



## AT A GLANCE:

# PMLS PRECISION ONCOLOGY AND DIAGNOSTICS 2024

DATE:  
**October 15 - 16,  
2024**

VENUE:  
Chicago

### **Conference Chair**

#### **Razelle Kurzrock**

Associate Director of  
Precision Oncology, Linda T.  
and John A. Mellowes Center  
for Genomic Sciences and  
Precision Medicine  
**Medical College  
of Wisconsin**

This event, developed with guidance from the editorial team of **Precision Oncology News**, will focus on the rapidly evolving field of molecularly informed cancer care, including new diagnostic and therapeutic modalities, regulatory and reimbursement trends, and implementation strategies.

**Precision Oncology and Diagnostics 2024** provides sponsors with an intimate and congenial setting to participate in discussions with experts in the field, showcase technologies and services, and establish your company as a thought leader in precision oncology.

## TOPICS TO BE DISCUSSED:

- **Best practices for ensuring equitable access to precision oncology**
- **Trends in multi-cancer early detection testing**
- **Patient perspectives on precision oncology**
- **The role of molecular tumor boards in delivering personalized care**
- **Drug pricing trends: impact on precision oncology drugs**
- **AI in precision oncology**
- **The current state of MRD testing**
- **Optimizing clinical trial design for precision oncology**
- **Improving clinical decision support tools and electronic health records**
- **Best practices for comprehensive genomic profiling**
- **Trends in cell therapy development**

**All speakers for this event are professionals with experience implementing precision oncology in the clinical setting.**

**Attendees will include oncologists, pathologists, health system executives, regulatory and reimbursement experts, clinical researchers, and pharmaceutical/biotech executives.**

## SPONSORSHIP PACKAGES

	Gold Sponsorship	Silver Sponsorship	Exhibitor Sponsorship
	\$20,000	\$10,000	\$5,000
Exhibit booth (signage, table, two chairs, and WiFi). Booths are located in a high-traffic area near registration and breaks.	✓	✓	✓
Two options: 1) create a panel discussion on a topic of your choosing with up to four participants, or 2) a shorter standalone presentation.	✓		
Exclusive pre-conference attendee outreach eblast highlighting your presence at the conference and directing attendees to your booth.	✓		
Position on panel discussion on a topic determined by event organizers with an independent moderator.		✓	
Post-show registration list with full contact information and registration details for all in-person and virtual registrants.	✓	✓	✓
Delegate passes (for your company staff) to the event, as well as networking cocktail reception. This provides an informal networking opportunity for ALL conference attendees, exhibitors, and speakers.	5	3	2
Passes for your customers and prospects to attend the event, including all meals and the networking cocktail reception.	5	3	
Distribution of promotional literature/ brochures. These will be distributed to all attendees on arrival at the meeting.	✓	✓	
Logo on conference website and all event marketing materials.	✓	✓	✓
Logo on signage at the conference.	✓	✓	✓
Logo and company description in the event app.	✓	✓	✓
Virtual Booth in event app.	✓	✓	✓

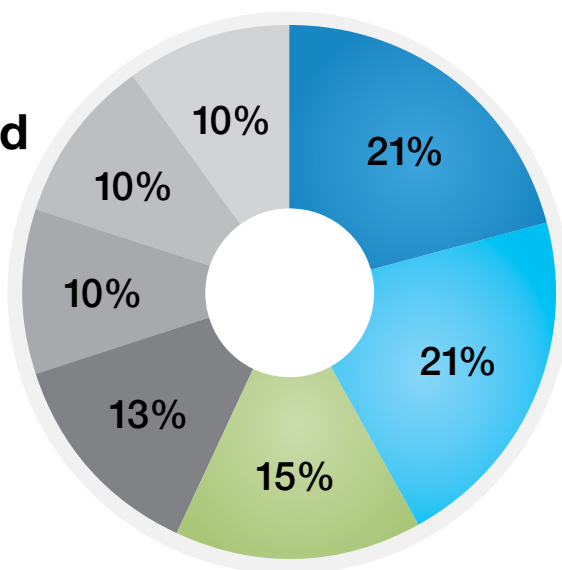
**OTHER SPONSORSHIP OPPORTUNITIES:**

WiFi (exclusive)	\$5,000
LiveStreaming	\$8,000
Lanyards (exclusive)	\$3,000
Lunch (2 companies)	\$8,000/day
Evening Networking Reception (exclusive)	\$25,000

**PAST EVENT STATISTICS**

**PMLS  
Precision  
Oncology and  
Diagnostics  
2023**

**236  
Attendees**



**ATTENDEES:  
ORGANIZATION TYPE**

- Academic/Govt/Nonprofit Research Institute
- Pharma/Biopharma/Ag-Bio
- Diagnostic Developer
- Hospital/Healthcare System/CLIA Lab
- Manufacturer/Vendor of Instruments, Reagents, or Software
- CRO/Genomic Services Provider
- Other (VCs, consultants, lawyers, etc.)

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