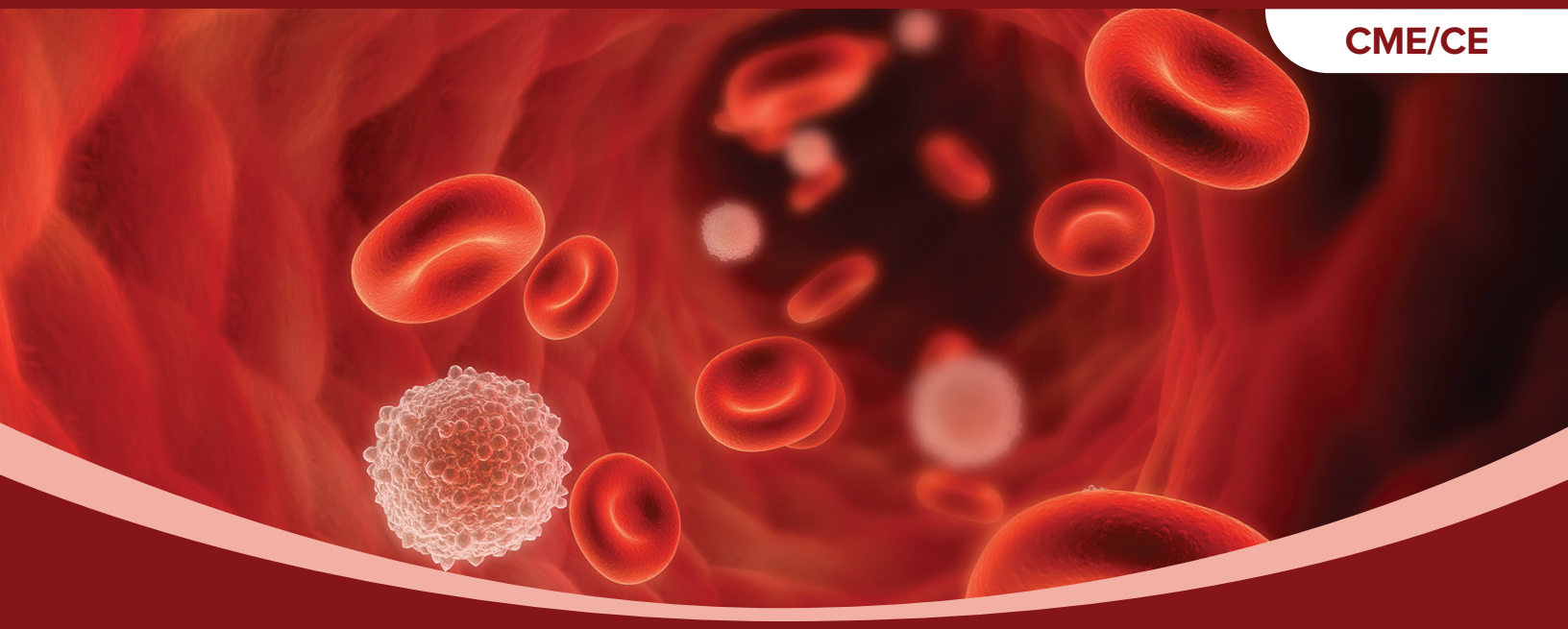
A Medscape LIVE! CONFERENCE

CME/CE



14th ANNUAL

Hematologic Malignancies *Demystified*

JANUARY 29, 2022 | FEBRUARY 5, 2022

VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscape.org/hemedemystified

Medscape Oncology

INVITATION TO SPONSORS/SUPPORTERS

Medscape Oncology invites you to sponsor and exhibit at the 14th Annual Hematologic Malignancies Demystified: A Critical Appraisal of Data From 2021. The program format feature 2 virtual live activities, with 2 enduring activities. The overall goal of the program is to meet the needs of hematologists, oncologists, nurses, nurse practitioners (NPs), and other healthcare professionals (HCPs) involved in the management of patients with hematologic malignancies and disorders by presenting updates on the most meaningful and practice-changing data in hematology presented throughout 2021, shortly after the last major hematology meeting.

Each live topic presentation will be approximately 20 minutes in length and a 5-minute Q&A session will immediately follow.

More Than 700 Hematology/Oncology HealthCare Providers Are Expected to Attend

LIVE PART 1

JANUARY 29, 2022

- ACUTE MYELOID LEUKEMIA
- MYELODYSPLASTIC SYNDROME
- CHRONIC MYELOGENOUS LEUKEMIA
- ACUTE LYMPHOBLASTIC LEUKEMIA
- CHRONIC LYMPHOBLASTIC LEUKEMIA
- MYELOPROLIFERATIVE NEOPLASMS

LIVE PART 2

FEBRUARY 5, 2022

- FRONTLINE MYELOMA
- RELAPSED/REFRACTORY MYELOMA
- HODGKIN AND INDOLENT NON-HODGKIN LYMPHOMA
- AGGRESSIVE NON-HODGKIN LYMPHOMA
- BENIGN HEMATOLOGY

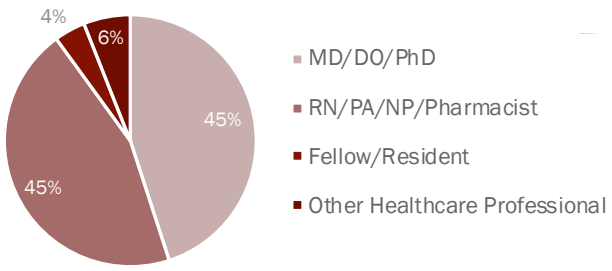
Following the live virtual events, the virtual platform will link to the enduring activities. Enduring activities will go live 2 weeks following the live events and will be active for 12 months.

BENEFITS OF EXHIBITING AT THIS VIRTUAL CONFERENCE(S)

The virtual activities can provide the following benefits:

- Provides the engagement of real-time, expert knowledge, and instruction
- Virtual, live audience presentation allows both flexibility in design and peer engagement
- Virtual, live audience polling reflect trends in real-world medical practice and helps the experts frame responses based on apparent gaps within the context of the most current evidence

2021 ATTENDEE REGISTRANT TYPE



TOTAL UNIQUE VIEWERS	LIVE CONVERSION RATE
618	42%

TOTAL UNIQUE VIEWERS	LIVE CONVERSION RATE
490	41%

Medscape, WebMD, Agency & Industry employees removed.

* All Medscape, WebMD, Agency & Industry email addresses removed from registrants and unique viewers counts.

PROGRAM INFORMATION

Explore the options in hematology and hematologic malignancies with these virtual meetings. Stay informed on new data with established agents and gain insight into the use of novel agents in your practice. Expert faculty will focus on updates from recent congresses and the latest clinically relevant data.

CONFERENCE CHAIR

Hagop Kantarjian, MD
Chair
Department of Leukemia
The University of Texas
MD Anderson Cancer Center
Houston, Texas
(Series Course Director)

AGENDA

LIVE PART 1 JANUARY 29, 2022 | 7:00 AM – 1:00 PM EST

7:00 AM
Exhibit Booths Open for the Day

8:00 AM
Industry Expert Session (Non-CME)

9:00 AM
Welcome and Introduction

9:05 AM
Acute Myeloid Leukemia

9:25 AM
Live Q&A

9:35 AM
Myelodysplastic Syndromes

9:55 AM
Live Q&A

10:05 AM
Chronic Myelogenous Leukemia

10:25 AM
Live Q&A

10:35 AM
Summary

10:45 AM
Break/Visit Exhibit Hall

11:05 AM
Welcome Back

11:10 AM
Acute Lymphoblastic Leukemia

11:30 AM
Live Q&A

11:40 AM
Chronic Lymphocytic Leukemia

12:00 PM
Live Q&A

12:10 PM
Myeloproliferative Neoplasms

12:30 PM
Live Q&A

12:40 PM
Summary

1:00 PM
Industry Expert Session (Non-CME)

LIVE PART 2 FEBRUARY 5, 2022 | 7:00 AM – 12:00 PM EST

7:00 AM
Exhibit Booths Open for the Day

8:00 AM
Industry Expert Session (Non-CME)

9:00 AM
Welcome and Introduction

9:05 AM
Frontline Myeloma

9:25 AM
Live Q&A

9:35 AM
Relapsed/Refractory Myeloma

9:55 AM
Live Q&A

10:05 AM
Hodgkin and Indolent Non-Hodgkin Lymphoma

10:25 AM
Live Q&A

10:35 AM
Break/Visit Exhibit Hall

10:55 AM
Aggressive Non-Hodgkin Lymphoma

11:15 AM
Live Q&A

11:25 AM
Benign Hematology

11:45 AM
Live Q&A

11:55 AM
Summary

12:00 PM
Industry Expert Session (Non-CME)

PROGRAM INFORMATION

TARGET AUDIENCE

This activity has been specifically designed to meet the needs of hematologists/oncologists, nurses, NPs, and other HCPs involved in the management of patients with hematologic malignancies and disorders by presenting updates on the most meaningful and practice-changing data in hematology presented throughout 2021, shortly after the last major meeting of the year.

MEETING LEARNING OBJECTIVES

Increased knowledge regarding the

- Recent clinical trial data for hematologic malignancies and disorders
- Methods to assess treatment response in patients with hematologic malignancies or disorders
- Treatment-related side effects in patients with hematologic malignancies or disorders

Greater confidence in their ability to

- Individualize treatment in patients with hematologic malignancies or disorders

CERTIFICATION FOR CREDIT

In 2016, Medscape, LLC was awarded Joint Accreditation by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team through 2022.

Medscape

JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

This educational activity will be certified to provide CME credit for physicians and CNE contact hours for nurses.

Successful completion of the CME activity may enable physician diplomats to earn MOC points in the ABIM's MOC program. Diplomats will earn MOC points equivalent to the number of CME credits claimed for the activity. Points will be automatically submitted to the ABIM upon completion of the activity.

THANK YOU TO OUR 2021 SPONSORS

Medscape would like to thank all the 2021 Sponsors. Without their support, our critical educational programs, such as this one, would not be possible:

PLATINUM

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Takeda

GOLD

Jazz Pharmaceuticals

SILVER

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SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL SPONSORSHIP – $75,000

- 2 virtual 45-minute exclusive, non-CME presentations with 2-month on-demand access on conference platform**
  - Includes: Day prior, 2-hour, and 15-minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Platinum sponsor throughout both half-day conferences, not including CME areas
- Two promotional email blasts* to registered conference attendees, post conference
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor-branded interactions including booth traffic, banner ads, and independent symposia attendees
- Prominent top row placement in exhibit hall
- List of attendees who visited your booth and who attended your virtual live presentation, including full contact details
- Assistance with virtual booth assembly, assets to be provided by client

GOLD LEVEL SPONSORSHIP – $50,000

- 1 live 45-minute exclusive, non-CME, presentation with 2-month on-demand access on conference platform**
  - Includes: Day prior, 2-hour, and 15-minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Gold sponsor throughout the virtual both half-day conferences, not including CME areas
- Two promotional email blasts* to registered conference attendees, post conference
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor-branded interactions including booth traffic, banner ads, and independent symposia attendees
- Prominent top row placement in exhibit hall
- List of attendees who visited your booth and who attended your virtual live presentation, including full contact details
- Assistance with virtual booth assembly, assets to be provided by client

*Provided by Sponsor; Specs need to be provided by sponsor no later than December 17, 2021.

**Presentations will be available either in the AM or PM Slot for each Sponsor.

SILVER LEVEL SPONSORSHIP – $39,500

- 1 live 45-minute exclusive, non-CME, presentation with 2-month on-demand access on conference platform**
  - Includes: Day prior, 2-hour, and 15-minute reminder emails to registrants in advance of your exclusive presentation
- Recognized as Silver sponsor throughout the virtual both half day conferences, not including CME areas
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor-branded interactions including booth traffic, banner ads, and independent symposia attendees
- Full analytics on your booth and live presentation traffic—name, title, company of all visitors
- List of attendees who visited your booth and who attended your virtual live presentation, including full contact details
- Assistance with virtual booth assembly, assets to be provided by client

VIRTUAL EXHIBIT – $7,500 (AT BOTH EVENTS)

- Complimentary "badge" for exhibitor employees at each event
- Logo* in Virtual Lobby and in Exhibit Hall at each event
- Virtual exhibit booth, clickable content tabs* at each event
- Full analytics on booth traffic at each event
- Assistance with virtual booth assembly, assets to be provided by client

Bonus Presentation Time Slots

- January 28, 2022 | 12:00 PM – 12:45 PM EST | 9:00 AM – 9:45 AM PST
- January 28, 2022 | 3:00 PM – 3:45 PM EST | 12:00 PM – 12:45 PM PST
- January 29, 2022 | 8:00 AM – 8:45 AM EST | 5:00 AM – 5:45 AM PST
- January 29, 2022 | 1:00 PM – 1:45 PM EST | 10:00 AM – 10:45 AM PST
- February 4, 2022 | 12:00 PM – 12:45 PM EST | 9:00 AM – 9:45 AM PST
- February 4, 2022 | 3:00 PM – 3:45 PM EST | 12:00 PM – 12:45 PM PST
- February 5, 2022 | 8:00 AM – 8:45 AM EST | 5:00 AM – 5:45 AM PST
- February 5, 2022 | 12:00 PM – 12:45 PM EST | 9:00 AM – 9:45 AM PST

All Bonus Presentation slots will be available on a first-come first-serve basis. Each are exclusive time slots. No other conference activity will compete with your presentations.

Questions about sponsorship?
Contact / Devin Gregorie
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E dgregorie@medscapelive.com

Exhibit opportunities
Contact / Lisa Willey
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E lwilley@medscape.net