A CE Event for Advanced Practitioners in Oncology

2016 JADPRO Live at APSHO

United in Practice. United in Care.

November 3–6, 2016 ★ Washington, DC

Gaylord National Hotel, National Harbor, Maryland

Learn more at jadprolive.com

#jadprolive

EXHIBIT & SPONSORSHIP PROSPECTUS
About JADPRO LIVE at APSHO

The fourth annual JADPRO LIVE conference will be held in conjunction with the annual meeting of the Advanced Practitioner Society for Hematology and Oncology (APSHO) on November 3–6, 2016, at the Gaylord National Hotel in National Harbor, MD. The audience for this CE-accredited live conference consists of nurse practitioners (NPs), physician assistants (PAs), clinical nurse specialists (CNSs), advanced degree nurses, hematology/oncology nurses, pharmacists, and physicians.

This year’s 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
- Roundtable panel discussions

About JADPRO

The Journal of the Advanced Practitioner in Oncology (JADPRO) is the first and only clinical, peer-reviewed publication designed to meet the needs of NPs, PAs, pharmacists, CNSs, and other nursing professionals with advanced degrees in the oncology setting. JADPRO is the official journal of APSHO.

About APSHO

The Advanced Practitioner Society for Hematology and Oncology, or APSHO, is for nurse practitioners, physician assistants, clinical nurse specialists, advanced degree nurses, and pharmacists.

APSHO members receive discounted conference registration rates and complimentary abstract submissions. For more information, visit APSHO.org

Conference Chairs

Pamela Hallquist Viale, RN, MS, CNS, ANP
Conference chair
Editor-in-Chief, Journal of the Advanced Practitioner in Oncology
Consultant

Christopher J. Campen, PharmD, BCPS, BCOP
Conference co-chair
Associate Editor, Journal of the Advanced Practitioner in Oncology
Greenville Health System
Greenville, South Carolina

Heather M. Hylton, MS, PA-C
Conference co-chair
Associate Editor, Journal of the Advanced Practitioner in Oncology
Memorial Sloan Kettering Cancer Center
New York, New York

Sandra E. Kurtin, RN, MS, AOCN®, ANP-C
Conference co-chair
Associate Editor, Journal of the Advanced Practitioner in Oncology
Arizona Cancer Center
University of Arizona
Tucson, Arizona

Wendy H. Vogel, MSN, FNP, AOCNP®
Conference co-chair
Associate Editor, Journal of the Advanced Practitioner in Oncology
Wellmont Cancer Institute
Kingsport, Tennessee
Why Participate?

JADPRO LIVE at APSHO will be attended by an important and diverse audience of advanced practitioners in oncology. Whether you are interacting in the exhibit hall, showcasing a 30-minute product theater, or offering an educational symposium, 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
- Currently treat patients in all practice types
  - Community practice
  - Hospital-owned practice
  - Academic institution
- Routinely see patients independent of a physician, with a physician present in the office suite*

Patient Care

92%

of JADPRO LIVE attendees work in patient care

About the Attendees

JADPRO Live at APSHO Attendance

<table>
<thead>
<tr>
<th>Month</th>
<th>Attendees</th>
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<tr>
<td>January 2014</td>
<td>251</td>
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<tr>
<td>October 2014</td>
<td>379</td>
</tr>
<tr>
<td>November 2015</td>
<td>737</td>
</tr>
<tr>
<td>November 2016 (projected)</td>
<td>900</td>
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</table>

Professional Status*

- Nurse Practitioner: 63%
- Physician Assistant: 9%
- Clinical Nurse Specialist: 9%
- Other Healthcare Professional: 5%
- Pharmacist: 4%
- Physician: 3%
- Other Advanced Degree Nurse: 3%
- Hematology/Oncology Nurse: 4%

*JADPRO LIVE at APSHO 2015
Prescribing Privileges*

81% of JADPRO LIVE at APSHO attendees prescribe medications.

National Audience*

Outside US = 1%

*JADPRO LIVE at APSHO 2015
# Sponsorship Opportunities

Bronze through Cornerstone sponsors will receive preferred placement in the exhibit hall, participation in *Quick Collaborations*, and a variety of additional benefits. For exhibit-only pricing, please see page 8.

<table>
<thead>
<tr>
<th>Includes</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Cornerstone</th>
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<td>M</td>
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<td>L</td>
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<td>Color advertisement in conference guide*</td>
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<td>1/2 pg</td>
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<td>1 pg</td>
<td>2 pg</td>
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<td>Full-page advertisement in regularly scheduled issues of JADPRO—<em>Journal of the Advanced Practitioner in Oncology</em></td>
<td>1 issue</td>
<td>1 issue</td>
<td>2 issues</td>
<td>3 issues</td>
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<tr>
<td>Support of Thursday evening Welcome Reception</td>
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<td></td>
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</tr>
<tr>
<td>Participation in <em>Quick Collaborations</em> during the Welcome Reception**</td>
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<td>✓</td>
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</table>

*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.
Previous Sponsors and Exhibitors

Alexion
Amgen
APAO
ASCO
Astellas Oncology
Avella Specialty Pharmacy
Bayer HealthCare
Boehringer Ingelheim Pharmaceuticals
Bristol-Myers Squibb
BTG
Celgene
Eisai Inc
Genentech USA, Inc.
Incyte Corporation
Insys Therapeutics
International Myeloma Foundation
Janssen
Laclede
Merck
NCCN
Novartis
ONS/ONCC
Oncology Nutrition-Dietetic Practice Group (ON-DPG)
Pfizer Oncology
Pharmacyclics
Prometheus Laboratories
Prostrakan Inc.
ReachMD
Seattle Cancer Care Alliance
Taiho Oncology
Takeda Oncology
Teleflex
TEVA Oncology
University of Pittsburgh School of Nursing – Acute/Tertiary Care
VATA Inc.
Yale-New Haven Hospital

Showcase Your Brand to Key Members of Oncology Practice!
Exhibit Hall

The JADPRO LIVE at APSHO 2016 Exhibit Hall will be located at the Gaylord National Hotel in National Harbor, Maryland. Exhibits will be assigned as applications are received. Sponsors will be given premium exhibit placement.

**EXCITING ACTIVITIES TAKING PLACE IN THE EXHIBIT HALL**

- Exhibit booth displays
- Product theaters
- Continental breakfast, lunch, and refreshment breaks
- Exhibitor Passport Program and raffle drawings
- Welcome Reception
- And more!

**EXHIBIT HALL PRICING**

- 10’×10’ inline space .......................................... $6,000
- 10’×20’ inline space ......................................... $11,000
- 20’×20’ island ................................................... $16,000

**EACH EXHIBITOR WILL RECEIVE:**

- Two (2) exhibitor registrations (exhibit hall access only; includes admission to Thursday Welcome Reception, 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)
EXHIBIT SCHEDULE

Thursday, November 3
Exhibitor set-up ......................................................... 8:00 am – 5:00 pm
Welcome Reception .......................................................... 7:00 pm – 8:30 pm

Friday, November 4
Exhibit open & continental breakfast……………………… 7:15 am – 7:45 am
Exhibit open & refreshment break…………………………… 9:30 am – 10:30 am
Exhibit open & lunch ....................................................... 12:30 pm – 2:00 pm
Exhibit open & refreshment break…………………………… 3:15 pm – 4:00 pm

Saturday, November 5
Exhibit open & continental breakfast……………………… 7:00 am – 7:45 am
Exhibit open & refreshment break…………………………… 10:10 am – 11:15 am
Exhibit open & lunch ....................................................... 12:00 pm – 1:30 pm
Exhibit open & refreshment break…………………………… 2:45 pm – 3:45 pm

*Subject to change.

EXHIBIT HALL PRODUCT THEATER

The JADPRO LIVE exhibit hall will contain a theater that will be the setting for a variety of 30-minute, industry-sponsored, non-accredited presentations for attendees during scheduled break times. Supporters will have the opportunity to give live non-accredited educational presentations to attendees.

Friday morning exhibit break ........................................ $20,000
Friday afternoon exhibit break ......................................... $20,000
Saturday morning exhibit break ...................................... $20,000
Saturday afternoon exhibit break .................................... $20,000

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

EXHIBITOR SERVICE KITS

Levy Exposition Services Inc. is the general service contractor for JADPRO LIVE at APSHO 2016. 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.

EXHIBITOR RULES AND REGULATIONS

Accepted exhibition rules and regulations are located on the JADPRO LIVE at APSHO website at jadprolive.com/rules. By applying for exhibit space, exhibitors acknowledge their understanding and agree to the Exhibit Rules and Regulations.

To view the most up to date floor plan, visit www.JADPROLIVE.com
Additional Sponsorship Opportunities

A LA CARTE SPONSORSHIP OPPORTUNITIES

- Charging lounge in exhibit hall* ................................................................. $14,000
- Charging kiosks by general session room* .................................................. $10,000
- Relaxation lounge* ....................................................................................... $25,000
- Headshot lounge* .......................................................................................... $25,000
- Sunrise yoga sessions (Friday and Saturday morning in the exhibit hall)* .................................................. $20,000
- Conference app** .................................................................................................. $10,000 per sponsor
- WiFi* ....................................................................................................................... $25,000
- One-time use of mailing list (mail or e-mail) ...................................................... $2,500
- Hotel door drop (supplied material) ................................................................. $4,500
- Room key branding* .......................................................................................... $10,000
- Participation in Quick Collaborations during the Welcome Reception .................. $5,000
- Enduring materials ................................................................................................ Contact David Horowitz for pricing

*Limited to one sponsor.
**Limited to four sponsors.

SATELLITE SYMPOSIA*

- Friday breakfast (two available for up to 100 attendees each) ......................... $30,000
- Friday lunch (two available for up to 100 attendees each) .............................. $40,000
- Saturday breakfast (three available for up to 100 attendees each) ................... $30,000
- Saturday lunch (three available for up to 100 attendees each) ........................ $40,000
- Unopposed symposium at one of the times listed above .................................. Additional $15,000
- Enduring supplement to JADPRO ..................................................................... Available at an additional cost

*Cost includes meeting space and recruitment. Sponsors must agree to adhere to JADPRO LIVE at APSHO 2016 guidelines for the implementation of ancillary events. Sold on a first come, first served basis. If space is not available, we can add your company to a waiting list.

Harborside Press can develop your satellite symposium. Please contact David Horowitz to discuss options.
BLACKOUT TIMES

Harborside Press, the organizers of JADPRO Live at APSHO 2016, and the conference chairs 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 Press has made efforts to offer a variety of ancillary events, including educational and commercially supported endeavors. If a potential supporter would like a more customized program, please contact David Horowitz at 631-935-7652 or e-mail david@harborsidepress.com.

Blackout times for events as described above are from Wednesday, November 2, beginning at noon, to Sunday, November 6, ending at 2:00 pm.

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 at APSHO and invitations to a private reception at the conference. For more information, please contact David Horowitz.
Hotel Information

All conference sessions and the exhibition will take place at the Gaylord National Hotel in National Harbor, Maryland. Sponsors, exhibitors, and conference attendees should register early to guarantee special JADPRO LIVE conference rates at the hotel. Higher rates may apply once our room block is filled or after the Early Bird Registration date of September 16, 2016. Hotel rooms before and after the conference dates may be available but at a higher rate.

Contact

For sponsorship opportunities, contact David Horowitz at 631-935-7652 or e-mail david@harborsidepress.com

For exhibit only opportunities, contact Jessica Tamasi at 609-853-0115 or e-mail jessica@harborsidepress.com

SAVE THE DATE

EXHIBIT PRIORITY POINT SYSTEM

Starting in 2016, 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, Platinum, Cornerstone, and additional sponsorship opportunities). All current exhibitors will have the opportunity to pre-select their booth space for the upcoming year during the current year’s conference.