A CE Event for Advanced Practitioners in Oncology

NOVEMBER 2-5, 2017
MARRIOTT MARQUIS, HOUSTON, TX

JADPROLIVE.COM | #JADPROLIVE

EXHIBIT & SPONSORSHIP PROSPECTUS
ABOUT JADPRO LIVE AT APSHO

The fifth 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 2–5, 2017, at the Marriott Marquis in Houston, Texas. 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 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
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 presentation, 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

OF JADPRO LIVE ATTENDEES work in patient care*

* JADPRO LIVE at APSHO 2016
ABOUT THE ATTENDEES

JADPRO Live at APSHO Attendance

<table>
<thead>
<tr>
<th>Month</th>
<th>Attendance</th>
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</thead>
<tbody>
<tr>
<td>January 2014</td>
<td>251</td>
</tr>
<tr>
<td>October 2014</td>
<td>379</td>
</tr>
<tr>
<td>November 2015</td>
<td>737</td>
</tr>
<tr>
<td>November 2016</td>
<td>1,067</td>
</tr>
<tr>
<td>November 2017 (projected)</td>
<td>1,300</td>
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</table>

Professional Status*

*JADPRO LIVE at APSHO 2016 (excluding exhibitors and other industry professionals)
Prescribing Privileges

81% of JADPRO LIVE at APSHO attendees prescribe medications

- Yes
- No

19% 81%

National Audience

- 81% of JADPRO LIVE at APSHO 2016 attendees prescribe medications
- 14% in Green
- 18% in Orange
- 9% in Blue
- 24% in Gray
- 35% in Blue (albeit with a note, possibly indicating an error in mapping)

* JADPRO LIVE at APSHO 2016
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>
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<td>$80,000</td>
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<tr>
<td>20’x20’ display</td>
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</tr>
<tr>
<td>5% discount towards all ancillary events</td>
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<td></td>
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<tr>
<td>Pre-conference registration list</td>
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</tr>
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<td>4</td>
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<tr>
<td>Exhibitor registrations</td>
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</tr>
<tr>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>and 50 word company description)</td>
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<td></td>
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</tr>
<tr>
<td>Exclusive single sponsor e-mail to all registered</td>
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<td></td>
<td>✓</td>
</tr>
<tr>
<td>attendees pre-conference</td>
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<td>Exclusive single sponsor e-mail to all registered</td>
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<td>✓</td>
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<td>attendees post-conference</td>
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<td></td>
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</tr>
<tr>
<td>Logo on exhibitor recognition signage</td>
<td>S</td>
<td>M</td>
<td>L</td>
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<td>Color advertisement in conference guide (pages)**</td>
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<td>2</td>
<td>3</td>
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<td>Participation in Quick Collaborations during the</td>
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<td>✓</td>
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<tr>
<td>Welcome Reception***</td>
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</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.
Showcase Your BRAND to Key Members of Oncology Practice!

PREVIOUS SPONSORS AND EXHIBITORS

AbbVie
Alexion
American Regent Inc.
Amgen
APAO
ASCO
ARIAD Pharmaceuticals
Arrow Interventional Access Products By Teleflex
Astellas Oncology
AstraZeneca Pharmaceuticals
Avela Specialty Pharmacy
Bayer HealthCare
Boehringer Ingelheim Pharmaceuticals, Inc.
Bristol-Myers Squibb
BTG International, Inc.
CancerCare
Celgene Corporation
City of Hope Comprehensive Cancer Center - Division of Nursing Research & Education
Clovis Oncology
Counsyl
Eisai Inc.
Exelixis, Inc.
Genentech USA, Inc.
H2ORS, Inc.
Helsinn
Heron Therapeutics, Inc.
Incyte Corporation
Insy Therapeutics
International Myeloma Foundation
International Thoracic Oncology Nursing Forum
Ipsen Biopharmaceuticals, Inc.
Janssen Biotech, Inc.
Jazz Pharmaceuticals, Inc.
Kite Pharma, Inc.
Kyowa Kirin, Inc.
Laclede
Merck & Co., Inc.
MediTron
Merrimack Pharmaceuticals, Inc.
Midatech Pharma US Inc.
NCCN®
NCCN Foundation®
National Marrow Donor Program/Be The Match
Novartis Oncology
Oncology Nursing Excellence at Rutgers Cancer Institute of New Jersey
ONS/ONCC
Oncology Nutrition-Dietetic Practice Group (ON-DPG)
OVI & Violet International - Healthcare for the Orphans of Kenya
Pfizer Oncology
Pharmacyclics LLC
Prometheus Laboratories
Prostrakan Inc.
Puma Biotechnology
ReachMD
Sandy Rollman Ovarian Cancer Foundation, Inc.
Sandoz
Seattle Cancer Care Alliance
Shire Pharmaceuticals
Taiho Oncology
Takeda Oncology
Teleflex
Tesaro
TEVA Oncology
The Leukemia & Lymphoma Society
The Ohio State University Wexner Medical Center
University of Pittsburgh School of Nursing – Acute/Tertiary Care
US Oncology
VATA Inc.
Walgreens Specialty Pharmacy
Yale-New Haven Hospital
EXHIBIT HALL

The JADPRO LIVE at APSHO 2017 Exhibit Hall will be located at the Marriott Marquis in Houston, Texas.

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 ........................................................................................................................................................................... $6,000
- 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 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 4 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 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.

EXHIBITOR SERVICE KITS
Levy Exposition Services Inc. is the general service contractor for JADPRO LIVE at APSHO 2017. 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 2017
ADDITIONAL SPONSORSHIP OPPORTUNITIES

A LA CARTE SPONSORSHIP OPPORTUNITIES

Charging lounge in exhibit hall*--------------------------------------------------------------- $15,000
Charging kiosks by general session room* ................................................................. $15,000
Daily planner* ........................................................................................................... $25,000
Headshot lounge* ....................................................................................................... $25,000
Sunrise yoga sessions (Friday and Saturday morning in the exhibit hall)*.......................... $20,000
Conference APP + ROS Advertising on JADPROlive.com** ........................................... $12,000
WiFi* ............................................................................................................................ $25,000
One-time use of mailing list (mail or e-mail)....................................................................... $2,600
Hotel door drop (supplied material) ................................................................................ $4,500
Conference bag insert (supplied material) ......................................................................... $4,000
Lanyard* ....................................................................................................................... $12,000
Logo on conference bag* ............................................................................................. $25,000
Room key branding* .................................................................................................... $12,000
Water bottle branding* ................................................................................................. $15,000
Participation in Quick Collaborations ............................................................................ $5,000
Enduring materials ......................................................................................................... Contact David Horowitz for pricing

*Sponsorship is limited to one sponsor.
**Limited to four sponsors.

SATELLITE SYMPOSIA*

Breakfast ......................................................................................................................... $32,000
Lunch ............................................................................................................................... $42,000
Unopposed ...................................................................................................................... $40,000
Product Theater ............................................................................................................ $20,000

*Cost includes meeting space and recruitment. Sponsors must agree to adhere to JADPRO LIVE at APSHO 2017 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 provide assistance with recruitment. Please contact David Horowitz to discuss options.

Advisory Board ............................................................................................................. $15,000

*Cost includes meeting space and recruitment.
Harborside Press can produce an APSHO member advisory board including topic ID, recruitment, meeting management, and follow up. Please contact David Horowitz for more details.
**EXHIBIT HALL PRESENTATIONS**

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.

**BLACKOUT TIMES**

Harborside Press, the organizers of JADPRO LIVE at APSHO 2017, 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 1, beginning at noon, to Sunday, November 5, ending at 2:00 pm.

**HOTEL INFORMATION**

All conference sessions and the exhibition will take place at the Marriott Marquis Houston. Sub-blocks are available for group reservations of 10 or more from the same company. Please contact Jessica Tamasi (jessica@harborsidepress.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 at APSHO and invitations to a private reception at the conference. For more information, please contact David Horowitz.
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 609-462-4379 or e-mail jessica@harborsidepress.com

SAVE THE DATE

2018 JADPRO Live at APSHO

NOVEMBER 1-4, 2018 | HOLLYWOOD, FL