

# ACUTE LEUKEMIA FORUM

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**APRIL 4–5, 2024**

SAN DIEGO MISSION BAY RESORT

SAN DIEGO, CALIFORNIA

**IN-PERSON** 

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## SPONSORSHIP AND EXHIBIT PROSPECTUS

<http://events.medscapelive.org/acuteleukemiaforum>

Jointly Provided By



Postgraduate Institute  
for Medicine



Global Academy for  
Medical Education

## PROGRAM INFORMATION

### OVERVIEW

For 27 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.

### CO-CHAIRS



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



**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

## GENERAL INFORMATION

### INDUSTRY EXPERT SESSIONS

Application must be submitted to MedscapeLIVE! by **Wednesday, February 28, 2024.**

Morning, mid-day, and end-of-day timeslots (45 minutes) are limited and assigned on a first come, first served basis. Submitter must be a conference sponsor or exhibitor. Important Note: Slot fee must be paid in full prior to the conference.

- Morning Slot: \$55,000
- Mid-Day Slot: \$65,000
- End-of-Day Slot: \$50,000

Fee includes a session room, standard A/V package (screen, projector, laptop, microphone, and confidence monitor), distribution of supplied traffic drivers, announcement on the conference website, and posting of supplied signage.

### ADVISORY BOARDS

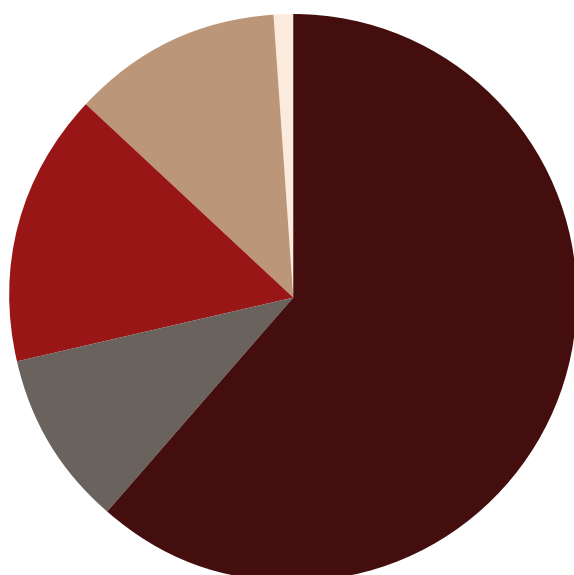
During an advisory board, sponsor will have the opportunity to meet, network, develop new business, and gain new perspectives. Detailed information available upon request.

### AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE

For additional information contact Alisa Pachella at [apachella@medscapelive.com](mailto:apachella@medscapelive.com).

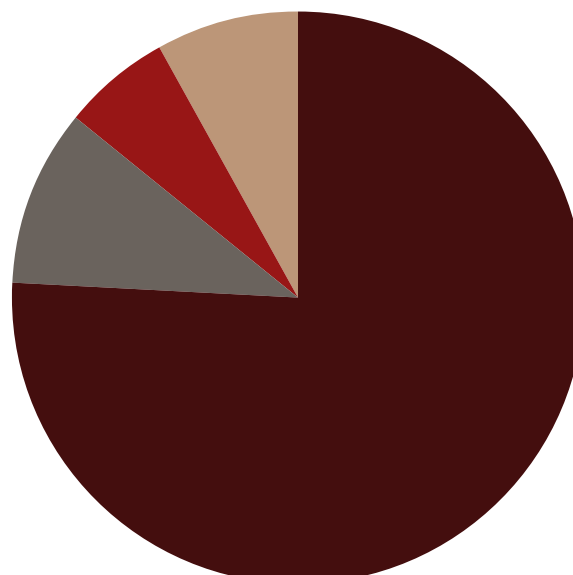
## ALF 2023 DEMOGRAPHICS

HCP REGISTRATION  
BREAKDOWN



- 61.5% MD, DO, PhD
- 15.5% RN
- 12% Pharmacist
- 10% NP/PA
- 1% Other

HCP REGISTRANT  
SPECIALTY BREAKDOWN



- 76% Hematology/Oncology
- 10% Malignant Hematology
- 6% Medical Oncology
- 8% Various Specialties (Surgical Oncology, Internal Medicine, etc.)

## YEARS IN PRACTICE

**2%**

Under 1 year in practice

**34%**

1 to 10 years in practice

**17%**

11 to 20 years in practice

**37%**

20+ years in practice

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## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

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

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

#### GOLD LEVEL SPONSORSHIP | \$65,000

- One 45-minute time slot (morning) for a non-CME/CE Industry Expert Session
- Premium exhibit space (two spaces)
- Badges for up to six (6) exhibitors
- One insert in conference bag
- Two-page, 4-color ad in digital 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 | \$50,000

- One 45-minute time slot (evening) for a non-CME/CE Industry Expert Session
- Exhibit space
- Badges for up to four (4) exhibitors
- One insert in conference bag
- One-page, 4-color ad in digital 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 up to three (3) exhibitors
- One insert in conference bag
- One-page, 4-color ad in digital program booklet
- Sponsorship signage throughout exhibit/registration areas and on conference website

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

- Tabletop display
- Badges for up to two (2) exhibitors
- Company description in the digital program booklet

**AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE**

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## SPONSORSHIP OPPORTUNITIES

### A LA CARTE ITEMS

<b>Wi-Fi Sponsorship</b>	<b>\$25,000</b>
<b>Quench Bar Sponsor</b> Show your presence as attendees and faculty refresh and recharge throughout the day at the quench bar acknowledging your support.	<b>\$20,000</b>
<b>Hotel Key Cards (Exclusive)</b>	<b>\$20,000</b>
<b>Conference Bags (Exclusive)</b>	<b>\$17,500</b>
<b>Mobile Charging Station (Exclusive)</b> Offer attendees a chance to regroup and stay charged with mobile charging stations in the conference area.	<b>\$17,500</b>
<b>Advisory Board</b> During your advisory board, sponsor will have the opportunity to meet, network, develop new business, and gain new perspectives.	<b>\$15,000</b>
<b>Digital Ad (Up to 30-Second Video)</b>	<b>\$15,000</b>
<b>Digital Ad (Static)</b>	<b>\$12,000</b>
<b>Bar Coasters, Beverage Napkins &amp; Coffee Sleeves at Breaks and Receptions</b>	<b>\$12,000</b>
<b>Branded Reusable Water Bottles</b>	<b>\$10,000</b>
<b>Door Drop</b> After a day of lectures, attendees can return to a door drop from your brand to enjoy in their hotel room.	<b>\$8,000</b>
<b>Workshop Room</b>	<b>\$7,500</b>
<b>Registration Bag Insert</b> Place company or product information into the hands of attendees.	<b>\$5,000</b>
<b>Hotel Branding</b> Keep your brand front-of-mind in the meeting space with custom graphics.	<b>Details Available Upon Request</b>

### AGENDA AND FACULTY DETAILS TO FOLLOW WHEN AVAILABLE

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## TERMS AND CONDITIONS

1. Company will provide certain content and materials ("Materials") for the live event ("Event"), and pay the amounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
3. Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company's trademarks, service marks, trade names and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
4. Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, damages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any amount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
7. EXCEPT FOR COMPANY'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY'S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. Amendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.



# Stay Relevant in Today's *Ever-Changing* Healthcare Landscape



Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

Visit us at [www.medscapeclive.com](http://www.medscapeclive.com)  
or email us at [info@medscapelive.com](mailto:info@medscapelive.com)



Medscape **LIVE!**