



Exhibitor Prospectus

The Association of Physician Assistants in Oncology (APAO) is a non-profit specialty organization affiliated with the American Academy of Physician Assistants (AAPA) that consists of PAs working in the field of oncology. Our members practice in both clinical and research settings. The APAO holds an annual conference to educate health care professionals about oncology principles, current practices and new developments; and awards an annual scholarship to a PA student that is interested in pursuing a career in oncology.

APAO Mission

- To promote the utilization of PAs in the delivery of the best possible care available to people with cancer and related diseases.
- To provide the general membership of the AAPA a forum for the exchange of information regarding the issues that relate to PA practice in the field of oncology.
- To represent PAs that practice in the field of oncology through the AAPA House of Delegates.

Conference Overview

The 14th Annual APAO Conference will present comprehensive clinical and surgical approaches in a variety of oncology topics to enhance oncology expertise; and help to improve patient outcomes. Over four-days, attendees will have a choice of general sessions, concurrent sessions and workshops to choose from. Day 1 is a pre-conference featuring the latest clinical highlights on a variety of cancers. Content will be cutting edge, clinically relevant breakthroughs. These events are open to all healthcare practitioners and researchers, and target advanced practice professionals.

The Expanding Role of Oncology PAs in Healthcare Today



A variety of economic and demographic factors are increasing the demand for oncology advanced practice professionals. Physician assistants and nurse practitioners (NPs) are filling a huge patient care gap. APAO Past-President Todd Pickard, PA-C, says, “PAs are becoming increasingly responsible for facilitating and providing care to patients throughout the entire spectrum of cancer, including prevention, screening, diagnosis, treatment, clinical research, surveillance, and survivorship. Patients and doctors now have a better understanding of the PA profession and see the potential for their significant role in health care. From large academic centers to small group oncology practices, more and more PAs are being recruited to help care for an ever-increasing number of patients being diagnosed and living with cancer.”

“In academic settings and in community settings,” says APAO Past-President David Coniglio, PA-C. “PAs are being presented with the opportunity to participate in patient care, patient education, and the education of clinical providers at a time when novel therapies and novel practice settings may offer more options to our patients.” The AAPA reports that approximately 257 million patient visits are made to physician assistants, and approximately 332 million medications are prescribed or recommended by PAs. Physicians may delegate to PAs those medical duties that are within the physician’s scope of practice and the PA’s training and experience. State medical and PA practice acts and regulations generally allow physicians' broad delegatory authority, which permits flexible, customized team practice. In facilities such as hospitals, PAs obtain clinical privileges through a system similar to the one used for physicians. All 50 states, the District of Columbia, and Guam authorize PAs to prescribe.

Patient demand is expected to grow by 48 percent in 2020. Physicians who work with PAs and NPs in their practice saw 10 percent more patients per week (.ASCO). This typically involves having PAs and NPs see new patients, order chemotherapy and perform various procedures. Responsibilities may include performing regular cancer screening tests, conducting physical examinations, ordering and interpreting tests, diagnosing and treating cancer, assisting in surgery, helping manage side effects, prescribing medications, and ordering chemotherapy. In addition, PAs educate and counsel people about their disease. Meanwhile, some PAs perform procedures, including lumbar puncture (the process of taking a sample of cerebral spinal fluid to look for cancer cells, blood, or tumor markers), paracentesis (the removal and analysis of fluid from the abdomen with a needle), and biopsy. According to APAO member Maura Polansky, PA-C, oncology PAs also participate in clinical trials at a high rate.



Attendees/Demographics

The Annual APAO Conference typically attracts 250-300 registrants from across the US. Attendees are affiliated with both academic and community-based settings; coming from major cancer centers, outpatient clinics, and universities. Many attendees will be from within the local geographic region.

Exhibit & Advertising Opportunities

Exhibit Space

Our exhibit hall schedule offers more than seven hours of unopposed time with members. During the opening reception, hour-long continental breakfasts and half-hour refreshment breaks, you can expect to meet and greet directly with conference attendees. These highly trained professionals are vital members of the oncology team. Many past exhibitors said this was the most interactive group they had met all year-long. Don't miss this chance to reach this highly motivated, enthusiastic group of professionals.

The exhibit fee of \$3,500 includes a draped display table with chairs located outside of the meeting rooms and registration for four days with two exhibitors per day. A Registrant Mailing List (opt-in), continental breakfasts, break food & beverages .are provided to registered exhibitors. Exhibitors will be listed in the conference syllabus and exhibitor support will be acknowledged throughout the conference. Attendees are encouraged to visit exhibitors with opportunities to win daily prizes that are raffled by APAO.

Newsletter Advertising

Exhibitors are offered an additional opportunity to reach potential attendees via APAO's pre-conference newsletter. Business card-size ads can alert attendees to your exhibit. The newsletter is sent to early conference registrants, APAO members and potential registrants. **Each ad is \$500.**



Conference Hotel Information



633 N. St. Clair Street
Chicago, IL 60611
(D) 312-274-4432
(F) 312-274-4442

Please reserve your hotel room early. We expect to sell-out of guestroom accommodations well before the cut-off date of 12:01 a.m. on Monday, August 15, 2011. Only those Group rooms reserved with guest name and guaranteed with a deposit will be considered reserved.

Individual Reservations by Telephone and 800#

All guests shall make reservations directly with the Hotel at local phone number 312-573-0300, toll-free number 1-800-996-3426, or by contacting Wyndham at www.wyndham.com, on an individual basis, identify themselves as members of your Group to receive the Group rate.

Other Reservation Terms

The Hotel will require an early departure charge in an amount equal to the guest's current per night charge plus applicable taxes (excluding occupancy tax) for all guests who depart one or more days prior to their scheduled departure date verified upon arrival.

Shipping & Receiving

All shipping & receiving charges will be billed to the shipper. The Package Room at the Wyndham Chicago (Shipping & Receiving) provides storage, pick-up and transfer of materials (less than 200 lbs.) from any internal location within our hotel. All shipment items received by the hotel incur a standard per piece handling charge.

Boxes of "standard" size are \$5 per box/per day and pallets is \$200 per pallet/per day. Items of unusual size or shape may incur additional costs assessed by your Catering Manager. In addition, any outbound shipping will incur the same handling charges listed above, excluding the actual shipping costs.

Exhibit Set-Up

Exhibit set-up is scheduled from **7:00 p.m. – 9:00 p.m. on Wednesday, September 14, 2011.** Exhibitors must check in at the APAO Registration Desk to obtain a name badge and set-up location prior to moving in materials. A six-foot draped table with 2 chairs will be provided unless other arrangements are made in advance. If you prefer to bring self-standing displays please let us know so that we can confirm appropriate space available for you.

	A	B	C
1	Preliminary 2011 APAO ANNUAL CONFERENCE - Schedule at-a-Glance		
2	Time		Faculty
3	THURSDAY, September 15, 2011 - APAO's Best of ASCO® Meeting*		
4	7:00 am - 6:00 pm	Registration	
5	7:00 am - 8:00 am	Continental Breakfast/Exhibits	
6	8:00 am - 8:15 am	Welcome and Overview of Course	Carolyn Marinier, PA-C & Heather Hylton, PA-C
7	8:15 am - 9:15 am	Gastrointestinal Cancer Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	Blase N. Polite, MD, MPH
8	9:15 am - 10:15 am	Genitourinary Cancer Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	TBA
9	10:15 am - 10:45 am	Break/Exhibits	
10	10:45 am - 11:45 am	Sarcoma Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	TBA
11	12:00 pm - 1:30 pm	Lunch/PA Panel Discussion: Meeting the Needs of the Oncology Workforce	Todd Pickard, PA-C, Maura Polansky, PA-C, David Coniglio, PA-C, David Scholl, PA-C, Jean Ridgeway, ANP
12	1:30 pm -2:30 pm	Hematologic Cancer Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	TBA
13	2:30 pm - 3:30 pm	Developmental Therapeutics in Oncology Updates from 2011 <i>Best of ASCO® Meeting*</i>	Daniel Catenacci, MD
14	3:30 pm - 4:00 pm	Break/Exhibits	
15	4:00 pm - 5:00 pm	Lung Cancer Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	Lawrence Einhorn, MD
16	5:00 pm - 6:00 pm	Breast Cancer Clinical Updates from 2011 <i>Best of ASCO® Meeting*</i>	TBA
17			
18	FRIDAY, September 16, 2011 - The 14th Annual APAO Conference General Sessions		
19			
20	7:00 am - 6:00 pm	Registration	
21	7:00 am - 8:00 am	Continental Breakfast/Exhibits	
22	8:00 AM - 8:15 pm	Welcome and Overview of Course	Heather Hylton, PA-C & Carolyn Marinier, PA-C
23	8:15 am - 9:15 am	Keynote Speaker- Testicular Cancer: A Model for a Curable Cancer	Lawrence Einhorn, MD
24	9:15 am - 10:15 am	The Role of Pulmonary Metastectomy	Lary Robinson, MD
25	10:15 am - 10:45	Break/Exhibits	
26	10:45 am - 11:45 am	"Ovarian Cancer-Making the Diagnosis, Managing What Comes After"	S. Diane Yamada, MD
27	12:00 pm -1:30 pm	Lunch/PA Panel Discussion "The Economics of Utilizing PAs & NAs in Oncology Practices" "Whence Oncology PAs?"	Michael Powe & Rod Hooker, PA-C
28	1:30 pm -2:30 pm	Cancer Risk &Screening (including breast cancer)	Sarah Jackson, MS, LGC
29	2:30 pm - 3:30 pm	Community Oncology Issues	Lee Schwartzberg, MD
30	3:30 pm - 4:00 pm	Break/Exhibits	
31	4:00 pm - 5:00 pm	The ABCs of BMT	Heather Hylton, PA-C
32	5:00 pm - 6:00 pm	Cancer of Unknown Primary Origin	Heather Carlson, PA-C
33			
34	FRIDAY, September 16, 2011- Concurrent AM Workshop: Diagnostic Workshop		
35			
36	9:15 am - 10:30 am	The Basics of Reading Chest Xray and Nuclear Medicine Studies	Stephen Thomas, MD
37	10:30 am-10:45 am	Break/Exhibits	
38	10:45 am-12:00 pm	Improving Interpretation of CT Scans and MR Imaging	Christopher Straus, MD
39			
40	FRIDAY, September 16, 2011 - Concurrent PM Workshop: Survivorship		
41			
42	1:30 pm - 2:30 pm	Post-Treatment Psychosocial Issues	Lynne Wagner, PhD
43	2:30 pm - 3:30 pm	Fertility for Cancer Survivors	Eve Feinberg, MD
44	3:30 pm - 4:00 pm	Break/Exhibits	
45	4:00 pm - 5:00 pm	Endocrinology of Cancer Survivors	Rebecca Brown, MD
46	5:00 pm - 6:00 pm	Designing an Effective Survivorship Program	Theresa Wittenberg, PA-C
47			
48	6:30 pm - 9:30 pm	Welcome Reception	Venue TBA
49			
50	SATURDAY, September 17, 2011- The 14th Annual APAO Conference General Sessions		
51			
52	7:00 am - 1:00 pm	APAO Registration	
53	7:00 am -8:00 am	Continental Breakfast/Exhibits	
54	8:00am-9:00am	Frontline News in Prostate Cancer	Russell Szmulewitz, MD
55	9:00am-10:00am	Stereotactic Radiosurgery in Brain Metastasis	Arif Shaikh, MD
56	10:00am-10:30am	Break/Exhibits	
57	10:30am-11:30am	Surgical Management of Liver Lesions	Steven Wei, PA-C
58	11:30am-12:30pm	Neurotoxicities of Chemotherapy	Jan Drappatz, MD
59	12:30pm-1:30pm	Lunch/APAO Membership Meeting	Steven Wei, PA-C
60			
61	SATURDAY, September 17,2011 - Concurrent AM Session: Oncology 101 Pharmacology		
62			
63	8:00 AM	Welcome/Overview	David Scholl, PA-C
64	8:00am-9:00am	Systemic Therapy for Non-Small Cell Lung Cancer: State of the Art	Mary Pinder-Schenck, MD
65	9:00am-10:00am	Pharmacology of Gastrointestinal Malignancies	Peter O'Donnell, MD
66	10:00am-10:30am	Break/Exhibits	
67	10:30 am - 11:30 am	Pharmacology of Hematologic Malignancies	Anne McDonnell, PharmD, BCOP
68	11:30 am -12:30 pm	Pharmacology of Breast Cancer	Laura Michaud, PharmD
69	12:30pm-1:30pm	Lunch/APAO Membership Meeting	Steven Wei, PA-C
70			
71	SUNDAY, September 18, 2011- The 14th Annual APAO Conference General Sessions		
72			
73	7:00am -12:30 pm	APAO Registration	
74	7:00 am - 8:00 am	Continental Breakfast/Exhibits	
75	8:00 am - 9:00 am	Molecular-Targeted Therapies	W. Jack Pledger, PhD
76	9:00 am -10:00 am	MDS	Susan Buchanan, PA
77	10:00 am -10:15 am	Break/Exhibits	
78	10:15 am -11:15 am	Melanoma and Immunotherapy	Thomas Gajewski, MD, PhD
79	11:15 am-12:15 pm	Thrombocytopenia	Dr. Sefer Gezer, MD
80	12:15pm-1:15pm	Interventional Radiology	Riad Salem, MD

	A	B	C
81	1:15 pm	Adjourn	
82			
83			



EXHIBITOR APPLICATION

The 14th Annual Association of Physician Assistants in Oncology (APAO) Conference Wyndham Chicago, Illinois

Return application to info@focus-ed.net or fax to (813) 988-7796. Or mail application form to:

Association of Physician Assistants in Oncology
30658 USF Holly Drive
Tampa, FL 33620-3065

Application will be confirmed once payment is received. For further information contact info@focus-ed.net or call (813) 988-7795 for details.

Name: _____

Company/Affiliation: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Form of payment (please check) Check Credit Card

Please make check payable to the *Association of Physician Assistants in Oncology*

Credit Card Type: _____ CC #: _____

Exp. Date (Month & Year) _____ Security Code: _____

The exhibit fee of \$3,500 includes a draped display table with chairs located outside of the meeting rooms, including registration for two exhibitors per day. All exhibitors must pre-register.

Your exhibit and support will be acknowledged throughout the conference and in program materials.

APAO's federal tax identification is 43-2093609