

# Update in Non-neoplastic Hematology

OCTOBER 20-21, 2021



VIRTUAL EVENT

## SPONSORSHIP AND EXHIBIT PROSPECTUS

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# Update in Non-neoplastic Hematology

This virtual conference is designed to improve awareness and familiarity with recent progress in non-neoplastic hematologic disorders in a community setting. The program focuses on addressing the educational needs of community healthcare professionals treating or managing patients with these conditions.

To this end, experts in hematology will guide the community healthcare team in safely integrating new developments into practice to ultimately improve outcomes for patients.

## WHY THE NEED FOR THIS VIRTUAL MEETING?

The organizers of this virtual meeting have a long history conducting significant educational activities, both live and enduring, in non-neoplastic hematology, producing educational activities on cytopenias in general, immune thrombocytopenias and anemias, among other non-malignant disorders. Thus, Hemedicus is well positioned to address unmet needs in the community by bringing high-quality content to regional healthcare practitioners. In concert with Global Academy's extensive meeting experience and broad reach, this meeting will have significant impact on practitioners in the community setting.

## HELP IMPROVE AWARENESS REGARDING RECENT PROGRESS!

Non-neoplastic hematologic disorders include all blood conditions that are not malignant, such as cytopenias, anemias, and thrombocytopenias. These disorders range from mild to severe and are associated with heterogeneity, variable responsiveness to treatment, and rarity.

The term "benign" to describe non-neoplastic hematologic disorders is considered a misnomer since several life-threatening and devastating disorders are encompassed within this spectrum such as:

- Refractory Autoimmune Hemolytic Anemia
- Severe Immune Thrombocytopenia (ITP)
- Acquired Hemophilia
- Thrombotic Thrombocytopenic Purpura (TTP) or Catastrophic Antiphospholipid Antibody Syndrome

Non-malignant blood disorders are currently evaluated and managed by hematologists who are also trained in oncology and have their clinics located in Cancer Centers. A recent survey has shown that referral of patients with non-neoplastic hematologic disorders to a Cancer Center is associated with increased stress and anxiety among patients. Importantly, many patients could perceive that they were referred for evaluation of a cancer diagnosis and hence reported that they would prefer to be referred to a hematology clinic not located in a Cancer Center (Curley BF, et al. Blood. 2013;122(21):2952-2952).

Recent data continue to show that there is a need to improve the workup, diagnosis, and management of non-neoplastic hematologic disorders. Clotting disorders, bleeding disorders, anemias, and thrombocytopenias are associated with a poor quality of life and several unmet medical needs. The field of non-neoplastic hematology is in need of healthcare practitioners who will further impact and improve management of these disorders.

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Although malignant hematologic disorders gain more attention, non-neoplastic, or benign hematologic diseases are also associated with challenges in terms of diagnosis, management, and poor outcomes. Notably, the optimal management approach varies greatly based on the kind of disorder and its underlying cause and severity. Recent years have witnessed several advances in non-neoplastic hematology with:

- Identification of novel mechanistic pathways
- Diagnostic approaches
- And updated treatment algorithms

In light of these developments, the workup and management of non-neoplastic hematologic disorders have become all the more complex, and busy healthcare professionals continue to face difficulties staying abreast of recent progress.

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## SPONSORSHIP OPPORTUNITIES

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

- 1 Live 60-minute exclusive presentation with 2 month On-Demand Access on conference platform
  - **Includes:** 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Gold sponsor throughout the virtual platform on all non-CME content pages
- One promotional email blast\* to registered conference attendees
- 1 pop-up announcement for your Live presentation\*—on-screen promotional or call to action message displayed to all attendees
- Top-tier Virtual Booth
- Up to 10 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
- Top tier sponsor booth—up to 8 functional resource tabs\* in booth (collateral, surveys, product video demos as examples)
- List of attendees who visited your booth and who attended your Live presentation including First name, Last name, City and State
- Up to 6 promotional video\* uploads in booth
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

### VIRTUAL EXHIBIT | \$3,000

- One complimentary email blast\* to registered conference attendees
- Complimentary “badge” for one exhibitor employee
- Logo\* in Virtual Lobby and in Exhibit Hall
- Virtual exhibit booth, with up to four, clickable content tabs\*; no dynamic video
- Full analytics on booth traffic
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

### SILVER LEVEL SPONSORSHIP | \$42,500

- 1 Live 60-minute exclusive presentation with 2 month On-Demand Access on conference platform
  - **Includes:** 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of your exclusive presentation
- Recognized as Silver sponsor throughout the virtual platform on all non-CME content pages
- 1 pop-up announcement for your Live presentation\*—on-screen promotional or call to action message displayed to all attendees
- Top-tier Virtual Booth
- 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 (ad clicks, content views)
- Top tier sponsor booth—up to 6 functional resource tabs\* in booth (collateral, surveys, product video demos)
- 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 Live presentation including First name, Last name, City and State
- Up to 4 promotional video\* uploads in booth
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

\* Provided by Sponsor; specs and deadlines to be provided at a later date.

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#### Questions about sponsor/exhibit opportunities?

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