

2021 Official Annual Meeting Review

July 10-11, 2021
Virtual



HORIZONCME



ASCO Direct™ Highlights

We invite you to join us as a sponsor

Your participation at the Highlights in Oncology Conference offers you the opportunity to become a vital part of this third annual educational gathering of oncologists and advanced practice providers.

This intended audience will be encouraged to visit the Virtual Exhibit Hall where this is a no better opportunity for virtual-live interaction to learn about your product/services.

Virtual Exhibit space is limited thus we encourage you to submit your registration as soon as possible.

Who are the Attendees

The target audience includes healthcare professionals who treat patients with cancer. We anticipate 75-100 in attendance.

Program Chairs



Hani Babiker, MD
UA Cancer Center
University of Arizona

Hani Babiker, MD
Assistant Professor of Medicine
Associate Director of Phase I Program
Clinical Assistant Professor, TGen
Tucson, AZ



Chad Cherington, MD
Ironwood Cancer &
Research Center
The Arizona Clinical
Oncology Society

Chad C. Cherington, MD
Medical Oncology and Hematology
Ironwood Cancer and Research Center
Board Member
The Arizona Clinical Oncology Society
Phoenix, AZ



Jagsit Sachdev, MD
Honor Health Research Institute

Jagsit Sachdev, MD
Director, Breast and GYN Cancers
Early Trials Program
Honor Health Research Institute
Phoenix, AZ



Mahesh Seetharam, MD, FACP
Mayo Clinic
President of TACOS

Mahesh Seetharam, MD, FACP
Assistant Professor
Mayo Clinic
Phoenix, AZ

ASCO Direct™ Highlights

Program Overview

ASCO Direct™ Highlights Phoenix, an Official Annual Meeting Review of the American Society of Clinical Oncology® (ASCO®), is designed to provide the latest science and education from the world's premier oncology event, the ASCO Annual Meeting, in a two-day program. The abstracts selected for presentation and discussion reflect the foremost research and strategies in oncology that will impact clinical practice and patient care.

The program features in-depth discussion and analysis of the latest scientific findings in primary disease sites and practice-changing advances in cancer treatment. Expert faculty review the findings, discuss the results potential impact on the current standard of care, and apply the results within the clinical context of a patient case. The smaller meeting size and collegial setting will provide ample opportunity for audience participation and best practice sharing.

Conference Objectives

- Provide local oncologists the latest clinical data from ASCO
- Create an inclusive meeting by involving oncologists from different organizations and thus, provide a collegial environment for peer-to-peer discussion and best practice sharing
- Create a lasting conference where oncologists from the various organizations feel valued and empowered to participate

WHAT ATTENDEES ARE SAYING - VIRTUAL CONFERENCE

“The conference is upfront one of the most involved conferences ever. Great discussions, from talking to practice, we can see changes happen while listening to our presenters.” -Ali (PharmD, MS, BCOP, FASHP, FAzPA)

“This was one of the best conferences I have attended.”
-Kathryn (DNP, AOCNP)

“The format used was excellent.”
-Linda (PharmD)

SPONSORSHIP OPPORTUNITIES

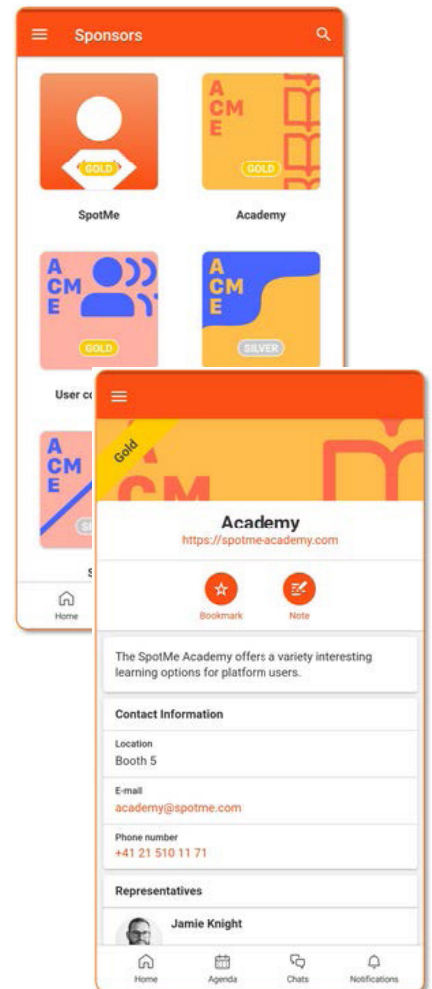
No fees are associated with meals, gamification, incentives, social events, etc. Horizon CME covers costs for all these items.

VIRTUAL EXHIBIT BOOTH \$4,750

We are enthusiastic to be able to offer this unique virtual opportunity. As an exhibitor, you will receive a customizable Virtual Exhibit Booth on the Horizon CME mobile app and interactive web platform Virtual Exhibit Hall that will be accessible to all attending clinicians during the virtual conference.

Your Virtual Exhibit Booth package will include:

- Two (2) Industry Representative Exhibit Registrations
- Attendance to the conference General Sessions (CE credit not included)
- Ability to interact with clinicians in real-time at designated exhibit break times on both days in your booth
- Flexibility to use your preferred video platform (Zoom, etc.)
- Ability to share with clinicians your company and/or product downloadable resources
- Display of your company logo, banner, and custom information on your Landing Page
- Clinician will have the ability to schedule an In-Service
- Opportunity to submit a up to 2-minute recorded “introduction” video to invite clinicians to visit and chat about your product/company
- Incentives in place for clinicians to participate in the Virtual Exhibit Hall experience
- Landing Page, clicks to submitted URLs, PDFs, and interaction results are sent to you post-conference in an Analytical Report with Final Attendee list
- Post Analytical Report and Final Attendee list
- Meet the Clinician: A break where you are scheduled to network with multiple clinicians via video chat.



NOTE: Clinicians volunteer to sign up for the “Meet the Clinician” break. Some clinician volunteers may be from neighboring states but the majority of the clinician volunteers are local. Horizon CME will best match you with clinicians that are within the territory and specialty you call on.

SPONSORSHIP OPPORTUNITIES

No fees are associated with meals, gamification, incentives, social events, etc. Horizon CME covers costs for all these items.

VIRTUAL PLATFORM AND MOBILE APP SPONSORSHIP \$2,000

EXCLUSIVE GATEWAY TO ATTENDEES

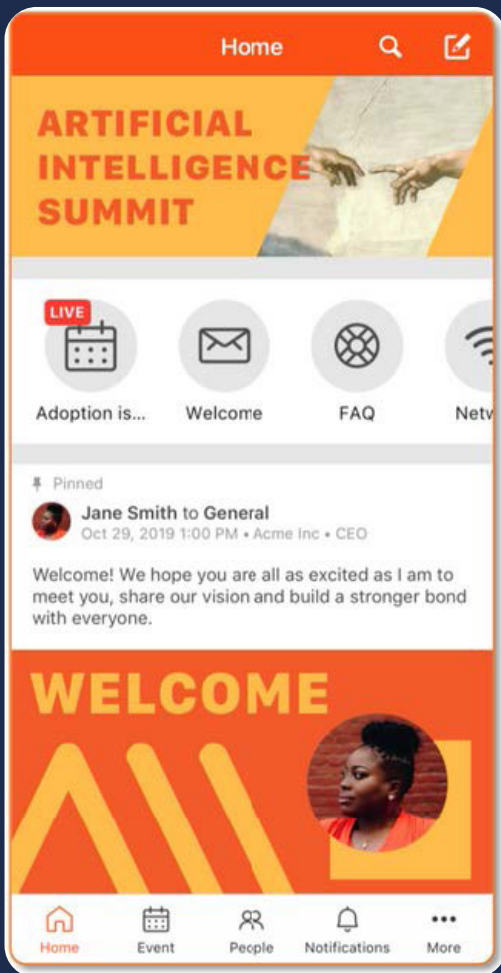
We are excited to offer this unique opportunity to put your company presence front-and-center for all attendees of this virtual conference as the exclusive Virtual Platform & Mobile App Sponsor. Your company acknowledgement will be displayed and highlighted in multiple prominent locations across the virtual conference platform, and you will have the opportunity to send custom notifications to attendees throughout the conference. There is only one (1) available company slot for this sponsorship opportunity.



Virtual Platform & Mobile App Sponsorship will include:

- Only one (1) sponsor company per conference
- Two (2) industry representative exhibit registrations
- Registration allows access to virtual conference space and mobile app
- Company sponsorship acknowledgement by HCME and sponsor logo will be displayed on the conference home page
- Promote your new product or company at the conference by displaying an image as a mobile app or web page loads (splash screen)
 - This image is visible on app start, before activating an app and when loading

- Specifications
 - Splash screen (tablet/computer)
- Format: 2048x2048px PNG-24
 - Splash screen (phone)
- Format: 1242x2208px PNG-24



- Get your marketing message to all conference attendees via push notifications
 - Notification to hyperlink for up to two (2) downloadable resources (URLs and/or PDFs)
 - Character count of 50 maximum (with spaces) for message
- Post analytical report and final attendee list
- If combined with the Virtual Exhibit Booth, these notifications and/or Home page information items can directly link to your company Sponsor page and Virtual Exhibit Booth session times

Important Note: Virtual Exhibit Booth is not included. Available for an additional \$4,750.

SPONSORSHIP OPPORTUNITIES

No fees are associated with meals, gamification, incentives, social events, etc. Horizon CME covers costs for all these items.

VIRTUAL SYMPOSIUM/PRODUCT THEATER \$19,500

This is an opportunity to provide information from recent research on products and/or drugs to a targeted group of decision-makers. This is an exclusive webinar allotted 45 minutes as a non-CME program.

Contact hours are not provided.

- Sponsoring company is responsible for providing topic and speaker.
- These sessions are promotional. Information can address a specific drug or product.

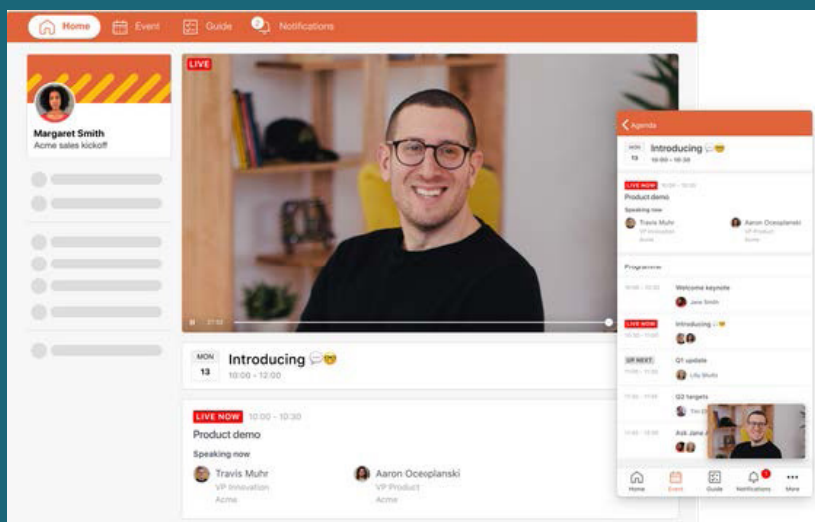
An application must be submitted and approved to secure a slot. Sponsoring company will be confirmed by the planning committee. For more information and application, please contact jareny.perez@horizoncme.com or call 503-659-5558.

Important Note:

Virtual Exhibit Booth is not included. Available for an additional \$4,750.

Virtual Symposium/Product Theater will include:

- 45-minute webinar session of dedicated conference time
- Company acknowledgement within the Agenda session information
- Two (2) exhibit representative registrations to be able to access the Virtual Conference space and mobile app
- Receive pre-registration attendee list and post-conference attendance list
- Acknowledgment on conference materials and website
- Up to three (3) downloadable resources within your speaker session (URLs and/or PDFs)
- Obtain analytics tracking information for your uploaded documents & symposium attendance
- Ability to include polling questions within your speaker program



Every clinician who participates in the Non-CME Symposium will be entered into a raffle for opportunity to win one of three gift cards (each non-CME symposium has its own raffle).

Important Speaker Information:

In order to ensure compliance with ACCME accreditation standards and prevent any perception or semblance of impropriety as it relates to the independence of CME activities, it is Horizon CME's policy that faculty can not serve as speakers on promotional talks at the same conference they are serving as a planning committee member or faculty. Conference planning committee members and faculty can be found on the conference registration website. However, please check with Horizon CME should you have questions. To ensure compliance with this policy, please submit information with topic/speaker to Horizon CME as early as possible to avoid conflicts and to ensure time to change speakers should a conflict arise. Our goal is to maintain a great working relationship with our sponsors as well as to ensure we are all operating in compliance with the ACCME guidelines.

CHECKLIST FOR EXHIBIT BOOTH PROFILE

- o How you would like company name to be displayed
- o Territories, institutions, and specialty you cover – will be used for Meet the Clinician Break
- o Contact info for up to 2 representatives
- o Representative profile photo(s) (up to 2 reps) - Format: JPG file
- o Description of company or product (no character count)
- o Total of 4 documents (can be a combination of PDFs and URLs)
 - We understand PI's need to be included with some PDF's/URL's therefore, please DO NOT include the PI's in your count. We understand those are required and will be in addition to the 4 documents you upload.
- o Sponsor page banner image - Format: 1200x275px PNG or 300kb GIF
 - To create your animated GIFS, you can use online tools such as ezgif.com, which will help you resize the GIF to the correct resolution, and compress it to the best possible size. To ensure that the animation runs smoothly, you may also wish to use the same image for the first and last frame.
- o Company icon - Format: 400x400px PNG
- o Question (only 1) to include in gamification quiz for clinicians - multiple choice and up to 4 answer choices
 - o If using your proprietor platform, please provide your link(s)
 - This can be 1 link that is available for the two-day conference or 2 links – one for each day (8am-3pm)
- o Video for Exhibitor Introductions (see details below)

There will be an opportunity to submit a short video that Horizon CME will play after the first general session of the conference on both days – video posted on main conference page.

- This video can be used as an opportunity to invite clinicians to your virtual booth
- Ability to keep video as simple or informative as you see fit
- Example of what to say in the video: “Hi my name is Jarennny Perez, I’m with Horizon CME and I invite you to visit my virtual booth during the exhibit hall breaks to learn more on CME. Looking forward to meeting you all!”
- Video can be up to 2 minutes
- Needs to be landscape if recording on a phone or tablet
- You can submit a pre-approved product video or a personal recording
- Doesn't need to be branded!
- Send via email in the following formats (mp4, mp3, mov.)

Submit all assets to Jarennny Perez @ Jarennny.perez@horizoncme.com or Marsha Jack @ marsha.jack@horizoncme.com

REGISTRATION FORM

COMPANY AND ON SITE REPRESENTATIVE INFORMATION

Company Information: (please print) Information listed below will appear in the Final Program Acknowledgments. Information will be printed exactly as it appears below.

Company/Organization Name: _____

Primary Contact Name: _____

Email: _____ Phone: _____

Secondary Contact Name: _____

Email: _____ Phone: _____

Institutions you call on: _____

Territories you call on: _____

Specialty: _____

Exhibit Options:

VIRTUAL EXHIBIT BOOTH [\$4,750]

MOBILE APP [\$2,000]

VIRTUAL SYMPOSIUM - PRODUCT THEATER [\$19,500]

PAYMENT TOTAL: _____

By submitting this registration form, Supporter/Exhibitor agrees to the pricing herein with balance due two (2) weeks prior to date of selected location, unless other arrangements have been made.

Payment is non-refundable:

Payments to Horizon CME for exhibits and sponsorships are non-refundable. If a conference is postponed, all payments associated with exhibits or sponsorships will be automatically transferred to the new date for the subject conference. Any Company electing not to participate in a conference held by Horizon CME for which payments were made for exhibit or sponsorship will forfeit all money to Horizon CME by the Company. Horizon CME Tax ID#: 14-1990948.

CHECK

Payable to Horizon CME, mail to:
9123 SE St Helens St #280
Clackamas, OR 97015
Please include the exhibit event and location in memo.

CREDIT CARD

(3% convenience fee)

For credit card payments CLICK secured link:
<https://horizoncme.mededmanager.com/>
or call 503-659-5558.

For more information please contact Horizon CME at 503-659-5558 or by email at jarennyperez@horizoncme.com.

REGISTRATION AGREEMENT

The ACCME defines a Commercial Interest as “any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.”

_____ (hereby referred to as “Company”) is considered an ACCME defined Commercial Interest and thereby agrees to the following:

EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org:

SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.”

Live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity.

- EXHIBITORS are prohibited from distributing pharmaceuticals or other samples and promotional materials (i.e. pens, pads, etc.). Educational materials may be distributed within the designated exhibitor hall only, not within the educational space.
- EXHIBITORS agree to abide by the HORIZON CME policy to NOT hold any ancillary events in association with the APP Oncology Summit unless otherwise agreed upon by HORIZON CME. HORIZON CME reserves the right to refuse exhibit space to EXHIBITOR in the event of a violation of this policy.
- All commercial support associated with this activity will be given with the full knowledge of Horizon CME. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint sponsor, or any other party involved with the activity.
- Completion of this agreement represents a commitment and payment is due and collectible by the ACTIVITY DATE unless otherwise agreed upon by the HORIZON CME. HORIZON CME reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation. No refund is made as a result of such action.
- HORIZON CME agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements. HORIZON CME reserves the right to assign exhibit space or relocate exhibits at its discretion.
- Insurance – Company must carry comprehensive general liability insurance, with combined single limits of not less than \$2 million. It is mutually agreed that Horizon CME shall not be liable to Company for any damage to or for the loss or destruction of exhibits or the property of Company, except for damage, loss or injury caused by or resulting from the negligence of Horizon CME, its employees, representatives and/or agents. The above-named Company expressly waives all claims for any such damage, loss, except for damage, loss caused by or resulting from the negligence of Horizon CME, its employees, representatives and/or agents.
- Cancellation – Company must send written notice of cancellation to Horizon CME. No refunds will be issued for cancellations.
- Payments – Payments to Horizon CME for exhibits and sponsorships are non-refundable. If a conference is postponed, all payments associated with exhibits or sponsorships will be automatically transferred to the new date for the subject conference. Any Company electing not to participate in a conference held by Horizon CME for which payments were made for exhibit or sponsorship will forfeit all money to Horizon CME by the Company.

HORIZON CME Federal Tax ID number is 14-1990948

TERMS AND CONDITIONS

Conditions & Guidelines Agreement Statement: By signature below Company agrees to abide by the guidelines provided above.

Company Representative Print Name & Title

Company Representative Signature

Date
