ABOUT HOPA

The Hematology/Oncology Pharmacy Association (HOPA) is a nonprofit, education-based organization formed in 2004 to help oncology and hematology pharmacy practitioners and their associates provide the best possible cancer care. HOPA supports research, provides education, encourages professional development, and advocates for health policies that improve patient care.

HOPA serves more than 3,300 members in the fields of oncology pharmacy, pharmacy administration, and research and includes pharmacy residents, interns, and technicians specializing in hematology/oncology practice.

HOPA’S ANNUAL CONFERENCE ATTENDEES HOLD A VARIETY OF POSITIONS

49% of attendees are board certified oncology pharmacists with primary specialties in these areas:

- Administration
- Bone Marrow and Transplantation
- Care of Adults/Seniors
- Clinical Practice
- Education
- Hematology
- Infectious Disease
- Oncology
- Palliative or Supportive Care
- Pediatrics
- Research

These statistics are based on 2019 annual conference attendance.

*Other positions include those in information technology, investigational drug services, and dispensing.
This is your chance to present your products and services to the leading hematology/oncology pharmacy practitioners in the world. Our innovative educational programming draws more than 1,300 attendees.

We dedicate exhibit hall hours and events to offer you maximum visibility and exposure to your target market. Events like our evening receptions and research poster displays are hosted in the exhibit hall space to give you additional face-to-face time with HOPA members and conference attendees, ensuring high-quality traffic. In 2019, we hosted a dedicated space in the exhibit hall, HOPA AHEADquarters, to draw more traffic and increase engagement with our volunteers and speakers. HOPA is positioned to have another landmark year in 2020!

Exhibiting at the HOPA annual conference gives you direct access to pharmacy leaders, decision makers, and up-and-coming professionals who work at facilities and academic institutions like these:

- Arthur G. James Cancer Hospital
- Austin Cancer Centers
- Baptist Memorial Hospital
- Boston Medical Center
- Brigham and Women’s Hospital
- Brooke Army Medical Center
- Cancer Care Northwest Centers
- Cedars-Sinai Medical Center
- Central Georgia Cancer Care Pharmacy
- Children’s Hospital Los Angeles
- City of Hope
- Cleveland Clinic
- Community Health Network
- Cook Children’s Medical Center
- Dana Farber Cancer Institute
- Dartmouth Hitchcock Medical Center
- Desert Regional Medical Center
- Duke University
- Evanston Northwestern Healthcare
- Florida Hospital
- Froedtert Hospital
- Harris Health System
- Illinois Cancer Care
- Johns Hopkins Hospital
- Kaiser Permanente
- Levine Cancer Center
- Massachusetts General Hospital
- Mayo Clinic
- MD Anderson Cancer Center
- Memorial Sloan Kettering Cancer Center
- Miami Cancer Institute
- Moffitt Cancer Center
- Montefiore Medical Center
- Mount Sinai Medical Center
- National Cancer Institute
- Northshore University Health System
- NYU Clinical Cancer Center
- Orlando Health
- Portland VA Medical Center
- Purdue University
- Rutgers State University of New Jersey
- St. Jude Children’s Research Hospital
- Texas Tech University
- UF Health Shands Hospital
- University of Louisville Hospital
- USC University Hospital
- Vanderbilt University Medical Center
- Vassar Brothers Medical Center
- Veterans Administration
- Wake Forest University
- Walgreens
- Winship Cancer Institute of Emory University
- Yale New Haven Hospital
OPPORTUNITIES FOR EXHIBITORS AND SUPPORTERS

Offering many ways to drive traffic to your booth and position your company as an industry leader, HOPA helps you

- reach your key audience through educational and promotional support
- increase and enhance your company’s visibility
- support research and treatment for the hematology/oncology pharmacy specialty
- build relationships with key leaders in hematology and oncology.

COMMERCIAL SUPPORT
Supporter levels are platinum, gold, silver, and bronze. See the full range of benefits for supporters at each level below. Please note that the reservation of exhibit booth space is separate from this support.

<table>
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<tr>
<th>TIER STRUCTURE OF BENEFITS FOR SUPPORTERS</th>
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<tr>
<td>EXHIBITOR PACKAGE</td>
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<td>Ad in the conference program book</td>
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<td>Exhibit booth</td>
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<td>Recognition at the exhibit hall entrance</td>
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<td>Recognition on HOPA’s website</td>
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<td>Recognition in the conference program book</td>
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<td>Support ribbons for your representatives</td>
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<td>Number of complimentary registrations for the conference</td>
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<td>Support recognition booth marker</td>
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<tr>
<td>Recognition on the cyber station screens*</td>
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<tr>
<td>First right to host a Corporate Showcase</td>
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<tr>
<td>Plaque recognizing your support of the field of hematology/oncology pharmacy</td>
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<tr>
<td>Recognition as a top sponsor at a conference reception (choice is determined on a first-come, first-served basis)</td>
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</tbody>
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*The cyber stations are located near registration and in the attendee lounge. The e-mail and Internet stations enable attendees to find information about the annual conference, print handouts, and complete online evaluations to receive continuing pharmacy education (CPE) credits.
CORPORATE SHOWCASE
Showcase your company’s products, services, or programs in a seminar or product demonstration. These 45-minute sessions are held near the exhibit hall.

Wednesday, March 11  7–7:45 pm  2 slots available
Thursday, March 12  6:30–7:15 pm  2 slots available

NON-CE SYMPOSIA
Supporters can develop and deliver a 60-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with continuing education (CE) programs, giving you the opportunity to present your product, workshop, or activity with branded or nonbranded information to attendees.

Wednesday, March 11  10:45–11:45 am  sold out
Thursday, March 12  7–8 am  2 slots available
Thursday, March 12  Noon–1 pm  2 slots available

Note: Corporate Showcases and Non-CE Symposia may not conflict with any CE events or HOPA educational programs but may run concurrently with other sponsored events and exhibit hall hours.

COMMERCIALY SUPPORTED SYMPOSIA
Proposals for independent educational programs (supported by grants from industry partners) will be considered for inclusion in HOPA’s conference offerings.

Wednesday, March 11  9–10:30 am  1 slot available
Friday, March 13  7–8 am  2 slots available
Friday, March 13  Noon–1 pm  2 slots available
Saturday, March 14  12:30–1:30 pm  1 slot available

BRANDED SPONSORSHIP OPPORTUNITIES
Each year, the conference offers many sponsorship opportunities for branding by your organization, product, or service:

- lanyards
- Wi-Fi
- charging stations
- video or Twitter wall
- membership awards
- attendee tote bags
- mobile app features

CONFERENCE ADVERTISING
Many advertising opportunities are available for exhibitors and supporters: the HOPA Ahead 2020 program book; room drops and bag inserts; banner ads in HOPA e-blasts; the HOPA365 mobile app; escalator, table, and carpet clings; banners; and free-standing meter boards.

RECRUITMENT FAIR
If you wish to recruit hematology/oncology pharmacists, reserve tabletop exhibit space at HOPA’s Recruitment Fair. You’ll connect with hematology/oncology pharmacists and associated practitioners, researchers, administrators, pharmacy technicians, residents, students, and interns.

Customizable support packages are available.
Apply early at hoparx.org
or contact Josh Karney at 847.375.4751 or jkarney@hoparx.org.
EXHIBIT HALL AT THE TAMPA CONVENTION CENTER

INSTALLATION AND TEARDOWN
All exhibits must be set up and aisles cleared by 5 pm on Wednesday, March 11. Dismantling will take place on Friday, March 13. All materials must be packed and removed from the exhibit area no later than 10 pm on Friday, March 13.

An assigned contractor will be at the service desk onsite during installation and dismantling and will direct and manage the following services: exhibitor information kit, decorating, booths and signs, labor, installation of exhibits, electrical work, dismantling of exhibits, and shipping. The official contractor will e-mail exhibitors a service kit that provides complete instructions approximately 60 days before the conference.

In addition to exhibits by associations, hospitals, institutions, and publications, the products and services typically highlighted at the conference include:

- pharmaceutical products
- medical equipment
- closed-system transfer devices
- therapeutic products
- software
- educational materials
- business management services
- blood services
- support services
- recruitment services.

TENTATIVE EXHIBIT HALL SCHEDULE

| WEDNESDAY, MARCH 11, 2020 | 6–8 pm | Welcome Reception |
| 7–7:45 pm | Corporate Showcases |

| THURSDAY, MARCH 12, 2020 | 2:30–4 pm | Exhibits, Poster Presentations, and Recruitment Fair |
| 5–7:30 pm | Exhibits and Poster Presentations |
| 6:30–7:15 pm | Corporate Showcases |

| FRIDAY, MARCH 13, 2020 | 11 am–1 pm | Exhibits, Poster Presentations, and Recruitment Fair |

HOSPITALITY
All events, exhibits, and registration for HOPA Ahead 2020 will be held at the Tampa Convention Center. Blocks of rooms for attendees are being held at these hotels:

Marriott Tampa Waterside
700 S. Florida Ave.
Tampa, FL 33602
813.221.4900
Rate: $260 single/double

Embassy Suites Tampa
513 S. Florida Ave.
Tampa, FL 33602
813.769.8300
Rate: $250 single/$265 double

Westin Harbour Island
725 S. Harbour Island Blvd.
Tampa, FL 33602
813.229.5000
Rate: $259 single/double

Mention that you are attending HOPA’s annual conference to receive the negotiated room rate, which is available until Monday, February 17, 2020, or until the room blocks have been filled.

For online reservations, visit Conference Web Central at hoparx.org. A deposit is required to hold reservations, and a penalty will be charged for reservations canceled within 72 hours of expected arrival. To reserve five or more rooms, you must pay in advance. A 3-night minimum applies to blocks of five or more rooms held at the conference rate.
PREVIOUS EXHIBITORS

AbbVie
Advanced Practitioner Society for Hematology and Oncology
Agios Pharmaceuticals
Alexion Pharmaceuticals, Inc.
American Regent, Inc.
American Society for Blood and Marrow Transplantation
American Society for Clinical Oncology
Amgen
Apobiologix
Array Biopharma
ASD Healthcare
Astellas and Medivation
AstraZeneca, LP
B. Braun Medical, Inc.
Baker Company
Bayer Healthcare
BD
Bio Products Laboratory (BPL)
Board of Pharmacy Specialties
Boehringer Ingelheim Pharmaceuticals, Inc.
Bristol-Myers Squibb
BTG
Celgene
Clovis Oncology
Coherus Biosciences
Collegium Pharmaceutical, Inc.
Corvida Medical
CVS Health
Eagle Pharmaceuticals
Eisai Inc.
Eurekam Technologies
Equashield
Exelixis, Inc.
Genentech
Germfree
Gilead Sciences, Inc.
Grifols USA, LLC
Helsinn Therapeutics
Heron Therapeutics, Inc.
ICU Medical, Inc.
Incyte Corporation
InfuSystem
Ipsen Biopharmaceuticals
Janssen Biotech, Inc.
Janssen Pharmaceuticals
Jazz Pharmaceuticals, Inc.
Lilly Oncology
Looking Glass Systems
McCreadie Group
MedActionPlan.com, LLC
MedImmune, Specialty Care Divisions of AstraZeneca
MedKeeper
Merck & Co., Inc.
Mylan Inc.
National Comprehensive Cancer Network
Novartis Oncology
Otsuka America Pharmaceutical, Inc.
Pfizer Oncology
Pharmacy Practice News/Clinical Oncology News
Pharmacyclics, LLC
Rare Disease Therapeutics
Regeneron Pharmaceuticals
Sandoz Inc.
Sanofi Oncology
Saol Therapeutics
Seattle Genetics
Servier Pharmaceuticals, LLC
Sigma-Tau Pharmaceuticals, Inc.
Spectrum Pharmaceuticals
Stemline Therapeutics, Inc.
Taiho Oncology
Takeda Oncology
Tesaro
Teva Oncology
Teva Oncology
Tolmar Pharmaceuticals
United Therapeutics
Unlimited Systems
Verastem
Walgreens