Supporter Prospectus

Lymphoma & Myeloma

An International Congress on Hematologic Malignancies

October 23–26, 2019 | New York

lymphomaandmyeloma.com
Imedex®, a subsidiary of HMP, along with our esteemed Congress Chair and Co-Chairs, invite you to join us October 23–26, 2019 for Lymphoma & Myeloma 2019: An International Congress on Hematologic Malignancies.

This 4-day meeting, now in its 19th year, offers exciting exhibition and brand marketing opportunities that can be showcased throughout our venue, the Sheraton New York Times Square. Since its inception in 2000, L&M has grown to more than 1,000 attendees, becoming the premier forum for the latest advances in lymphoma, myeloma, leukemia, and related plasma cell disorders.

Using a dynamic approach that features clinical controversies, lively debates, and intriguing lectures involving examinations of current treatment regimens, attendees will receive a thorough understanding of the evolution of thought and therapy of lymphoma, myeloma, and chronic lymphocytic leukemia. And with a day of education recently added to the agenda, covering acute leukemia & hematologic malignancies, Congress participants have never been more engaged and eager to hear from some of the most respected thought-leaders in the industry.

Guided by more than 60 key opinion leaders in the fields of molecular biology, pathology, immunology, and translational and clinical research, L&M provides a stimulating and interactive forum for attendees from all relevant medical specialties who are interested in the developments that lead to improved patient care. Additionally, attendees have the added benefit of visiting the cultural melting pot that is New York City during one of the most beautiful times of the year. We look forward to working with you to further your brand awareness initiatives within this important provider community.
PART OF THE ONCOLOGY LEARNING NETWORK

Knowledge that has the power to cure.

Lymphoma & Myeloma Congress is part of the Oncology Learning Network, a new digital resource for the latest developments in oncology practice.

The robust new platform offers a broad variety of scientific topics related to oncology and a customized experience where readers can stay informed about the topics that matter most to them.

See what’s on it for you:

oncnet.com

The Network Offers

- Clinical Insights
- Interactive Features
- Peer-Reviewed Journal Articles
- News and Scientific Updates
- Accredited Continuing Education Programs
- Professional Live Meetings and Events

The Oncology Learning Network serves as a collaborative learning and networking environment for a multidisciplinary community of oncology medical professionals.

All enduring activities featured at the Lymphoma & Myeloma Congress can be accessed on the platform after the meeting!
Join us in October for the 19th annual international congress for advances, innovation, and research in hematologic malignancies.

This program features 4 days of comprehensive learning as we analyze emerging data, discover innovative treatment methods, and get a glimpse into the future of lymphoma, myeloma, and leukemia disorders.

The Lymphoma & Myeloma Congress will welcome more than 1,000 hematologists, oncologists, and other healthcare professionals involved with or interested in the therapeutic management of patients with lymphoproliferative and other plasma cell disorders.

CONFERENCES HIGHLIGHTS
Approaches in Acute Leukemia and Hematologic Malignancies
» New Therapies for AML
» New Therapies for ALL
» CAR-T for Treating Hematological Malignancies
» MPN Drugs and Therapies

Myeloma
» Precision Medicine in Myeloma
» Application of Novel Testing
» Immuno-oncology in Myeloma

Chronic Lymphocytic Leukemia (CLL)
» Application of Novel Testing
» Small Molecules
» Waldenstrom Macroglobulinemia
» Combination Therapy for Relapsed/Refractory CLL
» Special Topics in CLL

Lymphoma
» CAR-T in Lymphoma
» Updates in Treatment
» Application of Novel Testing
» Immuno-oncology in Lymphoma

» Aggressive B- and T-Cell Lymphomas
» Indolent and Hodgkin Lymphomas

Nurse Practitioner and Physician Assistant Track
» Updates in Myeloma, CLL, and Lymphoma
» CAR-T Treatment Updates

» Practice and Tips for Lumbar Punctures
» Practice and Tips for Bone Marrow Biopsies
2018 PARTICIPANT DEMOGRAPHICS
October 17–20, 2018 – New York, NY

Learners By Profession

- Physician: 77%
- NP: 4%
- PA: 5%
- RN: 2%
- PharmD: 2%
- PhD: 3%
- Resident/Student/Fellow: 7%

Learners By Specialty

- Hematologist/Oncologist: 65%
- Medical Oncologist: 3%
- Oncology Nurse Practitioner: 3%
- Oncology Nurse: 3%
- Pathologist: 9%
- Primary Care Physician: 4%
- Pharmacist: 2%
- Basic/Clinical Researcher: 5%
- Other: 2%

CONGRESS VENUE

Sheraton New York Times Square
New York City, New York 10019
Tel: (212) 581-1000
www.sheratonnewyork.com

WHO WE ARE

Imedex®, a subsidiary of HMP, is an industry leader in the creation of independent, accredited medical education for healthcare professionals that improves patient care around the world. With an emphasis in oncology, hematology, and gastroenterology, the company develops high-quality scientific programming that translates the latest research into clinically relevant information. Imedex provides more than 50,000 e-learning experiences annually, and its live conferences have welcomed more than 100,000 attendees since 2001. For more information, visit www.imedex.com.
The Lymphoma & Myeloma Congress offers several marketing support opportunities that are designed to thoughtfully engage attendees, allowing you the time to introduce your products and services to the 1,000 medical oncologists and other healthcare professionals who attend this meeting annually.

Commercial supporters of the Congress will receive logo acknowledgment on the following materials:

1. Supporter page on the Congress website
2. Printed Congress Program Guide
3. A/V background reel active during breaks and pre-/post-meeting in plenary sessions
4. Signage located throughout meeting space
SUPPORT OPPORTUNITIES

There are many support options designed to fit any budget and need. Each level of support offers unique opportunities to reach all Congress attendees.

Gold Supporter* . . . . . $30,000

- Logo on conference bag
- Logo on Gold Supporter column build-out
- Listed as Gold Supporter on gold and silver support cling
- Acknowledgment as a Gold Supporter on Congress materials
- Ability to host an ancillary event/product theater (see page 10; additional fee applies)
- 8’ x 10’ exhibition booth (can accommodate a build-out)**
  - 6’ draped table
  - Two chairs and a wastebasket
- First option to expand to 8 x 20 (additional option to buy up booth space at $25 per square foot)
  - Maximum two spaces available
  - Can accommodate a full exhibition build-out with selection of carpet color
  - Island shape is open on four sides
- 250-word company description or mission statement in the printed Congress Commercial Program Guide distributed to all attendees
- One (1) interior full-page advertisement in the Congress Program Guide
- Seven complimentary registrations (four exhibit and three full registrations)
- Exhibitors can contract multiple exhibit locations if desired (ie, medical affairs and commercial exhibition)

Silver Supporter* . . . . . $15,000

- Listed as Silver Supporter on gold and silver support cling
- Acknowledgment as a Silver Supporter on Congress materials
- 8’ x 10’ exhibition booth (can accommodate a build-out)**
  - 6’ draped table
  - Two chairs and a wastebasket
- First option to expand to 8 x 20 (additional option to buy up booth space at $50 per square foot)
  - Can accommodate a full exhibition build-out
  - Peninsula shape is open on three sides
- 250-word company description or mission statement in the printed Congress Commercial Program Guide distributed to all attendees
- One (1) interior half-page advertisement in the Congress Program Guide
- Five complimentary registrations (three exhibit only and two full registration)
- Exhibitors can contract multiple exhibit locations if desired (ie, medical affairs and commercial exhibition)

Please note that all opportunities must comply with the ACCME’s Standards of Commercial Support*. Imedex will review all materials (print and/or electronic) to ensure compliance to all relevant guidelines.

* As a courtesy, nonprofit organizations and publishers are eligible for a 50% discount off the exhibit fee.

** Custom furniture, booth build-out, plants, etc are available through the Congress expo vendor at the exhibitor’s expense.
SUPPORT OPPORTUNITIES (CONTINUED)

Exhibitor* ................ $10,000

» Acknowledgment as an Exhibitor on Congress materials
» True 8’ x 10’ exhibition space with full pipe-drape on three sides
» Can accommodate a "pop-up" exhibit stand**
  » 6’ draped table
  » Two chairs and a wastebasket
» 250-word company description or mission statement in the printed Congress Commercial Program Guide distributed to all attendees
» Three complimentary exhibitor-only registrations
» Exhibitors can contract multiple exhibit locations if desired (ie, medical affairs and commercial exhibition)

First-Time Exhibitor* ........... $7,500

» Tabletop display, perfect for a "pop-up" exhibit
» True 8’ x 10’ exhibition space with full pipe-drape on three sides
» Can accommodate a "pop-up" exhibit stand**
  » 6’ draped table
  » Two chairs and a wastebasket
» 250-word company description or mission statement in the printed Congress Commercial Program Guide distributed to all attendees
» Three complimentary exhibitor-only registrations
» Exhibitors can contract multiple exhibit locations if desired (ie, medical affairs and commercial exhibition)

* As a courtesy, nonprofit organizations and publishers are eligible for a 50% discount off the exhibit fee.
** Custom furniture, booth build-out, plants, etc are available through the Congress expo vendor at the exhibitor’s expense.
MARKETING AND BRANDING SUPPORT OPPORTUNITIES

Column Wraps in Conference Lobby ........ $8,000
- Can’t-miss branding opportunity!
- Columns located in the registration area
- Wrapped on all four sides
- Wraps begin 3.5’ from the floor and reach up to 10’

Escalator Branding ....................... $10,000
- You’ve got them, coming and going!
- Surface graphic applied to the interior side walls of the up and down escalator frames
- Escalator leads directly from the hotel lobby to the Congress registration area and ballroom

Staircase Branding ....................... $10,000
- Display your product branding in this high-traffic area!
- 22 stairs leading from the lobby level up to the Congress level
- Highly visible as attendees make their way to the main Congress level

Welcome Reception ....................... $25,000
- Supporter of the Thursday night reception
- Acknowledgment of support on bag insert inviting all attendees to the reception plus signage around the room
- Option to have a tabletop exhibit in the entryway
- Heavy hors d’oeuvres, beer, and wine will be served

Faculty Dinner (exclusive) ............... $30,000
- Exclusive supporter of the Friday night dinner and event
- Option to have a tabletop exhibit in entryway
- Heavy hors d’oeuvres, beer, and wine will be served

Congress Badge Lanyards (exclusive) ... $8,500
- Your brand, front and center!
- Support of the required Congress badge lanyards
- White lanyard with two-color logo
- Corporate branding
- 1,000 lanyards

Congress Bag Tag .......................... $10,000
- Each Congress attendee will receive a useful tote bag upon registration
- Place your product message on a full-color removable tag placed prominently on each bag
- 1,000 bag tags

WiFi Support (exclusive) ................... $10,000
- Exclusive supporter of the Congress WiFi
- Sponsorship includes custom log-in and password codes
- Acknowledgement of sponsorship on printed postcards distributed during Conference Registration
- Three meterboards placed throughout the Conference Center

Congress App Support (exclusive) ....... $10,000
- Exclusive supporter of the Lymphoma & Myeloma Congress app
OTHER SUPPORT OPPORTUNITIES

Congress Program Guide ........ Pricing Below
– Comprehensive "at-a-glance guide" to the Congress
– Includes the official program schedules with room assignments and exhibitor listings

<table>
<thead>
<tr>
<th>Two opportunities to place a full-page, color product ad:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover of print publication</td>
</tr>
<tr>
<td>Back cover of print publication</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other opportunities to place a four-color product ad:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior full-page ad</td>
</tr>
<tr>
<td>Interior half-page ad</td>
</tr>
<tr>
<td>Interior quarter-page ad</td>
</tr>
</tbody>
</table>

Congress Recharge Station .... TBD based on style/availability
– The Congress e-campus has full internet capability
– There will be four e-campus stands located in high-traffic areas within the Congress
– Supporter logo is displayed on e-campus banners
– Includes full-color product and/or corporate-branded skin

Branded or Clinical Trial Bag Insert .... $3,500
– Promote your ancillary event!
– Option to supply a brochure to be placed in the Congress bag
– Can be product-branded or contain information on a clinical trial
– Must be approved by the Imedex Medical Team and Compliance Director
– Printed and delivered to the Congress venue in time for bag stuffing (details to follow)
– Minimum 1,000 pieces required

Pre-Congress eBlast ........ $5,000
– eBlast promoting your products or ancillary event sent to all attendees
– HTML file provided to Imedex for approval

Meterboard Sign ................ $4,000
– High-profile 4’ x 8’ meterboard sign promoting your product and/or ancillary event to all attendees
– Total of six meterboard signs available

Flat-Screen Video Loop Display ....... $5,000
– Exclusive use of a flat-screen video monitor to run an all-day continuous video message
– Promote your ancillary event!
– Monitors will be placed in high-traffic areas of the Congress space
– Video content can be product-branded if placed in the Exhibit Hall
– Three monitors available

Oasis Recharge Lounge ............ TBD
– This "can’t miss" product branding opportunity features a huge backlit billboard wall anchoring an attendee lounge space. This innovative lighted lounge is located inside the Exhibit Hall to provide attendees with a convenient space to recharge mobile phones, tablets, notebooks, etc via built-in power sources located throughout the seating group.
OTHER SUPPORT OPPORTUNITIES (continued)

Wall Clings (two walls available) ............... $10,000 per wall
» Located at the end of the transition promenade and outside the Exhibit Hall and general session
» Display your product branding in a high-traffic area

Daily Schedule of Events (two locations) .... $20,000 for both locations
» This large backlit billboard prominently displays the conference schedule of events throughout the Congress
» The supporter’s corporate or product logo will be displayed
» Conference organizer will manage production

Congress App and Interactive Program Planner ........... $15,000
» Place banner ads throughout the Congress app
» Attendees can create their own Congress agenda on the AIBD mobile app
» Access speaker e-materials, tag slides and take notes, conduct dialogue with the faculty and colleagues... all in addition to a host of key Congress information
» Available for iOS and Android
» Approximately 60% of delegates actively use the Congress app and Program Planner

Room Door Drops ..................... $15,000 (per drop)/$35,000 (three drops)
» Six drop times are available: PM on Wednesday; AM/PM Thursday and Friday; AM on Saturday
» The brochure design can be corporate and/or product-branded
» Brochures will be placed in a clear plastic bag
» Supporter is responsible for submitting brochures to Imedex for approval prior to printing, printing the number of pieces specified by the conference organizer, and shipping to the Expo organizer by the communicated deadline

FEATURED Conference Hotel Keycards (exclusive) ............ $40,000
» This is the best way to present your brand logo to attendees—they won’t miss it!
» Keycards are specially designed for the L&M Congress and will feature your company logo or product

FEATURED Welcome Table Tent (exclusive) ............... $20,000
» In Conference attendee guest rooms
» Place your corporate and/or product message on a highly visible table tent located in the conference attendee guest rooms.
» Conference Hotel only (fee includes table tent production and distribution)
CUSTOMER ENGAGEMENT: ANCILLARY EVENT/PRODUCT THEATER OPPORTUNITIES

### Ancillary Event: Lunch* (large) .................................. $80,000

*Includes required Gold Support with 8’ x 10’ exhibit booth space of $30,000*

- 1 hour of podium time during lunch break between educational sessions
- Prime location on the same floor as the Congress
- Topic (CME or non-CME) and speaker of your choice
- Room set up banquet-style with round tables
- Riser and head table with up to four chairs
- Ancillary program organizer is responsible for A/V equipment
- Ancillary program organizer is responsible for food and beverage
- Food and beverage must be provided for 80% of anticipated attendees

<table>
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<th>Available Slots:</th>
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<tr>
<td><strong>Wednesday</strong></td>
<td>1 Lunch, up to 200 people</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>2 Lunches, up to 200 people</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>2 Lunches, up to 200 people</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>2 Lunches, up to 200 people</td>
</tr>
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</table>

### Ancillary Event: Lunch* (small) .......................... $60,000

*Includes required Exhibit Support with 8’ x 10’ booth space of $10,000*

- 1 hour of podium time during lunch break between educational sessions
- Topic and speaker of your choice
- Room set up banquet-style with round tables
- Riser and head table with up to four chairs
- Ancillary program organizer is responsible for A/V equipment
- Ancillary program organizer is responsible for food and beverage
- Food and beverage must be provided for 80% of anticipated attendees

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<td>1 Lunch, up to 50 people</td>
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<td><strong>Saturday</strong></td>
<td>1 Lunch, up to 50 people</td>
</tr>
</tbody>
</table>

*A signed Letter of Agreement is required to reserve your preferred slot. Applications are considered in the order they are received.*

Please contact Kathleen St. Jean at 267-644-7971 or k.stjean@imedex.com for the application.

Ancillary Event proposed topics and agendas must be pre-approved by the Congress Program Committee.

* If you prefer to have an ancillary event that includes food and beverage or audio/visual coordinated by Imedex, pricing can be adjusted.
CUSTOMER ENGAGEMENT: ANCILLARY EVENT/
PRODUCT THEATER OPPORTUNITIES (CONTINUED)

Ancillary Event: Case Studies Panel

*Up to three support opportunities available*

- Four to five panelists reviewing cases with questions selected by supporter and Imedex
- 1 hour during lunch break between educational sessions
- Room set up banquet-style with round tables

**Available Slots**

| Day       | Lunch         
|-----------|---------------
| Friday    | 1 Lunch       

**Exclusive Support**

- $150,000

**Two Supporters**

- $75,000 each

**Three Supporters**

- $50,000 each

Ancillary Event: Meet the Experts

*Up to four support opportunities available*

- 20 minutes of podium time during educational session break
- Takes place in the Exhibit Hall, where break snacks will be served

A signed Letter of Agreement is required to reserve your preferred slot. Applications are considered in the order they are received. Please contact Kathleen St. Jean at 267-644-7971 or k.stjean@imedex.com for the application.

Ancillary Event proposed topics and agendas must be pre-approved by the Congress Program Committee.
IMPORTANT ITEMS AND DATES TO NOTE

RECOGNITION: All companies that provide commercial support to the Lymphoma & Myeloma Congress will be acknowledged on the Congress website and in on-site materials and signage. Commercial exhibit acknowledgments will include company logo.

INITIAL AGREEMENT: Supporters that show interest in a marketing opportunity must commit to it in writing by completing the Marketing Opportunities Application form. Upon receipt of the form, the support level/slot will be reserved for 30 days from the date of the form, and a Letter of Agreement (LOA) will be issued by Imedex.

EXECUTED LOA GUIDELINES: A fully executed LOA must be received at the Imedex office within 30 days of the LOA’s issue date, or the item will be made available to other interested supporters. All signed agreements are final. All commitments are non-cancelable, non-transferable, and non-refundable.

PAYMENT GUIDELINES: Invoices are generated upon receipt of the fully executed LOA with payment due 30 days from the date of the signed agreement or prior to the start of the Congress. Payments not received by this deadline are subject to late fees. Companies with an unpaid invoice at the start of the Congress will not have clearance to set up exhibits and/or hold their ancillary event.

REMIT PAYMENT TO: Imedex, LLC,
11675 Rainwater Drive, Suite 600
Alpharetta, GA 30009, USA

Please include a copy of the invoice and/or purchase order with payment.

SUPPORTER OPPORTUNITY CONTACT

Kathleen St. Jean
Director, Business Development
Phone: (267) 644-7971
Email: k.stjean@imedex.com

CONGRESS ORGANIZER

Imedex, LLC
11675 Rainwater Drive, Suite 600
Alpharetta, GA 30009, USA
Tel.: (770) 751-7332  |  Fax: (770) 751-7334
Email: meetings@imedex.com
www.imedex.com