Your Opportunity to Reach Advanced Practitioners in Oncology

2019 JADPROlive
THE ANNUAL APSHO MEETING

OCTOBER 24-27, 2019
SEATTLE, WASHINGTON

EXHIBIT & SPONSORSHIP PROSPECTUS
ABOUT JADPRO LIVE

The seventh 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 24-27, 2019, in Seattle, Washington. The audience for this CE-accredited 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 for and by advanced practitioners.

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*
- Currently treat patients in all practice types
  - Community practice
  - Hospital-owned practice
  - Academic institution


Patient Care

92% OF JADPRO LIVE ATTENDEES work in patient care*

* JADPRO Live 2017
ABOUT THE ATTENDEES

JADPRO Live Attendance

- Spring 2014: 251 attendees in St. Petersburg, FL
- Fall 2014: 379 attendees in Orlando, FL
- 2015: 737 attendees in Phoenix, AZ
- 2016: 1,091 attendees in Washington, DC
- 2017: 1,237 attendees in Houston, TX
- 2018: 1,302 attendees in Hollywood, FL

Professional Status*

- Nurse Practitioner: 71%
- Physician Assistant: 5%
- Clinical Nurse Specialist: 7%
- Hematology/Oncology Nurse: 10%
- Other: 3%
- Advanced Degree Nurse: 2%
- Pharmacist: 2%

*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

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$80,000</td>
<td>$50,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>5% discount towards all ancillary events</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-conference registration list*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit booth display</td>
<td>20’x20’</td>
<td>10’x20’</td>
<td>10’x10’</td>
</tr>
<tr>
<td>All-access conference registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Exhibitor registrations</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Exclusive pre-conference single sponsor email to all registered attendees</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive post-conference single sponsor email to all registered attendees</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Inclusion in pre-conference email (includes logo and 50-word company description)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on exhibitor recognition signage</td>
<td>L</td>
<td>M</td>
<td>S</td>
</tr>
<tr>
<td>Sponsor-level recognition on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Color advertisement in conference guide (pages)**</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Participation in Quick Collaborations during the Welcome Reception***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Registration list available one week prior to the conference.
**Additional pages available for $500 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) .......................................................... $25,000
Level 2 (includes meeting space and full recruitment management) .......................................................................................................................... $35,000
Level 3 (full management of advisory board) .......................................................................................................................... $70,000
## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### ATTENDEE ENGAGEMENT OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP Perspectives (Includes meeting space for a 2-hour event and [1] email to all registered attendees)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Industry Reception (Includes reception space and [1] email to all registered attendees)</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday morning exhibit break</td>
<td>$20,000</td>
</tr>
<tr>
<td>Friday afternoon exhibit break</td>
<td>$20,000</td>
</tr>
<tr>
<td>Saturday morning exhibit break</td>
<td>$20,000</td>
</tr>
<tr>
<td>Saturday afternoon exhibit break</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

*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.

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday break (up to 50 attendees)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Friday or Saturday breakfast (up to 100 attendees)</td>
<td>$32,000</td>
</tr>
<tr>
<td>Friday or Saturday lunch (up to 100 attendees)</td>
<td>$42,000</td>
</tr>
<tr>
<td>Sunday breakfast (up to 50 attendees)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Unopposed</td>
<td>$40,000</td>
</tr>
</tbody>
</table>

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

### PROMOTIONAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aisle signs</td>
<td>$7,500</td>
</tr>
<tr>
<td>Charging kiosks</td>
<td>$15,000</td>
</tr>
<tr>
<td>Charging lounge</td>
<td>$15,000</td>
</tr>
<tr>
<td>Check-in monitors</td>
<td>$7,000</td>
</tr>
<tr>
<td>Coffee cart</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference app + ROS advertising on jadprolive.com</td>
<td>$12,000</td>
</tr>
<tr>
<td>Conference bag insert</td>
<td>$4,000</td>
</tr>
<tr>
<td>Conference bag logo</td>
<td>$25,000</td>
</tr>
<tr>
<td>Conference guide ad (per page)</td>
<td>$600</td>
</tr>
<tr>
<td>Daily planner</td>
<td>$25,000</td>
</tr>
<tr>
<td>Escalator (down) clings</td>
<td>$25,000</td>
</tr>
<tr>
<td>Escalator wall sign (per escalator)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Headshot lounge</td>
<td>$25,000</td>
</tr>
<tr>
<td>Hotel door drop</td>
<td>$4,500</td>
</tr>
<tr>
<td>JADPRO Live Walking Challenge</td>
<td>$65,075</td>
</tr>
<tr>
<td>Lanyard</td>
<td>$12,000</td>
</tr>
<tr>
<td>Passkey (hotel reservation system)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Room key</td>
<td>$12,000</td>
</tr>
<tr>
<td>Water bottle</td>
<td>$15,000</td>
</tr>
<tr>
<td>Water cooler branding</td>
<td>$8,000</td>
</tr>
<tr>
<td>WiFi</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
EXHIBIT HALL

Increase Your VISIBILITY at JADPRO LIVE 2019!

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 .............................................................. $6,300
- 10’×20’ inline space .............................................................. $12,000
- 20’×20’ island ........................................................................ $17,000

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 meeting 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 2019. 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 2019

BLACKOUT TIMES

Harborside, the organizer of JADPRO Live 2019, 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 23, beginning at noon, to Sunday, October 27, ending at 2:00 pm.

RIGHT OF FIRST REFUSAL

All 2018 sponsored events will be held for the sponsors to recommit for 2019. Sponsors have until May 3, 2019, to commit to participation; otherwise, the space will be released for sale.

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 2020 conference. Any funds not used in 2020 will be lost. Please refer to the Exhibitor Rules and Regulations for the Exhibit Cancellation Policy.
PREVIOUS SPONSORS AND EXHIBITORS

Abbott Point of Care
AbbVie
Alexion
Amgen
APAO
Ariad Pharmaceuticals
ASCO
Astellas Oncology
AstraZeneca Pharmaceuticals
Avella Specialty Pharmacy
Bayer Healthcare
Boehringer Ingelheim Pharmaceuticals, Inc.
BTG International, Inc.
CancerCare
Cascadian Therapeutics
Celgene Corporation
Clovis Oncology
Counsyl
CVS Specialty
Daiichi Sankyo, Inc.
Diplomat Pharmacy Inc.
Eisai, Inc.
Exelixis, Inc.
Genentech USA, Inc.
Gilead Sciences, Inc.
Helsinn
Heron Therapeutics, Inc.
Incyte Corporation
Insys Therapeutics
Ipsen Biopharmaceuticals, Inc.
Janssen Biotech Inc.
Jazz Pharmaceuticals, Inc.
Kite Pharma, Inc.
Kyowa Kirin, Inc.
Laclede
Lexicon Pharmaceuticals Inc.
Medatech Pharma US, Inc.
MediTron
Merck & Co., Inc.
Merrimack Pharmaceuticals, Inc.
Myriad Genetics
National Marrow Donor Program - Be the Match
NCCN
NCCN Foundation
Novartis Oncology
Novocure Inc.
ONS/ONCC
PatientPoint
Patient Resource LLC
Paxman US Inc.
Pfizer Oncology
Pharmacyclics, LLC
Prometheus Laboratories
Prostrakan Inc.
Puma Biotechnology, Inc.
Rare Disease Therapeutics, Inc.
ReachMD
Sandoz
Seattle Cancer Care Alliance
Seattle Genetics, Inc.
Shire Pharmaceuticals
Sirtex Medical Inc.
Stemline Therapeutics
Sun Pharma
Taiho Oncology
Takeda Oncology
Teleflex
Tesaro
TEVA Oncology
United Therapeutics Corporation
University of Pittsburg School of Nursing – Acute/Tertiary Care
US Oncology
Walgreens Specialty Pharmacy
CONFERENCE VENUE

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

HOUSING

Sub-blocks are available for group reservations of 10 or more from the same company. Please contact Carolyn Trachtenbroit at ctrachtenbroit@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 jtamas@hbside.com.

WE'RE HEADED TO MINNEAPOLIS!

October 15-18, 2020
Minneapolis, MN
We Cover Oncology

The ASCO Post

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

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

Oncology GO

Advanced Practitioner Society for Hematology and Oncology

JADPRO Live

Contact
For exhibit and sponsorship opportunities, contact Jessica Tamasi at 609-462-4379 or email jtamasi@hbside.com

JADPROLIVE.COM | #JADPROLIVE

IN COLLABORATION WITH

THIS CONFERENCE, CERTIFIED FOR CME/CE/CPE CREDIT, IS JOINTLY PROVIDED BY

JADPRO
Journal of the Advanced Practitioner in Oncology

APSHO
Advanced Practitioner Society for Hematology and Oncology

HARBORSIDE Medical Education

ANNENBERG CENTER FOR HEALTH SCIENCES AT EDISON
Importing knowledge. Improving patient care.