

Your Opportunity to Reach Advanced Practitioners in Oncology

2020
JADPRO *Live*
THE ANNUAL APSHO MEETING



OCTOBER 15-18, 2020

MINNEAPOLIS, MINNESOTA

EXHIBIT & SPONSORSHIP PROSPECTUS

ABOUT JADPRO LIVE

The eighth annual JADPRO Live conference will be held in conjunction with the annual meeting of the Advanced Practitioner Society for Hematology and Oncology (APSHO) on October 15–18, 2020, in Minneapolis, Minnesota. The audience for this CE-certified live conference consists of nurse practitioners, physician assistants, clinical nurse specialists, advanced degree nurses, hematology/oncology nurses, pharmacists, and physicians.

This conference includes a variety of interactive educational sessions designed for the advanced practitioner and featuring the latest in oncology care:

- Presentations with Q&A
- Interactive case study groups
- Workshops with experts in the field
- Panel discussions



About JADPRO

Advanced practitioners (APs) in oncology have always sought education to help them deliver the best care possible to their patients. But in years past, the only peer-reviewed journals they could look to get that information from were those targeted toward oncology nurses or physicians. While these journals had plenty of relevant content, they didn't provide education at the level APs required.

To address this need, in 2010, oncology publisher Harborside launched the *Journal of the Advanced Practitioner in Oncology*, (JADPRO). Finally, oncology APs had a peer-reviewed journal that was written by and for advanced practitioners.



**Advanced Practitioner
Society for Hematology
and Oncology**

About APSHO

Working on a team is nothing new to APs in oncology. Although APs are veterans in terms of working with their colleagues, in the past it was often difficult to connect with like-minded APs from different organizations and practice types in order to share experiences and information. It seemed like a natural extension to work with influential leaders in the field of oncology advanced practice to oversee the creation of the Advanced Practitioner Society for Hematology and Oncology (APSHO).

WHY PARTICIPATE?

JADPRO Live will be attended by an important and diverse audience of advanced practitioners in oncology. Whether you are interacting in the Exhibit Hall, showcasing a commercial 30-minute presentation, or offering a commercial symposium presentation, this is an excellent opportunity to meet face-to-face with crucial members of oncology practice.

About the Advanced Practitioner

NPs and PAs

- Have prescriptive rights in all 50 states
- Routinely see patients independent of a physician, with a physician present in the office suite*
- Treat patients in all practice types
 - » Community practice
 - » Hospital-owned practice
 - » Academic institution

*Towle, EL, et al (2011). ASCO Study of Collaborative Practice Arrangements. JOP, 7, 278-282.

Patient Care

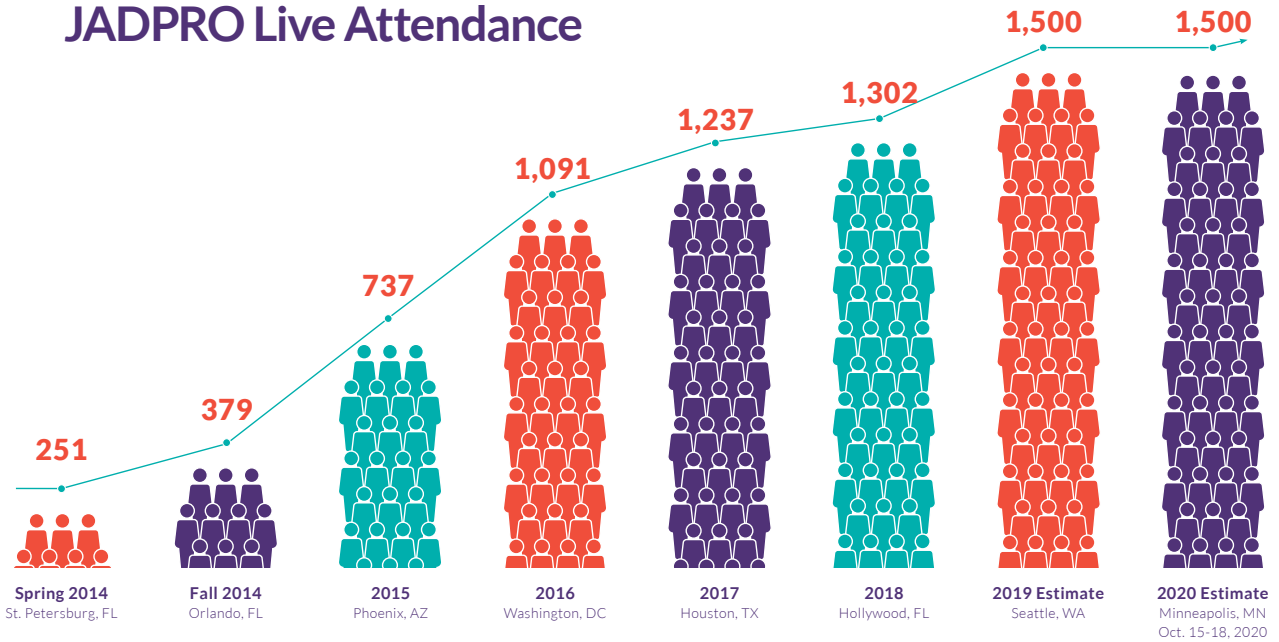
92% OF JADPRO LIVE ATTENDEES work in patient care*



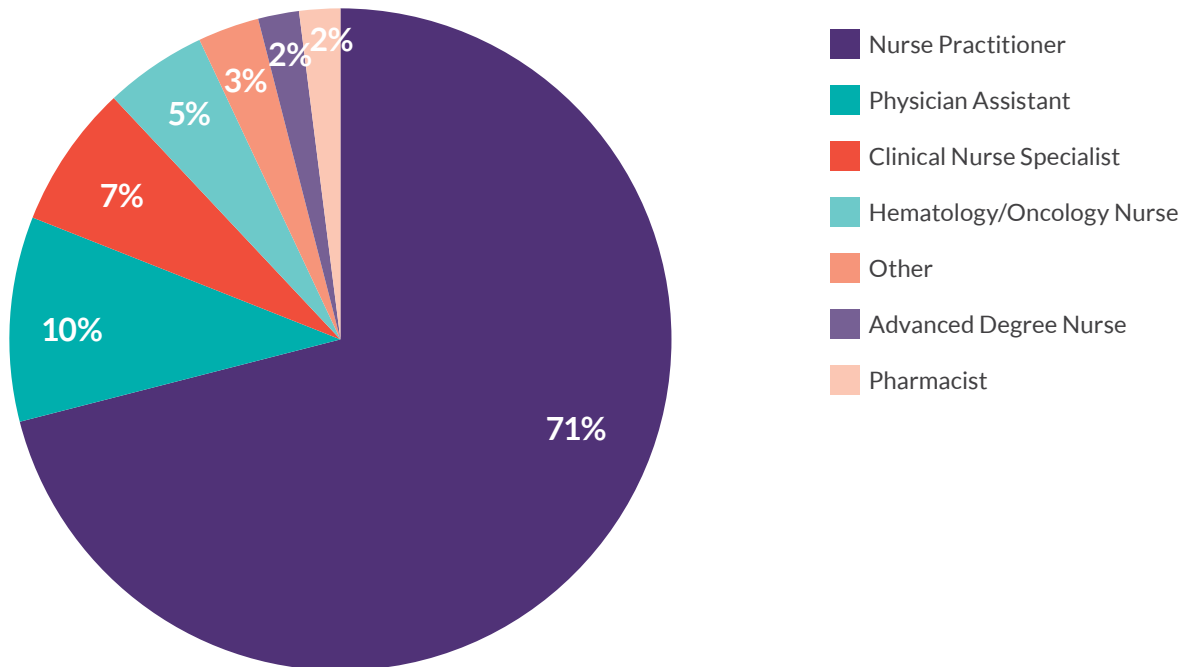
* JADPRO Live 2017

ABOUT THE ATTENDEES

JADPRO Live Attendance



Professional Status*

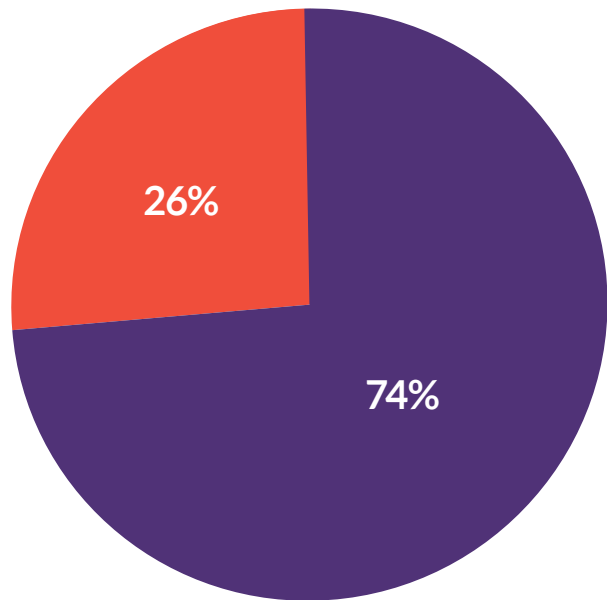


*JADPRO Live 2018
(excluding exhibitors and other industry professionals)

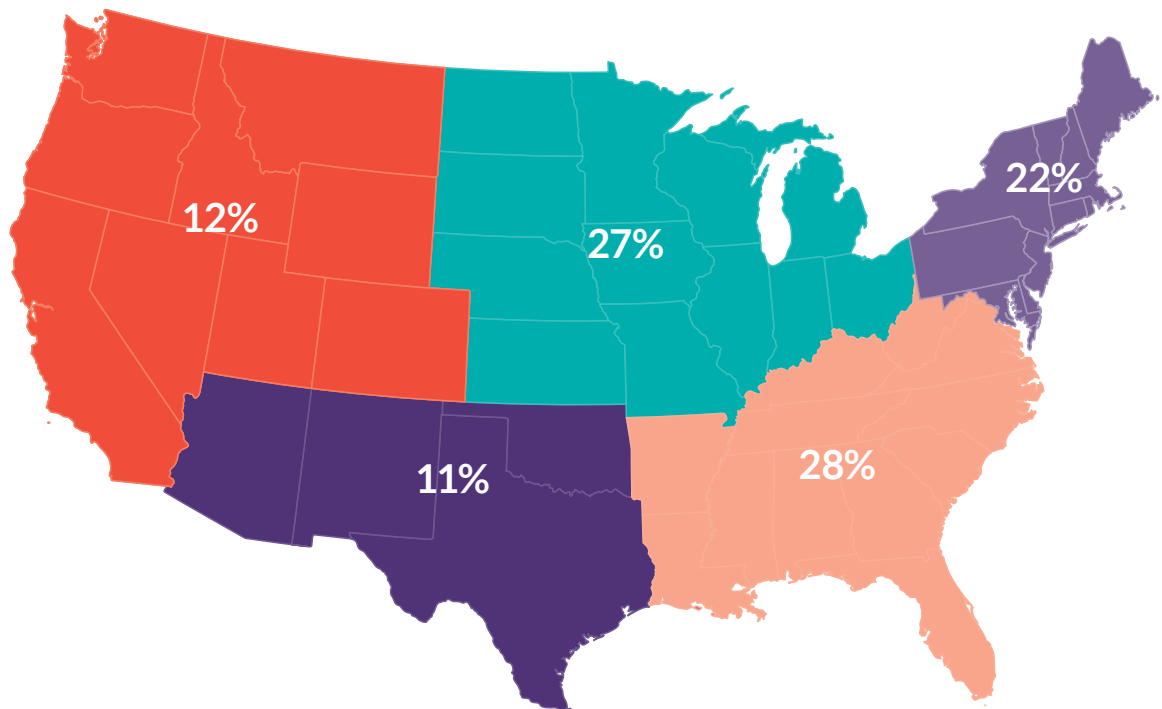
Prescribing Privileges*

74% of JADPRO Live attendees
prescribe medications

■ Yes ■ No



National Audience*



* JADPRO Live 2018

SPONSORSHIP OPPORTUNITIES

Put Your Company's Brand in Front of Advanced Practitioners

	GOLD	SILVER	BRONZE
	\$85,000	\$55,000	\$27,500
5% discount towards all ancillary events	✓		
Pre-conference registration list*	✓	✓	✓
Exhibit booth display	20'x20'	10'x20'	10'x10'
All-access conference registrations	6	4	2
Exhibitor registrations	4	2	2
Exclusive pre-conference single sponsor email to all registered attendees	✓		
Exclusive post-conference single sponsor email to all registered attendees	✓	✓	
Inclusion in pre-conference email (includes logo and 50-word company description)	✓	✓	✓
Logo on exhibitor recognition signage	L	M	S
Sponsor-level recognition on conference website	✓	✓	✓
Color advertisement in conference guide (pages)**	3	2	1
Participation in Quick Collaborations during the Welcome Reception***	✓	✓	✓

* Registration list available one week prior to the conference.

**Additional pages available for \$800 per page.

***This program will encourage conference attendees to seek out industry representatives during the Welcome Reception for brief discussions. Following each discussion, the attendee will be entered into raffle drawings for prizes at the end of the reception.

ADVISORY BOARDS

Level 1 (includes meeting space and inclusion in the advisory board recruitment email to JADPRO Live attendees).....	\$27,500
Level 2 (includes meeting space and full recruitment management)	\$38,500
Level 3 (full management of advisory board).....	\$77,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ATTENDEE ENGAGEMENT OPPORTUNITIES

AP Roundtable (Includes meeting space for a 2-hour event and [one] email to all registered attendees)	\$22,000
Industry Reception (Includes reception space and [one] email to all registered attendees).....	\$25,000

EXHIBIT HALL PRODUCT THEATERS* (COMMERCIAL PRESENTATIONS)

The JADPRO Live Exhibit Hall will contain theaters that will be the setting for a variety of 30-minute, industry-sponsored, non-certified presentations for attendees during scheduled break times.

Friday morning exhibit break.....	\$26,000
Friday afternoon exhibit break.....	\$26,000
Saturday morning exhibit break.....	\$26,000
Saturday afternoon exhibit break.....	\$26,000

*Sold on a first come, first served basis. If space is not available, we can add your company to a waiting list.

INDUSTRY SATELLITE SYMPOSIA* (COMMERCIAL PRESENTATIONS)

Conduct a 1-hour long non-certified presentation in a private room.

Thursday break (up to 50 attendees)	\$25,000
Friday or Saturday breakfast (up to 100 attendees).....	\$39,000
Friday or Saturday lunch (up to 100 attendees).....	\$50,000
Sunday breakfast (up to 50 attendees)	\$29,000

*Sold on a first come, first served basis. If space is not available, we can add your company to a waiting list.

PROMOTIONAL OPPORTUNITIES

Charging lounge.....	\$15,750	Hotel door drop.....	\$4,725
Check-in monitors.....	\$5,000	JADPRO Live Walking Challenge.....	\$68,329
Conference app + ROS advertising on jadprolive.com	\$12,600	Lanyard.....	\$12,600
Conference bag insert.....	\$4,200	Passkey (hotel reservation system).....	\$4,000
Conference bag logo	\$26,250	Room key.....	\$12,600
Conference guide ad (per page).....	\$800	Water bottle.....	\$15,750
Daily planner	\$26,250	Wellness Lounge	\$17,500
Headshot lounge.....	\$26,250	WiFi.....	\$26,250

EXHIBIT HALL



EXCITING ACTIVITIES TAKING PLACE IN THE EXHIBIT HALL

- Exhibit booth displays
- Exhibit Hall presentations
- Exhibitor Passport Program and raffle drawings
- And more!

EXHIBIT HALL PRICING

- 10'×10' inline space \$7,300
- 10'×20' inline space \$14,000
- 20'×20' island \$19,000

EACH EXHIBITOR WILL RECEIVE:

- Two (2) exhibitor registrations (Exhibit Hall access only; includes admission to Thursday Welcome Reception and meals/breaks inside the Exhibit Hall). Additional exhibitor registrations available for purchase at \$75.00 each.
- Pipe and drape on side and back walls
- Sign with company name
- Company listing with booth number on conference website
- 50-word company description in the Conference Guide
- Participation in the Exhibitor Passport Program (attendees will be encouraged to visit each exhibit to receive a sticker on their passports for an opportunity to be entered into a raffle drawing)

EXHIBITOR DETAILS

EXHIBIT PRIORITY POINT SYSTEM

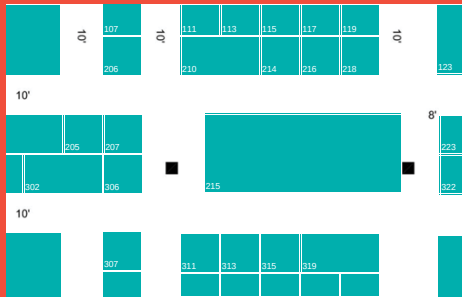
When reserving booth space for JADPRO Live, a priority point system will be used. Priority points are determined by multiplying the total number of booths occupied over the last 5 years by the total number of consecutive years dating back from the current show. Additionally, bonus points are given for participation in sponsorship packages (Bronze, Silver, Gold, and additional sponsorship opportunities and JADPRO print and special programs). All current exhibitors will have the opportunity to pre-select their booth space for the upcoming year during the current year's conference.

EXHIBIT RULES AND REGULATIONS

Accepted exhibition rules and regulations are located at jadprolive.com under Exhibit & Sponsorships. By applying for exhibit space, exhibitors acknowledge their understanding and agree to the Exhibit Rules and Regulations.

EXHIBITOR SERVICE KITS

Levy Exposition Services Inc. is the general service contractor for JADPRO Live 2020. The Exhibitor Manual and Service Kit will be sent to exhibitors a minimum of 60 days prior to the show. The kit contains information on show services, labor rates, and drayage/freight handling rates.



To view the most up-to-date
floor plan, visit
JADPROLIVE.com

Available in January 2020

BLACKOUT TIMES

Harborside, the organizer of JADPRO Live 2020, and the conference chair request that any sponsor or nonsponsor respect the time and effort invested in creating this exciting event. **Therefore, any non-sanctioned events, whether on the event premises or off-premises but within the city limits, whose participants are intended to draw from the registered attendees of JADPRO Live or its faculty, are strictly prohibited.** Harborside has made efforts to offer a variety of ancillary events, including educational and commercially supported endeavors. If a potential supporter would like consideration for permission and pricing to host an off-site event, or a more customized program, please contact David Horowitz at 631-935-7652 or email dhorowitz@hbside.com.

Blackout times for events as described above are from Wednesday, October 14, beginning at noon, to Sunday, October 18, ending at 2:00 pm.

SATELLITE SYMPOSIUM & PRODUCT THEATER RENEWAL

Companies with the highest priority points may select Satellite Symposium and Product Theater opportunities prior to February 1, 2020. Companies may select a maximum of 2 breakfast Satellite Symposiums, 2 lunch Satellite Symposiums and 2 Product Theater opportunities.

CANCELLATION POLICY: ANCILLARY EVENTS

Ancillary events cancelled 90 days prior to the start of the conference will receive a full refund (minus credit card processing fees). Any event cancelled within 90 days of the conference will receive a credit towards the 2021 conference. Any funds not used in 2020 will be lost. Please refer to the Exhibitor Rules and Regulations for the Exhibit Cancellation Policy.



Showcase Your
BRAND
 to Key Members of
 Oncology Practice!

PREVIOUS SPONSORS AND EXHIBITORS

Abbott Point of Care	Exelixis, Inc.	Paxman US Inc.
AbbVie	Genentech USA, Inc.	Pfizer Oncology
Accredo Specialty Pharmacy	Guardant Health	Pharmacyclis, An AbbVie Company
Agios Pharmaceuticals	Helsinn	Prometheus Laboratories
Alexion	Heron Therapeutics, Inc.	Prostrakan Inc.
Amgen	Incyte Corporation	Puma Biotechnology, Inc.
APAO	Insys Therapeutics	Rare Disease Therapeutics, Inc.
Ariad Pharmaceuticals	Ipsen Biopharmaceuticals, Inc.	ReachMD
ASCO	Janssen Biotech Inc.	Regeneron
Astellas Oncology	Jazz Pharmaceuticals, Inc.	Rigel Pharmaceuticals, Inc.
AstraZeneca Pharmaceuticals	Karyopharm Therapeutics, Inc.	Sandoz
Avella Specialty Pharmacy	Kite, a Gilead Company	Sanofi Genzyme
Bayer Healthcare	Kyowa Kirin, Inc.	Seattle Cancer Care Alliance
BD formerly Bard	Laclede	Seattle Genetics, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.	Lexicon Pharmaceuticals Inc.	Shire Pharmaceuticals
Bristol-Myers Squibb	Lilly Oncology	Sirtex Medical Inc.
BTG International, Inc.	Medatech Pharma US, Inc.	Stemline Therapeutics
CancerCare	Medtronic	Sun Pharma
Cascadian Therapeutics	Merck & Co., Inc.	Taiho Oncology
Celgene Corporation	Merrimack Pharmaceuticals, Inc.	Takeda Oncology
Clovis Oncology	Myriad Genetics	Teleflex
Coherus BioSciences	National Marrow Donor Program - Be the Match	TerSera Therapeutics
Counsyl	NCCN	TESARO, a GSK Company
CVS Specialty	NCCN Foundation	TEVA Oncology
Daiichi Sankyo, Inc.	Novartis Oncology	The Leukemia & Lymphoma Society
Diplomat Pharmacy Inc.	Novocure Inc.	United Therapeutics Corporation
Dova Pharmaceuticals	ONS/ONCC	University of Pittsburg School of Nursing – Acute/Tertiary Care
Eisai, Inc.	PatientPoint	US Oncology
Entrinsic Health Solutions	Patient Resource LLC	Walgreens Specialty Pharmacy

CONFERENCE VENUE

All conference sessions and the exhibition will take place at the Minneapolis Convention Center.

HOUSING

Sub-blocks are available for group reservations of 10 or more from the same company. Please contact Annamarie Luccarelli at aluccarelli@hbside.com for further details.



INDUSTRY COUNCIL



Industry Council Member support is important for the development of new APSHO programs and initiatives. Industry Council Members receive valuable benefits, such as complimentary registrations to attend JADPRO Live. For more information, please contact Jessica Tamasi at jtamasi@hbside.com.

WE'RE HEADED TO NASHVILLE!



November 11 – 14, 2021
Nashville, TN

HARBORSIDE

The nexus of knowledge

We Cover Oncology

The ASCO® Post

JADPRO
Journal of the Advanced Practitioner in Oncology

JNCCN
Journal of the National Comprehensive Cancer Network

Journal of Oncology Practice®
An American Society of Clinical Oncology Journal

Journal of Clinical Oncology®
An American Society of Clinical Oncology Journal

ONCOLOGY GO

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APSHO

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Contact

For exhibit and sponsorship opportunities, contact
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