



**HOPA2023**

PHOENIX CONVENTION CENTER  
March 29-April 1

# **ANNUAL CONFERENCE PROSPECTUS**

SPONSORSHIP, MARKETING & EXHIBITS

# LETTER FROM THE CHAIR

## DEAR INDUSTRY SPONSOR:

**Thank you for your interest in HOPA's Annual Conference 2023 (AC23), which is being planned for March 29-April 1, 2023 at the Phoenix Convention Center and Hyatt Regency Phoenix.**

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 AC23 to cover supportive care management and clinical practice updates on several disease states.

### **Anticipated Attendance of 1,000 Hematology/Oncology Pharmacy Professionals**

Though we continue to feel the impact of COVID-19 in our day-to-day lives and within our profession, our conference last year saw a record-breaking number of attendees. We plan to make the most of our time together next spring as well. That's where you come in.

This prospectus includes many opportunities for you to get involved and get the attention of an important target audience. You're invited to get noticed by pharmacy professionals, fellows, and administrators.

- 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



### **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 Phoenix for AC23!

Thank you,

A handwritten signature in dark ink, appearing to read 'Brooke Adams'.

Brooke Adams, PharmD, BCOP  
HOPA Annual Conference Committee Chair

# ABOUT HOPA

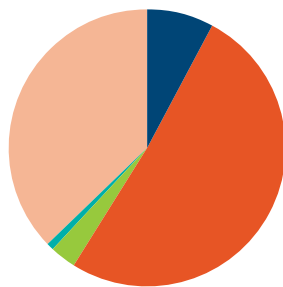
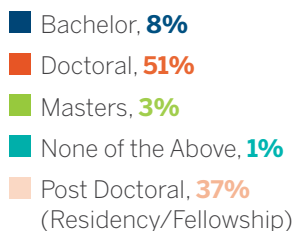
The Hematology/Oncology Pharmacy Association (HOPA) supports hematology/oncology pharmacy professionals and promotes the role of the pharmacist in collaborative cancer care.

Founded in 2004, HOPA provides crucial education, networking, and advancement opportunities frequently sought by pharmacists, pharmacy interns, residents, fellows, students, technicians, researchers, and administrators who specialize in hematology/oncology pharmacy.

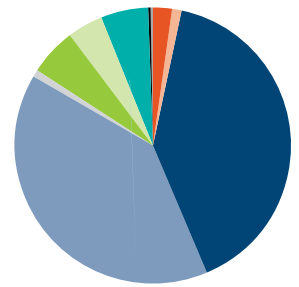
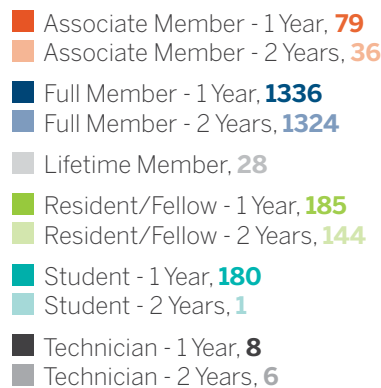
Our vision is to ensure that all individuals affected by cancer have a hematology/oncology pharmacist as an integral member of their care team.

**These statistics are based on April 2022 HOPA Membership.**

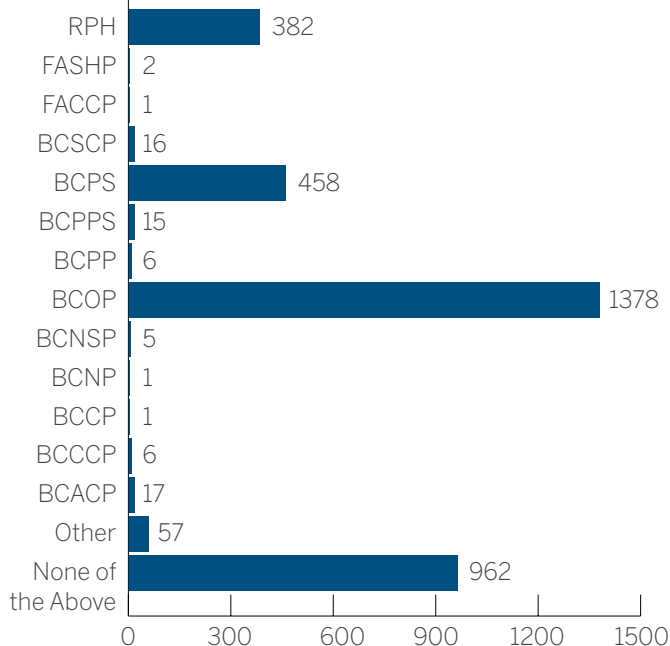
## Highest Degree Earned



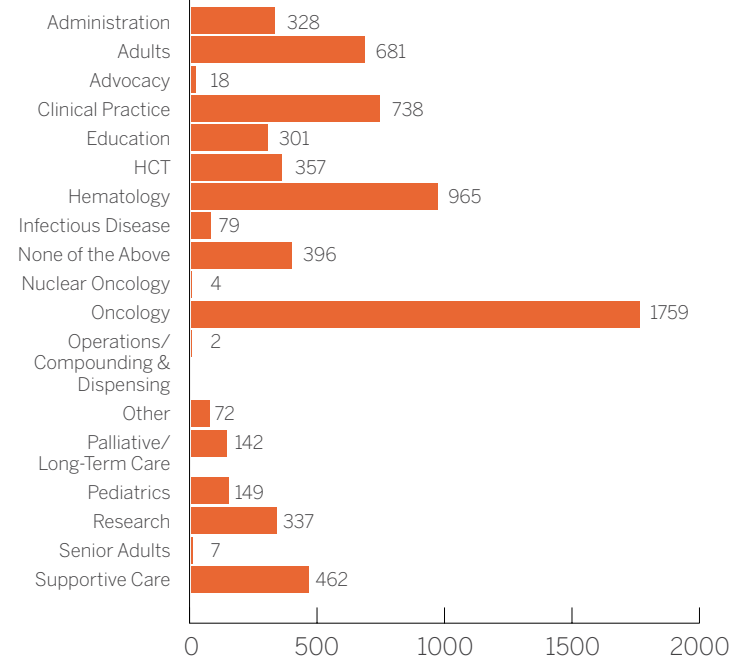
## Membership by Type



## Certifications Earned

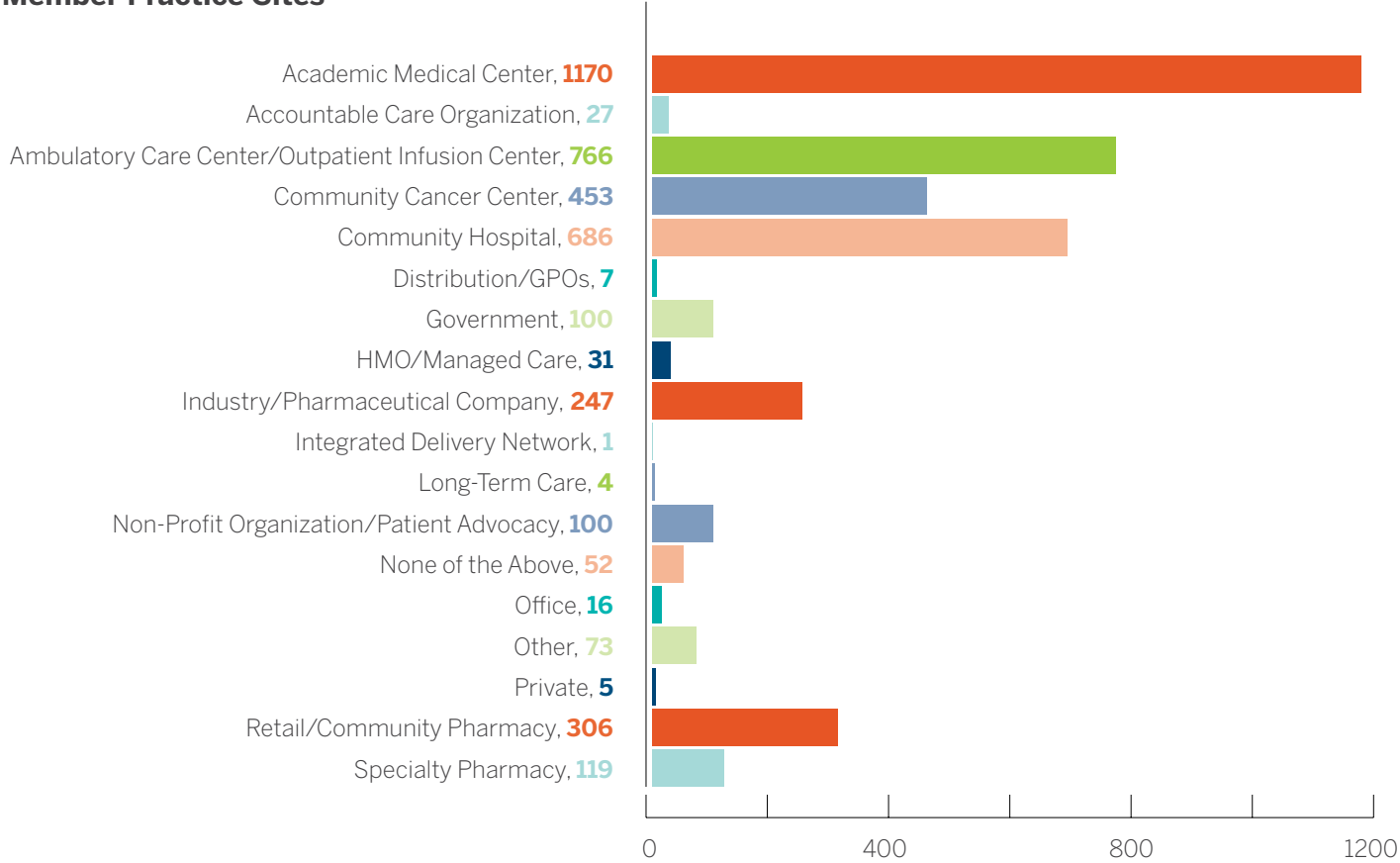


## Member Expertise



# ABOUT HOPA

## Member Practice Sites





## EXHIBITING

This is your chance to present your products and services at the foremost event for hematology/oncology pharmacy education and networking.

In 2022, our innovative educational programming drew more than 1,400 live attendees, including 1,000 Hematology/Oncology Pharmacy Professionals.

HOPA has dedicated exhibit hall hours to offer you maximum visibility and exposure to your target market. At AC23 we will host a variety of activities in the exhibit hall to drive traffic and increase engagement with our volunteers and speakers. HOPA is positioned to have another landmark year in 2023!

### **Thank you to the following companies who have exhibited in the last two years:**

Aadi Bioscience Inc.

AbbVie

Acrotech Biopharma

ADC Therapeutics

Alexion Pharmaceuticals, Inc.

Amgen

APSHO

Astellas

AstraZeneca, LP

Atara Biotech

Aveo Oncology

Bayer

BeiGene

Bristol-Myers Squibb

BTG Specialty Pharmaceuticals

Coherus Biosciences

CTI BioPharma

Daiichi Sankyo, Inc

Deciphera Pharmaceuticals

Eagle Pharmaceuticals

Eisai Inc.

Epizyme

Equashield Compounding Technologies

Exelixis, Inc.

Frensenius Kabi

Genentech

Genmab



Gilead Sciences, Inc.

GSK

Helsinn Therapeutics

ICU Medical, Inc.

Incyte Corporation

Janssen Biotech, Inc.

Jazz Pharmaceuticals, Inc.

Kyowa Kirin

Lilly Oncology

MacroGenics, Inc.

Merck & Co., Inc.

Novartis Oncology

Pfizer Oncology

Pharmacosmos Therapeutics, Inc

Pharmacy Practice News/ Clinical Oncology News

Pharmacy Times Continuing Education

Pharmacyclics, LLC

Regeneron Pharmaceuticals

Sandoz Inc.

Sanofi Oncology

Seagen

Servier Pharmaceuticals, LLC

Sobi

Stemline

Taiho Oncology

Takeda Oncology

Y-mAbs Therapeutics, Inc

# SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

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 sponsorship, education, 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/oncology

## SPONSORSHIP

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				
Push notifications on mobile app	2	1			
Company sponsored emails to attendees during Annual Conference	2	1			
Daily conference email banner ads			1	1	
Conference logo banner onsite and online	Individual banner on site and mail landing page in conference app	Individual banner on site and secondary page in conference app	Secondary page in conference app		
Other on-site and online advertising 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 name badge ribbon	X	X	X	X	X
Limit	1	3			

Other Sponsorship		Provided by HOPA	Provided by Sponsor	Limit
Key Card	\$15,000		X	1
Lanyard	\$15,000	X		1
Bag	\$15,000	X		
Communications Sponsorship	\$15,000	X		1
All Conference Networking Sponsorship	\$25,000	X		1
Diversity, Equity and Inclusion Sponsorship	\$25,000	X		1
Hotel to Convention Center Wayfinding	\$25,000	X		1
Final Conference Networking Sponsorship	\$25,000	X		1

## SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

Exhibit Hall	20 x 20 Island \$20,000	10 x 20 \$12,000	10 X 10 Premium Package \$12,000	10 x 10 Executive Package \$10,000	10 x 10 \$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)	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

### Exhibit Hall hours (subject to change):

Wednesday, March 29  
5:30-8:00 pm

Thursday March 30  
12:15 pm – 2:30 pm  
5:00 pm – 7:30 pm

Friday, March 31  
12:00 pm – 2:00 pm

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	\$10,000	Unlimited
Room Drop	\$10,000	Unlimited
Daily Conference Email Banner Ad	\$3,000	12 (3 ads per email for 4 days)
Sponsored Email	\$7,500	4
Lobby Display Screen Rotating Advertisement	\$3,000	16 (4 per day)
Conference App Sticky Ad	\$10,000	1
Conference App Sub-Page Ad	\$5,000	4
Conference App Push Notification	\$5,000	4

# SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

## CORPORATE SHOWCASE

Showcase your company's products, services, or programs in a 45-minute seminar or product demonstration.

## 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: 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.

CE and Non-CE Symposia		Medical Grant Funded CE Symposia \$75,000	60 Minute Non-CE Symposia \$50,000	Corporate Showcase \$25,000
Wednesday, March 29	Breakfast	2		
	Lunch		2	
	Dinner			2
Thursday, March 30	Breakfast		2	
	Lunch		2	
	Dinner		2	
Friday, March 31	Breakfast	2		
	Lunch		2	
	Dinner	2		
Saturday, April 1	Breakfast	2		
	Lunch			2

### Secure your place at HOPA's Annual Conference today!

Complete the online sponsorship form at [https://www.hoparx.org/forms/ac23\\_sponsorship/](https://www.hoparx.org/forms/ac23_sponsorship/), call 877-467-2791 or email [development@hoparx.org](mailto:development@hoparx.org).

*Didn't find the right opportunity? Email us at [development@hoparx.org](mailto:development@hoparx.org). Laurie, Sam or Natalie will get back to you.*



# **HOPA WELCOMES YOU TO ANOTHER YEAR OF IN-PERSON LEARNING, IN SUNNY PHOENIX, ARIZONA!**



**Take in all the great topics, speakers  
and networking opportunities you've  
come to expect from HOPA's annual conference.**

**HOPARX.ORG**