



2<sup>nd</sup> Annual Pennington Cancer Institute

**CANCER CONFERENCE**

**2024**

**Lake Tahoe**

Hyatt Regency Lake Tahoe Resort | Incline Village, NV

**Renown**  
HEALTH  
William N. Pennington  
Cancer Institute



University of Nevada, Reno  
School of Medicine



Dear Exhibitor,

On behalf of the William N. Pennington Cancer Institute, we are pleased to announce the 2<sup>nd</sup> Annual Pennington Cancer Institute Cancer Conference at Lake Tahoe. This year's conference is scheduled to take place over two days Friday, May 3 – Saturday, May 4, 2024. The Friday afternoon sessions will focus on topics for oncology specialists, while Saturday's session will be geared toward a primary care audience.

The conference aims to educate healthcare professionals on the most recent updates in cancer screening and treatment options and cutting-edge research to enhance and improve patient care and outcomes. We anticipate 100-125 attendees, including oncologists, radiologists, internal medicine and primary care physicians, physician assistants, and advanced practice registered nurses. New for this year we are offering additional opportunities for sponsors to engage with attendees by adding a Presenting Sponsor with opportunity to conduct a Satellite Symposium and an opportunity for Platinum Sponsors to participate in non-CME Lightning Round Industry Education Sessions.

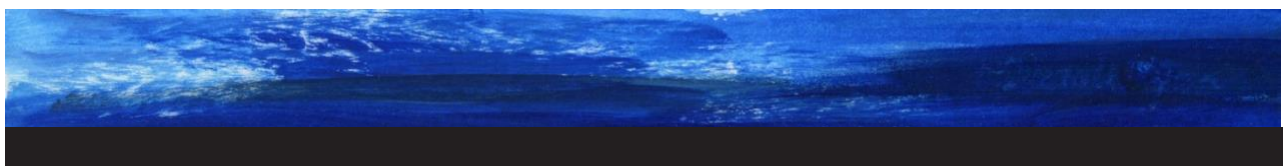
Your company is invited to exhibit at the conference. Exhibits will take place during breakfast, breaks, lunch, and an optional Friday evening welcome reception. All exhibitors will be acknowledged in conference materials and at the conference. Our educational partner, the University of Nevada, Reno School of Medicine, is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide accredited continuing medical education (CME). As such, all exhibitors must adhere to the ACCME Standards for Integrity and Independence in Accredited Education. As indicated in the ACCME Standards, live promotional activities will be kept separate from the CME sessions. The full agenda will be available soon.

We look forward to the conference and hope that you will join us. If you are interested in exhibiting at this conference, please see the additional information included in this prospectus and complete and return the forms as indicated by April 19, 2024. If you have any questions about this conference or need additional information, please get in touch with Melissa O'Brien at [mdobrien@med.unr.edu](mailto:mdobrien@med.unr.edu) or (775) 784-1983.

Sincerely,

Lee Schwartzberg, M.D., FACP  
Conference Planning Chair

Chief of Medical Oncology and Hematology, Institute for Cancer Institute, Renown Health  
Professor of Clinical Medicine, University of Nevada, Reno School of Medicine



# 2<sup>ND</sup> ANNUAL PENNINGTON CANCER INSTITUTE CANCER CONFERENCE

Hyatt Regency Lake Tahoe Resort | Incline Village, NV | May 3-4, 2024

## Presenting Sponsor: \$15,000 (one available)

- Three 6' draped display tables
- Complimentary registration for up to 6
  - First choice of table placement
- Admittance to the Friday evening welcome reception
- Recognition as a Presenting sponsor on website, and welcome PowerPoint – Name only, no logos
  - Sponsor level ribbon – Presenting
- Verbal thank you from the podium during welcome remarks
- Two breaks and lunch break during the meeting for attendees to network
- Opportunity to conduct a non CME Satellite Symposium during lunch on Saturday

## Platinum: \$10,000 (six available)

- Three 6' draped display tables
- Complimentary registration for up to 6
  - First choice of table placement
- Admittance to the Friday evening welcome reception
- Participation in non CME Lightning Round Industry Education Session on Saturday
- Recognition as a Platinum sponsor on website, and welcome PowerPoint – Name only, no logos
  - Sponsor level ribbon – Platinum
- Verbal thank you from the podium during welcome remarks
- Two breaks and lunch break during the meeting for attendees to network

## Gold: \$7,500

- Two 6' draped display table
- Complimentary registration for up to 4
- Admittance to the educational sessions
- Admittance to the Friday evening welcome reception
- Recognition as a Gold sponsor on website, and welcome PowerPoint – Name only, no logos
  - Sponsor level ribbon – Gold
- Verbal thank you from the podium during welcome remarks
- Two breaks and lunch break during the meeting for attendees to network

## Silver: \$5,000

- One 6' draped display table
- Complimentary registration for 2
- Admission to the educational sessions
- Admittance to the Friday evening welcome reception
- Recognition as a Silver sponsor on website, and welcome PowerPoint – Name only, no logos
  - Sponsor level ribbon – Silver
- Verbal thank you from the podium during welcome remarks
- Two breaks and lunch break during the meeting for attendees to network

## Standard Exhibitor: \$2,500

- One 6' draped display table
- Complimentary registration for 1
- Two breaks and lunch break during the meeting for attendees to network

## Cancellation/No Show Policy

Receipt of this registration form is commitment to exhibit/ sponsor. Cancellations will not be refunded.

For questions or additional information contact Melissa O'Brien at [mdobrien@med.unr.edu](mailto:mdobrien@med.unr.edu) or 775-784-1983.

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**EXHIBITOR REGISTRATION FORM | Payment must be received by April 19, 2024.**

**Please complete form and email to [mdobrien@med.unr.edu](mailto:mdobrien@med.unr.edu).**

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Company name as it should appear in program

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

Payment method:  Check  Credit Card (3% processing fee, a secure link will be sent to the email address above for payment)

Select sponsorship level:  Presenting (\$15,000)  Platinum (\$10,000)  Gold (\$7,500)

Silver (\$5,000)  Standard Exhibitor (\$2,500)

Please provide the names, email addresses and cell phone numbers of the individuals from your company who will be in attendance:

Name	Email	Cell
1.		
2.		
3.		
4.		
5.		
6.		

Checks should be made payable to the Board of Regents and submitted to:  
Office of Continuing Medical Education | Attn: Melissa O'Brien  
604 West Moana, MS 150, Reno, Nevada, 89509