LETTER FROM THE CHAIR

DEAR INDUSTRY SPONSOR:

Thank you for your interest in HOPA’s Annual Conference 2024 (AC24), which marks our association’s 20th anniversary! We will gather in Tampa on April 3-6, 2024, for all the great science you have come to anticipate from HOPA – plus, many opportunities to network, share knowledge, and celebrate.

This conference is known for its late-breaking and diverse content delivered by oncology pharmacy professionals who are experts in optimizing care of patients with cancer and hematologic conditions. You can also count on AC24 to cover supportive care management and clinical practice updates on several disease states.

Last year’s conference set a new attendance record with an 11% increase in the number of registrations. We plan to make the most of this momentum and host another stellar conference in 2024!

20th Anniversary Sponsorship Opportunities
This prospectus includes many ways for you to get involved and get the attention of an important target audience. Special to this year, you will see additional opportunities for 20th Anniversary events and celebrations.

• Become an Exhibitor or Conference Sponsor
• Purchase a Corporate Showcase
• Present Promotional or Educational Symposia or Deliver Commercially Supported Symposia
• Be Visible – Purchase Event Advertising Space, Sponsor eBlasts and/or Get in the Program Book
• Celebrate 20 years of HOPA – Sponsorships for a Fun Run and Anniversary Celebration are available!

Join us For Education, Networking, and More!
In addition to all the great science delivered in plenary and breakout sessions, and presented in posters and abstracts, we also look forward to networking with members, colleagues, and industry partners like you.

We hope you will join us in Tampa for AC24!

Thank you,

Maribel Pereiras, PharmD, BCOP, BCPS
HOPA Annual Conference Committee Chair
ABOUT HOPA

Join us in commemorating a significant milestone as we proudly celebrate the 20th anniversary of the Hematology/Oncology Pharmacy Association (HOPA). Since our establishment in 2004, HOPA has been at the forefront of supporting hematology/oncology pharmacy professionals and advocating for the pivotal role of pharmacists in collaborative cancer care.

HOPA is dedicated to providing vital resources and opportunities for pharmacists, pharmacy interns, residents, fellows, students, technicians, researchers, and administrators specializing in hematology/oncology pharmacy. Our comprehensive range of education, networking, and professional advancement programs serves the diverse needs and aspirations of our members.

At HOPA, we envision a future where every individual affected by cancer benefits from the expertise of a dedicated hematology/oncology pharmacist as an integral member of their care team. With this vision in mind, we tirelessly work towards advancing the practice, knowledge, and collaboration within our profession.

**HOPA Members**

- **Total Members**: 3627
- **Retention Rate**: 78%

**Highest Degree Earned**

- Bachelor: 188
- Masters: 84
- Doctoral: 1660
- Post Doctoral: 1113

**Top Five Certifications**

- BCOP: 1630
- BCPS: 481
- RPh: 600
- BCSCP: 33

**Top Five Specialties**

- Adults
- Advocacy
- AYA
- Clinical Practice
- Education
- Genetics/Precision Oncology
- HCT
- Hematology
- Infectious Disease
- Nuclear Oncology
- Operations/Compounding & Dispensing
- Oral Oncology
- Pain Management
- Palliative/Long-Term Care
- Pediatrics
- Radiology
- Research
- Senior Adults
- Supportive Care
- Survivorship
- None of the Above
- Oncology
- Other

*HOPA Membership data as of June 2023.*
ABOUT HOPA

HOPA Members

Institution Status
- Academic Medical Center
- Accountable Care Organization
- Administration
- Ambulatory Care Center/Outpatient Infusion Center
- Community Cancer Center
- Community Hospital
- Distribution/GPOs
- Government
- HMO/Managed Care
- Industry/Pharmaceutical Company
- Integrated Delivery Network
- Long-Term Care
- Non-Profit Organization/Patient Advocacy
- None of the Above
- Other
- Retail/Community Pharmacy
- Specialty Pharmacy

Institution Setting
- Urban
- Suburban
- Rural
- Non-Profit

Institution Size
- Large Center
- Small Center
- Private

HOPA Members by State

*HOPA Membership data as of June 2023.*
This is your chance to present your products and services at the foremost event for hematology/oncology pharmacy education and networking. In 2023, our innovative educational programming drew almost 1,600 attendees.

HOPA has dedicated exhibit hall hours to offer you maximum visibility and exposure to your target market. At AC24, we will host activities in the exhibit hall to drive traffic and increase engagement with exhibitors. HOPA expects record attendance in 2024 for our 20th anniversary celebration!

**EXHIBIT HALL HOURS (SUBJECT TO CHANGE):**

**Setup:**
Tuesday, April 2: 12:00 pm – 8:00 pm  
Wednesday, April 3: 7:00 am – 3:00 pm

**Show Hours:**
Wednesday April 3: 5:00 pm – 7:00 pm (Welcome Reception)  
Thursday April 4: 11:50 am – 2:10 pm & 5:00 pm – 7:30 pm (Poster Reception)  
Friday, April 5: 11:50 am – 2:10 pm

**Teardown:**
Friday, April 5: 3:00 pm – 8:00 pm

Thank you to the following companies who have exhibited:

- AbbVie
- Acrotech Biopharma, LLC
- ADC Therapeutics
- Alexion
- Amgen
- APSHO (Advanced Practitioner Society for Hematology and Oncology)
- Astellas Pharma
- AstraZeneca
- Atara Bio
- AVEO Oncology
- Bayer
- BeiGene
- BPS
- Bristol Myers Squibb
- BTG Pharmaceuticals
- Coherus BioSciences
- CTI BioPharma
- CVS Specialty
- Daiichi Sankyo, Inc.
- Deciphera
- Eagle Pharmaceuticals
- Eisai
- Epizyme
- Exelixis
- Fennec
- Forte Biopharma
- Frensenius Kabi
- G1 Therapeutics
- Genentech
- Genmab
- Grifols
- GSK
- Helsinn Therapeutics
- HonorHealth
- ICU Medical, Inc.
- Incyte
- Janssen Oncology
- Jazz Pharmaceuticals
- JHOP
- Karyopharm
- Kyowa Kirin
- Lilly
- MacroGenics, Inc.
- Merck & Co., Inc.
- Mirati
- Novartis
- Pfizer Oncology
- Pharmacosmos Therapeutics, Inc
- Pharmacy Practice News
- Pharmacy Times (MJH Life Sciences)
- Pharmacyclics
- Recordati Rare Diseases
- Regeneron
- Rigel Pharmaceuticals, Inc.
- Sanofi
- Seagen, Inc
- SenseoScientific
- Servier
- Sobi, Inc.
- Stemline
- Takeda
- Walgreens
- Y-mAbs Therapeutics, Inc.
Supporter levels are Titanium, Platinum, Gold, Silver, and Bronze. See the full range of benefits for sponsors at each level below.

<table>
<thead>
<tr>
<th>Conference Sponsorship</th>
<th>Titanium $100,000</th>
<th>Platinum $75,000</th>
<th>Gold $50,000</th>
<th>Silver $25,000</th>
<th>Bronze $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition as a top sponsor at opening or closing conference reception</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20th Anniversary Celebration Sponsor Benefits</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun Run Sponsor benefiting HOPA Research Fund</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Push notifications on mobile app</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company sponsored emails to attendees during Annual Conference</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily conference email banner ads</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition in conference app</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other on-site and online recognition opportunities</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit booth</td>
<td>20 x 20 island with premium placement</td>
<td>10 x 20 corner</td>
<td>10 x 10 corner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in print and digital program book</td>
<td>Full page inside front cover</td>
<td>Full</td>
<td>Full</td>
<td>Half</td>
<td>Half</td>
</tr>
<tr>
<td>Complimentary attendee registrations</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Logo recognition on the Annual Conference website, program book, physical and online conference signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Attendee list (name and facility)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor badge ribbon</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Limit</td>
<td>3</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
**SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES**

All Aboard! HOPA is celebrating its 20th Anniversary with a Friday night celebration on the Yacht StarShip. Sponsorship opportunities also include return of HOPA’s Fun Run and dogs in the exhibit hall. Consider sponsoring these fun-filled (and furry) events.

<table>
<thead>
<tr>
<th>Conference Event Sponsor</th>
<th>20th Anniversary Celebration Sponsor $20,000</th>
<th>20th Anniversary Celebration Sponsor $10,000</th>
<th>Fun Run Sponsor $5,000</th>
<th>Fun Run Bib Sponsor $2,500</th>
<th>Dog Sponsorship $15,000</th>
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</thead>
<tbody>
<tr>
<td>Logo Recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Reserved Tables</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Photo Booth Recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flag recognition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets</td>
<td>10</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional 10 x 10 exhibit booth adjacent to sponsor space.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limit</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Logo Sponsorship</th>
<th>Key Card $15,000</th>
<th>Lanyard $15,000</th>
<th>HOPA Reception Napkins $20,000</th>
<th>HOPA Reception Drinking Glasses $20,000</th>
<th>Conference Wifi $25,000</th>
<th>Charging Stations $25,000</th>
<th>Exhibit Hall Meeting Pods $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>(Welcome Reception, Poster Reception, and 20th Anniversary Celebration)</td>
<td>(Welcome Reception, Poster Reception, and 20th Anniversary Celebration)</td>
<td>(Welcome Reception, Poster Reception, and 20th Anniversary Celebration)</td>
<td>(Five (5) Exhibit Hall Meeting Pods with custom branding)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provided by HOPA</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Pods</td>
<td></td>
</tr>
<tr>
<td>Provided by Sponsor</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>Branding</td>
<td></td>
</tr>
<tr>
<td>Limit</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
### SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Exhibit Hall</th>
<th>20 x 20 Island</th>
<th>10 x 20 Standard Package</th>
<th>10 X 10 Premium Package</th>
<th>10 x 10 Executive Package</th>
<th>10 x 10 Standard Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page program book ad—print and digital</td>
<td>$20,000</td>
<td></td>
<td>$12,000</td>
<td></td>
<td>$12,000</td>
</tr>
<tr>
<td>Half page program book ad—print and digital</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Program book listing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Attendee list (Name and facility of attendees who opt in to share their information.)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Exhibitor registrations</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

### Exhibit Hall Add Ons

<table>
<thead>
<tr>
<th></th>
<th>20 x 20 Island</th>
<th>10 x 20 Standard Package</th>
<th>10 X 10 Premium Package</th>
<th>10 x 10 Executive Package</th>
<th>10 x 10 Standard Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program book quarter page exhibit description including text name, logo, booth number and 80 word description</td>
<td>$1,000</td>
<td>$1,000</td>
<td>Included</td>
<td>Included</td>
<td>$1,000</td>
</tr>
<tr>
<td>Exhibit Hall Floor Clings (Subject to availability)</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Additional exhibitor registrations (each)</td>
<td>$200</td>
<td>$200</td>
<td>$200</td>
<td>$200</td>
<td>$200</td>
</tr>
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</table>

### Marketing and Advertising

<table>
<thead>
<tr>
<th></th>
<th></th>
<th># Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Book Back Cover</td>
<td>$25,000</td>
<td>1</td>
</tr>
<tr>
<td>Program Book Inside Front Cover</td>
<td>$20,000</td>
<td>1</td>
</tr>
<tr>
<td>Program Book Inside Back Cover</td>
<td>$15,000</td>
<td>1</td>
</tr>
<tr>
<td>Bag Insert/Room Drop</td>
<td>$10,000</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Room Drop Bag</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>Daily Conference Email Banner Ad</td>
<td>$3,000</td>
<td>12 (3 ads per email for 4 days)</td>
</tr>
<tr>
<td>Sponsored Email</td>
<td>$7,500</td>
<td>4</td>
</tr>
<tr>
<td>Conference App Push Notification</td>
<td>$5,000</td>
<td>4</td>
</tr>
</tbody>
</table>

### OUT OF HOME ADVERTISING

HOPA is partnering with AMC Media Group to offer out of home advertising at HOPA's Annual Conference in 2024. Learn more about these opportunities by contacting Scott DeNicola, SDeNicola@amcmediagroup.com.
SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

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 non-branded information to attendees.

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

<table>
<thead>
<tr>
<th>CE and Non-CE Symposia</th>
<th>Commericaly Supported CE Symposia</th>
<th>60 Minute Non-CE Symposia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 3</td>
<td>Breakfast</td>
<td>2 (7:00 am – 8:00 am)</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dinner</td>
<td>2 (5:30 pm – 6:30 pm)</td>
</tr>
<tr>
<td>Thursday, April 4</td>
<td>Breakfast</td>
<td>2 (7:00 am – 8:00 am)</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td>2 (12:00 pm – 1:00 pm)</td>
</tr>
<tr>
<td></td>
<td>Dinner</td>
<td>2 (5:30 pm – 6:30 pm)</td>
</tr>
<tr>
<td>Friday, April 5</td>
<td>Breakfast</td>
<td>2 (7:00 am – 8:00 am)</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td>2 (12:00 pm – 1:00 pm)</td>
</tr>
<tr>
<td>Saturday, April 6</td>
<td>Breakfast</td>
<td>2 (7:00 am – 8:00 am)</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td>2 (11:45 am – 12:45 pm)</td>
</tr>
</tbody>
</table>

ANCILLARY MEETINGS
Ancillary meetings may be hosted at or near HOPA’s Annual Conference. Ancillary meetings may not conflict with CE sessions during HOPA’s Annual Conference. Payment of a nonrefundable fee reserves the space; all other associated expenses are the organizer’s responsibility.

Email development@hoparx.org to request HOPA’s Ancillary Meeting Guidelines, room list and pricing.

Fill out the online sponsorship form by clicking here or contact HOPA Development at 877-467-2791 or development@hoparx.org. Deadline for all opportunities is January 12, 2024.