

PRACTICE OF PERSEVERANCE



**Practice
Management 2022
PROSPECTUS**



HOPA
Hematology/Oncology
Pharmacy Association

Dear Industry Partner,

HOPA is pleased to announce our upcoming Practice Management program on Thursday, September 22, 2022, at the Omni Shoreham Hotel in Washington, D.C. As always, it presents an excellent opportunity for our members to reconnect with colleagues and industry representatives.

We will return to in-person Practice Management learning for the first time since the start of COVID-19.

The Practice of Perseverance

The theme for this one-day event is, *The Practice of Perseverance*, which considers the challenges and opportunities within hematology/oncology pharmacy practice since the pandemic began.

Each track contains all the top-notch learning you have come to expect from HOPA, framed around persevering through a pandemic, loss, and burnout.

Topics include:

- Optimizing Health Outcomes for Distinct Segments of Patients with Cancer
- Career Development in both Traditional and Non-traditional Oncology Jobs
- Precepting: Layered Learning in Oncology Practice Models

Plus, a Keynote from Jason Kotecki, author of *A Chance of Awesome: How Changing the Way you See Changes Everything*.

Sponsorship Opportunities

After a successful and well-attended annual conference this spring, we anticipate attendance and in-person engagement to be high for Practice Management 2022. We expect between 200-250 individuals.

There are multiple sponsorship opportunities:

Event Sponsorship

Symposium

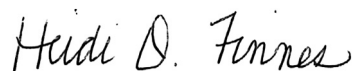
And many more...please read the prospectus for details.

The Integral Role of Pharmacists

Our mission is to optimize the care of individuals affected by cancer. Your sponsorship will help HOPA members expand their knowledge and skills and continue to be integral members of the patient care team. Our growing association is comprised of 4,000 inquisitive and hard-working Pharmacists, Pharmacy Technicians, Residents, Clinical Pharmacists, and Students.

Thank you for taking the time to consider sponsoring HOPA Practice Management 2022.

Sincerely,



Heidi D. Finnes, PharmD, BCOP, FHOPA
HOPA President, 2022-2023



HOPA Practice Management

Thursday, September 22, 2022

Opportunity	Benefits	Cost	Quantity Available	Quantity Reserved
SPONSORSHIP				
Gold Sponsorship	<ul style="list-style-type: none"> • Logo recognition at HOPA Practice Management event and on HOPA Practice Management web page • Daily Conference Email Banner Ad • Attendee list (name/facility)* • 3 complimentary attendee registrations • Full-page ad in Program Book 	\$ 25,000	1	
Silver Sponsorship	<ul style="list-style-type: none"> • Logo recognition at HOPA Practice Management event and on HOPA Practice Management web page • Attendee list (name/facility)* • 2 complimentary attendee registrations • Half-page ad in Program Book 	\$ 10,000		
Bronze Sponsorship	<ul style="list-style-type: none"> • Logo recognition at HOPA Practice Management event and on HOPA Practice Management web page • Attendee list • 1 complimentary attendee registration 	\$ 5,000		
NON-CE SYMPOSIA				
Non-CE Symposia	60-minute presentation during breakfast or lunch time slot. Up to two presentations may be scheduled at the same time.	\$ 20,000	4	
OTHER PROMOTIONAL OPPORTUNITIES				
Program Book Ad—Full		\$ 2,500		
Program Book Ad—Half		\$ 1,000		
Co-Branded Bag		\$ 5,000	1	
Registration Handout/ Bag Insert	Promotional piece given to attendees at registration along with program book.	\$ 2,500		
Room Drop	A promotional piece delivered to attendees' hotel rooms.	\$ 2,500		
Practice Management Conference Email Banner Ad	Place an ad or company logo in an email for Practice Management sent daily to attendees.	\$ 2,500	4	
Conference Wifi	Logo recognition for Complimentary Wifi.	\$ 3,000	1	
Sponsored Coffee Break		\$ 5,000	2	
Key Card		\$ 5,000	1	
Lanyard	Placement of company logo altering with HOPA's event logo on all lanyards given with event badges.	\$ 5,000	1	

Reserve your spot today by completing the included form and emailing it to development@hoparx.org.

Questions? Please contact Laurie, Sam and Natalie at development@hoparx.org.

Company Information:

Name (exactly as you want it to appear in the program and other written communication.):

Address:

City, State, Zip:

Phone:

Website:

Name:

Title:

Email:

Other Billing Information:

Signature:

Date:

Applicant's signature on this contract indicates acceptance of the Rules and Regulations for this event and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Please mail checks to:

HOPA

Atten: Natalie Worcester

555 East Wells Street, Suite 1100

Milwaukee, WI 53202



To reach HOPA, you can email us at info@hoparx.org or call us at 877.467.2791.

HOPA
555 East Wells Street, Suite 1100
Milwaukee, WI 53202