

BC<sup>3</sup>  
BREAST CANCER  
COORDINATED CARE  
AN INTERDISCIPLINARY CONFERENCE

**March 1 – 3, 2018**  
Grand Hyatt Washington  
Washington, D.C.

SUPPORTER &  
EXHIBITOR PROSPECTUS



MedStar Georgetown University Hospital is proud to host the upcoming **Breast Cancer Coordinated Care Conference (BC3)**, taking place **March 1-3, 2018** at the Grand Hyatt Hotel in Washington, DC.

BC3 is highly regarded as the first conference of its kind for healthcare practitioners from various specialties to collaborate and examine best practices in breast cancer care. The conference provides a unique opportunity to network with expert practitioners, promote the highest standard for patient care and discuss the value of a multidisciplinary team approach in treating breast cancer. Developed by internationally renown faculty, BC3's mission is to educate surgeons and healthcare providers in best practices of care using the most advanced techniques.

BC3 hosts over 600 influential decision makers from across the country who specialize in the treatment of breast cancer including:

- » General Surgeons
- » Plastic Surgeons
- » Breast Surgeons
- » Oncologic Surgeons
- » Primary Care Practitioners
- » Radiation Oncologists
- » Medical Oncologists
- » Oncology Nurses
- » Physical Therapists
- » Occupational Therapists
- » Genetic Counselors
- » Hospital Administrators

Reach your target market all under one roof! In addition to having access to top-tier providers at BC3, you will be able to influence and interact with senior members of leadership who drive the purchase of supplies for hospitals, medical schools, and healthcare facilities.

Don't miss this important opportunity! Apply now and make BC3 part of your strategic marketing plan. To sign up as a sponsor or obtain additional information regarding sponsorship packages, please call 202-780-1644 or email at [MedStarBC3@gmail.com](mailto:MedStarBC3@gmail.com).

**Thank you in advance for your support!**

Sincerely,

**Shawna C. Willey, MD**  
 MedStar Regional Breast Health Program  
 MedStar Georgetown University Hospital  
 Washington, DC

**David H. Song, MD, MBA**  
 MedStar Health  
 MedStar Georgetown University Hospital  
 Washington, DC

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## EXHIBITOR OVERVIEW

### Exhibit Dates and Times

#### Exhibit Set Up

**Thursday, March 1 | 7:30 AM - 11:00 AM**

#### Exhibit Hours

*Note: Peak exhibit hours are during receptions, breaks, and meals*

**Thursday, March 1 | 11:00 AM - 7:30 PM**

- » Registration and Pre-Conference Symposia: 11:00 AM - 12:45 PM
- » Afternoon Break: 3:00 PM - 3:30 PM
- » Opening Reception: 5:30 PM - 7:00 PM

**Friday, March 2 | 6:30 AM - 7:30 PM**

- » Breakfast: 6:30 AM - 9:00 AM
- » Morning Break: 10:30 AM - 11:00 AM
- » Lunch: 12:30 PM - 1:45 PM
- » Afternoon Break: 3:45 PM - 4:15 PM

**Saturday, March 3 | 6:30 AM - 12:30 PM**

- » Breakfast: 6:30 AM - 8:00 AM
- » Morning Break: 10:00 AM - 10:30 AM

#### Exhibit Break Down

**Saturday, March 3 | 10:30 AM - 12:30 PM**

*Note: Exhibit hours are subject to change. To ensure the safety of all attendees, assembling and dismantling of exhibits are permitted ONLY during the designated times listed above and will be strictly enforced. You must be dismantled by 12:30 PM March 3. Any materials left in the exhibitor space after this time will be discarded.*

### Space Assignment

Exhibit space is limited and assigned on a first-come, first-served basis. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments February 2, 2018. MedStar Health reserves the right to reassign space if it is deemed necessary.

### Badge Policy

All company representatives must be registered for the conference. You will receive a link to register complimentary representatives after a completed Exhibitor Space Application is received. A badge is required at all times during BC3 for admission in the exhibit space and educational sessions. Registrations/badges beyond your allotment may be purchased online for \$900 each, when purchased in advance, or \$1,000 when purchased on-site.

### Staffing Requirements

Booths must be staffed during the opening reception and during peak hours, and must be removed by end of conference.

## HOTEL INFORMATION



### Grand Hyatt Washington

1000 H Street, NW  
 Washington, DC 20001  
 Phone: (202) 582-1234

#### Room Block Rate:

\$269/night, plus applicable tax

Please call Grand Hyatt Washington reservations at 202-582-1234 or visit [www.BC3conference.com/hotel-travel](http://www.BC3conference.com/hotel-travel) to reserve a room at the group rate. When making reservations by phone, please indicate that you are part of the "Breast Cancer Coordinated Care" group. The cut-off date to book your room is **January 24, 2018**.

Please note that the hotel has a 72 hour cancellation policy. Any cancellations made less than 72 hours out will be charged a cancellation fee of one night's room and tax.



## REASONS TO EXHIBIT

### 4 Reasons You Can't Afford to Miss This Opportunity

#### RELATIONSHIPS



Generate new leads and strengthen your existing relationships. With the right strategy, BC3 is the prime opportunity to drastically expand your company's customer base.

#### VISIBILITY



BC3 offers countless opportunities to showcase your products, services, and solutions to the most influential decision-makers in breast cancer treatment today. Increase your visibility and remain competitive in the marketplace!

#### NETWORKING



Network with over 600 experts! BC3 is the only conference focusing on breast cancer care where you can command this kind of audience, all in the same location and time.

#### BRANDING



Position your brand alongside global leading experts and the highest level of decision makers in the healthcare industry.

## PAST BC3 SUPPORTERS/EXHIBITORS

21st Century Oncology  
3dMD  
A Woman's Place  
Agendia  
AirXpanders  
Allergan  
American Express  
American Society of Clinical Oncology  
Angiotech Pharmaceuticals  
AstraZeneca  
Bard Biopsy  
Baxter  
Biopsy Sciences, LLC  
Biotheranostics, Inc.  
Breast Microseed - Concure Oncology  
Canfield Scientific, Inc.  
Care Wise Medical Products  
Carl Zeiss Meditec, Inc.  
Cianna Medical, Inc.  
Cura Surgical, Inc.  
Cytori Therapeutics, Inc.

Design Veronique  
Dune Medical Devices  
Dynasil Products  
Enaltus  
Ethicon  
Faxitron, Inc.  
Focal Therapeutics, Inc.  
Genetech, Inc.  
Genomic Health Inc.  
Hitachi Aloka Medical  
HRA Healthcare Research  
ImpediMed, Inc.  
Integra LifeSciences  
IntraMedical Imaging, LLC  
IntraOP Medical Corporation  
Invuity, Inc.  
Kubtec X-Ray  
LifeCell An Acelity Company  
LifeNet Health  
Lippincott  
Lumitex MD

Mammotome  
Marena Group, LLC  
Medtronic  
Megadyne  
Mentor  
Musculoskeletal Transplant  
Foundation, dba MTF Biologics  
National Accreditation Program for Breast Cancers  
NOVADAQ Technologies, Inc.  
Pacira Pharmaceuticals  
Patient Account Services, Inc.  
Pfizer, Inc.  
PMT Corporation  
Siemens Medical Solutions USA, Inc.  
SIT USA  
Skin & Wound Allograft Institute, LLC  
Specialty Surgical Products, Inc.  
Terason  
Vector Surgical, LLC  
Xoft, a Subsidiary of iCAD, Inc.



## SUPPORT LEVELS



### PLATINUM: \$75,000

- 10' x 20' Exhibit Booth
- 50% Discount on Educational Symposium/ Workshop Fee
- 10 Conference Registrations
- 50% Discount for up to 15 additional conference registrations
- 20-second exclusive acknowledgment on slide projection in the meeting room during program transitions
- Conference Bag Insert

### GOLD: \$50,000

- 10' x 20' Exhibit Booth
- 8 conference registrations
- 50% Discount for up to 10 additional conference registrations
- 15-second exclusive acknowledgment on slide projection in the meeting room during program transitions
- Conference Bag Insert

### SILVER: \$25,000

- 10' x 10' Exhibit Booth
- 5 Conference Registrations
- 50% Discount for up to 5 additional conference registrations
- Conference Bag Insert

*Minimum Level required for symposium participation*

### BRONZE: \$10,000

- 10' x 10' Exhibit Booth
- 4 Conference Registrations
- Conference Bag Insert

### TABLE TOP EXHIBITOR: \$5,000

- 6' Skirted Table
- 2 Conference Registrations

### NON-PROFIT TABLE TOP EXHIBITOR: \$3,000

- 6' Skirted Table
- 2 Conference Registrations

*Non-profit eligibility will be verified upon receipt of application*

## SYMPOSIUM SPONSORSHIPS

» Pre/Post Conference Workshop or Cadaver Lab (2+ hours)	\$30,000
» Lunch Symposium (Thursday, Friday* or Saturday)	\$25,000
» Evening Symposium (Friday)	\$25,000
» Breakfast Symposium (Friday* or Saturday*)	\$20,000

Silver, Gold, or Platinum levels are eligible for any symposium sponsorship. Fees shown are in addition to support package fees. *Speaker honoraria and expenses not included. Meals are not included, except where indicated with an \*.*



## SPONSORSHIP UPGRADE OPPORTUNITIES

### **Technology Tools**

*Included in Technology Tools sponsorships: Company name/product name is displayed on signs throughout the conference floor and name and sponsorship recognized in final program.*

- » **WiFi Internet - Exclusive: \$20,000**
- » **WiFi Internet - Shared: \$6,000 - \$8,000 per day**  
*Build a more connected conference by offering internet access provided to all conference attendees by using your company name/product as the password for access.*
- » **Mobile App - Exclusive: \$15,000**
- » **Mobile App - Shared: \$5,000**  
*The mobile app provides attendees a convenient way to access conference information right at their finger tips on their electronic device.*
- » **Technology Partner - Shared: \$5,000**  
*Gain exposure by sponsoring the conference technology needs.*

### **Enrichments**

*Included in Enrichments sponsorships: Company name/product name sponsorship recognition with slides in general session room during breaks, signage throughout meeting room floor, and included in final program distributed to all attendees. Company is responsible for supplying items and/or set up of additional supplies such as furniture, photographer, etc. These opportunities are available to exhibitors only.*

- » **Attendee Refresh Station: \$10,000**  
*Offer a suite style set up in the exhibit room for attendees to relax with charging stations, work station, comfortable seating, and fruit infused water stations. This includes space and acknowledgment only*
- » **Professional Headshots: \$6,000**  
*Host this unique opportunity to enhance your brand by providing a professional photographer to take headshots of attendees sponsored by your company/product.*
- » **Sustainability Water Station: \$5,000**  
*Keep the conference green by supplying reusable cups at water stations for attendees to use throughout conference.*

### **Sip & Bite**

*Included in Sip & Bite sponsorships: Company name/product name is displayed on signs during each scheduled break or station on select day. Name and sponsorship recognized in final program.*

- » **Lunch: \$20,000**  
*The perfect time to enhance your visibility at the conference with one of our appetizing buffet lunches scheduled for general session attendees on March 2 or 3.*
- » **Refreshment Break: \$6,000**  
*Create focus for the attendees throughout the day with a beverage pick me up and light fare during one of the scheduled coffee breaks on March 1, 2, or 3.*
- » **Breakfast: \$8,000**  
*Help attendees start their day with plenty of energy by sponsoring one of the scheduled general session breakfast buffets on March 2 or 3.*
- » **Welcome Reception Station: \$3,000**  
*Keep conversation flowing through the welcome reception by sponsoring an hors d'oeuvres station or bar package on the evening of Thursday, March 1.*



## Traffic Boosters

- » **Industry Suite: \$20,000**  
*On-site industry suite provides your learning, simulation training and/or networking opportunities in a more private setting. Centrally located on the BC3 conference level, this suite will be yours throughout the duration of the conference.*
- » **Conference Bag Insert: \$1,500**
- » **Conference Bag: \$10,000**  
*Attendees will receive a conference bag with your company name on the attached luggage tag. Contents include your promotional inserts, as well as those from participating companies. Inserts are due by February 3.*
- » **Conference Photographer: \$7,500**  
*Capture exciting moments at BC3 by sponsoring the conference photographer. Includes acknowledgement on slide projection in the meeting room during program transitions, as well as a copy of the photos after the conference.*
- » **Hotel Key Card: \$6,500**  
*Make a first impression when attendees arrive at BC3. Exclusive custom room key cards provide your message to every BC3 attendee staying at the Grand Hyatt Washington.*
- » **Escalator Cling: \$6,500**  
*Create talking points for the attendees by displaying your company name/product on the escalator leading to the conference floor.*
- » **Column Wrap: \$4,000**  
*Maximize your visibility with 360° signage on columns in the conference floor foyer.*
- » **Meterboard : \$4,000**  
*Enhance your presence on the exhibit room floor with a meterboard prominently displaying your company name/product.*
- » **GOBO: \$3,500**  
*Showcase your company name/product on display by light*
- » **Guest Room TV Message: \$3,500**  
*Increase your visibility to attendees throughout their hotel stay by including your image or brief video message on the Grand Hyatt's in-room informational welcome channel.*
- » **Final Program Ad**
  - » Full Page: \$2,500
  - » Half-Page: \$1,400
  - » ¼ Page: \$750|*Enhance your traction at the conference by having your logo or ad in the final attendee program.*
- » **Lead Retrieval : \$500**  
*Maximize your exhibiting ROI and download an app that will turn your phone or tablet into a state-of-the-art lead retrieval device to scan attendees' badges.*



# EXHIBITOR & SPONSOR APPLICATION

Company Name \_\_\_\_\_

Name for Booth Sign \_\_\_\_\_

Website \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Contact, Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Authorized Signature \_\_\_\_\_

By signing above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract. Insert digital signature or print and email.

### Main Onsite Contact

Name of Lead Rep. \_\_\_\_\_

Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

Name Of Correspondence And Billing Contact (If Other Than Signer) \_\_\_\_\_

Street Address Of Correspondence And Billing Contact (If Other Than Signer) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Product to be Displayed \_\_\_\_\_

We prefer NOT to be next to or across the aisle from \_\_\_\_\_

Company Description:

Support Level	Fee
<input type="checkbox"/> Platinum	\$75,000
<input type="checkbox"/> Gold	\$50,000
<input type="checkbox"/> Silver	\$25,000
<input type="checkbox"/> Bronze	\$10,000
<input type="checkbox"/> Table Top Exhibitor	\$5,000
<input type="checkbox"/> Non-Profit Table Top Exhibitor	\$3,000

Symposia/Workshop Sponsorships	Fee
<input type="checkbox"/> Pre/Post Conference Workshop or Cadaver Lab	\$30,000
<input type="checkbox"/> Lunch Symposium (Thursday, Friday* or Saturday) <small>circle preferred day</small>	\$25,000
<input type="checkbox"/> Evening Symposium (Friday)	\$25,000
<input type="checkbox"/> Breakfast Symposium (Friday* or Saturday*) <small>circle preferred day</small>	\$20,000

Silver, Gold, Platinum levels are required for any educational symposium feature. Fees shown are in addition to support package fees. Speaker honorarium and expenses not included. Meals are not included, except where noted.  
 \* Indicates meal is included

Additional Sponsorship	
<b>TECHNOLOGY TOOLS</b>	Wifi Internet: <input type="checkbox"/> Exclusive: \$20,000 <input type="checkbox"/> Thurs/Sat: \$6000 <input type="checkbox"/> Friday: \$8000 Mobile App: <input type="checkbox"/> Exclusive: \$15,000 <input type="checkbox"/> Shared: 5,000 <input type="checkbox"/> Tenchnology Partner: \$5,000
<b>ENRICHMENTS</b>	<input type="checkbox"/> Attendee Refresh Station: \$10,000 <input type="checkbox"/> Professional Headshots: \$6,000 <input type="checkbox"/> Sustainability Water Station: \$5,000
<b>SIP &amp; BITE</b>	<input type="checkbox"/> Lunch: \$20,000 <input type="checkbox"/> Breakfast: \$8,000 <input type="checkbox"/> Refreshment Break: \$6,000 <input type="checkbox"/> Welcome Reception Station: \$3,000
<b>TRAFFIC BOOSTERS</b>	<input type="checkbox"/> Industry Suite: \$20,000 <input type="checkbox"/> Conference Bag: \$10,000 <input type="checkbox"/> Conference Photographer: \$7,500 <input type="checkbox"/> Hotel Key Card: \$6,500 <input type="checkbox"/> Escalator Cling: \$6,500 <input type="checkbox"/> Column Wrap: \$4,000 <input type="checkbox"/> Meterboard: \$4,000 <input type="checkbox"/> Guest Room TV Message: \$3,500 <input type="checkbox"/> GOBO: \$3,500 <input type="checkbox"/> Conference Bag Insert: \$1,500 <input type="checkbox"/> Lead Retrieval: \$500 Final Program Ad: <input type="checkbox"/> Full Page: \$2,500 <input type="checkbox"/> Half-Page: \$1,400 <input type="checkbox"/> 1/4 Page: \$750

**TOTAL AMOUNT: \$**

**PAYMENT INFORMATION:** Please complete the payment form on next page





# PAYMENT INFORMATION FORM

## PAYMENT OPTION:

- Credit Card       Check (payable to: *MedStar Health*)

**MAIL PAYMENT TO:**

MedStar Health  
 Attention: Mikki Ashin  
 3007 Tilden Street., NW, Suite 3N  
 Washington, DC 20008

## CREDIT CARD INFORMATION

Please indicate type below. Charges on statement will appear as "CMEQT"

- American Express       Visa       Mastercard

CC# \_\_\_\_\_ Expiration Date (Mo/Year) \_\_\_\_\_ \*CCV # \_\_\_\_\_

Name of Card Holder \_\_\_\_\_ Card Holder Signature \_\_\_\_\_

\*The CCV number is a 3-digit non-raised number printed on the back of the credit card in the right hand corner of the signature strip. Amex card CCV numbers are 4-digits long and are on the front of the card.

### SUBMIT APPLICATION VIA EMAIL

Please complete the Exhibitor & Sponsor Application and the Payment form and submit via email to: **MedStarBC3@gmail.com**

### TERMS AND CONDITIONS OF PAYMENT

Application will not be deemed complete until full payment is received. Applications submitted without full payment will not be processed.

We hereby apply for exhibit space for our use at the conference identified. We understand that this application becomes a contract when signed by us and accepted by MedStar Health.

### CANCELLATION POLICY

In the event that an exhibitor cancels all or part of the contracted exhibit space, the exhibitor must do so in writing and will be obligated to pay MedStar Health fees based on the following schedule: Before **January 26, 2018**, 50% of exhibit fee refunded. No refunds will be given after **January 26, 2018**.

**I AGREE.** By submitting this application we hereby agree to the terms and conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Questions?** Please call 202-780-1644 or email [MedStarBC3@gmail.com](mailto:MedStarBC3@gmail.com)

MedStar Health reserves the right to change, amend, modify, suspend, or terminate any part or all of the agreement either in an individual case or in general. MedStar Health will provide notice of this change in advance of the program.



## MEETING SPACE REQUEST FORM

<b>Company:</b>		<b>Contact Person:</b>		
<b>Address:</b>		<b>City:</b>	<b>State:</b>	<b>Zip/Postal Code:</b>
<b>Phone ( )</b>		<b>Fax ( )</b>		<b>Email:</b>
<b># Attending:</b>	<b>Day/Date of Meeting:</b>	<b>Start Time:</b>	AM/PM	<b>End Time:</b> AM/PM
<b>Meeting Name:</b>				
<b>TYPE OF FUNCTION</b>				
<input type="checkbox"/> Breakfast	<input type="checkbox"/> Lunch	<input type="checkbox"/> Dinner	<input type="checkbox"/> Reception	<input type="checkbox"/> Meeting Only
<b>ROOM SET</b>				
<input type="checkbox"/> BANQUET <input type="checkbox"/> CLASSROOM <input type="checkbox"/> CONFERENCE <input type="checkbox"/> HEAD TABLE (#____) <input type="checkbox"/> HOLLOW SQUARE <input type="checkbox"/> PODIUM <input type="checkbox"/> RECEPTION <input type="checkbox"/> THEATER <input type="checkbox"/> U SHAPED <input type="checkbox"/> OTHER _____				
<b>AUDIOVISUAL</b>				
<input type="checkbox"/> NONE <input type="checkbox"/> PODIUM W/ MIC <input type="checkbox"/> LAVALIERE MIC <input type="checkbox"/> LCD PROJECTOR <input type="checkbox"/> SCREEN <input type="checkbox"/> LAPTOP/PC <input type="checkbox"/> LASER POINTER <input type="checkbox"/> EASEL(S) (#____) <input type="checkbox"/> FLIP CHART(S) W/MARKERS (#____) <input type="checkbox"/> POLYCOM CONFERENCE PHONE <input type="checkbox"/> INTERNET CONNECTION <input type="checkbox"/> OTHER _____				

**MEETING SPACE FEE: \$2,500/4 HOURS**

**Return completed form to:**

**MedStarBC3@gmail.com   Phone:202-780-1644**

\*Price is only for platinum and gold sponsors. For meeting room requests and pricing, please email MedStarBC3@gmail.com  
 Please note that use of A/V and or food and beverage may incur additional charges.