



Date of Meeting - January 14-16, 2022

Exhibit Hall Date - January 14-16, 2022

NOBU HOTEL - EDEN ROC, MIAMI BEACH FL



## SPECTRUM 2022

The Spectrum conference is a multidisciplinary oncology conference taking place January 14-16, 2022 at the Nobu Hotel - Eden Roc in Miami Beach. Global thought leaders from various medical specialties will convene to offer the single most unique and comprehensive medical symposium that is truly multidisciplinary.

Spectrum offers dedicated lectures and tumor boards, hands on workshops, nursing and technologist focused sessions, and programs for medical students, residents and fellows. Meet your colleagues and friends and network during the social events every evening.

With 3 days of exhibit hours and over 20 continuing medical education credits it is the premier location to network with decision-makers and thought leaders from around the globe and gain clinical insight, and advocate for advances in oncology treatment.

January 14-16, 2022  
Nobu Hotel - Eden Roc  
Miami Beach, FL

### QUESTIONS?

Contact SPECTRUM Exhibits & Sponsorship Sales Manager at (305) 324-8717 or [abosch@cobbmanagement.com](mailto:abosch@cobbmanagement.com)

# WHO ATTENDS

Almost 300 healthcare leaders responsible for the day-to-day practice of oncology attend SPECTRUM's Annual Meeting.

These leaders have executive-level decision-making responsibilities for their practice, departments, and facilities.



**SPECTRUM Exhibitor and Sponsorship Prospectus**

# WHY EXHIBIT

## Why Exhibit at SPECTRUM 2022

**The SPECTRUM Conference exhibit area is an essential part of the three-day collaborative meeting.** You don't want to miss your opportunity to showcase your products and services to nearly 300 decision-makers in the field of cancer care.

The exhibit hall schedule is designed to maximize traffic by:

**LEAD GENERATION** - Increase your exposure to oncologists, interventional radiologists, and other clinicians with purchasing power by accumulating a network of contacts in the field

**BRAND AWARENESS** - Promote your brand to today's leading oncologists, interventional radiologists, and other clinicians. This conference is the ideal location to get yourself noticed by top industry professionals across the world.

**SOCIAL NETWORK EXPERIENCES** - SPECTRUM has built a reputation for our networking experiences including a Wine Tasting and Scotch Tasting on key evenings of the meeting. SPECTRUM actively engages exhibitors to participate in the tasting experiences offering the opportunity for your company to help with distribution of wine purchased by SPECTRUM. SPECTRUM provides options to enhance your exposure in the various sponsorship packages below.

## PAST EXHIBITORS & SUPPORTERS

ABK Biomedical, Inc.  
Angio Dynamics  
Argon Medical devices  
Bard Peripheral Vascular  
Bayer Healthcare  
Beckton-Dickinson  
Biba Medical  
BK Medical  
Boston Scientific  
Cascination  
Celsion Corporation  
Cook Medical  
DLA Piper  
Dova Pharmaceutical  
Eisai, Co.  
Embolx

Guerbet, LLC  
Horizon Medical  
IGI Medical Technologies  
Imactis, Inc  
Inari Medical  
Jeunesse Innovations  
Medtronic  
Merit Medical System  
Momentum  
New Wave Medical, Inc.  
Penumbra, Inc.  
Philip Healthcare  
Sirtex Medical, Inc.  
Terumo Interventional Systems  
Varian Medical System

### QUESTIONS?

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Sponsorship Sales Manager at (305) 324-8717  
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# SPECTRUM ATTENDEES

SPECTRUM attendees are interested in companies that supply these products and services in cancer treatment and care:



- Advanced Radiation Therapy
- Diagnostic and Surgical Products
- Dosimetry Tools & Solutions
- Healthcare Delivery
- Integrated Cancer Treatments
- Imaging Solutions
- Improved Patient Outcome
- Image-Guided Surgery
- Insurance
- Medical and Radiation Oncology Billing Services
- Medical Devices
- Medical Imaging Systems
- Medical Solutions
- Pharmaceuticals
- Practice Management Software
- Radiation Oncology Construction Solutions
- Radiation Oncology Software
- Radiotherapy
- Staffing Agencies
- Treatment Delivery

# CORPORATE SUPPORT OPTIONS

All annual meeting support, including Industry Sessions and advertising opportunities, are chosen individually and may be added up to the listed support levels of Platinum, Gold, Silver, and Bronze.

## CORPORATE SUPPORT LEVELS

SPECTRUM 2022 recognizes multiple levels of support; all conference advertising, support, symposia, and receptions are chosen individually but may be combined to achieve the listed support levels.

### PLATINUM-\$50,000

- 20' X 20' Booth space
- Eight full conference representative registrations
- Company name and hyperlink on the SPECTRUM website
- Company logo on onsite meeting signage
- 50-word description and listing in the onsite program book
- Post Show Attendee List (mailing addresses only)
- Friday evening Reception Tickets (10)
- Wine bottles provided by SPECTRUM for Wine Tasting Event (5)

### GOLD - \$30,000

- 10' X 30' Booth space
- Six full conference representative registrations
- Company name and hyperlink on the SPECTRUM website
- Company logo on onsite meeting signage
- 50-word description and listing in the onsite program book
- Post Show Attendee List (mailing addresses only)
- Friday evening Reception Tickets (6)
- Wine bottles provided by SPECTRUM for Wine Tasting Event (3)

All supporters are acknowledged on the SPECTRUM 2022 website and onsite signage.

ALL SPECTRUM SUPPORTERS WILL RECEIVE FIRST RIGHT OF REFUSAL FOR NEXT YEAR'S MEETING

### SILVER- \$20,000

- 10' X 20' Booth space
- Four full conference representative registrations
- Company name and hyperlink on the SPECTRUM website
- Company logo on onsite signage
- 50-word description and listing in the onsite program book
- Post Show Attendee List (mailing addresses only)
- Friday evening Reception Tickets (4)
- Wine bottles provided by SPECTRUM for Wine Tasting Event (2)

### BRONZE - \$10,000

- 10' X 10' Booth space
- Two full conference representative registrations
- Company name and hyperlink on the SPECTRUM website
- Company logo on onsite signage
- 50-word description and listing in the onsite program book
- Post Show Attendee List (mailing addresses only)
- Friday evening Reception Tickets (2)
- Wine bottles provided by SPECTRUM for Wine Tasting Event (1)

## QUESTIONS?

Contact SPECTRUM Exhibits & Sponsorship Sales Manager at (305) 324-8717 or [abosch@cobbmanagement.com](mailto:abosch@cobbmanagement.com)

# CORPORATE SUPPORT OPTIONS

## EXHIBITOR BOOTH PACKAGE

### THE EXHIBIT BOOTH PACKAGE INCLUDES:

- 6' draped table
- Two chairs
- Wastebasket
- 50-word description and listing in the onsite program book
- Two full conference registration badges for company reps
- Additional representative badges at \$750 each (note that all representatives of your company must be registered and their badge fee paid)
- Additional dinner tickets can be purchased at \$200 each.
- Sponsors just purchasing a booth and not a sponsorship package are not eligible for dinner tickets or wine bottles to participate in the interactive wine tasting.

### EXHIBITOR RATES:

#### Exhibitor Booth

\$5,000 per 10x10

\$10,000 per 10X20

\$20,000 per 10X30

\$25,000 per 20X20

### EXHIBITOR SCHEDULE:

**Thursday, January 13 - 8:00 pm**  
Exhibitor Load in and set up

**Friday, January 14 - 7:00 am to 10:00 a.m.**  
Exhibitor load in and set up

### EXHIBIT HOURS

#### FRIDAY, JANUARY 14

7:00 a.m. - 4:30 p.m. - Exhibition Area Open  
10:00 a.m. - 10:30 a.m. - Break in the exhibit hall  
1:00 pm - 2:00 pm - Lunch  
4:00 - 4:30 p.m. - Break in the exhibit hall  
6:15 - 7:15 pm - Wine Tasting in the Exhibit Hall

#### SATURDAY, JANUARY 15

7:00 a.m. - 4:30 p.m. - Exhibition Area Open  
7:00 a.m. - 8:00 a.m. - Breakfast in the exhibit area

10:00 a.m. - 10:30 a.m. - Break in the exhibit area  
1:00 p.m. - 2 p.m. - Lunch  
4:00 - 4:30 p.m. - Break in the exhibit area  
6:15-7:15 p.m. - Scotch Tasting in Exhibit Area

#### SUNDAY, JANUARY 16

7:00 a.m. - 3:00 p.m. - Exhibition Area Open  
7:00 a.m. - 8:10 a.m. - Breakfast in the exhibit area  
10:00 a.m. - 10:30 a.m. - Break in the exhibit area  
1:00 p.m. - 2:00 pm - Lunch

### DISMANTLE

**SUNDAY, JANUARY 16 - 3:00 p.m. - 5:15 p.m.** - Exhibitor breakdown and load-out

# WHY SUPPORT SPECTRUM?

Stand out from your competition and optimize your exposure to these attendees!

We offer a wide selection of support and advertising activities designed to enhance your presence and visibility at the annual meeting.

Increase your booth traffic through targeted advertising options.

Demonstrate your products or services through presentations at the exhibit hall.

Enhance your brand exposure to leaders in cancer care.

Promote your innovative products and services by hosting an educational symposium.

Your company's support of SPECTRUM 2022 Conference is vital for continuing excellence in education provided to our clinicians. Your support will assure a program of outstanding scientific value. This support can be in the form of unrestricted educational grants, advertising, and other marketing opportunities.

The Corporate Support option provides the highest level of visibility and will provide your company with the highest return on investment from SPECTRUM and its attendees.

The nationally adopted policies and procedures involving corporate support of meetings and education are incorporated in the regulations of the American Medical Association (AMA) and the Accreditation Council for Continuing Medical Education (ACCME). We expect all companies providing support for the meeting to comply with these policies.



## QUESTIONS?

Contact SPECTRUM Exhibits & Sponsorship Sales Manager at (305) 324-8717 or [abosch@cobbmanagement.com](mailto:abosch@cobbmanagement.com)



# EVENTS

## INDUSTRY SYMPOSIUM SESSIONS

### INDUSTRY SYMPOSIUM SESSIONS - \$15,000

Industry Symposium Session slots are limited (see below for days and times available). They will be booked in order firm commitments are received.

Reach SPECTRUM attendees with onsite educational events in your style and format! Choose your topic and speakers and deliver an impactful presentation to interested attendees. You have complete control over educational content and presenters.

The session should be no more than 45 minutes in length.

**Please note:** Pre-Lunch Industry Sessions are not eligible for CME credit and are not part of the educational programming presented by SPECTRUM.

Choose from one of the following dates and times:

#### Friday, January 14

Pre-Lunch sessions 11:30 - 12:15 PM  
12:15 - 1:00 PM

#### Saturday, January 15

Pre-Lunch sessions 11:30 - 12:15 PM  
12:15 - 1:00 PM

#### Sunday, January 16

Pre-Lunch sessions 11:30 - 12:15 PM  
12:15 - 1:00 PM

#### Fee includes

- Marketing
  - o A pre-registration list of conference attendees (mailing address only) will be provided to sponsoring companies.
  - o SPECTRUM will distribute an email to all attendees before the conference with details about the Pre-Lunch Industry

Sessions. In addition, reminders will be sent out throughout the conference.

- Logistics
  - o A meeting room at the venue for your program, including set up
  - o AV equipment set up, including screen, projector, and microphone. Other equipment is available upon request.

#### This fee DOES NOT include:

Sponsoring companies are responsible for the following expenses:

- Education content and speaker expenses
  - o Faculty management, fees/honorarium, travel, hotel accommodations
  - o Presentation materials/hand-outs

### HANDS ON WORKSHOPS - \$4,000

Welcome conference attendees to your booth to experience a Hands On Workshop. These workshops have gained in popularity given the unique educational experience they provide our attendees. The Program on the final day will have dedicated time for industry partners to sign up to host a work shop in your exhibit booth. Multiple workshops will be taking place at the same time.

The workshops will be one hour in length.

**Please note:** Workshops are not eligible for CME credit and are not part of the educational programming presented by SPECTRUM.

Choose from one of the following workshops we have arranged:

#### Sunday, January 16

Ablation Workshop - 10:30 - 11:30 AM  
Embolization Workshop - 2:00 - 3:00 PM

# BRAND PROMOTION

## Increase your exposure!

### WiFi Network Sponsorship - Exclusive

\$12,500

Place your company logo on the log-in page for wifi connectivity for all meeting attendees.

### Badge and Lanyard - Exclusive

\$7,500

Mobilize your company's logo throughout the annual meeting. Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Attendees will be photographed during the annual meeting, and as such, your company's logo will appear in future promotional and marketing materials for the annual meeting.

### Charging Station - Exclusive

\$8,000

Provide attendees a quick "jump-start" for their mobile devices, laptops, and tablets. Your company logo will appear on signage at the Charging Station. Your company will be listed in the onsite program guide.

### Hotel Key Cards - Exclusive

\$10,000

Place your company logo on every key card provided to the attendees staying at the host hotel. The key cards will be given out at check-in and used to access hotel rooms throughout their stay—a great ongoing reminder of your company and products. The sponsor is responsible for all associated production costs and hotel costs.

### Conference Tote Bags - Exclusive

\$10,000

Company and logo on a conference tote bag that attendees will continue to use once they return home from the conference. Every SPECTRUM attendee will receive a tote bag filled with conference information.

### Hand Sanitizing Stations - Registration Area

\$3,000 - each

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the educational rooms and registration area.

Benefits include:

- Signage at each hand sanitizer station with one custom graphic

### Hand Sanitizing Stations - Exhibit Hall - Exclusive

\$4,500

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the exhibit hall of the conference center. You can place up to three (3) hand sanitizing stations throughout the exhibit hall.

Benefits include:

- Signage at each hand sanitizer station with company logo

### Hand Sanitizing Stations - Outside the Exhibit Hall

\$2,500 - each

Increase your exposure by sponsoring hand sanitizer (hotel-provided stations) around the educational rooms and registration area.

Benefits include:

- Signage at each hand sanitizer station with one custom graphic

## QUESTIONS?

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# ADVERTISING

## PRINTED ADVERTISING

### **Meter Board Signage**

\$2,000 - 4 Available

Place your custom graphic message on signage that is strategically placed around the meeting space. Your signage will be visible to all attendees as they navigate their way from sessions to the exhibit hall.

### **Elevator Door Wrap**

\$15,000 - 2 Available

Place your custom graphic message on the front of the elevator doors strategically placed for all meeting attendees to visualize your support as they come and go from the conference.

### **Branded Stairs**

\$10,000 - 1 Available

Place your custom graphic message on the staircase that is strategically placed adjacent to the meeting space. Your signage will be visible to all attendees as they navigate their way from sessions to the exhibit hall.

### **Window Clings**

\$10,000 - 4 Available

No view of the beautiful property at the Nobu Hotel/Eden Roc without your custom graphic hanging on the window. Your signage will be visible to all attendees as they enjoy the sights of our world-class destination.

### **Onsite Program**

SPECTRUM's onsite program is a reference publication distributed to each attendee. A listing of all exhibitor symposia, hospitality events, and in-booth CE education helps attendees find the exhibitor events that take place during the busy three days of the meeting. The directory section lists all exhibitors, products, services, and brand names (as provided by individual exhibitors).

### **Title Page to Exhibitor Directory**

\$3,000

### **Inside Back Cover**

\$3,000

### **Full Page Ad**

\$2,000

### **Half Page Ad**

\$1,250

### **Hotel Room Drop**

\$2,000 - 3 Available

Place your message in the rooms of all attendees. Your product or literature will be delivered to each conference attendee and placed outside their room. Additional Hotel Room Fees apply

### **Conference Tote Bag Insert**

\$1,000

Place your custom flyer into each of the attendees' tote bags

### **Eblast**

\$3,000 each

Send your custom message out to SPECTRUM members and conference attendees with a custom eblast. SPECTRUM will schedule to send one eblast in the immediate six weeks before the meeting. This eblast will include your custom text and one linkable graphic. Eblast will be sent to all conference attendees.

# EXHIBIT TERMS AND CONDITIONS

- In exchange for payment in full SPECTRUM provides the benefits as outlined on the application.
- In exchange for payment in full for the exhibit(s) contracted by the exhibitor SPECTRUM will provide the following for each booth: exhibit space with 6ft skirted table & chairs (as per class level). All equipment will be made available through the hotel. Exhibitors may provide their own equipment or furnishings. The exhibit hall is carpeted. Any internet charges / electricity or rigging at the table are to be paid by the exhibitor and set-up through the hotel or expo company.
- Although the exhibition area will be locked during closed hours neither SPECTRUM nor the facility assume responsibility for damage to, loss, theft of property of the exhibitors, the exhibitors' agents, employees, or invitees.
- Payment in full is due by December 31, 2021 and after this date at the time of application. In the event that you cancel sponsorship or exhibit space, 50 percent of the contracted amount will be refunded to the company if SPECTRUM receives notice of cancellation by December 31, 2021. If a sponsorship other than exhibiting is cancelled after SPECTRUM has incurred associated costs i.e. Room keys, flash drives, the costs incurred to SPECTRUM will also be deducted from the amount to be reimbursed. After December 31, 2021 there will be no refund of sponsorship payment. All sponsorships cancellations must be submitted in writing to SPECTRUM. No-shows are not eligible for refunds.
- SPECTRUM reserves the right to adjust exhibit space assignments.
- In the event of failure or inability to fulfill this contract or to furnish the space due to fire, strikes, authority of the law, act of God, or any other cause or reason, SPECTRUM agrees to return to the sponsor all deposits or other monies paid and thereupon this agreement shall be deemed canceled by mutual consent, and SPECTRUM shall be relieved from all responsibility.
- Sponsor and/or exhibitor agrees to be responsible for his/her own property. Sponsor or exhibitor shall release, hold harmless and indemnify SPECTRUM from any and all claims, obligations, liabilities, causes of action, lawsuits, damages and assessments, including legal fees that result from an allegation of negligence on the part of the sponsor or SPECTRUM or third parties in the use of the exhibit space or activities in connection with the use of exhibit space.
- No sponsorship events outside of approved SPECTRUM events are allowed at the facility unless approved prior by SPECTRUM.

As an accredited CME provider, SPECTRUM is governed by the Florida Medical Association's standards for Commercial Support of Continuing Medical Education. In accordance with the standards SPECTRUM has established the following policies for commercial exhibits held in conjunction with its educational activities:

- Arrangement for exhibits may neither influence planning nor interfere with the presentation of the educational activity.
- Commercial/promotional materials may not be displayed or distributed in the same room immediately before, during, or immediately after the CME activity.
- Representatives of commercial supporters and exhibitors may attend the CME activity if they wish but may not engage in sales activity in the room where educational activity is held.
- Exhibits cannot be a condition of provision of commercial support for CME activities.

The signature at the end of Section 1 in the application acknowledges receipt of and agrees to abide by the Exhibit Terms & Conditions as published by SPECTRUM which regulations are considered to be a part of the agreement between the commercial supporter and SPECTRUM if this application is accepted by SPECTRUM. Acceptance of this application as an agreement between the commercial supporter and SPECTRUM will occur when email confirmation occurs by a SPECTRUM representative. SPECTRUM does not guarantee the number of attendees. It is understood that all sponsorship agreements are subject to review by the Program Directors. It is agreed that disapproval of an exhibit by the Program Directors will result in termination of the agreement without penalty to either party. All claims or suits arising out of the application's acceptance or rejection shall be governed by the laws of the State of Florida.

# APPLICATION

## Corporate Membership and Annual Meeting Exhibit

### SECTION 1 - COMPANY INFORMATION

Company Name:  
(as it should appear on signage and printed recognition)

Contact Name:

Address:

City: State: Zip:

Website:

Phone: Email address:

Additional emails for updates regarding meeting:

*Please attach a paragraph description of your company (no more than 50 words) and a logo with transparent background.*

**CORPORATE MEMBERSHIP LEVEL:** Check one  
**PLATINUM (\$50,000)**      **GOLD (\$30,000)**      **SILVER (\$20,000)**      **BRONZE (\$10,000)**

**EXHIBIT CLASS REQUESTED:** Check one  
**20x20: (\$25,000)**      **10x30: (\$20,000)**      **10x20: (\$10,000)**      **10x10: (\$5,000)**

Product or services to be exhibited:

Do NOT locate me near:

I agree to the terms and conditions listed in the exhibitor prospectus.      Please mark with an X

Signature: Type Name: Date:

### SECTION 2 - PAYMENT INFORMATION

(Cobbe Consulting & Management - SPECTRUM Tax ID Number: 80-0138723)

Application with the payment and other communications may be addressed to the following:

Email: [fcobbe@cobbemanagement.com](mailto:fcobbe@cobbemanagement.com)

Mail: **Cobbe Consulting & Management: SPECTRUM, 319 S Glen Arven Avenue, Temple Terrace, FL 33617**

Enclosed is a check payable to "Cobbe Consulting & Management-Spectrum " in the amount of \$

I hereby authorize the following amount to be charged to my credit card:

Amount Authorized: Card #: Visa, MC, AMEX

Expiration Date: Security Code or CIN Number: Billing Zip Code:

Name as it appears on Card:

Mailing Address for credit card:

**All sponsorships must be paid in full by December 31, 2021.**

# SPECTRUM – Additional Sponsorship Options Application

Please indicate the promotional opportunity you would like to secure below. Some opportunities have limited availability. Upon receipt of this application form, SPECTRUM staff will confirm availability of the selected opportunity requested below. Companies securing advertising will be required to provide all ad copy and graphics necessary for the advertisement. SPECTRUM will provide complete advertising instructions including format and size.

Company Name:

Contact Name:

Address:

Phone:

Email Address:

## Please Indicate the Opportunity Option Below:

Industry Symposium - \$15,000  
Embolization Workshop - \$4,000  
Ablation Workshop - \$4,000

Badge & Lanyard - \$7,500  
Hotel Key Cards - \$10,000

Sanitizing Station - Registration - \$3,000  
Sanitizing Station - Outside Hall- \$2,500

Meter Board Signage - \$2,000  
Branded Stairs - \$10,000

Wifi Network Sponsorship- \$12,500

Charging Station - \$8,000  
Tote Bags - \$10,000

Sanitizing Station - Exhibit Hall - \$4,500

Elevator Door Wrap - \$15,000  
Window Clings - \$10,000

### Ads:

Program Title Page to Exhibitors - \$3,000  
Full Page Ad - \$2,000  
Hotel Room Drop - \$2,000  
Promotional Eblast - \$3,000

Inside Bank Cover Ad- \$3,000  
Half-Page Ad - \$1,250  
Tote Bag Insert - \$1,000

Enclosed is a check payable to "Cobbe Consulting & Management-Spectrum " in the amount of \$

I hereby authorize the following amount to be charged to my credit card:

Amount Authorized:

Card #:

Visa, MC, AMEX

Expiration Date:

Security Code or CIN Number:

Billing Zip Code:

Name as it appears on Card:

Mailing Address for credit card:

Please complete this form and return to the SPECTRUM office via email [fcobbe@cobbemanagement.com](mailto:fcobbe@cobbemanagement.com). Staff will contact you directly to manage your request and answer any additional questions you may have. We are always looking for innovative ways to communicate and assist our members. If you have any suggestions for programs we can develop together, please let us know.

Cobbe Consulting & Management, 319 S. Glen Arven Avenue, Temple Terrace, FL 33617.  
Email: [fcobbe@cobbemanagement.com](mailto:fcobbe@cobbemanagement.com) Website: [www.thespectrumconference.org](http://www.thespectrumconference.org)