

15th ANNUAL  
**Hematologic  
Malignancies**  
*Demystified*

JANUARY 28, 2023 | FEBRUARY 4, 2023



VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

## INVITATION TO SPONSORS/SUPPORTERS

### OVERVIEW

Medscape Oncology invites you to sponsor and exhibit at the 15th Annual Hematologic Malignancies Demystified. The program format features 2 virtual live activities, with 2 enduring activities. The overall goal of the program is to meet the needs of hematologists, oncologists, nurses, nurse practitioners (NPs), and other healthcare professionals (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 2022, shortly after the last major hematology meeting.

Each live topic presentation will be approximately 20 minutes in length and a 5-minute Q&A session will immediately follow.

#### LIVE PART 1

#### JANUARY 28, 2023

- FRONTLINE MYELOMA
- RELAPSED/REFRACTORY MYELOMA
- HODGKIN AND INDOLENT NON-HODGKIN LYMPHOMA
- AGGRESSIVE NON-HODGKIN LYMPHOMA
- BENIGN HEMATOLOGY

#### LIVE PART 2

#### FEBRUARY 4, 2023

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

Following the live virtual events, the virtual platform will link to the enduring activities. Enduring activities will go live 2 weeks following the live events and will be active for 12 months.

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

The virtual activities can provide the following benefits:

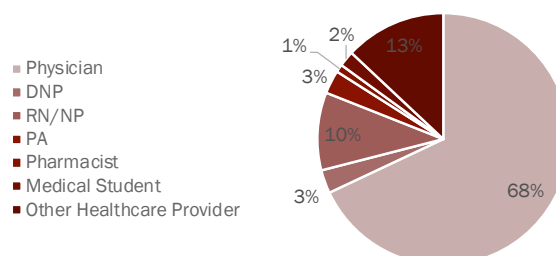
- Provides the engagement of real-time, expert knowledge and instruction
- Virtual, live audience presentation allows both flexibility in design and peer engagement
- Virtual, live audience polling reflect trends in real-world medical practice and helps the experts frame responses based on apparent gaps within the context of the most current evidence

REACH	IMPRESSIONS
38,553	100,000+

Medscape, WebMD, Agency & Industry employees removed.

\* All Medscape, WebMD, Agency & Industry email addresses removed from registrants and unique viewers counts.

#### 2022 ATTENDEE REGISTRANT TYPE



## PROGRAM INFORMATION

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### TARGET AUDIENCE

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 2022, shortly after the last major meeting of the year.

### LEARNING OBJECTIVES

Increased knowledge regarding the:

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

Greater confidence in their ability to:

- Individualize treatment in patients with hematologic malignancies or disorders

### CERTIFICATION FOR CREDIT

In 2022, Medscape LLC was awarded Joint Accreditation with Commendation by the Accreditation Council for Continuing Medical Education (AACME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team through 2028.



This educational activity will be certified to provide CME credit for physicians, CNE contact hours for nurses, and CPE credit for pharmacists. UANs for pharmacy credits to appear in final conference materials.

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 claimed for the activity. Points will be automatically submitted to the ABIM upon completion of the activity. MOC points will apply to the enduring activity only.

## PROGRAM INFORMATION

Explore the options in hematology and hematologic malignancies with these virtual meetings. Stay informed on new data with established agents and gain insight into the use of novel agents in your practice. Expert faculty will focus on updates from recent congresses and the latest clinically relevant data.

### CONFERENCE CHAIR



**Hagop Kantarjian, MD**  
Chair  
Department of Leukemia  
The University of Texas  
MD Anderson Cancer Center  
Houston, Texas  
(Series Course Director)

### AGENDA

#### LIVE PART 1 JANUARY 28, 2023 | 9:00 AM – 12:00 PM ET

##### Session I: *Myeloma, Lymphoma, and Benign Hematology*

8:00 AM Industry Expert Session (Non-CME/CE)	9:40 AM <i>Relapsed/Refractory Multiple Myeloma</i>	10:45 AM Live Q&A	11:45 AM Live Q&A
9:00 AM Welcome and Introduction	10:05 AM Live Q&A	10:50 AM <i>Aggressive Non-Hodgkin Lymphoma</i>	11:50 AM Summary
9:10 AM <i>Frontline Multiple Myeloma</i>	10:10 AM Break	11:15 AM Live Q&A	12:15 PM Industry Expert Session (Non-CME/CE)
9:35 AM Live Q&A	10:20 AM <i>Hodgkin and Indolent Non-Hodgkin Lymphoma</i>	11:20 AM <i>Benign Hematology</i>	

#### LIVE PART 2 FEBRUARY 4, 2023 | 9:00 AM – 12:50 PM ET

##### Session II: *Leukemia, Myelodysplastic Syndromes, and Myeloproliferative Neoplasms*

8:00 AM Industry Expert Session (Non-CME/CE)	10:05 AM Live Q&A	11:00 AM Welcome Back	12:05 PM <i>Myeloproliferative Neoplasms</i>
9:00 AM Welcome and Introduction	10:10 AM <i>Chronic Myeloid Leukemia</i>	11:05 AM <i>Acute Lymphocytic Leukemia</i>	12:30 PM Live Q&A
9:10 AM <i>Acute Myeloid Leukemia</i>	10:35 AM Live Q&A	11:30 AM Live Q&A	12:30 PM Summary
9:35 AM Live Q&A	10:40 AM Summary	11:35 AM <i>Chronic Lymphocytic Leukemia</i>	1:00 PM Industry Expert Session (Non-CME/CE)
9:40 AM <i>Myelodysplastic Syndromes</i>	10:50 AM Break	12:00 PM Live Q&A	

## THANK YOU TO OUR 2022 SPONSORS

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The organizers would like to thank the following companies for their sponsorship of the 14th Annual Hematologic Malignancies Demystified Conference. Without their support, educational programs like this would not be possible.

### PLATINUM



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### GOLD



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### SILVER



PHARMACEUTICAL COMPANIES OF  
*Johnson & Johnson*



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### EXHIBITOR



We gratefully acknowledge the sponsorship provided. Determination of educational content for this program and the selection of speakers are responsibilities of the program director, co-directors, and accredited providers. The firms providing sponsorship did not have input in these areas.

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

## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### PLATINUM SPONSOR | \$75,000

- 2 virtual 45-minute exclusive, non-CME industry expert sessions with 2-month on-demand access on conference platform
  - Includes: Day prior, 2-hour and 15-minute reminder emails to registrants in advance of each of your exclusive sessions
- Recognized as Platinum sponsor throughout both virtual half-day conferences, not including CME areas
- Two custom promotional email blasts\* to registered conference attendees, post-conference
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Prominent top row placement in exhibit hall
- Full analytics on booth traffic and industry expert session attendees

#### GOLD SPONSOR PACKAGE | \$50,000

- 1 live 45-minute exclusive, non-CME, industry expert session with 2-month on-demand access on conference platform
  - Includes: Day prior, 2-hour and 15-minute reminder emails to registrants in advance of each of your exclusive session
- Recognized as Gold sponsor throughout both virtual half-day conferences, not including CME areas
- Two custom promotional email blasts\* to registered conference attendees, post-conference
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Prominent top row placement in exhibit hall
- Full analytics on booth traffic and industry expert session attendees

#### SILVER SPONSOR | \$39,500

- 1 live 45-minute exclusive, non-CME, industry expert session with 2-month on-demand access on conference platform\*\*
  - Includes: Day prior, 2-hour and 15-minute reminder emails to registrants in advance of your exclusive session
- Recognized as Silver sponsor throughout both virtual half-day conferences, not including CME areas
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on booth traffic and industry expert session attendees

#### VIRTUAL EXHIBITS | \$75,000 (FOR BOTH DATES)

- Complimentary badge for exhibitor employees for both dates
- Logo\* in virtual Lobby and in Exhibit Hall for both dates
- Virtual exhibit booth, clickable content tabs\* for both dates
- Full analytics on booth traffic at each event

\* Assets to be provided by client. Specs need to be provided by sponsor no later than December 16, 2022.

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

#### Bonus Presentation Time Slots

- January 27, 2023 | 12:00 PM – 12:45 PM ET | 9:00 AM – 9:45 AM PT
- January 27, 2023 | 3:00 PM – 3:45 PM ET | 12:00 PM – 12:45 PM PT
- January 28, 2023 | 8:00 AM – 8:45 AM ET | 5:00 AM – 5:45 AM PT
- January 28, 2023 | 12:15 PM - 1:00 PM ET | 9:15 AM - 10:00 AM PT
- February 3, 2023 | 12:15 PM – 1:00 PM ET | 9:00 AM – 9:45 AM PT
- February 3, 2023 | 3:00 PM – 3:45 PM ET | 12:00 PM – 12:45 PM PT
- February 4, 2023 | 8:00 AM – 8:45 AM ET | 5:00 AM – 5:45 AM PT
- February 4, 2023 | 1:00 PM - 1:45 PM ET | 10:00 AM - 10:45 AM PT

All Bonus Presentation slots will be available on a first-come first-serve basis. Each are exclusive time slots. No other conference activity will compete with your presentations.

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



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