



2nd ANNUAL

PERSPECTIVES IN

Malignant Hematology

SEPTEMBER 14–17, 2022



VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscape.org/conferences/pmh

Hosted by

Medscape **LIVE!**

Medscape
Oncology

PROGRAM INFORMATION

OVERVIEW

The overall goal of this Virtual meeting is to provide comprehensive, practical education to members of the community-based team who care for patients with hematologic malignancies so they can integrate new data, therapies, and best practices into their daily practices.

TARGET AUDIENCE

Hematologists/oncologists, oncology nurses, oncology nurse practitioners, radiologists, radiology techs, oncology pharmacists, and others involved in the care of patients with hematologic malignancies.

CONFERENCE DATES

SEPTEMBER 14–17, 2022

CONFERENCE CHAIR



Sagar Lonial, MD, FACP

Chair and Professor
Department of Hematology
and Medical Oncology
Chief Medical Officer
Winship Cancer Institute of Emory University
Atlanta, Georgia

STEERING COMMITTEE



Steven Horwitz, MD

Associate Attending Physician
Department of Medicine
Lymphoma Service Memorial Sloan
Memorial Sloan Kettering Cancer Center
New York, New York

STEERING COMMITTEE



Courtney DiNardo, MD, MSE

Associate Professor
Department of Leukemia
Division of Cancer Medicine
MD Anderson Cancer Center
Houston, Texas



Shaji Kumar, MD

Professor of Medicine
Division of Hematology
Department of Internal Medicine
Mayo Clinic
Rochester, Minnesota



Christopher Flowers, MD, MS

Chair, Professor
Department of Lymphoma/Myeloma
The University of Texas
MD Anderson Cancer Center
Houston, Texas



Sandra Kurtin, PhD, ANP-C, AOCN

Assistant Professor of Clinical Medicine
Adjunct Clinical Assistant Professor of Nursing
University of Arizona
Tucson, Arizona



Elias Jabbour, MD

MD Anderson Cancer Center
Houston, Texas



Kathryn Maples, PharmD, BCOP

Clinical Pharmacy Specialist
Emory Healthcare
Atlanta, Georgia

For additional information contact Devin Gregorie at dgregorie@medscapelive.com, (516) 381-8613.

GENERAL INFORMATION

INDUSTRY EXPERT SESSIONS

All Industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance.

- Advertisement in on-site conference brochure
- Insert in conference bag
- MedscapeLive provided email blasts

Excluding the email blasts, all these items must be provided by the sponsoring company. For the email blast, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2–3 months prior to the conference.

Disclaimer: All promotional items for your industry expert session must contain the following disclaimer: This session is independently organized and not an official part of Perspectives in Malignant Hematology. CME/CE credit is not provided for this session.

Cancellation policy of industry expert sessions and other sponsorships: Due to high demand and limited time slots for industry expert sessions, sponsorships are considered non-cancellable after the established deadline date. This policy also applies to all other sponsorships that can include but not limited to Wi-Fi, App, Conference Coverage etc.

BADGES

Each sponsorship package offers a select number

of badges. Virtual Badge allows all access to exhibit hall, sessions, and select meeting receptions. All sponsors may purchase additional badges at a reduced rate.

EXHIBITS

- \$3,000
- Virtual Exhibit Booth
- 1 Complimentary badge for exhibitor employee

AGENDA

DAY 1 | WEDNESDAY, SEPTEMBER 14, 2022

SESSION I

Acute Leukemias

Session Chair: Courtney DiNardo, MD, MSE

SESSION II

Myelodysplastic Syndrome and Myeloproliferative Neoplasms

Session Chair: Courtney DiNardo, MD, MSE

DAY 2 | THURSDAY, SEPTEMBER 15, 2022

SESSION III

Non-Hodgkin Lymphomas

Session Chair: Christopher Flowers, MD, MS

SESSION IV

Hodgkin Lymphoma

Session Chair: Christopher Flowers, MD, MS

DAY 3 | FRIDAY, SEPTEMBER 16, 2022

SESSION V

T-Cell Lymphomas

Session Chair: Steven Horwitz, MD

SESSION VI

Chronic Leukemias

Session Chair: Elias Jabbour, MD

DAY 4 | SATURDAY, SEPTEMBER 17, 2022

SESSION VII

Multiple Myeloma

Session Chair: Shaji Kumar, MD

SESSION VIII

Complex Patient Care Topics in Hematologic Malignancies

Session Chair: Sandra Kurtin, PhD, ANP-C, AOCN;

Kathryn Maples, PharmD, BCOP

For additional information contact Devin Gregorie at dgregorie@medscapelive.com, (516) 381-8613.

SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

PLATINUM LEVEL SPONSORSHIP | \$75,000

- 2 virtual 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 Platinum sponsor throughout conference, not including CME areas
- One promotional email blast* 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 and independent symposia attendees
- Prominent top row placement in exhibit hall
- 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 your exclusive presentation
- Recognized as Gold sponsor throughout the conference, 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 and independent symposia attendees
- Prominent top row placement in exhibit hall
- Assistance with virtual booth assembly, assets to be provided by client (client to provide fully approved HTML)

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 conference, 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 and independent symposia attendees
- Assistance with virtual booth assembly, assets to be provided by client

VIRTUAL EXHIBIT | \$3,000

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

INDUSTRY EXPERT SESSIONS (Non-CME)

- Proposal/application must be submitted to MedscapeLive by August 5, 2022
(Must be an exhibitor or sponsor)

Bonus Presentation Time Slots (Non-CME or CME)

- Wednesday, September 14 | 11:00 AM – 11:45 AM
- Wednesday, September 14 | 2:00 PM – 2:45 PM
- Thursday, September 15 | 12:00 PM – 12:45 PM
- Thursday, September 15 | 2:30 PM – 3:15 PM

All bonus presentation slots listed in Eastern Time

Questions about sponsor/exhibit opportunities?

Contact / Devin Gregorie

P 516.381.8613 | F 631.350.7251

EMAIL dgregorie@medscapelive.com

*Provided by Sponsor; Specs need to be provided by sponsor no later than August 19, 2022.

For additional information contact Devin Gregorie at dgregorie@medscapelive.com, (516) 381-8613.

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