EXHIBIT AND SPONSORSHIP GUIDE

THE FIRST ANNUAL

JADPRO LIVE

A CE Event for Advanced Practitioners in Oncology

From the publishers of JADPRO: Journal of the Advanced Practitioner in Oncology

JANUARY 24–26, 2014
Renaissance Vinoy St. Petersburg • St. Petersburg, FL

Chair: Pamela Hallquist Viale
Co-Chairs: Sandra E. Kurtin and Wendy H. Vogel

This CME/CE/CEU accredited conference is jointly sponsored by:

advancedpractitioner.com/jadprolive

Harborside Press
PROGRAM DESCRIPTION

The first annual three-day conference, JADPRO LIVE: Transforming Oncology Practice, will be held January 24–26, 2014, at the Renaissance Vinoy St. Petersburg in St. Petersburg, Florida. The audience for the live conference is nurse practitioners, physician assistants, clinical nurse specialists, advanced degree nurses, hematology/oncology nurses, and pharmacists. Attendees can earn up to 11 CE credits for sessions that meet the educational criteria requirements for nurse contact hours through ANCC and CBRN (Provider 13164), pharmacist contact hours through ACPE, and physician AMA PRA Category 1 Credits™ through ACCME.

There will be a variety of educational formats conducive to interaction:

- Evidence-based presentations
- Hands-on workshops
- Interactive learning
- Roundtable discussions

PROGRAM HIGHLIGHTS

ADVANCED PRACTITIONER AND PHYSICIAN PRESENTERS WILL

- Discuss current treatment options and advances in the care of the patient with cancer.
- Describe key legislative changes essential to the AP.
- Identify means to improve collaboration.

Each presentation will review best practices in a team setting, all with an ultimate goal of decreasing adverse events and improving patient outcomes.

PRELIMINARY TOPICS

- Breast cancer
- Lung cancer
- Colon cancer
- Prostate cancer
- Melanoma
- Hematologic malignancies
- Supportive care
- Skin toxicities
- Genetic testing
- Immunization
- Using social media in your practice and more!

PANEL DISCUSSION

JADPRO LIVE is honored that the following well-respected representatives of ASCO, ASH, ASTRO, and NCCN will be joining us in our opening panel discussion on the role of the AP in the rapidly evolving arena of hematology and oncology practice:

- Dr. Peter Yu, President-Elect of ASCO
- Dr. Steven L. Allen, Chair, ASH Committee on Practice
- Dr. Louis Harrison, Past President of ASTRO
- Dr. Robert Carlson, CEO of NCCN

EXPECTED ATTENDANCE

300-500 ADVANCED PRACTITIONERS IN ONCOLOGY INCLUDING:

- Nurse Practitioners
- Physician Assistants
- Clinical Nurse Specialists
- Hematology/Oncology Nurses
- Pharmacists
- And Other Allied Healthcare Professionals
A MESSAGE FROM THE CONFERENCE CHAIR

The Journal of the Advanced Practitioner in Oncology (JADPRO) has brought the advanced practitioner relevant and practice-changing clinical updates since 2010. We are extremely excited to offer our first annual educational symposium, JADPRO LIVE: Transforming Oncology Practice, which brings together renowned faculty and a diverse agenda to educate the advanced practitioner on today’s practice issues. I invite you to visit sunny St. Petersburg, Florida, and explore new strategies to improve the care of patients with cancer. Join the discussions regarding pertinent legislative issues impacting the care provided by advanced practitioners. Enjoy the opportunity to network with your peers and add to your knowledge and skill base. JADPRO LIVE will present key issues in practice in a variety of teaching settings, from intimate to classroom style. Bring your issues to the roundtables and be heard! We look forward to seeing you at the first annual JADPRO LIVE conference!

— Pamela Hallquist Viale

CONFERENCE CHAIR

Pamela Hallquist Viale, RN, MS, CS, ANP, AOCNP®
Editor-In-Chief, JADPRO
Goleta, California

CONFERENCE CO-CHAIRS

Sandra E. Kurtin, RN, MS, AOCN®, ANP-C
Associate Editor, JADPRO
Arizona Cancer Center
University of Arizona
Tucson, Arizona

Wendy H. Vogel, MSN, FNP, AOCNP®
Associate Editor, JADPRO
Wellmont Cancer Institute
Kingsport, Tennessee

THE EVOLVING PRACTICE OF ONCOLOGY

THE COLLABORATIVE PRACTICE

PHYSICIAN

ADVANCED PRACTITIONER

PATIENT

Figure 1: Projected supply (visit capacity) and demand for visits, 2005-2020

ASCO PROJECTS A SHORTFALL OF ONCOLOGISTS IN THE NEXT DECADE:

- Demand for visits to oncologists will increase 48% by 2020.
- Supply will rise by only 14% by 2020.
- A doubling of the number of Americans 65 years and older and an 81% increase in people living with, or surviving, cancer will drive this demand.

RESULTS OF THE ASCO STUDY OF COLLABORATIVE PRACTICE ARRANGEMENTS

Designed to address the workforce shortage by exploring collaborative practice models between oncologists and APs

- Expanded use of Advanced Practitioners (NPs, PAs, CNSs, and other advanced degree nurses) has the potential to extend the supply of oncologist services.

- Advanced Practitioners (APs) are already working in all practice types:
  - Community practice
  - Hospital-owned practice
  - Academic practice

- 58% of physicians currently employ APs in their practice.

- 93% of patients who are treated by an AP are extremely satisfied with the service that they receive.

In the 3 Models of Collaborative Practice, APs either:

- Routinely see patients independent of the physician, with a physician present in the office suite

- Always see patients in conjunction with the physician

- See patients completely independent of the physician. Patients are assigned to the AP and not to an oncologist.

Model #1 is the prevalent model. This model allows practices to MAXIMIZE REIMBURSEMENT, an important consideration for today’s oncology practice.

Conclusions:

1. Patients are extremely satisfied with the care they receive from APs.

2. There is a 19% increase in productivity when the AP works with all physicians in a practice.

3. Reimbursement economics drive the selection of the collaborative practice model.

4. Both physicians and APs are extremely satisfied with the collaborative practice model.


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## SPONSORSHIP OPPORTUNITIES

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<tr>
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<td>One issue prior, one issue post</td>
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See page 7 for sponsorship opportunity details.
## ADDITIONAL SPONSORSHIP OPPORTUNITIES

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<th>Sponsorship</th>
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<tr>
<td>Enduring materials</td>
<td>Please contact David Horowitz for details</td>
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<tr>
<td>Bookseller area</td>
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</tr>
<tr>
<td>Take one table</td>
<td>$500</td>
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<tr>
<td>Welcome package containing sunscreen, bug spray, skin lotion, etc. (limited to one sponsor)</td>
<td>Contact David Horowitz for more information</td>
</tr>
<tr>
<td>Use of list for one-time pre-show mailer (mail or e-mail)</td>
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<tr>
<td>Charging station sponsorship (limited to one sponsor)</td>
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### PRODUCT THEATERS

<table>
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<td>30 min Product Theater: JADPRO LIVE Shuttle - Miami</td>
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<td>30 min Product Theater: Saturday morning exhibit break</td>
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<td>30 min Product Theater: Saturday afternoon exhibit break</td>
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<td>30 min Product Theater: Sunday afternoon exhibit break</td>
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### SYMPOSIUM SLOTS

<table>
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### KOL ACCESS FORUM (KAF)

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<td>Friday Afternoon - 3 available (cost per KAF)</td>
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<tr>
<td>Friday Evening - 3 available (cost per KAF)</td>
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HSP provides honoraria, recruitment, room, AV, refreshments
Program development services available at an additional cost

See page 7 for sponsorship opportunity details.
SPONSORSHIP OPPORTUNITY DETAILS

Bookseller Area
A space is designated outside the exhibit area for the purpose of selling books and other printed materials. Fee includes display space in this area.

Charging Station
Your corporate or brand logo is displayed at the 2 stations provided for attendees to charge their phones, tablets, and other devices, located in the exhibit area.

Cyber Lounge
Your corporate or brand logo appears on signage at the attendee cyber lounge and on screensavers for each of the 4+ workstation computers. Attendees can use the computers to access the Internet and/or print slide decks from the presentations.

Enduring Materials
Harborside Press is a full-service publishing group that can provide customized enduring materials based on your satellite symposium.

Exhibit Guide
A guide containing exhibit area hours and booth information is included in attendee welcome bags and distributed at the entrance to the exhibit area.

Friday Night Welcome Reception
Your corporate or brand logo is displayed on a banner at the entrance to the welcome reception. Acknowledgment is also indicated in the listing of exhibit hours placed in the exhibit guide and on signage throughout the meeting. Sponsorship does not include the cost of food and beverages.

One-Time Use of Mailing List
Use of the conference attendee list for the purposes of either direct mail or e-mail, either pre- or post-conference. Contact Harborside Press for details.

Recognition Signage
Signage containing exhibit area hours as well as booth numbers and locations is displayed at the entrance to the exhibit hall and at strategic locations throughout the meeting space.

Refreshment Break Sponsor
Your corporate or brand logo is prominently displayed on the refreshment break table. Acknowledgment is also indicated in the listing of exhibit hours placed in the exhibit guide and on signage throughout the meeting. Sponsorship does not include the cost of food and beverages.

Saturday Boxed Lunch
Your corporate or brand logo is prominently displayed on the boxed lunch table in the exhibit hall. Acknowledgment also indicated in the listing of exhibit hours placed in exhibit guide and on signage throughout the meeting. Sponsorship does not include the cost of food and beverages.

Saturday Breakfast
Your corporate or brand logo is displayed on a banner at the entrance to the breakfast area. Acknowledgment is also indicated in the listing of exhibit hours placed in the exhibit guide and on signage throughout the meeting. Sponsorship does not include the cost of food and beverages.

Sponsor Level Recognition on JADPRO LIVE Website
Your corporate or brand logo is placed on www.advancedpractitioner.com/jadprolive.

Tabletop Display
Carpeted area features 6’ draped table, 2 chairs, 1 wastebasket, table sign, and 4 exhibitor badges that guarantee access to all sessions and show events.

“Take One” Table
Your non-profit organization’s brochures are displayed in a space set up outside the exhibit area (materials subject to approval).

Water Bottles
Your corporate or brand logo is printed on water bottles that are distributed in the exhibit area and other strategic locations during the meeting.

Welcome Package
A card redeemable for a package containing sunscreen, skin lotion, bug spray, and additional useful items will be left in attendees’ hotel rooms. Your corporate or brand logo is included on the packaging.

Harborside Press, the organizers of JADPRO Live, and the conference chairs request that any sponsor or non-sponsor respect the time and effort invested in creating this exciting event. Therefore, any non-sanctioned events, whether on the event premises or off-premises but within the city limits, whose participants are intended to draw from the registered attendees of JADPRO Live or its faculty, are strictly prohibited. HSP has made efforts to offer a variety of ancillary events, including educational and commercially supported endeavors. If a potential supporter would like a more customized program, please contact David Horowitz at 631.935.7652 or email david@harborsidepress.com.

Blackout times for events as described above are from Thursday, January 23, beginning at noon, to Sunday, January 26th, ending at 2pm.
HOTEL INFORMATION

Please contact the hotel directly to make your room reservations. Call the dedicated group reservation phone numbers to access special block rates: 1.888.303.4430 (local) and 1.888.789.3090. Specify you are attending the JADPRO LIVE event hosted by Harborside Press. You may also book reservations through the dedicated booking website. For more information visit www.advancedpractitioner.com/jadprolive

ACCOMMODATIONS FOR PERSONS WITH SPECIAL NEEDS

We strive to provide education in a place and manner accessible to persons with special needs. If you require special accommodations due to a special need, please call us at 631.935.7672 prior to your arrival at the conference and let us know how we can accommodate you.

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

For conference exhibitor and sponsorship opportunities, please contact David Horowitz at 631.935.7652 or e-mail david@harborsidepress.com