

January 22, 2025

RE: **8th Annual Hereditary Cancer Symposium for Health Care Providers – Live Activity**
The University of Texas MD Anderson Cancer Center – Duncan Building
1155 Pressler Street
Houston, Texas 77030

Dear Potential Exhibitor:

On behalf of **The University of Texas MD Anderson Cancer Center, Department of Clinical Cancer Genetics, Activity Directors, Banu Arun, MD, FASCO, Susan Reilly, MS, CGC, Andrew McKeon, MS, CGC and Planning Committee Members**, we would like to invite you to exhibit at our upcoming **8th Annual Hereditary Cancer Symposium for Health Care Providers** on **Friday, April 4, 2025 – Saturday, April 5, 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 will provide adequate knowledge to health care providers to identify patterns of hereditary cancer predisposition to help increase cancer prevention by escalating applicable cancer screenings, skills and managing patients appropriately. The event will give attendees the awareness of cancer treatment options/appropriate referrals tailored to genetic testing results.

NEEDS ASSESSMENT

Hereditary cancer is a rapidly evolving field that has seen significant advancements in recent years. The introduction of next-generation sequencing has revolutionized genetic testing, dramatically reducing costs and enabling simultaneous analysis of multiple genes with shorter turnaround times. However, these technological advances have outpaced many healthcare providers' ability to interpret and apply the results effectively, leading to several critical issues:

Knowledge Gap: Many providers lack comprehensive understanding of the nuances and risks associated with newly identified cancer-predisposition genes, particularly those beyond the classically described ones.

Interpretation Challenges: There's a tendency among some healthcare professionals to make assumptions about the implications of genetic test results, even when there is insufficient supporting evidence.

Patient Safety Concerns: Misinterpretation or overinterpretation of genetic test results can lead to potential patient harms, such as unnecessary surgeries or excessive screening procedures.

Experience Deficit: Many providers have limited experience in providing appropriate care and management for patients with certain genetic predispositions, especially for newly identified or rare variants.

Rapid Scientific Progress: The fast pace of discoveries in the field makes it challenging for providers to stay current with the latest evidence-based guidelines and best practices.

Addressing these practice gaps is crucial to ensure that patients receive optimal care based on accurate interpretation of their genetic information. There is a pressing need for ongoing education, updated clinical guidelines, and support systems to help healthcare providers navigate the complexities of hereditary cancer risk assessment and management in the era of advanced genetic testing.

OBJECTIVES

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

- Implement guidelines to assess and screen high-risk patients in daily practice.
- Recognize and document key features associated with potential hereditary cancer predispositions to refer at-risk patients for genetic cancer risk assessment
- Examine the psychosocial and medical impacts of genetic testing results on the patient with respect to both current and long-term management
- Differentiate the utility of various genetic testing modalities commonly used in oncology risk assessment and patient care
- Indicate and implement personalized medicine approaches including surgical interventions, screening protocols, and systemic therapies appropriate for specific hereditary cancer predisposition syndromes/genes

TARGET AUDIENCE

This activity should be of interest to physicians, advanced practice providers, nurses, oncology genetic counselors, social workers, and students or trainees.

EDUCATIONAL FORMAT

Lecture, Panel Discussions, Case Studies, Question and Answer Sessions

EXHIBITOR 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
- Four 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
- Four 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
- Four 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
- Four 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
- Four 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)

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

The University of Texas MD Anderson Cancer Center