



13<sup>th</sup> Annual

# **Hematologic Malignancies Demystified**

A Critical Appraisal of Data From 2020

A 2021 Virtual Conference

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**JANUARY 30, 2021 | FEBRUARY 6, 2021**

 **VIRTUAL EVENT**

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## **SPONSORSHIP AND EXHIBIT PROSPECTUS**

# Hematologic Malignancies Demystified

## A Critical Appraisal of Data From 2020

### INVITATION TO SPONSORS/SUPPORTERS

Medscape Oncology invites you to exhibit at the 13th Annual Hematologic Malignancies Demystified: A Critical Appraisal of Data From 2020. The program format feature Two Virtual Live Activities, with Two Enduring Activities. The overall goal of the program is to meet the needs of hematologists, oncologists, nurses, nurse practitioners (NPs), and other healthcare professionals involved in the management of patients with hematologic malignancies and disorders by presenting updates on the most meaningful and practice-changing data in hematology presented throughout 2020, shortly after the last major hematology meeting.

Approximately 30 days after each live program (possibly sooner), the video recording of Part 1 and Part 2 virtual, live presentations as the enduring activities will be posted on a Clinical Collection Page on Medscape Oncology along with associated slides, which can also be downloaded.

Each live topic presentation will be approximately 25 minutes in length and a 5-minute Q&A session will immediately follow.

#### LIVE PART 1

### JANUARY 30, 2021

- ACUTE MYELOID LEUKEMIA
- MYELOYDYSPLASTIC SYNDROME
- CHRONIC MYELOID LEUKEMIA
- ACUTE LYMPHOBLASTIC LEUKEMIA
- CHRONIC LYMPHOCYTIC LEUKEMIA
- MYELOPROLIFERATIVE NEOPLASMS

**Live Activity Type:** 2 virtual, live half-day meetings

**Expected Participants:** 500

**Enduring Component:** Videos from virtual, live meetings and associated slides, available for download

**Expected Participants:** 2000 physician learners, 4000 nurse learners

#### LIVE PART 2

### FEBRUARY 6, 2021

- FRONTLINE MULTIPLE MYELOMA
- RELAPSED/REFRACTORY MULTIPLE MYELOMA
- HODGKIN LYMPHOMA AND INDOLENT NON-HODGKIN LYMPHOMA (NHL)
- AGGRESSIVE NHL
- BENIGN HEMATOLOGY

### CERTIFICATION FOR CREDIT

In 2016, Medscape, LLC was awarded Joint Accreditation by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team through 2022.

This educational activity will be certified to provide CME for physicians and CNE for nurses.

Successful completion of the CME activity may enable physician diplomats to earn MOC points in the ABIM's MOC program. Diplomats will earn MOC points equivalent to the number of CME credits claimed for the activity. Points will be automatically submitted to the ABIM upon completion of the activity.

# Hematologic Malignancies Demystified

## A Critical Appraisal of Data From 2020

This activity has been specifically designed to meet the needs of hematologists/oncologists, nurses, NPs, and other HCPs involved in the management of patients with hematologic malignancies and disorders by presenting updates on the most meaningful and practice-changing data in hematology presented throughout 2020, shortly after the last major meeting of the year.

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.

### AGENDA

#### LIVE PART 1

**JANUARY 30, 2021 | 7:00 AM – 1:00 PM EST**

**7:00 AM**

Exhibit Booths Open for the Day

**8:00 AM**

Symposium

**9:00 AM**

Welcome and Introduction

**9:10 AM**

*Oncology Guru™ Hematology Quiz*

**9:20 AM**

*Acute Myeloid Leukemia*

**9:50 AM**

*Myelodysplastic Syndromes*

**10:20 AM**

*Chronic Myelogenous Leukemia*

**10:50 AM**

Live Q&A

**11:20 AM**

*Oncology Guru™ Hematology Quiz*

**11:30 AM**

*Acute Lymphoblastic Leukemia*

**12:00 PM**

*Chronic Lymphocytic Leukemia*

**12:30 PM**

*Myeloproliferative Neoplasms*

**1:00 PM**

Symposium

#### LIVE PART 2

**FEBRUARY 6, 2021 | 7:00 AM – 12:00 PM EST**

**7:00 AM**

Exhibit Booths Open for the Day

**8:00 AM**

Symposium

**9:00 AM**

Welcome and Introduction

**9:10 AM**

*Oncology Guru™ Hematology Quiz*

**9:20 AM**

*Frontline Myeloma*

**9:50 AM**

*R/R myeloma*

**10:20 AM**

Live Q&A

**10:30 AM**

*Oncology Guru™ Hematology Quiz*

**10:40 AM**

*Hodgkin and Indolent-NHL*

**11:10 AM**

*Aggressive NHL*

**11:40 AM**

*Benign Hematology*

**12:00 PM**

Symposium

# Hematologic Malignancies Demystified

## A Critical Appraisal of Data From 2020

### **BENEFITS OF EXHIBITING AT THIS VIRTUAL CONFERENCE(S)**

The organizers of this virtual meeting have a long history conducting significant educational activities, both live and enduring, in hematology/oncology, producing educational activities on hematologic malignancies and disorders. In concert with MedscapeLIVE! extensive meeting experience and broad reach, this meeting will have significant impact on practitioners in the community setting.

### **MEETING LEARNING OBJECTIVES:**

Increased knowledge regarding the

- Emerging clinical trial data for hematologic malignancies and disorders
- Methods to assess treatment response in patients with hematologic malignancies or disorders
- Treatment-related side effects in patients with hematologic malignancies or disorders

Greater confidence in their ability to

- Individualize treatment in patients with hematologic malignancies or disorders

### **CUSTOMIZED EDUCATIONAL SOLUTION**

The activity formats and instructional methods in this customized solution have been selected to best address the identified educational needs; achieve the learning objectives; and elicit the knowledge, skills, attitudes, and behaviors that an identified audience of hematologists/oncologists and other oncology HCPs is expected to demonstrate. Titles and learning goals are proposed and will be finalized, along with all content, in discussions with the faculty and Medscape Oncology medical education director.

# Hematologic Malignancies Demystified

## A Critical Appraisal of Data From 2020

### SPONSORSHIP OPPORTUNITIES

#### PLATINUM LEVEL SPONSORSHIP – \$75,000

- 2 Live 60-minute Afternoon 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 Platinum sponsor throughout both half day conferences not including CME areas.
- Two 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
- 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, banner ads and independent symposia attendees
- Prominent top row placement in exhibit hall
- List of attendees who visited your booth and who attended your Live presentation including First name, Last name, City and State
- Assistance with virtual booth assembly, assets to be provided by client

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

- 1 Live 60-minute Morning 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 both half day conferences not including CME areas.
- Two 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
- 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, banner ads and independent symposia attendees
- Prominent top row placement in exhibit hall
- List of attendees who visited your booth and who attended your Live presentation including First name, Last name, City and State
- Assistance with virtual booth assembly, assets to be provided by client

#### SILVER LEVEL SPONSORSHIP – \$39,500

- 1 Live 60-minute Afternoon 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 both half day conferences not including CME areas.
- 1 pop-up announcement for your Live presentation\*—on-screen promotional or call to action message displayed to all attendees
- 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)
- Prominent top row placement in exhibit hall
- 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
- Assistance with virtual booth assembly, assets to be provided by client

#### VIRTUAL EXHIBIT – \$7,500 (AT BOTH EVENTS)

- One complimentary email blast\* to registered conference attendees at each event
- Complimentary “badge” for one exhibitor employee at each event
- Logo\* in Virtual Lobby and in Exhibit Hall at each event
- Virtual exhibit booth, clickable content tabs\* at each event
- Full analytics on booth traffic at each event
- Assistance with virtual booth assembly, assets to be provided by client

#### Bonus Presentation Time Slots

- Friday, January 29, 2021 | 12:00 PM – 1:00 PM EST
- Friday, January 29, 2021 | 12:00 PM – 1:00 PM PST
- Saturday, January 30, 2021 | 8:00 AM – 9:00 AM EST
- Saturday, January 30, 2021 | 1:00 PM – 2:00 PM EST
- Friday, February 5, 2021 | 12:00 PM – 1:00 PM EST
- Friday, February 5, 2021 | 12:00 PM – 1:00 PM PST
- Saturday, February 6, 2021 | 8:00 AM – 9:00 AM EST
- Saturday, February 6, 2021 | 12:00 PM – 1:00 PM EST

*All Bonus Presentation slots will be available on a first-come first-serve basis. Each are exclusive time slots.*

\*Provided by Sponsor; Specs need to be provided by sponsor no later than December 15, 2020.

\*\*Presentations will be available either in the AM or PM Slot for each Sponsor.

#### Questions about sponsorship?

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#### Exhibit opportunities

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