



HOPA 2024

20 Years of Optimizing Cancer Care

ANNUAL CONFERENCE PROSPECTUS

SPONSORSHIP, MARKETING & EXHIBITS

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.

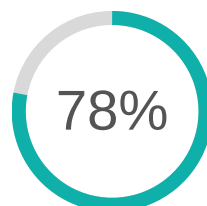
HOPA is dedicated to providing vital resources and opportunities for pharmacists, pharmacy interns, residents, fellows, students, technicians, researchers, and administrators specializing in hematology/oncology pharmacy. Our comprehensive range of education, networking, and professional advancement programs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

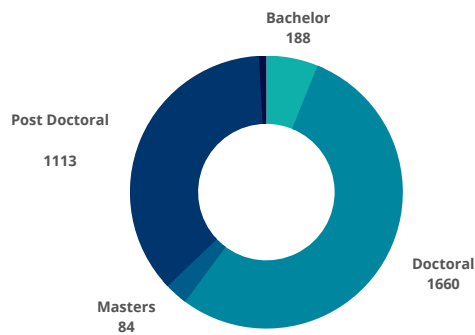


Total Members

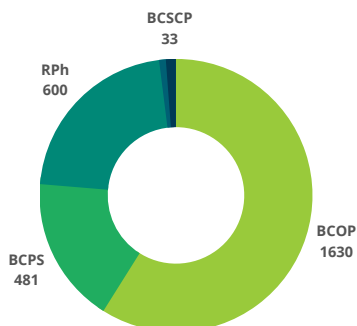


Retention Rate

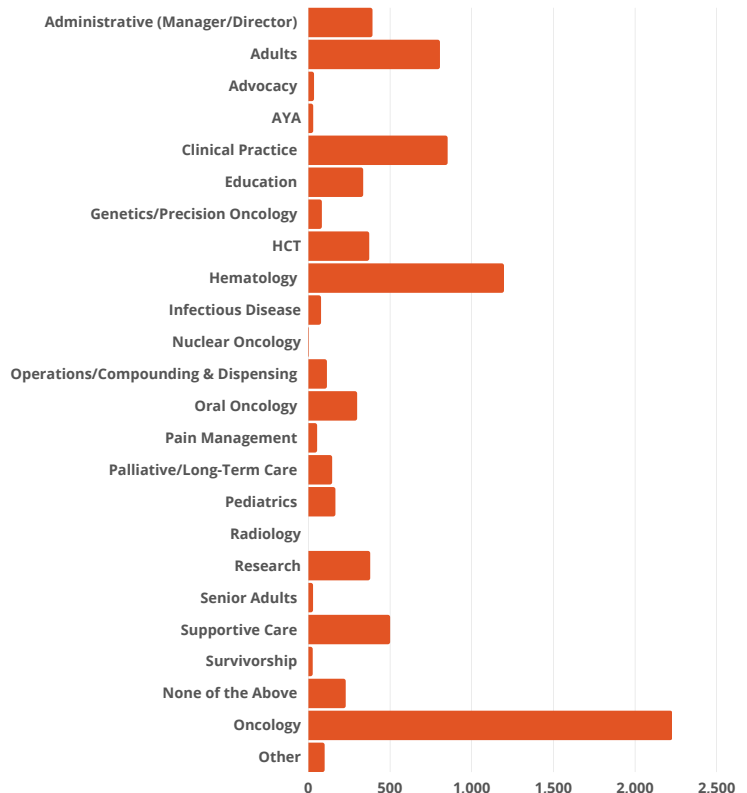
Highest Degree Earned



Top Five Certifications



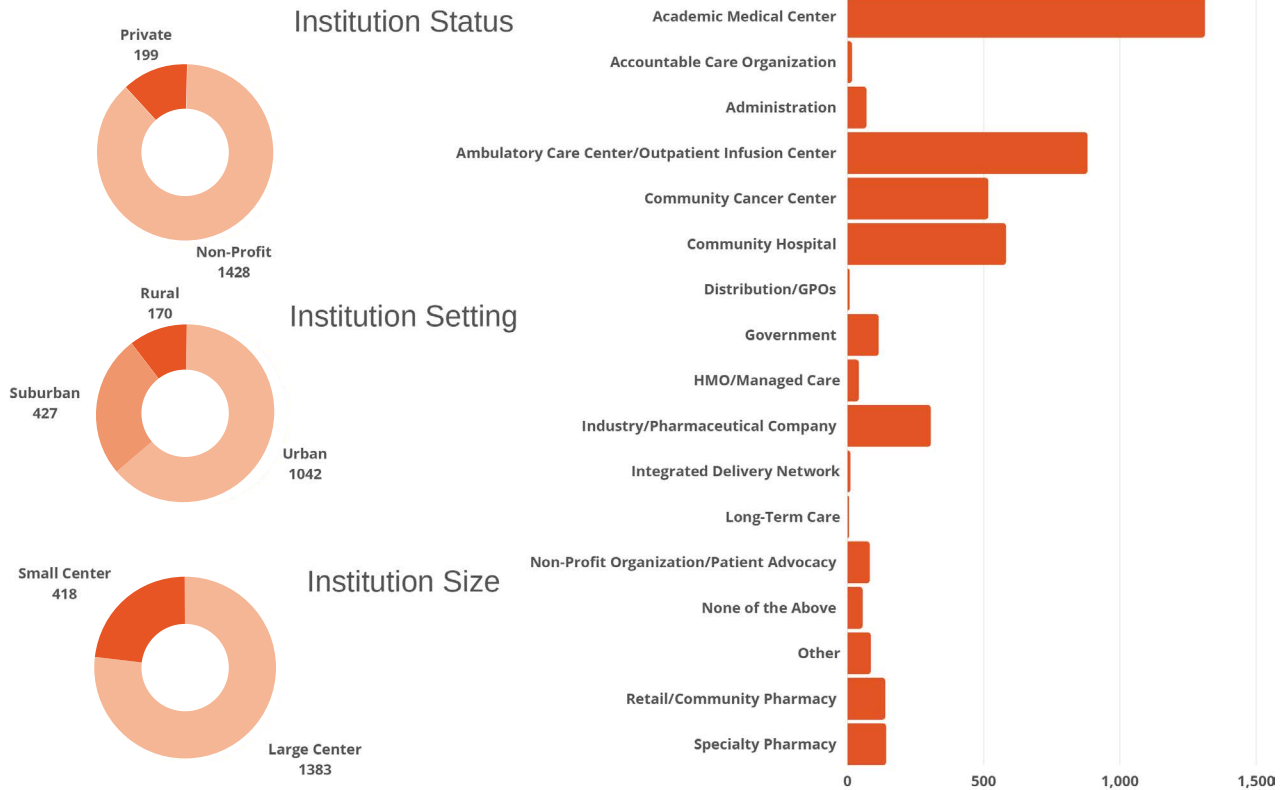
Specialty



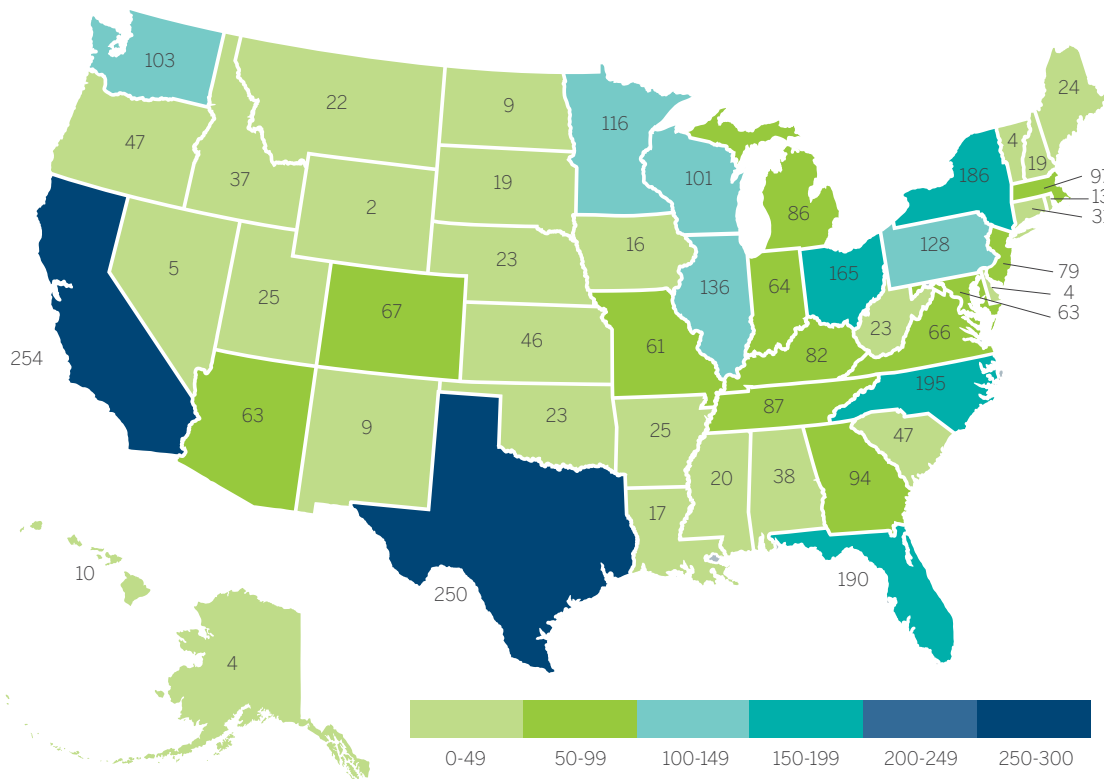
*HOPA Membership data as of June 2023.

ABOUT HOPA

HOPA Members



HOPA Members by State



*HOPA Membership data as of June 2023.

EXHIBITING



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

SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

Supporter levels are Titanium, Platinum, Gold, Silver, and Bronze. See the full range of benefits for sponsors at each level below.

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

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 the return of HOPA's Fun Run and dogs in the exhibit hall. Consider sponsoring these fun-filled (and furry) events.

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

Other Logo Sponsorship	Key Card \$15,000	Lanyard \$15,000	HOPA Reception Napkins \$ 20,000	HOPA Reception Drinking Glasses \$ 20,000	Conference Wifi \$ 25,000	Charging Stations \$ 25,000	Exhibit Hall Meeting Pods \$ 20,000
Description			(Welcome Reception, Poster Reception, and 20th Anniversary Celebration)	(Welcome Reception, Poster Reception, and 20th Anniversary Celebration)			(Five (5) Exhibit Hall Meeting Pods with custom branding)
Provided by HOPA		X			X	X	Pods
Provided by Sponsor	X		X	X			Branding
Limit	1	1	1	1	1	1	2

SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

Exhibit Hall	20 x 20 Island \$20,000	10 x 20 Standard Package \$12,000	10 X 10 Premium Package \$12,000	10 x 10 Executive Package \$10,000	10 x 10 Standard Package \$6,000
Full page program book ad—print and digital			X		
Half page program book ad—print and digital				X	
Program book listing	X	X	X	X	X
Attendee list (Name and facility of attendees who opt in to share their information.)	X	X	X	X	X
Exhibitor registrations	6	4	3	2	2
Exhibit Hall Add Ons					
Program book quarter page exhibit description including text name, logo, booth number and 80 word description	\$1,000	\$1,000	Included	Included	\$1,000
Exhibit Hall Floor Clings (Subject to availability)	\$500	\$500	\$500	\$500	\$500
Additional exhibitor registrations (each)	\$200	\$200	\$200	\$200	\$200

Marketing and Advertising		# Available
Program Book Back Cover	\$25,000	1
Program Book Inside Front Cover	\$20,000	1
Program Book Inside Back Cover	\$15,000	1
Bag Insert/Room Drop	\$10,000	Unlimited
Room Drop Bag	\$10,000	1
Daily Conference Email Banner Ad	\$3,000	12 (3 ads per email for 4 days)
Sponsored Email	\$7,500	4
Conference App Push Notification	\$5,000	4

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@amcmmediagroup.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.

COMMERCIALLY SUPPORTED CE SYMPOSIA

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

CE and Non-CE Symposia		Commercially Supported CE Symposia \$75,000	60 Minute Non-CE Symposia \$50,000
Wednesday, April 3	Breakfast	2 (7:00 am – 8:00 am)	
	Lunch		2 (12:00 pm – 1:00 pm)
	Dinner		2 (5:30 pm – 6:30 pm)
Thursday, April 4	Breakfast		2 (7:00 am – 8:00 am)
	Lunch	2 (12:00 pm – 1:00 pm)	
	Dinner		2 (5:30 pm – 6:30 pm)
Friday, April 5	Breakfast	2 (7:00 am – 8:00 am)	
	Lunch		2 (12:00 pm – 1:00 pm)
Saturday, April 6	Breakfast	2 (7:00 am – 8:00 am)	
	Lunch		2 (11:45 am – 12:45 pm)

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.*