast cancer treatment. This immersive conference is the gateway to seamlessly integrating cutting-edge therapies and techniques into daily practice. Learners will delve into the rapidly evolving landscape of breast cancer care, with a laser focus on the latest advancements in treating triple-negative, inflammatory, locally advanced, and metastatic breast cancers. Our world-class team of experts, including renowned specialists from MD Anderson Cancer Center and beyond, will illuminate the power of multidisciplinary collaboration and equip you with the skills to:

- Identify and leverage specific genetic and protein markers crucial in breast cancer diagnosis and treatment.
- Apply real-world insights and case studies to elevate your patient-centered care.
- Navigate groundbreaking clinical trials offering new hope for advanced, rare, and aggressive breast cancers.

Through interactive sessions and expert-led discussions, you'll gain practical tools to:

- Enhance diagnostic accuracy.
- Craft personalized treatment plans based on each patient's unique cancer profile.
- Optimize treatment response assessment.
- Strategically refer patients to potentially life-changing clinical trials.

NEEDS ASSESSMENT

There is a significant knowledge gap among healthcare providers regarding the optimal management of locally advanced and recurrent breast cancer. This gap hinders the delivery of effective, personalized treatment strategies for patients with complex disease presentations.

A competence gap exists in the early recognition and accurate diagnosis of inflammatory breast cancer (IBC). Healthcare professionals need enhanced skills to identify the unique clinical presentation of IBC, including its rapid onset and characteristic skin changes, to prevent delays in diagnosis and treatment initiation.

Healthcare providers require additional training in the multidisciplinary approach to treating advanced breast cancer, including the appropriate sequencing of systemic therapies, surgery, and radiation. This comprehensive approach is essential for improving patient outcomes and quality of life.

Addressing these gaps through targeted education and training initiatives will enhance the quality of care provided to patients with advanced breast cancer, potentially improving survival rates and patient experiences.

OBJECTIVES

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

- Implement strategies to enhance physician-to-physician communication about the clinical trial process and its benefits, facilitating increased patient referrals and promoting a research-oriented culture in breast cancer care.
- Utilize interactive, personalized web-based clinical decision tools to optimize treatment selection for metastatic breast cancer patients.
- Integrate updated knowledge on new biological findings and genomic information into the clinical translation process, enhancing their ability to provide personalized and evidence-based care in their practice.
- Identify the key components of an effective multidisciplinary care approach in breast cancer management, including team composition, collaborative processes, and their impact on patient outcomes.
- Discuss the proficiency in applying evidence-based strategies for the diagnosis and multidisciplinary treatment of locally advanced and recurrent breast cancer, including surgery, radiation, and systemic therapies.

TARGET AUDIENCE

We are expecting 100 – 125 learners comprised of physicians, advanced practice providers, pharmacist, nurses, social workers, and students specializing in medical oncology.

EXHIBITOR PACKAGE LEVELS

PLATINUM – \$10,000

- Five Complimentary Registrations
- Five complimentary reception tickets – Friday, February 28th at 5:30 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
- 7 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, February 28th at 5:30 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name, company logo, link to company website
- Designated premium location
- 7 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, February 28th at 5:30 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage, with company name and link to company website
- Designated location
- 7 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, February 28th at 5:30 pm
- Acknowledgement on the Supporter/Exhibitor Tab on the conference webpage with company name
- Designated location
- 7 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

Houston Marriott Medical Center/Museum District

6580 Fannin Street, Houston, Texas 77030

CONFERENCE TIMES

Friday, February 28th

Conference: 8:20 AM – 5:00 PM

Set-Up: 7:00 – 7:45 AM

Dismantle: 5:00 PM

Saturday, March 1st

Conference: 8:20 AM – 12:00 PM

Set-Up: 7:30 – 8:00 AM

Dismantle: 10:30 AM

REGISTER

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

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

HOTEL ACCOMMODATIONS

Houston Marriott Medical Center/Museum District

6580 Fannin Street

Houston, Texas 77030

713-796-0080

A block of rooms has been reserved for conference attendees. Early hotel reservation is suggested; the group rate will be offered through **Thursday, January 30, 2025.**

When you make reservations, be sure to mention the *MD Anderson Advanced Breast Cancer Conference* or Group Code: *ABCABCR* to be assured of receiving the special meeting rate of **\$199.00 USD per night, plus tax.** [Click here to make your reservation online using the group rate.](#)

If you need any additional information, please, contact me at rpdavis@mdanderson.org or 346-721-9712. We appreciate your willingness to consider exhibiting at this outstanding educational activity.

I look forward to hearing from you soon.

Best,

Robyn Davis

Senior Continuing Education Coordinator, Continuing Professional Education