EXHIBIT INFORMATION

Apply at hoparx.org to exhibit.

Exhibitor Opportunities
This is your chance to present your products and services to the leading hematology/oncology pharmacy practitioners in the world.

- Innovative programming draws more than 1,200 attendees.
- Dedicated exhibit hours are scheduled to offer you maximum visibility and exposure to your target market.
- The receptions and poster display in the exhibit hall provide added face-to-face contact with attendees and ensure high-quality traffic.
- More than 160 posters are featured in the exhibit hall and drive traffic to the area.

Exhibiting at the HOPA Annual Conference gives you direct access to decision makers.

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

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

To reserve a booth, contact Julie Ichiba at 847.375.3697 or jichiba@hoparx.org.

Exhibit Schedule

<table>
<thead>
<tr>
<th>WEDNESDAY, MARCH 21, 2018</th>
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</tr>
</thead>
<tbody>
<tr>
<td>6:30–8:30 pm</td>
<td>Welcome Reception with Exhibits</td>
</tr>
<tr>
<td>7–7:45 pm</td>
<td>Corporate Showcase</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THURSDAY, MARCH 22, 2018</th>
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</thead>
<tbody>
<tr>
<td>11:30 am–1 pm</td>
<td>Exhibits and Recruitment Fair</td>
</tr>
<tr>
<td>Noon–12:45 pm</td>
<td>Corporate Showcase</td>
</tr>
<tr>
<td>5:30–7:30 pm</td>
<td>Reception with Exhibits, Posters, and Recruitment Fair</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FRIDAY, MARCH 23, 2018</th>
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</thead>
<tbody>
<tr>
<td>11:30 am–1 pm</td>
<td>Exhibits and Recruitment Fair</td>
</tr>
<tr>
<td>Noon–12:45 pm</td>
<td>Corporate Showcase</td>
</tr>
<tr>
<td>4–6 pm</td>
<td>Reception with Exhibits, Posters, and Recruitment Fair</td>
</tr>
</tbody>
</table>

This is a tentative schedule and is subject to change.

Recruitment Fair

Recruit, Meet, and Connect
If you are looking to recruit hematology/oncology pharmacists, reserve a tabletop exhibit at the Recruitment Fair.

This is your opportunity to connect with hematology/oncology pharmacists and associated practitioners, researchers, administrators, pharmacy technicians, residents, students, and interns.

Dates
Thursday, March 22, 2018
11:30 am–1 pm, 5:30–7:30 pm

Friday, March 23, 2018
11:30 am–1 pm, 4–6 pm

Tabletop Fee
$250 for HOPA members and exhibitors
$500 for nonmembers
Installation
All exhibits must be set up and aisles cleared by 5 pm on Wednesday, March 21, 2018.

Dismantling
Dismantling occurs Friday, March 23, 2018. All exhibit materials must be packed and removed from the exhibit area no later than Friday, March 23, 2018, at 10 pm.

Official Contractor
The assigned contractor will have a service desk in operation at the time of installation and dismantling and will direct and manage the following services: exhibitor information kit, decorator, booths and signs, labor, installation of exhibits, electrical work, dismantling of exhibits, and shipping.

The official contractor will e-mail each exhibitor a service kit that provides complete exhibitor instructions approximately 60 days before the exhibit opens.

Housing
All events, exhibits, and registration for the 2018 HOPA conference will be held at the Colorado Convention Center, and a block of rooms for attendees is being held at the Hyatt Regency Denver. Mention that you are attending the HOPA Annual Conference to receive the negotiated room rate listed below. The cutoff date for the discounted rate is February 26, 2018, or when the room block has been filled.

**Hyatt Regency Denver**
**Colorado Convention Center**
650 15th Street
Denver, CO 80202
303.488.4488
Rate: $239 single/double

Cutoff date for discounted rate: February 26, 2018

For online reservations, visit Conference Web Central at hoparx.org. A deposit will be required to hold reservations. A penalty will be charged for room reservations canceled within 72 hours prior to 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.
BECOME A HOPA SUPPORTER

HOPA provides you as a supporter with several ways to drive traffic to your booth or event and position your company as an industry leader. Reach your key audiences through both educational and promotional support.

Commercial Support
Supporter levels are platinum, gold, silver, and bronze. See the full range of benefits for supporters at each level in the table at right.

Corporate Showcase
Showcase your company’s products, services, or programs by conducting a seminar or product demonstration. Corporate showcase sessions are 45 minutes and will be held near the exhibit hall. These sessions are unopposed by any continuing education (CE) programs but may run concurrently with other corporate showcases and during exhibit hall hours.

Non-CE Symposia
Supporters can develop and provide a 1.5-hour promotional or educational program in accordance with their own guidelines. These activities do not compete with CE programs, affording you an opportunity to present your product as a workshop or host a special activity to present branded or nonbranded information to attendees.

Visit hoparx.org to see the times available (two companies per time slot).

Advertising Opportunities
• Program book
• Room drop
• E-blasts
• Bag insert
• Banner ad in HOPA News
• Mobile app
• Escalator, table, or carpet cling
• Free-standing meter board

Sponsorship Opportunities
• Lanyards
• WiFi
• Charging stations
• Video/Twitter wall
• HOPA Membership Awards
• Tote bags
• HOPA Attendee Lounge
• Mobile app
• Conference schedule pocket guide

Support packages can be customized to meet your needs. Contact Julie Ichiba at 847.375.3697 or jichiba@hoparx.org.
Benefits of Support

- Increase and enhance your company’s visibility.
- Support research and treatment for the specialty of hematology/oncology pharmacy.
- Build relationships with key leaders in hematology/oncology.

<table>
<thead>
<tr>
<th>SUPPORT TIER STRUCTURE OF BENEFITS</th>
<th>BRONZE $25,000</th>
<th>SILVER $40,000</th>
<th>GOLD $50,000</th>
<th>PLATINUM $75,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition as platinum sponsor</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>at welcome reception or poster</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>reception; choice of event is</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>made on a first-come, first-served basis.</td>
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<td></td>
<td></td>
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<tr>
<td>Recognition ad in the HOPA Annual Conference program book</td>
<td>1/2 page</td>
<td>1/2 page</td>
<td>Full page</td>
<td>Full page</td>
</tr>
<tr>
<td>Plaque recognizing your support of the field of hematology/oncology pharmacy</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First right to host a Corporate Showcase</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registration(s) for the HOPA Annual Conference</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Cyber station recognition*</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Support recognition booth marker</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Support ribbon for your representatives</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on the kiosk in the registration area</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition at the exhibit hall entrance</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on the HOPA website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition in the HOPA Annual Conference program book</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
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</table>

Note: Exhibit booth space is sold separately.

*The cyber station is located adjacent to registration. The e-mail and Internet stations enable attendees to find annual conference information, print handouts, and complete online evaluations to receive continuing pharmacy education (CPE). Your organization will be recognized on the computer screens and on the kiosks that house the computers.

Ancillary Meeting

If you are interested in holding an ancillary meeting at the conference, please see the Ancillary Meeting Guidelines and Room Request Form at hoparx.org for complete information. Ancillary meetings may not take place Wednesday through Saturday without prior approval by HOPA. There may be restrictions on available hours. No outside events can be held at or in conjunction with the HOPA Annual Conference without review and approval by HOPA. The payment of nonrefundable fees to reserve the room is required. All other associated expenses are your responsibility.
ABOUT HOPA

The Hematology/Oncology Pharmacy Association (HOPA) will hold its 14th Annual Conference March 21–24, 2018, at the Colorado Convention Center, Denver, CO. We expect more than 1,200 hematology/oncology pharmacists from across the country to attend. The 4-day educational conference includes clinical and technical presentations, commercially supported symposia, and more than 160 posters. The exhibit hall will host more than 65 exhibitors.

HOPA is a nonprofit professional organization that was formed in 2004 to advance hematology/oncology pharmacy practice by supporting hematology/oncology pharmacy practitioners in optimizing the care of cancer patients.

HOPA’s 2,700 members include hematology/oncology pharmacists and associated practitioners, researchers, administrators, pharmacy technicians, residents, students, and interns specializing in hematology/oncology practice.

PROFILE OF ATTENDEES AT HOPA’S ANNUAL CONFERENCE

Prime Positions of Influence

- 52% teach or advise prescribers.
- 37% participate in clinical research.
- 32% perform medical use evaluations.
- 30% participate in clinical pathway development.
- 30% write orders for supportive cancer care.
- 21% are members of a formulary subcommittee.

Clinical Focus

- 20% focus on supportive care.
- 14% focus on bone marrow transplant.
- 11% focus on oncology.
- 10% focus on hematology.
- 9.5% focus on pain management.
- 8.6% focus on palliative care.

Sphere of Practice

- 24% work in an academic setting.
- 20% work in an inpatient setting.
- 17% work in an outpatient setting.
- 11% work for a pharmaceutical or device manufacturer.
- 10% work in a community setting.

Board Certified Oncology Pharmacists

- 43% are board certified oncology pharmacists.

Demographic information on HOPA attendees is from the 2016 Annual Conference.
JOIN THIS IMPRESSIVE LIST OF PREVIOUS HOPA EXHIBITORS

AbbVie
Advanced Practitioner Society for Hematology and Oncology (APSHO)
Alexion Pharmaceuticals, Inc.
American Regent, Inc.
American Society for Blood and Marrow Transplantation (ASBMT)
American Society for Clinical Oncology (ASCO)
Amgen
Apobiologix
ARIAD Pharmaceuticals
ASD Healthcare
Astellas and Medivation
Astra Zeneca, LP
B. Braun Medical Inc.
Baker Company
Bayer HealthCare
BD
Board of Pharmacy Specialties
Boehringer Ingelheim Pharmaceuticals, Inc.
Bristol-Myers Squibb
BTG
Celgene
Clovis Oncology
Coherus Biosciences
Collegium Pharmaceutical, Inc.
Corvidia Medical
CVS Health
Eisai Inc.
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
ProStrakan, Inc.
Rare Disease Therapeutics
Sandoz Inc.
Sanofi Oncology
Seattle Genetics
Shire
Sigma-Tau Pharmaceuticals, Inc.
Spectrum Pharmaceuticals
Taiho Oncology
Takeda Oncology
Tesaro
Teva Oncology
United Therapeutics
Unlimited Systems
Walgreens
WVU Cancer Institute/WVU Medicine
Exhibit and

- enhance your company’s visibility
- network with approximately 1,200 hematology/oncology pharmacists in one location
- educate hematology/oncology pharmacists on the uses and benefits of your products and services.

hoparx.org