



Tennessee Cancer Consortium's 2017 Cancer Conference July 20

Location: Millennium Maxwell House Hotel
2025 Rosa L Parks Blvd, Nashville, TN 37228
Phone: (615) 259-4343
<https://www.millenniumhotels.com>

Title: 2017 Tennessee Cancer Conference

Description and Objectives: The Tennessee Cancer Consortium's Annual Cancer Conference in Tennessee will be held on **July 20, 2017 at the Millennium Maxwell House Hotel and Conference Center in Nashville**. The Cancer Conference objectives are to bring together over 300 volunteers of the state's cancer community to discuss issues, share ideas and focus on transforming the latest knowledge into strategies that communities, institutions, businesses and individuals can employ to the reduce cancer burden in our state.

The 2017 Cancer Conference theme is: *Working Together to Make a Difference*. Discussion on Policy, Systems, and Environmental approaches to cancer control and prevention will be included in several presentations, along with information on men's health, "Think About the Link" with HPV, Hepatitis B & C, metastatic breast cancer & women's health, and cancer support services.

The Tennessee Cancer Consortium will be partnering with "SURVIVORville", founded by the Women Survivors Alliance (WSA), and now in its fourth year. SURVIVORville is the leading platform for cancer survivors to support each other, learn how to redefine "normal" and live life after treatment. The WSA's SURVIVORville convention attracted over a thousand attendees from all corners of the globe in its inaugural launch in 2013, 2014 and again in 2015. 2017 promises to be an extraordinary experience. All cancer survivors – men and women – their caregivers, and families are invited to register for SURVIVORville which takes place July 21st-23rd immediately following the annual Tennessee Cancer Conference.

Problem/Opportunity/Need:

The American Cancer Society estimates that in 2017 Tennessee will have over 37,000 new cases of cancer diagnosed in 2017, and almost 15,000 cancer deaths. According to a report issued by the Tennessee Department of Health in March 2015, Tennessee had the 18th highest cancer incidence rate in the nation (new cancer diagnoses) and the 7th highest cancer mortality rate (cancer deaths) in 2011. Among blacks, Tennessee had the 14th highest cancer incidence and the 3rd highest cancer mortality rate. Among whites, Tennessee had the 18th highest cancer incidence and the 7th highest cancer mortality rate. Compared to residents of other states, TN residents experience a disproportionately higher share of the U.S. cancer burden in terms of both new cancer cases and deaths primarily due to cancer.

Target Population: The Tennessee Cancer Conference attracts a diverse audience from across the state including physicians, nurses, public health officials, cancer treatment centers' leadership and management personnel, academicians, representatives of the leading non-profit organizations funding cancer research and patient support, health educators, cancer registrars, patient navigators, coordinated school health personnel, government officials, advocacy groups, cancer survivors.

Collaboration: The Conference committee consists of members from a multiple sectors, with a volunteer base of 300+ that supports the efforts of the Conference committee. Numerous partner organizations are involved with the Cancer Conference and the Consortium through the individuals representing these organizations.

Quantifiable Outcomes: The Tennessee Cancer Consortium has a surveillance committee who provides oversight on program evaluation and has resources available at the Kinesmetrics Lab at Middle Tennessee State University to provide additional evaluation services. A tentative evaluation for the overall Conference and specific conference programming is under development. The Conference seeks to provide measurable changes in knowledge in all program participants. An evaluation summary post-program will be made available.



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Sponsorship Levels

Platinum \$2500 and above

- Company logo visibility at all event functions if you choose to provide signage, banners, etc.
- Company logo visibility and hyperlink on TC2 Website for 12 months
- Acknowledgement of sponsorship at the opening session and throughout meeting
- Promotional item or flyer may be distributed to all conference attendees
- First choice of exhibit space in prime location
- Five (5) complimentary registrations for the conference

Gold - \$1000 to \$2499

- Company logo visibility at all event functions if you choose to provide signage, banners, etc.
- Company logo visibility and hyperlink on TC2 website for 12 months
- Acknowledgement of sponsorship at opening session and throughout meeting
- Promotional item or flyer may be distributed to all conference attendees
- Exhibit space in prime location
- Three (3) complimentary registrations for the conference

Silver - \$500 to \$999

- Company logo visibility at all event functions if you choose to provide signage, banners, etc.
- Company logo visibility and hyperlink on TC2 website for 12 months
- Acknowledgement of sponsorship at opening session and throughout meeting
- Listing in conference program
- Exhibit space
- Two (2) complimentary registrations for the conference

Bronze / Exhibitor - \$400 (Non-profit \$150)

- Listing in conference program
- Exhibit space

Friend of TC2 – Other Amount ~ Award as negotiated

Make checks payable to: Tennessee Cancer Consortium, 601 Old Hickory Blvd. Unit 32,
Brentwood, TN 37027



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Agenda – Thursday, July 20, 2017	
8:30 am – 9:30am	Registration , Networking, and Coffee
9:30 am – 10:00am	Welcome and Opening Remarks
“Think About the Link” Campaign ~ Viruses and Associated Cancers	
10:00 am – 11:00 am	Ronnie Alvarez, MD – HPV & Cancer Krystle Kuhs, PhD – Hepatitis & Cancer Pam Hull, PhD – HPV Environmental Scan Kelly Moore, MD – HPV Vaccination in TN
11:00 – 11:40 am	Discussion: Prioritizing Challenges in Tennessee Moderated Panel: Alvarez, Kuhs, Hull, Moore
11:40 am – 12:00 pm	Break / Visit exhibits
12:00 pm – 1:00 pm	Lunch & Keynote speaker Actress Marissa Winokur
1:00 pm – 1:15 pm	Break / Visit exhibits
1:15 pm – 2:15 pm	Cancer Research – Moving Forward; Survivor: A Provider’s Personal Perspective – Jennifer Radtke, RN
Cancer in Tennessee ~ Activities and Updates	
2:30 pm – 3:30 pm	Breakout Session 1 (choose one)
Tobacco Session	Moderator – Rebecca Selove Smoke Free Chattanooga – Paula Collier, Hamilton County Health Dept. Nashville Tobacco Coalition – Caroline Young, NashvilleHealth Tobacco in TN – Marcella Bianco, TN Department of Health
Cancer Care	Moderator – Mary Winslow Physician Simulation Lab – Anna-Gene O’Neal, Alive Hospice Navigator Training – Sharon Dwyer, Appalachian Studies

	Healthy Eating – Katherine Ray, Heimerdinger Foundation
Women’s Health	Moderator – Navita Gunter Metastatic Breast Cancer – Turea Hamilton, Living Beyond Breast Cancer Self-Made Roundtable – Meharry Medical College Sister Pact – Memphis Breast Cancer Consortium
Advocacy	Moderator – Lynn Williams Affordable Health Care and Cancer Patients – Walter Davis, TN Health Care Campaign Legislative Update – Heather Wehrheim, American Lung Association Palliative Care Task Force – Lynn Williams, American Cancer Society, Cancer Action Network
3:45 pm – 4:45 pm	Breakout Session 2 (repeat of the above)
4:45 pm – 6:00 pm	Closing Remarks / Networking Reception Staying Alive Divas “Edu-tainment”

**Intent to Exhibit
2017 Tennessee Cancer Conference, July 20
Millennium Maxwell House Hotel, Nashville, TN**

To register for a table exhibit and/or a poster display, please provide the following information:

First Name: _____ Last Name: _____

Title: _____ Company/Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number (with area code): _____

*E-Mail Address: _____

Please indicate which opportunity you are requesting (you may choose both):

____ **Sponsor (check level)** ____ **Bronze** ____ **Silver** ____ **Gold** ____ **Platinum**

____ **Nonprofit exhibitor \$150**

____ **AC Outlet needed for display/exhibit**

*You will receive an e-mail confirmation regarding your exhibit request.

Detailed registration information will be provided upon confirmation of exhibit request.

**Mail checks to: TN Cancer Consortium, 601 Old Hickory Blvd. Unit 32,
Brentwood, TN 37027**

Payments by credit card, please contact info@cancertn.org