FOR EXHIBITORS & SPONSORS

PENNSYLVANIA PROSTATE CANCER CONFERENCE

Saturday, September 23, 2017  |  The Hotel Hershey

A CME Certified Course
FEATURED SPEAKERS

**Dr. Benjamin J. Davies, MD**
Assistant Professor of Urology, *University of Pittsburgh*
Chief of Urology, *UPMC Shadyside Hospital*
Contributor, *Forbes.com*

**Dr. James E. Monte, MD**
Professor Emeritus, *University of Michigan*
Program Co-Director, *Michigan Urologic Surgery Improvement Collaborative*

**Drew Saelens, MBA, MS**
Vice President of Government Relations & Advocacy, *ZERO*

**Dr. Willie Underwood III, MD, MS, MPH**
Associate Professor, *Roswell Park Cancer Institute*
Clinical Associate Professor of Urology, *Jacobs School of Medicine and Biomedical Sciences, State University of New York at Buffalo*

**Kristine Warner**
Executive Director, *PA Prostate Cancer Coalition*

**Col. (Ret.) James E. Williams, Jr., USA**
Chairman, *PA Prostate Cancer Coalition*
Prostate Cancer Survivor
CONFERENCE OVERVIEW

The Pennsylvania Prostate Cancer Conference will be a half-day CME-certified conference to present the latest evidence, research, and model programs that are proven effective or being studied to improve prostate cancer early detection, diagnosis, treatment, and survivorship.

The goal of the conference is to engage providers, patients/survivors, and caregivers to reduce the burden of prostate cancer and bridge the gap between research and practice.

Breakout sessions will be conducted in two tracks—clinical and survivorship/advocacy—allowing attendees to focus on the most relevant and applicable information and tools to apply to their practice settings.

WHO SHOULD ATTEND

Urologists, Medical Oncologists, Radiation Oncologists, Radiologists, Family Practitioners, General Practitioners, Physician Assistants, Nurse Practitioners, and Nurses.

Survivors, Patients, Caregivers, Policy Makers, Public Health Professionals.

HOTEL INFORMATION

This conference will be held at the historic Hotel Hershey, located at 100 Hotel Road, Hershey, PA 17033. Just minutes away is HersheyPark, which will be open from 10 AM - 10 PM on Saturday and 10 AM - 8 PM on Sunday. More information about the hotel and its amenities can be found at www.TheHotelHershey.com

The Hotel Hershey is approximately 20-25 minutes off of the PA Turnpike—conveniently 2 hours from Philadelphia and three and a half hours from Pittsburgh.

The Hotel is offering a significant discount for Prostate Cancer Conference attendees. The overnight rooms for Friday, Sept 22 are available at $359 + 11% tax for a double queen bed room. King rooms and single queen rooms are available at $279 + 11% tax.
AGENDA

8:00 AM  Registration & Vendor Exhibits Open

8:30 AM  Opening Remarks
Col. (Ret.) James E. Williams, Jr., USA, PPCC Chairman

8:45 AM  Keynote Speaker
Study and Application of MUSIC Program
Dr. James E. Montie, MD, Professor Emeritus, University of Michigan

The Michigan Urological Surgery Improvement Collaborative (MUSIC), established in 2011, is a physician-led quality improvement collaborative comprised of a consortium of urology practices in the state of Michigan. The collaborative is designed to evaluate and improve the quality and cost efficiency of prostate cancer care for men in Michigan.

Pennsylvania has a sister program, PURC, and this presentation will provide insight into the future applications of PURC.

9:30 AM  Breakout Session 1

CME Course: Prostate Cancer Survivorship: How to Keep Men Mentally & Physically Healthy

Prostate cancer survivorship can be just as grueling, mentally and physically, for some men as the initial treatment. This session deals with the unique needs prostate cancer survivors deal with after treatment—many of which are often missed or ignored.

The Other Prostate Cancer Battle: How to Improve Public Policy & Awareness of Prostate Cancer
Drew Saelens, VP, ZERO
Kristine Warner, Executive director, PPCC

Prostate cancer is the most common non-skin cancer in American men, and the most deadly cancer in men. Yet, when caught early, men can live happy, healthy lives as survivors. This presentation will detail national and local efforts for prostate cancer awareness and education.
Coffee Break, Vendor Exhibits Open

Breakout Session 2

CME Course: The Road to Early Detection: Engaging, Educating, and Treating African American Men for Prostate Cancer
Dr. Willie Underwood III, MD, MPH, MSci, Roswell Park Cancer Institute

African American men are 1.6 times more likely to get prostate cancer, and more than twice as likely to from it. However, we still don’t have a widespread plan to educate the African American community about their risk for prostate cancer, or how crucial early detection is to saving lives. This session will look at ways to improve communication and break down social stigmas of prostate cancer in the African American community.

Caregivers: How to Give Better Care to Loved Ones with Prostate Cancer

Having prostate cancer is stressful. It’s also stressful to love someone with prostate cancer. This session will help loved ones and caregivers with some “been there, done that” tips from men and women who have already been down the road of prostate cancer treatment and survivorship.

Vendor Exhibits Open

Lunch Speaker

Prostate Cancer Screening Guidelines, Efficiencies and Diagnostics
Dr. Benjamin J. Davies, University of Pittsburgh

Prostate cancer screening has been a controversial topic lately, but it’s much more complicated than just whether PSA tests work. New technologies allow for a better determination of prostate cancer risk, staging, and treatment. This session will look at the new and emerging screening and diagnostic tools available for prostate cancer risk assessment and screening.

Adjourn
SPONSORSHIP INFORMATION

Lunch Sponsor $10,000
Opportunity to give welcome remarks at Blue Ribbon Lunch
Preferred seating for 16 at Blue Ribbon Lunch
Sponsor logo on entrance and stage signage at luncheon
Full page ad and logo in PA Prostate Cancer Conference program
Sponsor logo on all printed Conference materials, PPCC website, e-newsletters
Premium Exhibit Space
Sponsor logo on all online promotion of Conference
Opportunity to provide a promotional item to Conference attendees
(to be supplied by the sponsor)

Registration Sponsor $5,000
Opportunity to give welcome remarks at beginning of conference
Preferred seating for 8 at Blue Ribbon Lunch
Sponsor logo on entrance signage
Half page ad and logo in PA Prostate Cancer Conference program
Sponsor logo on all printed Conference materials, PPCC website, e-newsletters
Premium Exhibit Space
Opportunity to provide a promotional item to Conference attendees
(to be supplied by the sponsor)

Survivor Sponsor $2,500
Recognition at opening and throughout Conference
Preferred seating for 8 at Blue Ribbon Lunch
Half page ad and logo in PA Prostate Cancer Conference program
Sponsor logo on all printed Conference materials, PPCC website, e-newsletters
Premium Exhibit Space
Opportunity to provide a promotional item to Conference attendees
(to be supplied by the sponsor)

Blue Ribbon Sponsor $2,500
Preferred seating for 8 at Blue Ribbon Lunch
Business Card size ad and name in PA Prostate Cancer Conference program
Sponsor listing on PPCC website, e-newsletters
Exhibit Space

Prostate Cancer Conference Exhibitor $500
Two Conference Registrations
6 ft. draped exhibit table
Recognition in Conference program
EXHIBITOR/SPONSOR REGISTRATION

Pennsylvania Prostate Cancer Conference
September 23, 2017  |  8 am - 1 pm
The Hotel Hershey, 100 Hotel Road, Hershey, PA 17033

Registration Deadline: September 15, 2017

NAME:_____________________________________________
BUSINESS NAME:_____________________________________
ADDRESS:___________________________________________
CITY/STATE/ZIP:_____________________________________
EMAIL:_____________________________________________

I am sponsoring at the following level:
   __ $10,000 Lunch      __ $5,000 Registration
   __ $2,500 Survivor      __ $1,000 Blue Ribbon

OR, __ I will be an exhibitor for $500.

Questions?
Call or email Kristine Warner, PPCC Executive Director
at kristine@paprostatecancer.org or 800-892-3311.

PLEASE RETURN THIS FORM WITH CHECKS PAYABLE TO:
PA PROSTATE CANCER COALITION
36 WICKERBERRY LANE, PALMYRA, PA 17078

OR PAY BY CREDIT CARD
CREDIT CARD #:_______________________________________
EXPIRATION DATE:_________________________CVV:_______
NAME ON CARD:_____________________________________
SIGNATURE:_________________________________________

Cancellation Policy: The PA Prostate Cancer Coalition reserves the right to cancel or postpone any course, and in the event of such a cancellation, one-half payment will be refunded.