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,

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
- Bachelor, 8%
- Doctoral, 51%
- Masters, 3%
- None of the Above, 1%
- Post Doctoral, 37%
(Residency/Fellowship)

Membership by Type
- Associate Member - 1 Year, 79
- Associate Member - 2 Years, 36
- Full Member - 1 Year, 1,336
- Full Member - 2 Years, 1,324
- Lifetime Member, 28
- Resident/Fellow - 1 Year, 185
- Resident/Fellow - 2 Years, 144
- Student - 1 Year, 180
- Student - 2 Years, 1
- Technician - 1 Year, 8
- Technician - 2 Years, 6

Certifications Earned
- RPH, 382
- FASHP, 2
- FACCP, 1
- BCSCP, 16
- BCPS, 458
- BCPPS, 15
- BCPP, 6
- BCOP, 1,378
- BCNSP, 5
- BCNP, 1
- BCCP, 1
- BCCCP, 6
- BCACP, 17
- Other, 57
- None of the Above, 962

Member Expertise
- Administration
  - Adults, 681
  - Advocacy, 1,759
- Advocacy
  - 18
- Clinical Practice
  - Education, 738
- Education
  - 301
- HCT
  - 357
- Hematology
  - Infectious Disease, 965
- Infectious Disease
  - 79
- None of the Above
  - Nuclear Oncology, 396
- Nuclear Oncology
  - 4
- Oncology
  - Operations/ Compounding & Dispensing, 1,759
- Other
  - Palliative/ Long-Term Care, 142
- Palliative/ Long-Term Care
  - 72
- Pediatrics
  - Research, 337
- Research
  - 149
- Senior Adults
  - Supportive Care, 462
- Supportive Care
  - 7
ABOUT HOPA

Member Practice Sites

- Academic Medical Center, 1170
- Accountable Care Organization, 27
- Ambulatory Care Center/Outpatient Infusion Center, 766
- Community Cancer Center, 453
- Community Hospital, 686
- Distribution/GPOs, 7
- Government, 100
- HMO/Managed Care, 31
- Industry/Pharmaceutical Company, 247
- Integrated Delivery Network, 1
- Long-Term Care, 4
- Non-Profit Organization/Patient Advocacy, 100
- None of the Above, 52
- Office, 16
- Other, 73
- Private, 5
- Retail/Community Pharmacy, 306
- Specialty Pharmacy, 119
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.
Fresenius 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

<table>
<thead>
<tr>
<th>Conference Sponsorship</th>
<th>Titanium</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</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>Push notifications on mobile app</td>
<td>2</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>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference logo banner onsite and online</td>
<td>Individual banner on site and mail landing page in conference app</td>
<td>Individual banner on site and secondary page in conference app</td>
<td>Secondary page in conference app</td>
<td></td>
<td></td>
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<tr>
<td>Other on-site and online advertising opportunities</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td></td>
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<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>
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<tr>
<td>Complimentary attendee registrations</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>3</td>
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<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>
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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>
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<tr>
<td>Sponsor name badge ribbon</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Limit</td>
<td>1</td>
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### Other Sponsorship

<table>
<thead>
<tr>
<th>Other Sponsorship</th>
<th>Provided by HOPA</th>
<th>Provided by Sponsor</th>
<th>Limit</th>
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<tr>
<td>Key Card</td>
<td>$15,000</td>
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<td>Lanyard</td>
<td>$15,000</td>
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<td>1</td>
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<tr>
<td>Bag</td>
<td>$15,000</td>
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<tr>
<td>Communications Sponsorship</td>
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<tr>
<td>All Conference Networking Sponsorship</td>
<td>$25,000</td>
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<tr>
<td>Diversity, Equity and Inclusion Sponsorship</td>
<td>$25,000</td>
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<tr>
<td>Hotel to Convention Center Wayfinding</td>
<td>$25,000</td>
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<td>1</td>
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<tr>
<td>Final Conference Networking Sponsorship</td>
<td>$25,000</td>
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## SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Exhibit Hall</th>
<th>20 x 20 Island $20,000</th>
<th>10 x 20 $12,000</th>
<th>10 X 10 Premium Package $12,000</th>
<th>10 x 10 Executive Package $10,000</th>
<th>10 x 10 Premium Package $6,000</th>
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<tbody>
<tr>
<td>Full page program book ad—print and digital</td>
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<tr>
<td>Half page program book ad—print and digital</td>
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<tr>
<td>Program book listing</td>
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<td></td>
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<tr>
<td>Attendee list (name and facility)</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Exhibitor registrations</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Exhibit Hall Add Ons</td>
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<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>
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<tr>
<td>Exhibit Hall Floor Clings (Subject to availability)</td>
<td>$500</td>
<td>$500</td>
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<tr>
<td>Additional exhibitor registrations (each)</td>
<td>$200</td>
<td>$200</td>
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</table>

### 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

<table>
<thead>
<tr>
<th>Marketing and Advertising</th>
<th>Price</th>
<th># Available</th>
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<tbody>
<tr>
<td>Program Book Back Cover</td>
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<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</td>
<td>$10,000</td>
<td>Unlimited</td>
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<tr>
<td>Room Drop</td>
<td>$10,000</td>
<td>Unlimited</td>
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<tr>
<td>Daily Conference Email Banner Ad</td>
<td>$3,000</td>
<td>12 (3 ads per email for 4 days)</td>
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<tr>
<td>Sponsored Email</td>
<td>$7,500</td>
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<tr>
<td>Lobby Display Screen Rotating Advertisement</td>
<td>$3,000</td>
<td>16 (4 per day)</td>
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<tr>
<td>Conference App Sticky Ad</td>
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<tr>
<td>Conference App Sub-Page Ad</td>
<td>$5,000</td>
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</tr>
<tr>
<td>Conference App Push Notification</td>
<td>$5,000</td>
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</table>
**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.

<table>
<thead>
<tr>
<th>CE and Non-CE Symposia</th>
<th>Medical Grant Funded CE Symposia $75,000</th>
<th>60 Minute Non-CE Symposia $50,000</th>
<th>Corporate Showcase $25,000</th>
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<tbody>
<tr>
<td>Wednesday, March 29</td>
<td>Breakfast 2</td>
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<tr>
<td></td>
<td>Lunch 2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dinner 2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Thursday, March 30</td>
<td>Breakfast 2</td>
<td>2</td>
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<tr>
<td></td>
<td>Lunch 2</td>
<td>2</td>
<td></td>
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<tr>
<td></td>
<td>Dinner 2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Friday, March 31</td>
<td>Breakfast 2</td>
<td>2</td>
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<td></td>
<td>Lunch 2</td>
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<tr>
<td></td>
<td>Dinner 2</td>
<td>2</td>
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<tr>
<td>Saturday, April 1</td>
<td>Breakfast 2</td>
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<tr>
<td></td>
<td>Lunch 2</td>
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<td></td>
</tr>
</tbody>
</table>

**Secure your place at HOPA’s Annual Conference today!**
Complete the online sponsorship form at https://www.hoparx.org/forms/ac23_sponsorship/, call 877-467-2791 or email development@hoparx.org.

Didn’t find the right opportunity? Email us at 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