Virtual Exhibit Request

2021 Breast Cancer Highlights from International Medical Meetings: Second Annual Review
Thursday,
5:00 pm to 8:30 pm EDT
A Virtual Meeting at PennMedicine.org/Abramson/breast2021

On behalf of the Office of Continuing Medical and Interprofessional Education and the Abrahamson Cancer Center of the University of Pennsylvania, we officially invite you to virtually exhibit at the upcoming 2021 Breast Cancer Highlights from International Medical Meetings: Second Annual Review – CME/CNE-accredited live virtual activity. The meeting is scheduled to take place on Thursday, July 15, 2021, 5:00 pm to 8:30 pm EDT, a Virtual Meeting at PennMedicine.org/Abramson/breast2021. The cost to virtually exhibit is $1500.

The event platform (Accelevents) will translate the traditional live exhibit hall into a virtual environment.

Virtual Exhibit fee includes
• Digital Booth in the Virtual Exhibit Hall to:
  o Display digital assets, such as PDFs, PPT, Web links and videos
  o Video or Text Chat 1:1 with attendees from your booth (optional)
• Registration for 2 representatives
• Listing on conference website
• Listing on virtual board (holding cards)
• Listing in conference syllabus

Provider Background
In support of improving patient care, Penn Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. The CME program at Penn Medicine is administered by Office of Continuing Medical and Interprofessional Education office. The professional continuing education of physicians has always been an important part of the institution’s missions in education, research and patient care.

All presentations provided as part of our certified educational activities are peer-reviewed to ensure that all content is valid, unbiased, scientifically sound, and that all clinical recommendations are based on the best evidence available. We aim for the highest levels of evaluations available to include measurements of outcomes at the levels that go beyond
capturing just participants’ reaction and whether the learning occurred, and concentrate on behavioral changes and achievement of results that will result in patient care improvements.

OVERVIEW
This activity is designed to efficiently discuss recent clinical advances in breast cancer oncology that have emerged from presentations at recent international meetings including ASCO and SABCS. The activity format will provide opportunity for interaction between Penn Medicine faculty and meeting attendees with the aim of implementing new standards of patient care. Participants will gain up-to-date, practical information with immediate clinical application.

LEARNING OBJECTIVES
At the completion of this course, participants should be able to:

• Identify clinical trial evidence that allows for the personalization of care in the management of early and advanced forms of breast cancer according to breast cancer phenotype
• Implement current and evolving roles for prognostic and predictive biomarkers to stratify risk and inform clinical decision making in the management of breast cancer
• List recent clinical trial results concerning the use of novel breast cancer treatment strategies

WHO SHOULD ATTEND
This activity has been designed for medical, surgical and radiation oncologists, gynecologists, radiologists, primary care physicians, advanced practice clinicians, and other health care professionals involved in the treatment of patients with breast cancer.

The 2020 conference was advertised to a limited catchment area and drew 130 participants. This year, we will broaden the audience generation and expect 300 or more participants.

If you are interested in exhibiting, please visit the Exhibitor Tab where you will find:

- Exhibitor Agreement
- Letter of Request
- Agenda
- Virtual Booth Information and Specifications
- Video explainers of the Virtual platform and exhibit process

Once you complete the Exhibitor Agreement you will receive instructions on how to pay electronically or by check via US mail.