



City of Hope Intensive Course in Genetic Cancer Risk Assessment 2026

Live and Virtual Program, Multiple Opportunities to Promote Your Products

About the Program

To address the growing need for clinicians skilled in cancer genomics and genetic cancer risk assessment, City of Hope (COH) offers an annual *Intensive Course (IC)* and *Clinical Cancer Genomics Community of Practice (CCGCoP)*. The overall goal of the course and CCGCoP is to increase the number of clinicians from diverse training and practice backgrounds who can translate rapid genomics advances into genomically-informed cancer risk assessment, targeted treatment, risk management, and preventive care.

Established in 2001, the CCGCoP is a leading source of multidisciplinary CME/MOC-accredited cancer genetics training for oncology clinicians, recognized by the American Society of Human Genetics with the Arno Motulsky-Barton Childs Award for Excellence in Genetics Education. Graduates of the course are initiated as full members of the CCGCoP, engaging in ongoing collaborative learning and practice support via the CCGCoP portal (<https://www.ccgcop.org/home>).

Following 14 weeks of distance-learning (October 24th, 2025 – February 13th, 2026), a select group of course participants join City of Hope faculty for 4 days of intensive case-based workshops to further develop patient-centered skills development and integration of Genetic Cancer Risk Assessment into practice.

Interested in sponsoring the Intensive Course 2026?

Contact: CGEP@coh.org

Benefits of Your Sponsorship

The key benefits of sponsorship include opportunities to:

1. Promote your brand and increase exposure and visibility of your products and services among oncology clinicians and experts in clinical cancer genomics and precision medicine.
2. Maintain a high profile with a broad cross-section of your target audience before, during, and after the event.
3. Make new contacts and have multiple opportunities to network with participants dedicated to bringing the latest advances in genomically-informed oncology care to their practices during breaks, meals, social events, and through multiple social media outlets.
4. Align your company with this widely recognized clinical cancer genomics community.

Anticipated Attendance

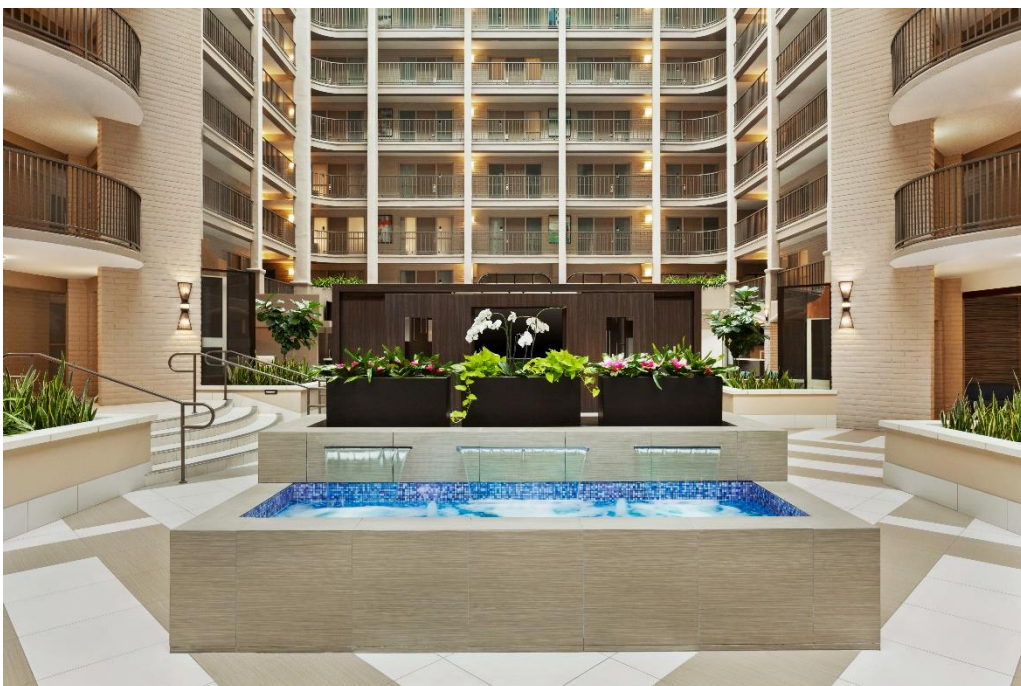
This CME event is designed for providers and interprofessional teams, including physicians, physician associates, pharmacists, advanced practice nurses, genetic counselors, who are currently providing or planning to initiate community-based genetic cancer risk assessment services and/or precision medicine services in their practices: *Intensive Course Workshop* participants (~ 70-80 providers).

Join Us

The CCGCoP Sponsorship Team would be delighted to discuss the following promotional opportunities. Early confirmation of your sponsorship will ensure the highest level of exposure. Your company will be acknowledged as a key supporter of the program well in advance of the start date and includes options for year-round awareness and exposure to a diverse community of 2000+ clinicians in active oncology practices across our robust Clinical Cancer Genomics Community of Practice (CCGCoP).

Workshop Venue

Embassy Suites Arcadia-Pasadena
211 E Huntington Dr
Arcadia, CA 91006



In-Person Workshops Sponsorship Opportunities

February 23-26, 2026

Workshop Welcome Dinner Reception

Monday, February 23rd, 2026 - \$6,000, 1 opportunity

- **Option for a 10-minute welcome message/presentation**
- Exclusive Sponsor for the workshop opening dinner reception and networking event
- Four tickets to the event for your team
- One tabletop booth in dining area for promotional materials and networking
- Flyer and Promotional Item Insert included
- Sponsorship acknowledgement on all promotional materials and website
- Prominent signage at event entrance and at food and beverage stations
- Logo artwork to be provided by sponsor

Workshop Networking Dinner Reception

Wednesday, February 25th, 2026 - \$5,000, 1 opportunity

- Exclusive Sponsor for the workshop dinner reception and networking event
- Four tickets to the event for your team
- One tabletop booth in dining area for promotional materials and networking
- Flyer and Promotional Item Insert included
- Sponsorship acknowledgement on all promotional materials and website
- Prominent signage at event entrance and at food and beverage stations
- Logo artwork to be provided by sponsor

Workshop Sponsored Lunch Seminar

Lunch Sponsor Presentation (Non-CME), Tuesday or Wednesday, February 24th or 25th 2026 - \$7,500, 2 opportunities
Non-CME corporate sponsored presentation and speaker of your choice will reach ~70 bootcamp participants

- **Your company sponsored speaker(s) and 30-minute presentation of your choice**
- One tabletop booth in dining area for promotional materials and networking
- Exclusive name rights and signage at the luncheon session
- Sponsorship acknowledgement on all promotional materials and website
- Opportunity to have sponsor-supplied promotional materials
- Flyer and Promotional Item Insert included
- Logo artwork and presentation to be provided by sponsor (to be reviewed by City of Hope for approval)

Workshop Lunch

Monday, Tuesday, Wednesday, or Thursday February 23rd-26th, 2026 - \$2,500, 4 opportunities

- Sponsor lunch for one of four workshop days
- One tabletop booth in dining area for promotional materials and networking
- Sponsorship acknowledgement on all promotional materials and website
- Name rights and full-day signage on your day of breakfast and lunch sponsorship
- Logo artwork to be provided by sponsor

Workshop Coffee & Refreshment Break Stations

Monday, Tuesday, Wednesday, or Thursday, February 23rd-26th, 2026 - \$1,000, 4 Opportunities

- Sponsor the beverage and refreshments during the workshop session breaks
- Signage at refreshment and beverage stations
- Sponsor will have the opportunity to display promotional materials in the refreshment area
- Sponsorship acknowledgement on all promotional materials and website

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Flyer Insert — \$1,000

Benefits: Your single-sided flyer will be included in the welcome packet distributed to attendees upon check-in. Sponsor to provide and ship a minimum of 100 flyers. City of Hope review and approval of flyers required. Fee covers stuffing the flyer into the course bag.

Promotional Item Insert — \$1,000

Benefits: Your promotional item will be included in the welcome packet distributed to attendees upon check-in. Sponsor to provide and ship a minimum of 100 items. City of Hope review and approval of items required. Suggested items: reusable water bottle, hand sanitizer, sunscreen, etc.

Virtual Sponsorship Opportunities for Year-round Visibility

Exciting year-round marketing opportunity for sponsors to maximize visibility with digital banner ads on our Clinical Cancer Genomics Community of Practice (CCGCoP) Education Portal, accessed year-round by 2000+ clinicians in oncology practices across the U.S and internationally.

Digital Banner Ad Placement

Place your ad on the CCGCoP portal. Visible on the main page for *all visitors*, with a hyperlink included.

Ad dimensions: Max size: 1088w x 90h pixels -97,920 sq px area

- \$3,500 — 6 months
- \$6,000 — 12 months

Digital Tile Ad Placement

Place your ad on the CCGCoP portal. Visible on the main page *every time users log in*, with a hyperlink included.

Ad dimensions: Max size: 260w x 360h pixels -93,600 sq px area

- \$2,500 — 6 months
- \$4,000 — 12 months

E-Blast Newsletter Ad Placement

Place your ad on a CCGCoP community-wide newsletter. Visible in 4 quarterly newsletters emailed to the CCGCoP membership, with a hyperlink included.

Ad dimensions: Max size: 965w x 125h pixels -120,625 sq px area

- \$6,000 — Four email ad placements

Sponsor-Hosted Education Webinar (Non-CME)

We are pleased to provide opportunities for sponsor-offered education webinars. For more information and pricing contact CGEP@coh.org.

Other opportunities to support the course:

- Participation and Travel Grants for clinicians from underrepresented populations or who provide care to patients in underserved communities
- Unrestricted Education Grants in support of the event

Don't see quite what you want? We strongly encourage potential sponsors to suggest their own ideas and/or packages for supporting the course. We are very open to additional sponsorship opportunities and would be happy to discuss any options with you. Please contact us! Contact CGEP@coh.org to discuss customized sponsorship options!

Interested in sponsoring? Contact: CGEP@coh.org

Sponsorship Schedule*

Schedule and agenda are under development.

Intensive Course Workshops, Monday-Thursday, February 23-26, 2026

Monday, February 23rd, 2026

Tuesday, February 24th, 2026

Wednesday, February 25th, 2026

Thursday, February 26th, 2026

Exhibit Booth Information

Exhibits in the exhibit area will be accessible to all meeting participants from Tuesday, 2/24/26 at 8 am to Wednesday, 2/25/26 at 5 pm.

City of Hope expects the commercial representative to refrain from inviting faculty, guests or participants to social events that are not related to the CME activity.

Exhibit Setup: Tuesday, 2/24/26 at 8 - 10 am

- Six-foot table, tablecloth provided
- Access to electricity available
- Two chairs per exhibit table

Exhibitor Badge Access:

- Exhibitors have access to all exhibits and course public spaces. Access to Workshop activities by request.

Exhibitor Kit: All exhibitors are responsible for their own shipping logistics and fees, as well as audiovisual and electrical. After a completed application is received, the full show kit will be forwarded to you.

Exhibit Dismantle: All exhibits must be dismantled from the exhibit area by 5 p.m. on Thursday, February 25, 2025.

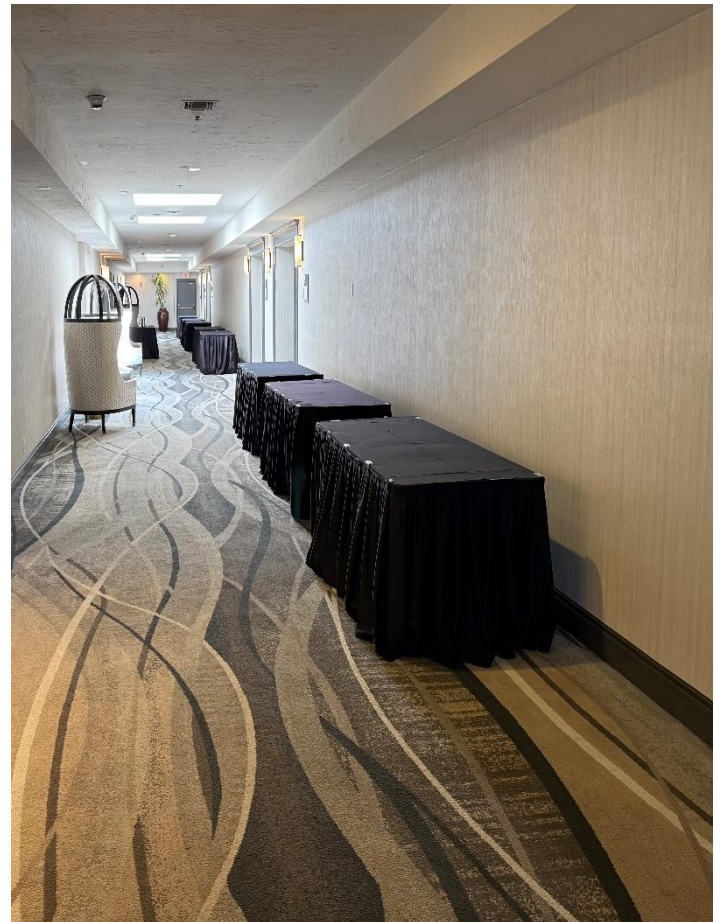


Exhibit Area

General Conditions and Application Process

Once a booking form is submitted, confirmation will be mailed to the sponsor/exhibitor with an accompanying invoice.

The TERMS & CONDITIONS for sponsorship and exhibition are provided within the booking form link, as well as within and at the end of this prospectus. Please note that submission of a booking form indicates the acceptance of all TERMS & CONDITIONS specified within this prospectus. The exhibitor/sponsor application will be held as a valid liable contract by which both parties will be bounded.

EXHIBIT RULES AND REGULATIONS

Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor. No application form will be processed without payment in full. *Due to the nature of the course, no refunds will be offered.*

Exhibitors/sponsors are required to check in at the Course Registration Desk before proceeding. Location of individual exhibits will be assigned by course staff. Exhibitor is responsible for all trash removal within the assigned exhibit area. Exhibitor/sponsor is required to wear City of Hope issued name badge; **NO** company name badges or apparel allowed.

Each exhibit must be staffed by a company representative during exhibit hours, City of Hope reserves the right to remove a company who has left a booth unrepresented. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee. Display materials that may be deemed by the course organizers to detract from the dignity of the exhibit show will not be permitted. All signage and logos, to be provided by supporting company, must adhere to course specifications. Exhibitor logos are only permitted to be displayed on add-on sponsorship opportunities, but not on course site. Name recognition is allowed, per ACCME guidelines, on course site brochure, course program., etc. All exhibit tables and support services will be provided by the hotel. Note: Electrical access may not be available. Any additional support costs are the responsibility of the exhibitor. Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody and responsibility of each exhibitor.

INDUSTRY GUIDELINES

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations and professional education have been topics at the

forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including, but not limited to, those listed below:

Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals approved 2003, additional FAQs
2005 American Medical Association Opinion 8.06
Gifts to Physicians from Industry and Clarifying Addendum Compliance Program Guidance for Pharmaceutical Manufacturers
Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals revised July 2008
It is the company's responsibility to collect any data to fulfill their requirements for the Sunshine Act.

DISTRIBUTION OF PRODUCT: FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: fda.gov Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA-approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. Exhibitors are cautioned about the FDA's prohibition on promoting cleared for marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA Selling of Products or Services. Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Decorative Material: All decorative material must be fire resistant and in accordance with standards established by the National Board of Fire Underwriters.

Explosives: No gasoline, acetylene or explosives of any kind are permitted.

USE OF CITY OF HOPE'S NAME, INSIGNIA, LOGO OR ACRONYM

City of Hope (COH) and CCGCoP names, insignias, logos and acronyms are proprietary marks and may not be altered or used in signs, advertising or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the course organizers.

LIABILITY AND SECURITY

Terms: All exhibits are at the exhibitor's risk. There shall be no liability on the part of City of Hope and/or the host venue for any injury or damage to an exhibitor or to his property resulting from the condition of the premises or from the acts of any person thereon, except to the degree of negligence or willful misconduct of City of Hope, the venue, their respective employees and/or agents. Each exhibitor agrees that it will indemnify and hold harmless City of Hope and said venue against any claims by any of its employees or by any person on the premises at this invitation or for the purpose of delivery to or servicing his exhibit and against any claims by other persons caused by anything occurring in connection with its exhibit except to the extent such claim is caused by the negligence or willful misconduct of the City of Hope, the venue, their respective employees and/or agents. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the said venue, and shall indemnify and hold harmless the agents, and employees from any all such loss, damages and claims, except to the degree of negligence or willful misconduct of City of Hope, the venue and/or their respective employees. The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education's Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org, including Standard 4.2: "The accredited provider must ensure that learners can easily distinguish between accredited education and other activities."

Important Deadlines

Sponsors are responsible for ensuring that materials arrive on time.

Shipping Information

Embassy Suites

211 E Huntington Drive Arcadia, CA 91006

Attention: Jose Rodriguez, Front Office Manager

***Shipping Label should also include:
"Front Desk COH Event"***

For shipping questions contact:

Jose Rodriguez, Front Office Manager

Email: jose.rodriguez@windsorhospitality.com

City of Hope Intensive Course 2026 Workshops

February 23-26, 2026

Sponsorship Agreement Form

Company			
Contact Person		Title	
E-mail			
Address			
City		State/Province	
Postal Code		Country	
Phone		Facsimile	

Please sign and return the "Sponsorship Agreement" via email to cgep@coh.org

Sponsorship Opportunities:		
	Welcome Dinner Reception - Monday	\$6,000 USD
	Networking Dinner Reception - Wednesday	\$5,000 USD
	Sponsored Lunch Seminar – Tue, or Wed	\$7,500 USD
	Lunch - Mon, Tue, Wed, or Thu	\$2,500 USD
	Coffee & Refreshment Break - Mon, Tue, Wed, or Thu	\$1,000 USD
	Custom:	
	Custom:	

Virtual Sponsorship Opportunities:		
	Digital Banner - 6 months	\$3,500 USD
	Digital Banner - 12 months	\$6,000 USD
	Digital Tile - 6 months	\$2,500 USD
	Digital Tile - 12 months	\$ 4,000 USD
	Newsletter Ad Placement	\$6,000 USD
	Custom:	

Other Workshop Opportunities:		
	Flyer Insert	\$1,000 USD
	Promotional Item Insert	\$1,000 USD
	Standard Exhibit	\$1,000 USD
	Non-profit Exhibit	\$500 USD
	Custom:	

Total Amount:	
Enter first choice if selecting an item with a date:	

Deadline for sponsorship is **February 1, 2026** or when opportunities reach capacity (whichever comes first). All sponsors will receive a confirmation letter with additional logistical details.

Sponsorship Agreement

Sponsor Rules & Regulations

Sponsor should not operate in a way that violates the rights of another Sponsor. General promotion, demonstration and distribution of literature/samples must take place inside your assigned area. No part of any exhibit, or related signs, shall be promoted outside of your designated space or any part of the educational space.

Industry Guidelines

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. The event organizers remind all sponsors of their responsibility to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed)
- Code of Ethics for Interactions with Health Care Professionals American Medical Association Opinion 8.06
- Gifts to Physicians from Industry
- Compliance Program Guidance for Pharmaceutical Manufacturers Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals

Distribution of Product

FDA Regulations

Sponsors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: <https://www.fda.gov/drugs/guidance-compliance-regulatory-information>

Sponsors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The sponsor shall have available a letter from the FDA, which describes the allowable use status of the product(s). Sponsors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

Sponsorship Agreement

Selling of Products or Services

Sponsors may display products that they have manufactured. Sponsors may not accept cash, checks or credit cards for merchandise at the event meeting; however, orders may be taken. Sponsors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Giveaways, Contests, and Raffle Drawings

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines on Gifts to Physicians. Giveaways should be associated with products or services of the exhibiting company. Contests, drawings and raffles cannot be more than \$100 in value.

Photography and Videotaping

The taking of photographs, other than by the official photographer, is expressly prohibited.

Third-Party Representatives

Any agency representing a technical or professional sponsor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

Use of the City of Hope (CoH), Clinical Cancer Genomics Community of Practice (CCGCoP), and Intensive Course (IC) Name, Insignia, Logo or Acronym

The City of Hope, CCGCoP, and Intensive Course, names, insignias, logos, and acronyms are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the sponsor area unless prior written approval has been received from the event organizers.

Sponsorship Cancellation

Exhibit space, advertising opportunities, and sponsorship opportunities that are cancelled or withdrawn by the sponsor before February 1, 2026, 50% of the fee will be retained as liquidated damage, and the balance returned to the sponsor. There will be no refunds after February 1, 2026.

Sponsorship Agreement

Liability and Security

Cancellation of Event Meeting

Upon execution of the sponsor application, it is mutually agreed that in the event of cancellation of the Event Meeting due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the planning committee shall determine an equitable basis for the refund of such portion of the sponsor fees as is possible, after due consideration of expenditures and previous commitments.

Terms and Conditions

As a condition for sponsorship, each sponsor shall agree to observe all stated policies in this prospectus.

City of Hope reserves the right to refuse sponsorship to any applicant at its sole discretion. We acknowledge and agree to the hold harmless provisions set forth in this letter.

PLEASE SIGN AND RETURN

Company Name			
Signature		Date	
Name (print)			
Email			

Sponsor Representative Registration

Company Representative (1):

Name	
Title	
Email	
Phone	

Company Representative (2):

Name	
Title	
Email	
Phone	

Additional registrations can be purchased.

Company Representative (3):

Name	
Title	
Email	
Phone	

Company Representative (4):

Name	
Title	
Email	
Phone	