



27th ANNUAL  
**ACUTE LEUKEMIA**  
— FORUM —

**APRIL 20–21, 2023**

WESTIN CARLSBAD  
5480 GRAND PACIFIC DRIVE, CARLSBAD, CALIFORNIA



**IN-PERSON EVENT**

**SPONSORSHIP AND EXHIBIT PROSPECTUS**

[www.AcuteLeukemiaForum.com](http://www.AcuteLeukemiaForum.com)

Jointly Provided by



Postgraduate Institute  
for Medicine



Global Academy for  
Medical Education

## PROGRAM INFORMATION

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### OVERVIEW

For 26 years, the Acute Leukemia Forum has provided a unique platform that enables the world's leading experts to share and discuss the latest research and clinical advances impacting the treatment and management of patients with acute leukemia and myelodysplasia. The program focuses on addressing the educational needs of hematology/oncology healthcare professionals treating or managing patients with these malignancies.

### TARGET AUDIENCE

This educational activity is specifically designed for hematologists, hematologists/oncologists, and the hematology/oncology healthcare team.

## CONFERENCE DATES

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**APRIL 20–21, 2023**

### CO-CHAIRS



**Hetty E. Carraway, MD, MBA**  
Professor of Medicine  
Cleveland Clinic Lerner College of Medicine  
Cleveland, Ohio



**Daniel Pollyea, MD**  
Associate Professor of Medicine  
University of Colorado School of Medicine  
Aurora, Colorado



**Eytan Stein, MD**  
Associate Attending Physician  
Memorial Sloan Kettering Cancer Center  
New York, New York

For additional information, contact Devin Gregorie at [dgregorie@medscapelive.com](mailto:dgregorie@medscapelive.com) or 516-381-8613.

## GENERAL INFORMATION

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### BONUS PRESENTATIONS (NON-CME)

Proposal/application must be submitted to MedscapeLIVE! by **Monday, March 13, 2023** (must be an exhibitor or sponsor).

#### LIMITED TIMESLOTS (FIRST COME, FIRST SERVED)

- Morning, mid-day and end-of-day slots currently available (45-minutes)

#### SLOT FEE MUST BE PAID IN FULL PRIOR TO EVENT

- \$50,000 morning
- \$55,000 mid-day
- \$50,000 end-of-day

#### SLOT FEE INCLUDES

- In addition to the live, in-person audience, your session will also be live-streamed to our virtual audience.
- Standard A/V
- Session room
- Announcement on conference website
- Distribution of supplied traffic drivers
- Posting of supplied signage

#### BONUS PRESENTATION TIME SLOTS

##### Thursday, April 20, 2023

8:00 AM – 8:45 AM      Bonus Session (non-CME)

12:15 PM – 1:00 PM      Bonus Session (non-CME)

##### Friday, April 21, 2023

7:30 AM – 8:15 AM      Bonus Session (non-CME)

12:10 PM – 12:55 PM      Bonus Session (non-CME)

### ADVISORY BOARDS

Available upon request.

**AGENDA AND FACULTY DETAILS TO FOLLOW FOR ALL MEETINGS WHEN AVAILABLE**

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## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### DIAMOND SPONSORSHIP | \$95,000

- One 45-minute time slot for a non-CME Industry Expert Session (live in-person, and live-streamed)
- Premium exhibit space (two spaces)
- Badges for up to 8 exhibitors
- One insert in conference bag
- Two-page, 4-color ad in program booklet
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post-conference eblast to attendees (client to provide fully approved HTML)
- One door drop
- Key card sponsor OR WiFi sponsor OR Quench Bar

#### GOLD LEVEL SPONSORSHIP | \$50,000

- Premium exhibit space (two spaces)
- Badges for up to 6 exhibitors
- One insert in conference bag
- Two-page ad in program booklet
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post-conference eblast to attendees (client to provide fully approved HTML)

#### SILVER LEVEL SPONSORSHIP | \$35,000

- Exhibit space
- Badges for up to 4 exhibitors
- One insert in conference bag
- One-page ad in program booklet
- Sponsorship signage throughout exhibit/registration areas and on conference website
- Post-conference eblast to attendees (client to provide fully approved HTML)

#### BRONZE LEVEL SPONSORSHIP | \$25,000

- Exhibit space
- Badges for 3 exhibitors
- One conference bag insert
- One-page ad in program booklet
- Sponsorship signage throughout exhibit/registration areas and on conference website

#### EXHIBIT LEVEL | \$4,250

- Tabletop display
- Badges for 2 exhibitors

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## SPONSORSHIP OPPORTUNITIES

### A LA CARTE ITEMS

Charging Stations <ul style="list-style-type: none"> <li>◦ MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics.</li> <li>◦ Sponsor to provide creative according to specs</li> </ul>	<b>\$15,000 (Exclusive)</b>
Wi-Fi <ul style="list-style-type: none"> <li>◦ Sponsor to provide creative according to specs</li> </ul>	<b>\$15,000 (Exclusive)</b>
Bar Coasters and Beverage Napkins and Coffee Sleeves at Breaks and Evening Receptions	<b>\$12,000</b>
Flash Drive <ul style="list-style-type: none"> <li>◦ Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag</li> </ul>	<b>\$10,000 (Exclusive)</b>
Hotel Key Cards	<b>\$10,000 (Exclusive)</b>
Conference Bags	<b>\$10,000 (Exclusive)</b>
Branded Disposable Water Bottles	<b>\$10,000</b>
Custom TV channel <ul style="list-style-type: none"> <li>◦ Video airs on private channel in the hotel</li> </ul>	<b>\$8,000</b>
Workshop Rooms \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher	<b>\$7,500</b>
Custom Graphics - Mirror clings in ballroom's bathroom	<b>\$7,500</b>
Door Drop	<b>\$5,000</b>
Advisory Board	<b>Details Available Upon Request</b>

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or email us at [info@medscapelive.com](mailto:info@medscapelive.com)



Medscape **LIVE!**