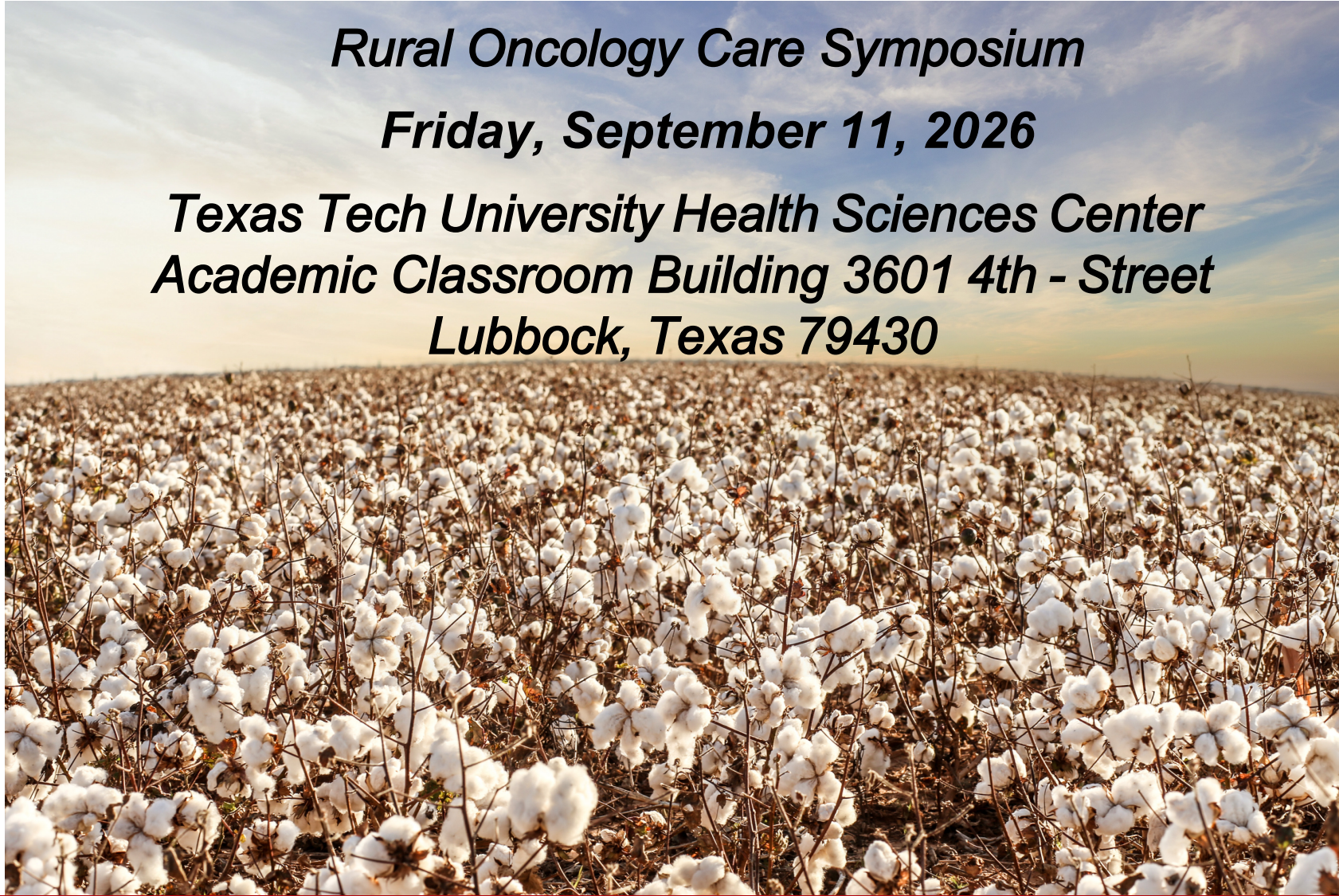


Rural Oncology Care Symposium

Friday, September 11, 2026

***Texas Tech University Health Sciences Center
Academic Classroom Building 3601 4th - Street
Lubbock, Texas 79430***



Exhibition/Sponsorship Prospectus



**TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™**

Key Contacts:



ShaBre' Wilson

Program Coordinator

Office of Professional Development and Accredited Continuing Education

Texas Tech University Health Sciences Center

Direct Line: 806-743-6777

Email: shabre.wilson@ttuhsc.edu

Welcome:

Texas Tech University Health Sciences Center Office of Professional Development and Accredited Continuing Education, along with the UMC Health System and Rural Cancer Collaborative are hosting the Rural Oncology Care Symposium (ROCS) on Friday, September 11, 2026 at the Texas Tech University Health Sciences Center Academic Classroom Building, 3601 4th Street, Lubbock, Texas.

Activity Overview:

The Rural Oncology Care Symposium is a premier continuing education event aimed at addressing the unique challenges of managing cancer care in rural settings. Scheduled for September 11, 2026, this one-day event will take place in Lubbock, Texas, bringing together healthcare professionals across disciplines to advance their knowledge and skills in cancer care.

This symposium will:

- Educate healthcare teams on referral practices and community resources to streamline cancer care for rural populations.
- Highlight the disparities in access to care and provide actionable solutions for community providers.
- Showcase the latest in multidisciplinary cancer care, survivorship, and resources to improve patient outcomes.

The event features:

- Expert-led sessions referencing the latest NCCN guidelines.
- An interdisciplinary approach, fostering collaboration among physicians, nurses, pharmacists, social workers, and other healthcare professionals.
- Active learning strategies such as case studies, moderated discussions, and skill-building workshops.
- With 7 CME credits available, the symposium ensures high-quality, accredited education for attendees, emphasizing improved care delivery and patient outcomes.

Why Sponsor?

- Gain visibility among a diverse audience of healthcare providers.
- Showcase commitment to enhancing cancer care in underserved communities.
- Be part of an impactful initiative driving better health outcomes for West Texas residents.
- We invite you to partner with us to make a lasting impact on cancer care.

Sponsorship Information:

We have a variety of sponsorship opportunities for you to consider. Each of the opportunities is explained in further detail throughout this document. If you don't see what you are looking for, contact us and we will be happy to discuss additional advertisement opportunities. Thank you in advance for your consideration! For more information on this activity or any other activity we host, please visit our CME Website at <https://www.ttuhsc.edu/medicine/continuing-medical-education/default.aspx>

General Exhibit Information: The exhibit request form can be found in this packet for further review.

Texas Tech University Health Sciences Center Office of Professional Development and Accredited Continuing Education are hosting our Rural Oncology Care Symposium on Friday, September 11, 2026 at the Texas Tech University Health Sciences Center Academic Classroom Building, 3601 4th Street, Lubbock, Texas.

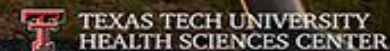
If you would like to participate as an exhibitor, please complete and submit the Exhibit Booth Reservation/Payment located at this weblink under the Exhibitors tab: <https://ttuhsc.cloud-cme.com/course/courseoverview?P=5&EID=9585>

The Exhibit Coordinator for this conference will contact you regarding logistical information.

Exhibit space for this event is Pharmaceutical/Device company starting at: \$2,000.

All exhibits will be located outside of the lecture hall and other vendors have been invited to participate. Our Tax ID # is 75-6002622. If you have any questions, please feel free to call the Office of Professional Development and Accredited Continuing Education at (806) 743-2929.

Since this activity is being certified for CME credit, it is necessary that we follow the Standards for Integrity and Independence in Accredited Continuing Education as stipulated by the Accreditation Council for Continuing Medical Education (ACCME). As such, all expenses and revenue for this activity must be managed by the Office of Continuing Medical Education to remain in compliance so, exhibits and grants will be handled as separate functions for this activity. All exhibits are considered “advertising” space.



Information:

"While the interests of healthcare and business sometimes diverge, both are legitimate, and collaboration between healthcare professionals and industry can advance patient care."(ACCME). Having this in mind, the sponsorship opportunity is designed to help companies provide a higher-level depiction of their products to attendees during marketing, exhibits, and non-accredited education.

In addition, we are pleased to offer a range of different exhibit booth tiers for vendors to participate in our Continuing Medical Education (CME) activity. These tiers are designed to support and enhance the educational experience for all participants. Our exhibit booth tiers are as follows:

Platinum Tier: \$5,000

Gold Tier: \$3,500

Silver Tier: \$2,000

The following pages will describe the benefits of each tier. For those interested in providing commercial support please contact the conference coordinator.

Acknowledgment of commercial support must be disclosed in writing (handout, syllabi, program announcement, etc.) to the learner before the beginning of the activity. The source of the support and any "in-kind" support will be disclosed to the learner before the beginning of the education activity. Disclosure to the learner must not include the corporate logo, trade name, or product group message of an ACCME defined ineligible company. If interested in sponsoring or exhibiting for this event, please complete the Letter of Agreement.

Platinum Sponsor

The Platinum Sponsorship is the highest level of sponsorship and is limited to 2 organizations.

-- \$5,000

➤ Highest Level of Recognition

- Logo visibility as a Platinum Sponsor in all pre/post-show promotion
- 30 second video placement with content description
- Sponsor Level Banner
- Four included registrations
- Highest visibility exhibitor booth position
- Inclusion in thank you speech.
- Recognition in networking mixer



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Gold Sponsor

The Gold Sponsorship is limited to three organizations and includes numerous branding opportunities to drive business for your organization and an exhibitor booth.

-- \$3,500

- Second Highest Level of Recognition
 - 30 second video placement with content description
 - Logo on conference page
 - Sponsor Level Banner
 - Two included registrations
 - Highest visibility exhibitor booth position
 - Inclusion in thank you feedback speech



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Silver Sponsor

The Silver Sponsorship is limited to two organizations drives website traffic and brand visibility for your organization through pre- and post-show communication and an exhibitor booth.

-- \$2,000

- Steady Level of Recognition
 - Two included registrations
 - Sponsor Level Banner
 - Logo on Sponsorship page
 - Inclusion in thank you speech



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Dear Vendor,

Texas Tech University Health Sciences Center Office of Professional Development and Accredited Continuing Education, along with the Rural Cancer Collaborative and UMC Health System are hosting the **Rural Oncology Care Symposium** on **Friday, September 11, 2026** at the **Texas Tech University Health Sciences Center, Academic Classroom Building, 3601 4th Street, Lubbock, Texas.**

The Rural Oncology Care Symposium is a premier continuing education event aimed at addressing the unique challenges of managing cancer care in rural settings. Scheduled for September 11, 2026, this one-day event will take place in Lubbock, Texas, bringing together healthcare professionals across disciplines to advance their knowledge and skills in cancer care.

This symposium will:

Educate healthcare teams on referral practices and community resources to streamline cancer care for rural populations. Highlight the disparities in access to care and provide actionable solutions for community providers.

Showcase the latest in multidisciplinary cancer care, survivorship, and resources to improve patient outcomes.

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Active learning strategies such as case studies, moderated discussions, and skill-building workshops.

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Why Sponsor?

Gain visibility among a diverse audience of healthcare providers.

Showcase commitment to enhancing cancer care in underserved communities.

Be part of an impactful initiative driving better health outcomes for West Texas residents.

We invite you to partner with us to make a lasting impact on cancer care.

Product theater opportunity

The conference will begin with registration at 7:15 AM on Friday, September 11, 2026. There will be opportunities throughout the day for vendors to interact with the attendees. We invite you to take this opportunity to meet some of the physicians and health care professionals from our referral area by exhibiting your products at this activity. The brochure will be sent once it is finalized.

If you would like to participate as an exhibitor, please complete and submit the Exhibit Booth Reservation located at this web link: <https://ttuhsc.cloud-cme.com/course/courseoverview?P=5&EID=9585>. The Exhibit Coordinator for this conference will contact you regarding payment and logistical information.

The cost for each space is based on your organization type. **Pharmaceutical/Device company:** \$2,000; **Community Organization:** \$150. We are pleased to provide exhibitors with the flexibility to choose from our tiered booth options starting at 2,000, each offering distinct advantages at different fee levels. For a comprehensive overview of the benefits associated with each tier and information on sponsorship opportunities, kindly refer to our sponsorship prospectus form available on our website or contact our exhibit coordinator for further details. Our Tax ID # is 75-6002622. If you have any questions, please feel free to call the Office of Accredited Interprofessional Continuing Medical Education at (806) 743-2929.

Since this activity is being certified for CME credit, it is necessary that we follow the Standards for Integrity and Independence in Accredited Continuing Education as stipulated by the Accreditation Council for Accredited Interprofessional Continuing Medical Education (ACCME). As such, all expenses and revenue for this activity must be managed by the Office of Continuing Medical Education to remain in compliance so, exhibits and grants will be handled as separate

functions for this activity. All exhibits are considered “advertising” space.

Thank you for your time and we look forward to your participation in our ***Rural Oncology Care Symposium***

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HEALTH SCIENCES CENTER.

Office of Professional Development and Accredited Continuing Education

3601 4th Street – MS 7113 | Lubbock, Texas 79430 806.743.2929



Texas Tech University Health Sciences Center (TTUHSC) is committed to presenting accredited continuing education that promotes improvements in the quality of healthcare services delivered and are independent of the control of ineligible companies. As part of this commitment, Texas Tech University Health Sciences Center has outlined in this written agreement the terms, conditions, and purposes of commercial support for its accredited continuing education. Commercial support includes financial or in-kind contributions provided by ineligible companies used to pay all or part of the costs of an accredited continuing education.

Terms, Conditions, and Purposes

- This educational activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the ineligible company.
- TTUHSC is responsible for the identification of educational needs, determination of learning objectives, selection of faculty, education methods, and the evaluation of the activity.

- TTUHSC, as the accredited provider, will make all decisions regarding the disposition and disbursement of the funds from the ineligible company.
- The ineligible company will not require TTUHSC to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
- All commercial support associated with this activity will be given with the full knowledge and approval of the Office of Continuing Medical Education at TTUHSC. No other payments shall be given to the director of the activity, planning committee members, teachers, authors, joint sponsors, participants, or any others involved with the supported activity.
- TTUHSC will, upon request, furnish the ineligible company with documentation detailing the receipt and expenditure of the commercial support.

- Product-promotion material or product-specific advertisements of any type are prohibited in or during the accredited continuing education. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed.
- Live or enduring promotional activities must be kept separate from the accredited continuing education. Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity.
- Promotional materials cannot be displayed or distributed in the education space immediately before, during or after an accredited continuing education.
- Ineligible companies may not engage in sales or promotional activities while in the space or place of the accredited continuing education.

- TTUHSC, as the accredited provider, will ensure that the source of support from the ineligible companies, either direct or “in-kind,” is disclosed to the participants in brochures, syllabi, and other program materials.
- The acknowledgment of commercial support will include the company name, and the nature of the support if it was in-kind, prior to the learners engaging in the education. The acknowledgment will not include the ineligible companies’ corporate or product logos, trade names, or product group messages.

Updated 2.9.2023



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HEALTH SCIENCES CENTER™
Office of Continuing Medical Education

Accredited Provider Texas Tech University Health Sciences Center

Tax ID Number 75-6002622

Address 3601 4th Street, Stop 7113
City, State, Zip Lubbock, Texas 79430
Phone Number 806-743-2929
Email Address cme@ttuhsc.edu

Ineligible Company

Address
City, State, Zip _____
Contact Person _____
Phone Number _____
Email Address _____

Agreed by Authorized Representatives

Accredited Provider:

(May only be signed by TTUHSC CME Managing Director)

Ineligible Company:

Signature and Date

Print Name

Title

Signature and Date

Print Name

Title

Joint Provider Representative or CO-Provider:

(Other Accreditor Providers or eligible companies)

Signature and Date

Print Name

Title

Operating Policy and Procedure

SOM OP: 60.05 Appropriate Use of Commercial Support

PURPOSE: The purpose of this policy is to describe the appropriate use of commercial support in accredited continuing education activities.

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Texas Tech University Health Sciences Center (TTUHSC) Center of Accredited Interprofessional Continuing Medical Education (CAICME). If a revision to the policy is recommended, the TTUHSC CME Executive Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

It is the policy of the TTUHSC CAICME to abide by the ACCME Standard for Integrity and Independence in Accredited Continuing Education, standard 4: Manage Commercial Support Appropriately.

Procedures

1. TTUHSC CAICME shall make all decisions regarding disposition and disbursement of commercial support funds.
2. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
3. TTUHSC CAICME shall document the terms, conditions, and purposes of the commercial support in a written agreement that is signed by the Managing Director and/or his/her designee, as a representative of the Office of CME and the representative of the commercial interest. The Letter of Agreement may be either the one developed by TTUHSC or one provided by the supporting company provided that it is an unrestricted grant and meets TTUHSC legal requirements and complies with ACCME Standard for Integrity and Independence in Accredited Continuing Education. All grants for activities certified for credit by the TTUHSC CAICME will be in the form of unrestricted educational grants. TTUHSC CAICME can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
4. Acknowledgement of commercial support must be disclosed in writing (handout, syllabi, program announcement, etc.) to the learner prior to the beginning of the activity. The source of the support and any "in-kind" support will be disclosed to the learner prior to the beginning of the education activity. Disclosure to the learner must not include the corporate logo, trade name or product group message of an ACCME defined ineligible company.
5. At the conclusion of the educational activity, TTUHSC CAICME will develop a final accounting of all income and expenses, including expenditures of funds from ineligible companies.
6. An ineligible company may not give advice regarding teachers, authors, content, participants or other education matters as a condition of contributing funds.

7. Commercial support can defray or eliminate the cost of the education for all learners.

Operating Policy and Procedure

SOM OP: 60.06 Appropriate Management of Exhibits

PURPOSE: The purpose of this policy is to describe the appropriate management of commercial exhibits in accredited continuing education activities.

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Texas Tech University Health Sciences Center (TTUHSC) Center of Accredited Interprofessional Continuing Medical Education (CAICME). If a revision to the policy is recommended, the TTUHSC CME Executive Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

It is the policy of TTUHSC CAICME is to abide by the ACCME Standards for Integrity and Independence in Accredited Continuing Education. TTUHSC CAICME does offer exhibit opportunities at large conferences/symposium and provides this policy as guidance for staff and exhibitors. An ineligible company may not exhibit at regularly scheduled series activities.

Procedures

1. TTUHSC CAICME shall ensure that commercial exhibits or advertisements do not influence planning, delivery, evaluation or interfere with the presentation of accredited education.
2. Exhibit booth space is to be a separate entity from Commercial Support grants. Exhibit space is a marketing opportunity purchased through the conference activity and is not to be contingent upon, nor a consideration, of support given in the form of an unrestricted educational grant. The provision of a grant does not entitle the grantor to exhibit space. Exhibits are considered to be marketing and shall be separate from educational grants.
3. Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
4. Promotional activities must be kept separate from the educational space. Advertisements and promotional materials may not be displayed or distributed in the education space immediately before, during or after the education.
5. Representatives of ineligible companies may attend accredited continuing education at the discretion of the program coordinator and may not engage in sales and promotion while in the space or place of the accredited continuing education.
6. TTUHSC CAICME and the sponsoring department determine the exhibit fee. The ineligible company and a representative of the TTUHSC CAICME shall sign an exhibitor agreement with the fee and exhibitor conduct and restrictions specified in the agreement. The representative can also submit this exhibitor agreement electronically.
7. If the ineligible company is providing grant support and purchasing exhibit space they may pay for this in one check or credit card transaction, but the amount of the grant must be specified in the written Letter of Agreement and the amount of the exhibitor fee must be specified in the Exhibitor

Registration form. All exhibit fees must be paid prior to the accredited continuing education. Failure to show and claim exhibit space does not waive fees due. No refunds of exhibit fees will be made.