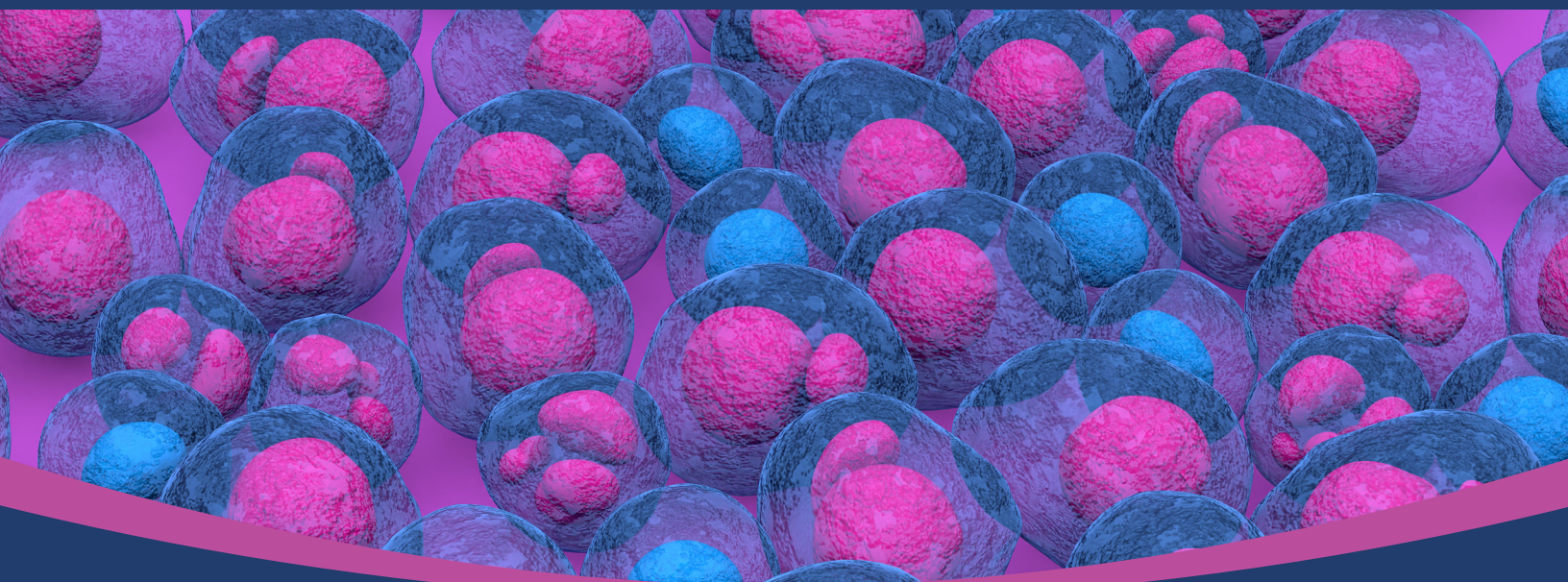


A Medscape **LIVE!** CONFERENCE



PERSPECTIVES IN Malignant Hematology

A Virtual Forum Designed to Address Clinical Challenges
with the Goal to Improve Patient Outcomes

SEPTEMBER 22–25, 2021

 **VIRTUAL EVENT**

SPONSORSHIP AND EXHIBIT PROSPECTUS

medscape.org/conferences/pmh

Medscape
Oncology

PERSPECTIVES IN Malignant Hematology

OVERVIEW

The overall goal of this interactive, 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, and oncology pharmacists.

2021 DATES

SEPTEMBER 22 – SEPTEMBER 25

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

SESSION CHAIRS



Kenneth Anderson, MD

Dana-Farber



Stephen Ansell, MD

Mayo Clinic Rochester



Courtney DiNardo, MD

MD Anderson



Christopher Flowers, MD

MD Anderson



John Gribben, MD

Barts Cancer Research Centre



Steven Horwitz, MD

Memorial Sloan Kettering



Ruben Mesa, MD

UT San Antonio

PRELIMINARY PROGRAM

WEDNESDAY, SEPTEMBER 22, 2021

SESSION I

Acute Leukemias

Session Chair: Courtney DiNardo, MD Anderson

Welcome

Best Practices and Emerging Approaches in Frontline AML

Best Practices and Emerging Approaches in R/R AML

Best Practices in Acute Lymphoblastic Leukemia

Q&A/Panel Discussion

SESSION II

Myelodysplastic Syndrome and Myeloproliferative Neoplasms

Session Chair: Ruben Mesa, UT San Antonio

Welcome

Recent Advances in Myelodysplastic Syndrome

Recent Advances in Myeloproliferative Neoplasms

Updates of transplant management and newer approaches for hematologic malignancies

Q&A/Panel Discussion

THURSDAY, SEPTEMBER 23, 2021

SESSION III

Non-Hodgkin Lymphomas

Session Chair: Christopher Flowers, MD Anderson

Welcome

Recent Updates and New Approvals in Lymphoma

Recent Advances in Mantle Cell Lymphoma

Recent Advances in Indolent NHL

Q&A/Panel Discussion (20 min)

SESSION IV

Hodgkin Lymphoma

Session Chair: Stephen Ansell, Mayo Clinic Rochester

Welcome

Weighing Outcomes vs. Toxicity with Lymphoma Treatment

Updates in the Frontline Treatment of Hodgkin Lymphoma

Novel Immunotherapy Approaches for Hodgkin Lymphoma

Q&A/Panel Discussion

FRIDAY, SEPTEMBER 24, 2021

SESSION V

Chronic Leukemias

Session Chair: John Gribben, Barts Cancer Research Centre

Welcome

Updates in Chronic Lymphocytic Leukemia

Recent Advances in Chronic Myeloid Leukemia

Q&A/Panel Discussion

SESSION VII

T-Cell Lymphomas

Session Chair: Steven Horwitz, Memorial Sloan Kettering

Welcome

Advances in the Initial Treatment of Peripheral T-Cell Lymphoma

Treatment Strategies for Relapsed Peripheral T-Cell Lymphoma

Q&A/Panel Discussion

SATURDAY, SEPTEMBER 25, 2021

SESSION VII

Multiple Myeloma

Session Chair: Sagar Lonial, Emory University

Welcome

Updates in Immunotherapy for Multiple Myeloma Smoldering Smoldering Myeloma: To Treat or Not To Treat?

Quadruplet Therapy in MM: Who, What, When, Why?

Treatment Selection for Penta-Refractory Multiple Myeloma

Role of Transplant in Modern Myeloma Therapy

Q&A/Panel Discussion

SESSION VIII

Myeloidosis and Waldenström Macroglobulinemia Session Chair: Kenneth Anderson, Dana-Farber

Welcome

Disparities in care for patients with hematologic malignancies

Updates in Treating Amyloidosis

Updates in Treating Waldenström Macroglobulinemia

SPONSORSHIP OPPORTUNITIES

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 blasts* 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.

Questions about sponsor/exhibit opportunities?

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