



0101

Oncology 101: Onboarding for New APPs

A HEMATOLOGY AND ONCOLOGY PRIMER
FOR ADVANCED PRACTICE PROVIDERS

***EXHIBITOR
PROSPECTUS***

MAY 18-20, 2023

GREETINGS,

Horizon CME is an accredited medical education company dedicated to providing quality continuing education activities that further the knowledge, skills, and practice of healthcare providers in an effort to ultimately improve patient outcomes. It is with your support that we are able to continue our goals in our medical education offerings.

Included in this Prospectus:

Information pertaining to Exhibit participation
Symposium/Product Theater Podium information

We invite you to participate for the following opportunities:

- Educate the clinical healthcare providers about your products and services
- Connect with participating clinical healthcare providers
- Increase exposure, market/brand awareness, and mindshare
- Share in valuable input and feedback from clinicians regarding industry products and services

An exhibit registration fee is put in place that allows participation in these medical education meetings with a maximum of two badges for industry representatives to attend for the above opportunities. Important to note, Horizon CME covers all costs for any incentives which include, meals, incentives, social events, honoraria's, etc. Industry fees are not applied towards any of the mentioned incentives.

We look forward to hearing from you and your participation. Please do not hesitate to contact us if you have any questions.

YOU'RE INVITED YOU TO JOIN US AS A SPONSOR

Your participation in the nationwide virtual "Onboarding in Oncology" Oncology 101 Spring Conference offers you the opportunity to become a vital part of this educational gathering of advanced practice providers who are relatively new to the field of oncology.

This intended audience will be encouraged to visit the virtual Exhibit Hall where clinicians can meet with you face-to-face and have quality time to share information regarding your products and services.

INTENDED AUDIENCE

This conference is designed for oncologists, surgeons, radiation oncologists, nurse practitioners, physician assistants, pharmacists, nurses, and other healthcare professionals who are new to the field of oncology, or who are interested in learning more about the treatment of patients with cancer. Primary Care physicians who are interested in learning more about oncology are not explicitly targeted but are welcome to attend. We anticipate 100 plus in attendance.

PLANNING COMMITTEE

	<p>Beth Faiman, PhD, CNP – Cleveland Clinic</p>		
		<p>Val R. Adams, PharmD, FCCP, FHOPA, BCOP - University of Kentucky</p>	
	<p>Beth Sandy, MSN, CRNP – Abramson Cancer Center</p>		

OVERVIEW

The demand for cancer care is expected to grow 40% over the next six years and ASCO is projecting a shortage of more than 2,200 oncologists by 2025. To meet the cancer care needs of patients, advanced practice providers (APPs), whose education and training is focused on health promotion, disease prevention, and primary care medical management, have increasingly been sought to fill the shortage. However, many APPs have little background or training in oncology. As a result, oncology practices need to provide new staff with an onboarding program that helps to establish a working baseline level of knowledge of hematology and oncology.

To help APPs prepare for a new career in the specialty of oncology, Horizon CME in partnership with APAO has developed "Oncology 101: A Hematology and Oncology Primer for Advanced Practice Providers". In this one-and-a-half-day program, clinicians will gain a basic understanding of cancer therapies, benign and malignant hematologic disorders, solid malignancies, supportive care strategies, genetics and molecular testing, and more. Participation in this program will help pave the way for APPs to provide support and care to cancer patients as part of the multidisciplinary oncology care team.

CONFERENCE GOALS AND OBJECTIVES

In this two-day program, clinicians will gain a basic understanding of cancer therapies, benign and malignant hematologic disorders, solid malignancies, supportive care strategies, genetics and molecular testing, and more. Participation in this program will help pave the way for APPs to provide support and care to cancer patients as part of the multidisciplinary oncology care team.

PAST ATTENDEES SAY IT BEST!

"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 - \$3,000

We are pleased 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.

VIRTUAL EXHIBIT BOOTH PACKAGE INCLUDES:

- Meet the Clinician: Wednesday - Friday you are assigned scheduled conversations, each day
- Two (2) company logins to access the Virtual Conference space
- One (1) company listing slot in the Virtual Exhibit Hall that's accessible to clinicians
- Each day will have designated Exhibit Break Sessions
- Clinicians can connect and schedule meetings with exhibitors anytime during the conference in addition to designated exhibit times
- Opportunity to submit an 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 Virtual Exhibit Hall experience
- Landing Page clicks to submitted URLs, PDFs, and interaction results are sent to your post-conference in an Analytical Report with the Final Attendee list
- Display your logo image in the Exhibit Hall
- Access to clinician attendees' contact information (email and/or phone number) during and 30 days after the conference. The final attendee list that will be sent includes only name, title, institution, city/state, and specialty.
- Available pre-post registration list (Per New ACCME guidelines, the list will only contain the name of clinicians in attendance that opted to share their information)*

**Note: Accredited providers are expected to implement the Standards for Integrity and Independence in Accredited Continuing Education by January 1, 2022. Per Standard 2.3. Per New ACCME guidelines, the list will only contain names of clinicians in attendance that opted to share their information.*

REGISTER EARLY BY VISITING US HERE! (Registration form also included in the packet)

Exhibit Booth Checklist to submit to cheryl.morrill@horizoncme.com

- Company name to be published
- Territories, institutions and specialty covered by attending representatives
- Contact information and headshot (if allowed) of the two (2) attending representatives
- Up to 4 PDFs and URLs your company can submit for clinicians to review
- Banner image (1200x275px PNG or 300kb GIF)
- Company icon
- Question (only 1) to include in gamification quiz for attending clinicians. Multiple choice and up to four answer choices. Include correct answer.

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 - \$15,000

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 Cheryl at cheryl.morrill@horizoncme.com or call 503-659-5558.

VIRTUAL SYMPOSIUM/PRODUCT THEATER PODIUM WILL INCLUDE:

- 45 minutes of dedicated conference presentation time
- Company acknowledgement
- Two (2) registrations with access to Virtual Symposium
- Pre-conference registration list*
- Post conference registration list with list of clinicians who attended your presentation*
- Up to three (3) downloadable resources (URLs and/or PDFs)
- Ability to include polling questions for your presentation (limited)

** Note: Accredited providers are expected to implement the Standards for Integrity and Independence in Accredited Continuing Education by January 1, 2022. Per Standard 2.3. Per New ACCME guidelines, the list will only contain names of clinicians in attendance that opted to share their information.*

Important Note:

- Virtual Exhibit Booth is not included. Available for an additional \$3000
- 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 cannot 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

ONCOLOGY 101 REGISTRATION FORM

Oncology 101 Virtual Exhibit

Primary Full Name:

Title:

Email:

Phone:

Second Full Name:

Title:

Email:

Phone:

Company name printed on Acknowledgement:

Selection:

Virtual Exhibit Booth
— \$3000

Request Application
— Symposium/Product Theater - Contact: rose.smoot@horizoncme.com

Payments:

Method of payment:

Check: Payable to Horizon CME

Credit Card (3% convenience fee included)

For check payments mail to:
Horizon CME – 9123 SE St Helens St # 280 – Clackamas, Oregon 97015
Horizon CME Tax ID: # 14-1990948

Payment Agreement Statement:

Supporter/Exhibitor agrees to the above pricing with balance due two (2) weeks prior to date of the conference, unless other arrangements are made. Payment is non-refundable.

REGISTRATION AGREEMENT

According to the ACCME, an Ineligible Company (formerly known as a commercial interest) is any entity whose primary business is producing, marketing, selling, re-selling, or distributing health products used by or 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 ineligible company and thereby agrees to the following:

EXHIBITOR agrees to abide by ACCME Standards for Integrity and Independence as stated at www.accme.org:

Standard 5, 2a-c: Horizon CME must ensure that learners can easily distinguish between accredited education and other activities.

- a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company...must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- c. Educational materials that are part of accredited education must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.

TERMS AND CONDITIONS

- 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 Horizon CME conference 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