

2020



ADVANCED PRACTICE PROVIDERS  
ONCOLOGY SUMMIT

AN OFFICIAL  
INITIATIVE OF  HORIZONCME

# APP Oncology Summit **Virtual** Exhibitor Prospectus

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[APPONCOLOGYSUMMIT.COM](http://APPONCOLOGYSUMMIT.COM)

A NEW AND UNIQUE OPPORTUNITY TO REACH  
ADVANCED PRACTICE PROVIDERS

*In Partnership With*

**APAO**

ASSOCIATION OF  
PHYSICIAN ASSISTANTS  
IN ONCOLOGY  
partners in cancer care



# Presenting an Advanced Practice Providers Oncology 'Virtual' Summit Experience

Due to COVID-19, the Advanced Practice Providers (APP) Oncology Summit will be virtual. We are experiencing unprecedented times right now and the safety of our attendees, staff and faculty is our primary concern. We are dedicated to providing continued medical education to our advanced practice providers (APPs) through a virtual experience.

The APP conference will offer the same benefit that you have come to depend on. Designed as a two-day conference to APPs with the latest evidence-based strategies to optimize care and outcomes for patients with cancer.



## MAKE CONNECTIONS & NETWORK!

This is a collegial virtual summit featuring exhibit sessions. You will have the opportunity to connect with Advanced Practice Providers (APP) as they benefit from the online learning environment. As you connect with attendees at the summit, you will reach entire networks of professionals, physician assistants, pharmacists, and nurse practitioners on the vanguard of oncology patient care across the country.

The APP Oncology Summit received very positive feedback from both attendees and supporters over the past three years. For 2020, we have worked hard to ensure a positive and mutually enriching experience for everyone involved, as we move into our virtual exhibit platform. Your participation would greatly enhance the Virtual APP Oncology Summit! Due to the high demand for sponsorship slots, we encourage you to respond early. There are several sponsorship opportunities available, including limited virtual exhibit booth space.

Contact Marsha Jack or Jarennny Perez to discuss a customized sponsorship program.  
[marsha.jack@horizoncme.com](mailto:marsha.jack@horizoncme.com) | [jarennny.perez@horizoncme.com](mailto:jarennny.perez@horizoncme.com)

*You Are  
Invited*

**We support our exhibitors in a variety of ways. Contact us to discuss how to reach your organization's marketing goals with a customized sponsorship program.**

**“Met a lot of clinicians from my territory that are hard to see.”**

**“I appreciated the ample amount of time allowed for the attendees to visit with vendors. We didn't feel rushed and it seemed rewarding.”**

## EXHIBIT INFORMATION

Benefits of sponsorship and virtual booth opportunities:

- Connect with local practicing APPs
- Have online interaction with leading APPs in the expanding oncology field
- Educate APPs about new products and services through virtual showcasing
- Increase exposure, market/brand awareness, and mindshare
- Gain valuable input and feedback from clinicians regarding your products and services

### What to Expect

The target audience includes oncology nurse practitioners, physician assistants, pharmacists, and nurse specialists working in all phases of oncology care. The typical attendee has years of experience and is integral in the decisions regarding medications, supplies, and equipment for the management of cancer patients.

Exhibits are valued by attendees of the APP Oncology Summit. By providing an opportunity to learn about the products and services that can help improve the quality, safety, and outcomes of oncology care, exhibitors make a vital contribution to our organizational mission and to the overall experience of the attendees.

### ATTENDEE PARTICIPATION

Participation in the Virtual Exhibit Hall will be encouraged with various exhibit breaks during the entirety of the conference. An announcement will be made to attendees during the conference to encourage the attendees to visit the Virtual Exhibit Hall in an effort to enter a raffle for prizes. Horizon CME solely sponsors the raffle and no sponsor fees apply towards prizes, honorarias, meals, etc.



# BE A PART OF THE ADVANCED PRACTICE PROVIDERS ONCOLOGY SUMMIT

Join the growing list of companies that have exhibited and sponsored programs at the APP Oncology Summit!

Abbott  
 Abbvie  
 Agios Pharmaceuticals  
 Alexion  
 Ambray Genetics  
 Amgen  
 Ariad Pharmaceuticals  
 Array Biopharma  
 Astellas Hematology  
 Astellas Oncology  
 AstraZeneca  
 AstraZeneca ImmunoOncology  
 AstraZeneca Lung Cancer  
 AstraZeneca Women's Cancer  
 Avella  
 Avella BriovaRx  
 Bayer Oncology  
 Boehringer-Ingelheim  
 Bristol Myers Squibb  
 Celgene  
 Clovis Oncology  
 Collegium Pharmaceuticals  
 Daiichi Sankyo  
 Dexcom  
 Eisai  
 EMD Serono  
 Empire State Hematology & Oncology Society  
 EUSA Pharma  
 Exelixis  
 Foundation Medicine  
 Genentech, Inc  
 Genentech/Abbvie  
 Genomic Health  
 Gilead



Guardant Health  
 Helsinn Oncology  
 Heron Therapeutics, Inc.  
 Incyte  
 Invitae  
 Immunomedics  
 Ipsen Biopharmaceuticals  
 Janssen Biotech, Inc.  
 Jazz Pharmaceuticals  
 Johnson & Johnson  
 KAG Services LLC  
 Karyopharm Therapeutics, Inc.  
 Kite  
 Kyowa Kirin Pharmaceuticals  
 Lexion Pharmaceuticals  
 Lilly  
 Mercedes Dombi/TESARO  
 Merck  
 Minnesota Society of Clinical Oncology  
 Myriad Genetics, Inc.  
 Novartis Hematology  
 Novartis Oncology  
 Novocure  
 OneOme LLC

Pfizer Hematology  
 Pfizer Oncology  
 Pharmacyclics  
 Providence Cancer Centers  
 Puma Biotechnology  
 Radiology Imaging Associates  
 Rigel  
 Sandoz  
 Sanofi  
 Sanofi Genzyme  
 Seattle Genetics  
 Servier  
 Shire  
 Spectrum Pharmaceuticals  
 Stemline Therapeutics  
 Taiho Oncology, Inc  
 Takeda Oncology  
 Teleflex  
 TerSera Therapeutics  
 Tesaro Oncology  
 Teva Oncology  
 Texas Society of Clinical Oncology  
 Verastem Oncology  
 Walgreens

# SPONSORSHIP OPPORTUNITIES

## VIRTUAL EXHIBIT BOOTH [\$3,500]

*New York & Honolulu locations an additional \$1,000*

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) exhibit representative registrations
- Registration allows access to Virtual Conference space and mobile app
- One (1) company listing slot within the Virtual Exhibit Hall
- A private "Exhibit Booth" virtual meeting
  - Four (4) opportunities to interact with clinicians
  - Virtual Exhibit Booth visits available all day
  - Flexibility to exhibit through your company's preferred platform (note: Alternative platform available if your company uses Veeva, Zoom, Microsoft Teams, etc)
  - Ability to include your company PDF Handout
  - Pre and final registration list
  - Opportunity for clinician to request from you a meeting, in-service, more information
  - Place company logo, website, product, and product website within app

### Incentive to Participate in Exhibit Booths

Horizon gives back! The planning committee will choose two local charities in which to donate to on behalf of each attendee who participates in the Virtual Exhibit.

**How it Works:** For each clinician who visits at least six (6) Virtual Exhibit Booth, a \$50 donation will be made in their name from a choice of the one of two local charities. The donation incentive is sponsored and provided by Horizon CME.

### Incentive to Participate in Exhibit Booths for Designated Times

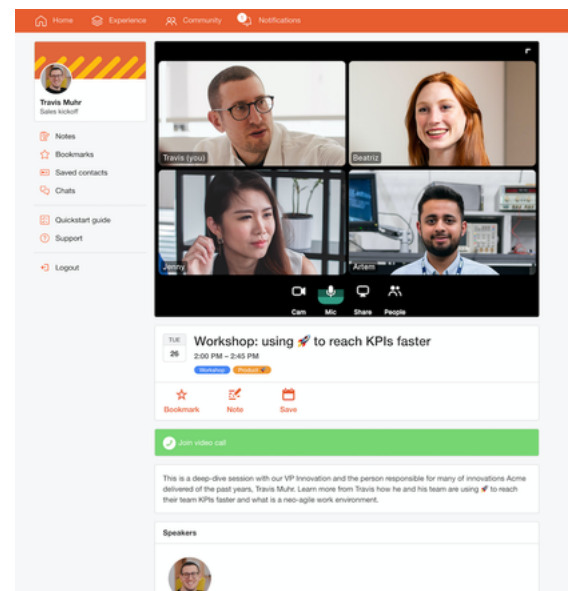
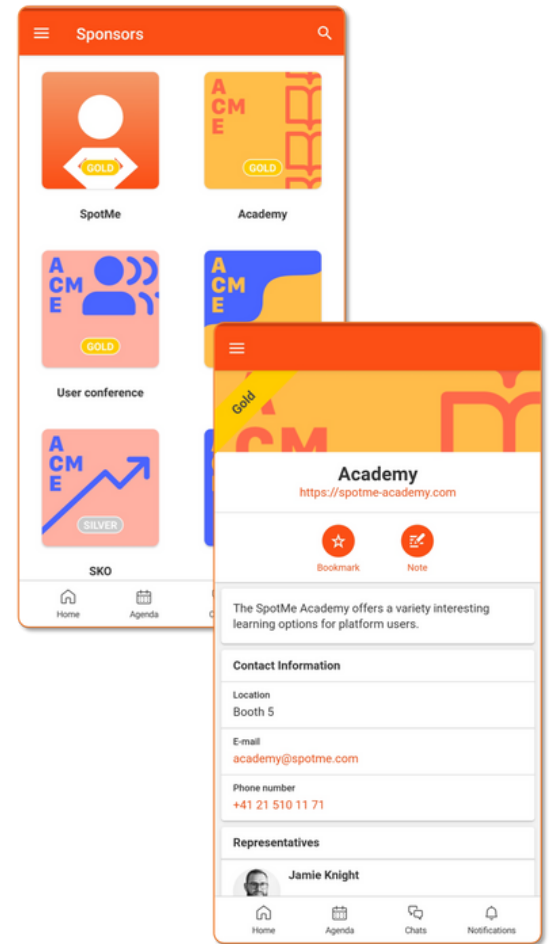
To encourage clinicians to visit with the exhibitors, we will have a raffle associated with each Break.

**How it Works:** If someone participates in both the Morning and Afternoon Breaks, they will have an opportunity to enter a raffle for each of their visits to the Virtual Exhibit Booths during these breaks. This will occur on Day 1 and Day 2. The raffle prize, gift cards, are sponsored and provided by Horizon CME.

### Incentive to Participate in SIX (6) Conference Exhibit Booths

To have a higher clinician attendance with the exhibitors throughout the conference, we will have an additional raffle.

**How it Works:** If the conference attendee participates in a total of six (6) exhibit booth sessions within the two (2) meeting dates, they will have an opportunity to enter to win a gift card. Raffle will be done on the last conference day during the closing comments. The raffle prize, gift cards, are sponsored and provided by Horizon CME.



# SPONSORSHIP OPPORTUNITIES

## VIRTUAL PLATFORM & MOBILE APP SPONSORSHIP [\$3,750]

### 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.

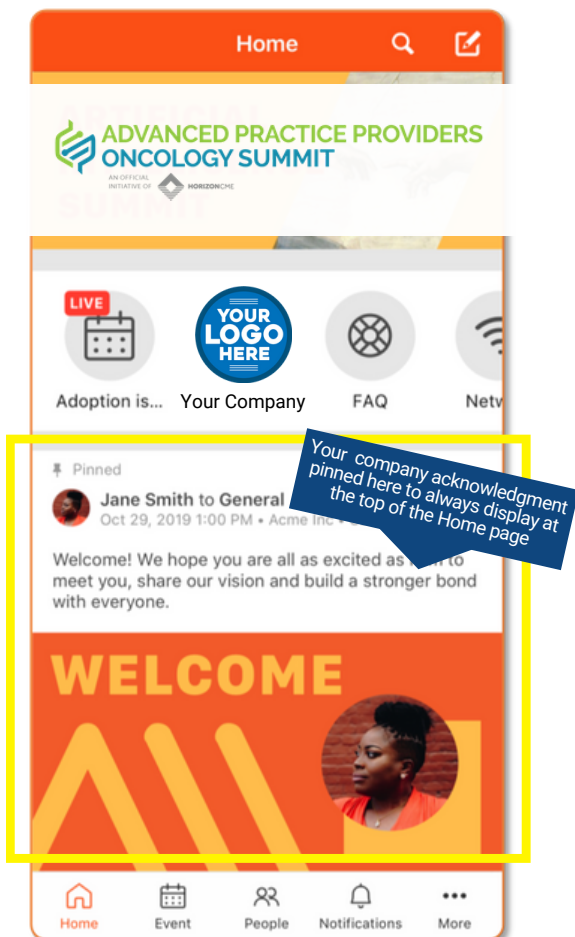


Virtual Platform & Mobile App Sponsorship will include:

- Company sponsorship acknowledgement and logo will be displayed on the conference splash page during loading times as attendees enter the virtual platform and mobile app
- Front-and-center visibility for the information you want to share in the Home page of the app, whether its your company logo or product information
- Two customizable scheduled notifications to attendees each conference day to push company awareness and deliver your message directly to the forefront of their attention
- Pinned message on the conference home tab by Horizon CME acknowledging your company sponsorship
- 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 \$3,500



# SPONSORSHIP OPPORTUNITIES

## VIRTUAL SYMPOSIUM/PRODUCT THEATER [\$16,000]

*New York & Honolulu locations are \$21,500*

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 30 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.

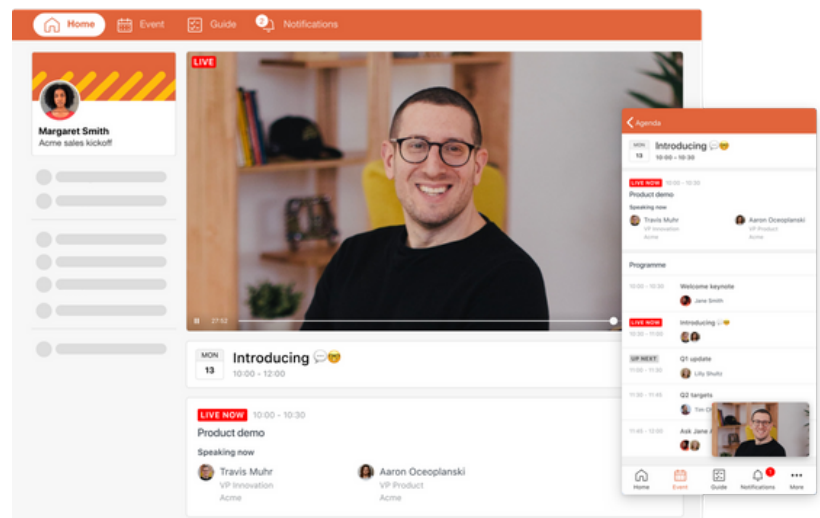
An application must be submitted and approved to secure a slot. Sponsoring company will be confirmed by the planning committee. For more information and application, please contact Program Director at [marsha.jack@horizoncme.com](mailto:marsha.jack@horizoncme.com) or call 503-659-5558.

### **Important Note:**

*Virtual Exhibit Booth is not included. Available for an additional \$3,500.*

Virtual Symposium/Product Theater will include:

- 30-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
- At your request, receive copies of the slide presentations (*requests to be made by emailing title of presentations to [jarennyperez@horizoncme.com](mailto:jarennyperez@horizoncme.com)*)
- Receive pre-registration attendee list and post-conference attendance list
- Acknowledgment on conference materials and website



### **Incentive to Participate in Non-CME Symposium**

To encourage clinicians to attend the Non-CME Symposium, we will have a raffle with four chances to win an Amazon Gift Card. The raffle prize, gift cards, are sponsored and provided by Horizon CME.

### **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 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.*

# SUMMIT AGENDA

## FRIDAY

8:00 - 8:10 AM	Virtual Webcast Technical Overview
8:10 - 8:15 AM	Welcome, Introductions, & CE Housekeeping
8:15am - 9:15am	Session 1
<b>9:15 am - 9:35 am</b>	<b>Commercial Exhibitor Announcements</b>
9:35 am - 10:35 am	Session 2
<b>10:35 am - 10:50am</b>	<b>Break and Virtual Exhibit Hall</b>
10:50am - 11:50pm	Session 3
<b>11:50 am - 12:05 pm</b>	<b>Break and Virtual Exhibit Hall</b>
<b>12:05 am - 12:35 pm</b>	<b>Non-CME Virtual Symposium</b>
5 minute break	5 minute break
12:40pm - 1:40pm	Session 4
<b>1:40pm - 1:55pm</b>	<b>Break and Virtual Exhibit Hall</b>
1:55pm - 2:55pm	Session 5
<i>(or 3:10pm if longer session)</i>	
2:55 pm <i>(or 3:10pm)</i>	Adjourn

## SATURDAY

8:00 - 8:10 AM	Virtual Webcast Technical Overview
8:10 - 8:15 AM	Welcome, Introductions, & CE Housekeeping
8:15am - 9:15am	Session 6
<b>9:15am - 9:30am</b>	<b>Break and Commercial Exhibitor Announcements</b>
9:30am - 10:30am	Session 7
<b>10:30am - 10:50am</b>	<b>Break and Virtual Exhibit Hall</b>
10:50am - 11:50pm	Session 8
<b>11:50am - 12:05pm</b>	<b>Break and Virtual Exhibit Hall</b>
<b>12:05pm - 12:35pm</b>	<b>Non-CME Virtual Symposium</b>
5 minute break	5 minute break
12:40pm - 1:40pm	Session 9
<b>1:40pm - 1:55pm</b>	<b>Break and Virtual Exhibit Hall</b>
1:55pm - 2:55pm	Session 10
<i>(or 3:05pm if longer session)</i>	
2:55 pm <i>(or 3:05 pm)</i>	Closing Comments



# APPOS VIRTUAL CONFERENCE DATES, DEADLINES, & LOCATIONS

Location	Deadline to Submit Documents	Conference Date
Chicago	September 4, 2020	September 18-19, 2020
Cincinnati	October 30, 2020	November 13-14, 2020
Cleveland	October 16, 2020	October 30-31, 2020
Denver	August 28, 2020	September 11-12, 2020
Honolulu	November 6, 2020	November 20-21, 2020
Minneapolis	September 25, 2020	October 9-10, 2020
Nashville	September 11, 2020	September 25-26, 2020
New York	September 18, 2020	October 2-3, 2020
Norfolk	August 28, 2020	September 11-12, 2020
Philadelphia	September 11, 2020	September 25-26, 2020
Portland	September 25, 2020	October 9-10, 2020
San Francisco	August 14, 2020	August 28-29, 2020
Scottsdale	October 9, 2020	October 23-24, 2020
Seattle	August 7, 2020	August 21-22, 2020

## CHECKLIST FOR EXHIBIT BOOTH PROFILE

- Contact Info for **up to two (2)** representatives
- PDF Handout (up to 2)
- Product URL and/or Company URL
- Sponsor Page Banner Image - *Format: 600x150px **PNG-24**. Transparent background recommended*
- Representative Profile Photo(s) (up to 2 reps) - *Format: 400x400px **JPG file***
- Company Icon - *Format: 72x72px **PNG-24**. Important! Always use 16px transparent margins on all sides*
- Description of company or product - *Try to keep short and sweet ☺*
- Question (**only 1**) to include in gamification quiz for clinicians - see slide 9 for more details
- 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 - 4pm)*
- If possible, link to your company's in-service scheduler site

Submit all documents to Jareny Perez at [jareny.perez@horizoncme.com](mailto:jareny.perez@horizoncme.com).

## 2020 Virtual APP Oncology Summits EXHIBITOR REGISTRATION

### COMPANY AND EXHIBIT REPRESENTATIVE INFORMATION

Primary Representative Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Secondary Representative Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

*Please note: information listed below will be displayed in the final program acknowledgments.*

**Information will be printed exactly as it appears below. Please input information exactly as you would like it to be displayed.**

Company/Organization Name: \_\_\_\_\_

Product Name (Brand & Generic Name): \_\_\_\_\_

Product URL: \_\_\_\_\_ Company URL: \_\_\_\_\_

Contact info to display in Exhibit Booth Profile: \_\_\_\_\_

Description of company or product to be included in Exhibit Booth Profile: \_\_\_\_\_

Will email electronic company logo

Company logo attached

Other: \_\_\_\_\_

	Conference Location	Conference Location	Conference Location	Conference Location
Virtual Exhibit Booth \$3,500				
Virtual Platform & Mobile App Sponsorship \$3,750 <i>(contact us for availability)</i>				

**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.

*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.*

**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)

[Click here to pay online  
with a credit card!](#)

# Exhibitor Agreement

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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](http://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.

## TERMS AND CONDITIONS

- 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

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

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Company Representative Print Name & Title

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Company Representative Signature

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Date