

BC³ | Breast Cancer Coordinated Care

An Interdisciplinary Conference

November 6 to 8, 2026

Omni Shoreham Hotel | Washington, D.C.



EXHIBITOR PROSPECTUS

For more information, please visit BC3Conference.com



MedStar Health

BC³ | Breast Cancer Coordinated Care

An Interdisciplinary Conference

November 6 to 8, 2026

Omni Shoreham Hotel | Washington, D.C.



MedStar Georgetown University Hospital is proud to host the upcoming *Breast Cancer Coordinated Care Conference (BC3)*, taking place November 6 to November 8, 2026 at the Omni Shoreham Hotel in Washington, D.C.

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 renowned faculty, BC3's mission is to educate surgeons and healthcare providers in best practices of care using the most advanced techniques.

BC3 hosts over 150 influential decision makers from across the country who specialize in the treatment of breast cancer including:

**General Surgeons
Plastic Surgeons
Breast Surgeons
Oncologic Surgeons**

**Radiation Oncologists
Medical Oncologists
Primary Care Practitioners
Oncology Nurses**

**Physical Therapists
Occupational Therapists
Genetic Counselors
Hospital Administrators**

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. Reach your target market all under one roof! Sign up now and make BC3 part of your strategic marketing plan.

Don't miss this important opportunity! To sign up as a sponsor or obtain additional information regarding support packages, please contact **Elizabeth Romano** at elizabeth.s.romano@medstar.net

Thank you in advance for your support!



BC³ | Breast Cancer Coordinated Care

An Interdisciplinary Conference

November 6 to 8, 2026

Omni Shoreham Hotel | Washington, D.C.



Support opportunities

Gold: \$12,000

- (4) complimentary registrations
- (2) 50% off discounted registrations
- (2) 6' tables with (4) chairs
- Pre and post-conference attendee lists
- One social media post on Facebook/X. *Dates for posting will be first come, first serve and will not include the week of November 2nd to the conclusion of the conference.*
- Choice of table location in exhibit hall – first come, first served.
- Daily acknowledgment in opening remarks and housekeeping slides.
- Included in signage recognition outside of the exhibit hall.

Silver: \$6,000

- (2) Complimentary Registrations
- (1) 6' table with (2) chairs
- Pre and post-conference attendee lists
- Daily acknowledgment in opening remarks and housekeeping slides.
- Included in signage recognition outside of the exhibit hall.

Venue information

Omni Shoreham Hotel

2500 Calvert St NW, Washington, DC 20008
Reservation line: 1-800-THE-OMNI

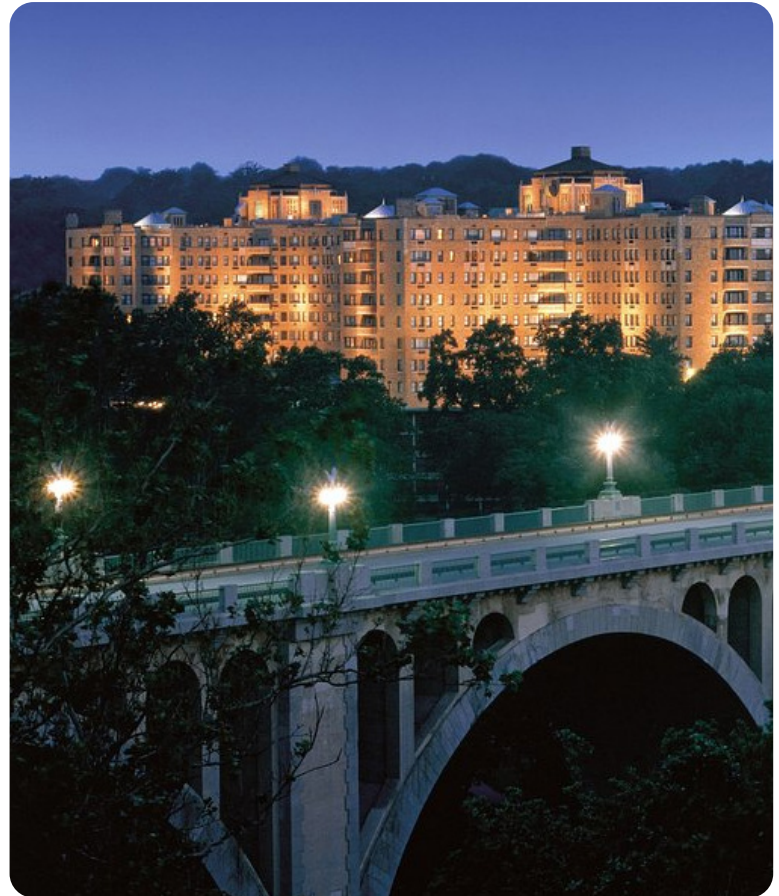
Room block rate: \$239 + applicable tax

Be sure to mention "Breast Cancer Coordinated Care" when making your room reservations.

Room block cutoff date: October 8, 2026

Benefits to staying onsite:

- Reduce commute time with easy access to conference
- Network with fellow attendees during off conference hours
- Cost savings with group room rate
- Visit local attractions and restaurants in surrounding area



BC³ | Breast Cancer Coordinated Care An Interdisciplinary Conference

November 6 to 8, 2026

Omni Shoreham Hotel | Washington, D.C.



Additional support opportunities

Lunch Symposium Support (2 available): \$25,000

Position your brand as a thought leader with an exclusive 45-minute lunch symposium opportunity. Deliver a 35-minute presentation and engage directly with attendees during a 10-minute Q&A session. Limited to one company per day and offered on a first-come, first-served basis. This premium opportunity is available to exhibiting companies only.

Supporters are responsible for speaker honorarium and associated expenses. Room, basic A/V, and lunch will be provided by the conference planning team.

Cadaver Lab Support (4 available):

Please contact elizabeth.s.romano@medstar.net for more information.

Elevate your brand presence with a shared support of a 90-minute cadaver lab on Sunday, November 8. This premium, hands-on experience provides a unique platform to connect with attendees in an immersive learning environment.

Companies must be a confirmed exhibitor at the conference. Cadaver Lab logistics and onsite set up will be managed by the meeting planning team. Company will be responsible for bringing materials to their assigned station and identifying one team member to be stationed in the room to answer questions. A materials table will be provided per company for any additional promotional materials.

Food and beverage is not permitted in the space.

Refreshment Break Support

Keep attendees energized while elevating your brand with exclusive refreshment break supporter opportunities. Align your company with key networking moments throughout the conference and gain consistent, high-visibility recognition.

- **One Day of Coffee Break:** \$5,000
- **One Day of Breakfast:** \$6,000
- **One Day of Lunch:** \$9,000

Support will be acknowledged through both signage in exhibit and meal hall and verbally by course directors in their general session announcements.

Wi-Fi Support: \$8,000

Maximize exposure with exclusive Wi-Fi support, featuring your company or product name as the network password—delivering continuous brand visibility every time attendees connect.

Conference Bag Support (1 available): \$6,000

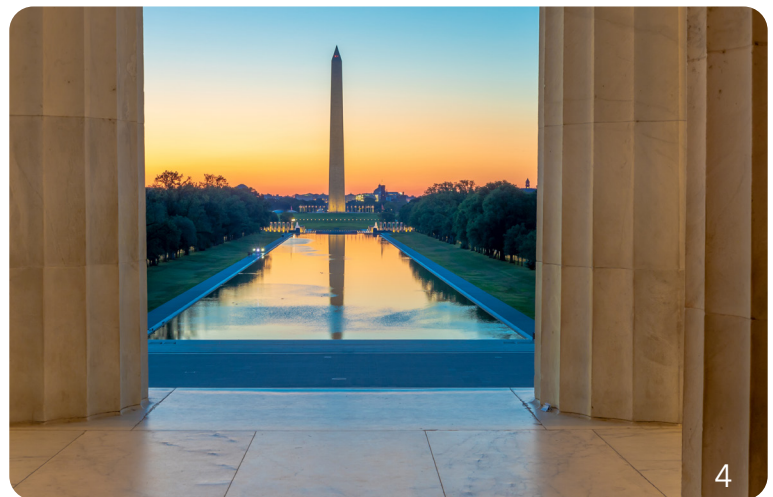
Enhance the attendee experience with company-branded conference bags available upon check-in, maximizing brand exposure during and after the conference. BC3 logo to be printed on one side and your company logo will be printed on the other.

Conference planning team to handle production and distribution of bags.

E-Blast: \$3,500

Amplify your visibility with a dedicated e-blast sent by the meeting planning team, highlighting your company's presence at the conference. This targeted communication ensures direct reach to attendees ahead of the conference.

Supporter-provided content and artwork must be submitted at least two weeks prior to the scheduled send date for approval. There will not be any eblasts sent out the week of the conference, November 1 to 7, 2026. If content is received after the deadline it will be sent out post conference dates.



BC³ | Breast Cancer Coordinated Care

An Interdisciplinary Conference

November 6 to 8, 2026

Omni Shoreham Hotel | Washington, D.C.



Exhibitor application

COMPANY NAME (Will appear in acknowledgements as written above)

WEBSITE

COMPANY ADDRESS

CITY

STATE

ZIP CODE

COMPANY CONTACT, TITLE

EMAIL

PHONE

CELL PHONE

AUTHORIZED SIGNATURE

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

NAME OF CORRESPONDENT AND BILLING CONTACT (If other than signer)

STREET ADDRESS OF CORRESPONDENT AND BILLING CONTACT (If other than signer)

CITY

STATE

ZIP CODE

PARTICIPATING REPRESENTATIVE

NAME OF ATTENDING REPRESENTATIVE

EMAIL

CELL PHONE



MedStar Health

Exhibitor application

SUPPORT LEVEL

- Gold \$12,000
- Silver \$6,000

Badges included with exhibit fee dependent upon support level. Badge sharing/swapping is NOT permitted as each badge is registered under the individual's name. It may NOT be given or transferred to another individual. Additional badges may be purchased separately.

ADDITIONAL OPPORTUNITIES

- Lunch Symposium Support \$25,000
- Cadaver Lab Support *Email*

REFRESHMENT BREAK SUPPORT

- Coffee Break Support \$5,000
- Breakfast Support \$6,000
- Lunch Support \$9,000
- Wi-Fi Support \$8,000
- Conference Bag Support \$6,000
- E-Blast \$3,500

PAYMENT INFORMATION

- Credit Card
- Check
- ACH Transfer

- If you select credit card, once your application has been processed you will receive an email with a payment link. This is due within 5 business days of email date.
- If you select check, please alert Elizabeth Romano when returning application to receive address for payment.
- If you select ACH transfer, please alert Elizabeth Romano when returning application to receive payment instructions.

SUBMIT APPLICATION

Email application to Elizabeth.S.Romano@medstar.net

- I AGREE

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

Date: _____

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 October 2, 2026, 50% of exhibit fee will be refunded, and no refunds will be given after October 2, 2026. Each badge entitles the exhibitor to admittance to all sessions.

Questions?

Please contact Elizabeth Romano at elizabeth.s.romano@medstar.net

TERMS AND CONDITIONS OF PAYMENT

Application will not be deemed complete until full payment of booth fee is received. Applications submitted without full payment will not be processed. Please make checks payable to: MedStar Health (Tax ID #52-2087445)

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.

The Exhibitor agrees to abide by the Standards for Integrity and Independence in Accredited Continuing Education <https://accme.org/rules/standards/and-other-industry-guidelines>, for example PhRMA (<https://phrma.org/en/resource-center/Topics/STEM/Code-on-Interactions-with-Health-Care-Professionals>) and FDA regulations concerning the promotion of investigational and/or pre-approved medications and surgical devices. It is the responsibility of exhibiting companies to distribute these conditions and guidelines to all

representatives attending the CE activity and/or working the exhibit space.

Promotional materials may not be displayed or distributed in the educational space immediately before, during, or after the CE activity. Exhibitors must not wear their company name badges and may not engage in sales or promotional activities, pass out business cards or other promotional materials while in the educational space.

Display of products or services does NOT constitute or imply an endorsement by MedStar Health, nor does it claim or suggest that MedStar Health endorses their product or services. MedStar will not share the names or contact information of learners with any organization or its agents.

Exhibitor assumes all liability for property damage or personal injury caused by Exhibitor's negligent use, occupation, or enjoyment of the exhibit site, or the negligent act or omission of any person thereon with the consent of the Exhibitor, during the term of this agreement. Exhibitor shall indemnify and hold harmless MedStar Health against all liability caused by the negligent act or omission or breach of obligation of Exhibitor, its employees, or agents. Exhibitor assumes the risk of loss, damage, or destruction of Exhibitor's materials, tools, and property of any description and that of Exhibitor's employees or agents during the course of Exhibitor's occupancy and use of the exhibition premises or any part thereof. Exhibitor shall indemnify and hold harmless the conference exhibit site, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from Exhibitor's negligent use of the property.