

LYMPHOMA & MYELOMA

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AN INTERNATIONAL CONGRESS ON HEMATOLOGIC MALIGNANCIES

OCTOBER 26 – 28, 2017
NEW YORK, NEW YORK

Imedex, along with our esteemed Congress chair, Morton Coleman, MD, invite you to join us for Lymphoma & Myeloma 2017: An International Congress on Hematologic Malignancies. The Congress offers exciting exhibition and brand marketing opportunities that can be showcased throughout our new venue, the Sheraton New York Times Square! Congress dates are October 26-28, 2017. Join us!

Since its inception in 2000, L&M has grown to nearly 1,000 attendees from over 40 countries, becoming the premier forum on the latest advances in lymphoma, myeloma and related plasma cell disorders. Using a dynamic approach that features clinical controversies, exciting debates, and intriguing lectures involving examinations of current treatment regimens, attendees will receive a thorough understanding behind the evolution of thought and therapy of lymphoma, myeloma, and CLL.

Guided by over 40 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.

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

TOPIC HIGHLIGHTS INCLUDE:

MYELOMA

- Translational science and its impact on clinical care
- Special considerations in Myeloma
- Special topics in Myeloma
- Myeloma treatment
- Application of novel testing to the clinic
- BTK resistance
- Special topics in CLL
- Clonal evolution in CLL

LYMPHOMA

- Genetic, epigenetics, and other molecular changes in lymphoma
- Hodgkin Disease
- Special lectures in Lymphoma
- Controversies in Lymphoma

Additionally, attendees will have the added benefit of visiting the cultural melting pot that is New York City during one of the most beautiful times of year. Get away and enjoy a weekend of educational activities in the capital city of the world! We look forward to working with you to further your brand awareness initiatives with this important provider community.

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WHO WE ARE:

Imedex® is an industry leader in providing certified, independent continuing medical education to health care professionals worldwide. We develop high quality, scientific programming that translates the latest research into clinically relevant information. Our activities have exceptional organization and outstanding educational value, with a proven sustained impact on disease management.

Our established relationships with the leading investigators and researchers in medicine, and some of the world's most prestigious societies, make our educational offerings the most effective in the industry. These specialists are widely recognized international authorities who provide fair and balanced presentations of the most clinically-significant and relevant information. Our comprehensive Congresses and Conferences are designed utilizing advanced adult educational principles in order to ensure that key learning objectives are identified, measured, and achieved.

With more than 10,000 live meeting attendees annually across Imedex's proprietary meeting portfolio and over 25,000 E-learning experiences, <http://elc.imedex.com>, Imedex truly educates the global healthcare community. At Imedex, we believe *Education is the Best Medicine®*, www.imedex.com.

CONGRESS DESCRIPTION:

Lymphoma & Myeloma 2017: An International Congress on Hematologic Malignancies

This 3-day Congress will incorporate interactive debates and didactic lectures, providing participants with the latest updates for diagnosis, prognosis, and effective integration of therapeutic options into optimal management strategies for patients with hematologic malignancies and benign hematologic disorders. The lectures and debates will highlight the most pertinent clinical data and updates for disease diagnosis, risk assessment, patient selection, novel therapeutic strategies, and disease- and therapy-associated adverse event management.

CONGRESS VENUE

Sheraton New York Times Square Hotel

New York City, New York 10019

Tel: +1 (212) 581 1000

<http://www.sheratonnewyork.com/>

MEETING DATES & HOURS

Thursday, October 26, 2017 8:00am – 4:30pm

Friday, October 27, 2017 8:00am – 4:30pm

Saturday, October 28, 2017 8:00am – 4:30pm

Please use the following link for the most up-to-date agenda:

<http://www.imedex.com/lymphoma-myeloma-conference/>

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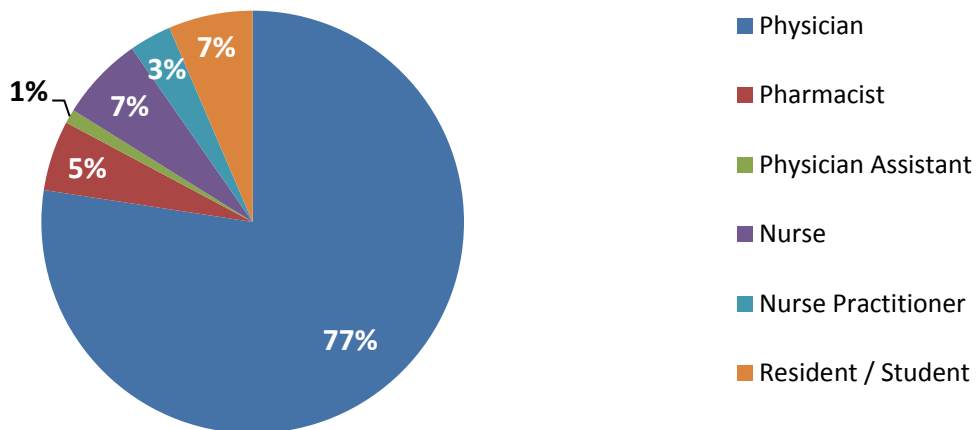
2016 PARTICIPANT DEMOGRAPHICS:

October 13-16, 2016 – New York, NY

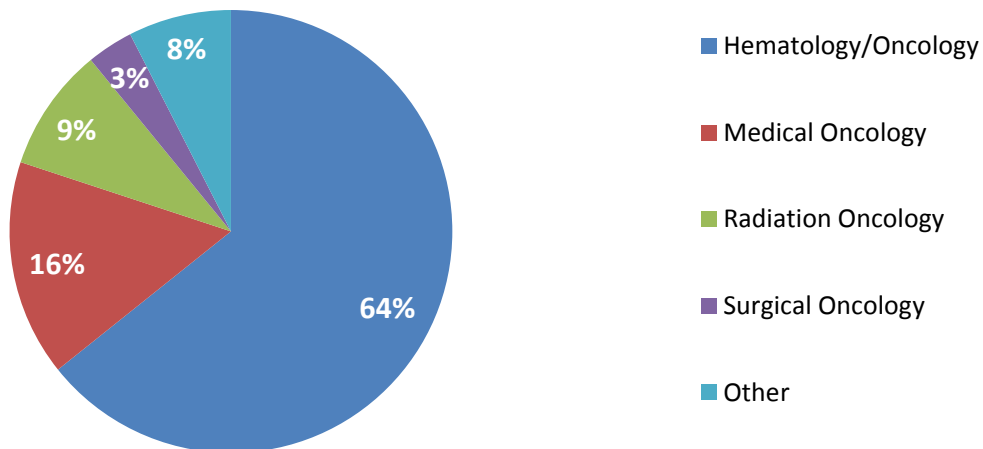
904 participants

51 World Renowned Faculty

Learners by Profession



Learners by Specialty



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SUPPORT OPPORTUNITIES

The **Lymphoma & Myeloma** Congress offers several marketing support opportunities that are designed to thoughtfully engage attendees, furnishing you with the time to introduce your products and services to the nearly 1,000 medical oncologists and other health professionals who loyally attend this annual meeting.

Commercial Supporters of the Congress will receive **logo acknowledgement** on the following Congress materials:

1. Signage located throughout meeting space
2. Dedicated Congress web-site; <http://www.imedex.com/lymphoma-myeloma-conference/>
3. Printed Congress Program Guide or "Play Bill"
4. AV background reel active during pre/break/post meeting in plenary session

There are many unique support opportunities designed to fit any budget or need. By participating at a specific level of support, your company will ensure various opportunities will be made available to all Congress attendees. 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.

Gold Support

- Acknowledgement as Gold Supporter on Congress materials
- Option to host an ancillary event (see page 9, additional fee applies)
- Free 10' x 10' booth
 - Will include:*
 - 6 foot draped table
 - 2 chairs and waste basket
 - Basic electric drop, if needed

**Furniture, booth build out, plants, etc. available through Congress expo vendor at the exhibitor's expense.*
- First option to expand to 20' x 20' Island Exhibition booth (additional fee applies)
 - Maximum 2 spaces available
 - Can accommodate a full exhibition build-out with selection of carpet color
 - Island shape is open on 4-sides
- 250 – Word company description or mission statement in the printed Congress Exhibitor Play Bill distributed to all attendees
- 1 Interior full page advertisement in the Congress Exhibitor Play Bill
- 8 Complimentary exhibitor-only registrations
- *Exhibitors can contract multiple exhibit locations if desired. (i.e., medical affairs & commercial exhibition)*

***As a courtesy to non-profit organizations and publishers, you are eligible for a 50% discount off the exhibit fee.*

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2 0 1 7

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Silver Support

- Acknowledgement as Silver Supporter on Congress materials
- Free 10' x 10' booth
 - Will include:
 - 6 foot draped table
 - 2 chairs and waste basket
 - Basic electric drop, if needed
- * Custom carpet, furniture, booth build out, plants, etc. available through Congress expo vendor at the exhibitor's expense.*
- First option to expand to 10' x 20' Peninsula Exhibition space booth (additional fee applies)
 - Maximum 4 spaces available
 - Can accommodate full exhibition build-out
 - Peninsula shape is open on 3-sides
- 250 – Word company description or mission statement in the printed Congress Exhibitor Play Bill distributed to all attendees
- 1 Interior half page advertisement in the Congress Exhibitor Play Bill
- 6 Complimentary exhibitor-only registrations
- *Exhibitors can contract multiple exhibit locations if desired. (i.e., medical affairs & commercial exhibition)*

***As a courtesy to non-profit organizations and publishers, you are eligible for a 50% discount off the exhibit fee.*

Exhibitor

- Acknowledgement as an Exhibitor on Congress materials
- True 10' x 10' Exhibition Space with full pipe-drape on 3 sides
- Can accommodate a "Pop-Up" Exhibit Stand
- Will include:
 - 6 foot draped table
 - 2 chairs and waste basket
 - Basic electric drop, if needed
- *Custom carpet, furniture, booth build out, plants, etc. available through Congress expo vendor at the exhibitor's expense.*
- 250 – Word company description or mission statement in the printed Congress Exhibitor Play Bill distributed to all attendees
- 3 Complimentary exhibitor-only registrations
- *Exhibitors can contract multiple exhibit locations if desired. (i.e., medical affairs & commercial exhibition)*

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EXCLUSIVE SUPPORT OPPORTUNITIES

New – Exclusive Registration Area Column Wraps

- *Can't Miss Branding Opportunity!*
- Set of 2 columns located in the registration area
- Wrapped on all 4 sides
 - Wraps begin 3.5' from the floor and reach up to 10'

New – Exclusive Elevator Door Wraps

- Attendees will **take notice** of your branded message on a set of interior elevator doors at the Sheraton
- Elevators lead directly from the hotel lobby to the Congress registration area and ballroom

New – Exclusive Escalator Branding

- *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

Exclusive Congress Presentation Web Key

- *Excellent Booth Driver!*
- Web key provides access to the final presentations presented at the Congress
- Corporate name and logo included on each web key
- Option to hand out the web key from your exhibit booth or Imedex staff will distribute at registration

Exclusive Branded Hotel Key Cards

- *Put your brand, in their hand!*
- Branded hotel room key cards to be handed out as Congress attendees check into the official Congress hotel
- 2 cards per guest room
- Option of up to 4 colors in logo
- Product and/or corporate branding

Exclusive Congress Badge Lanyards

- *Your brand, front and center!*
- Support of the required Congress badge lanyards
- White lanyard with 2 colors in logo
- Corporate branding
- 1,000 lanyards

Exclusive Welcome Tent in Guest Rooms

- Place your product message in each attendee guest room!
- The Congress provides complimentary bottled water in each attendee's room upon check-in
- Option to place branded tent card next to the water bottle
- Supporter product and/or corporate logo can be displayed on the tent
- Includes distribution

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Exclusive Congress “Bag Tag” Support

- 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
- Product branding on both sides of the removable tag

Exclusive Welcome and Abstract Reception

- **Exclusive supporter** of the Thursday night reception
- Acknowledgement of support on bag insert inviting all attendees to the reception as well as signage around the room
- Option to have a tabletop exhibit at entry way
- Heavy hors d'oeuvres, beer & wine will be served

Exclusive Faculty Event Support

- **Exclusive supporter** of the Friday night Faculty Event
- Acknowledgement of support on event menu
- Option to have up to 4 people join the event

OTHER SUPPORT OPPORTUNITIES

New – Congress Exhibitor Play Bill

- Comprehensive “at-a-glance-guide” to the Congress
- Includes the official program schedules with room assignments and exhibitor listing
- 2 opportunities to place a full-page, 4-color product advertisement:
 - Inside front cover of print publication**
 - Back cover of the print publication**
- Other opportunities to place a 4-color product advertisement:
 - Interior full page ad**
 - Interior half page ad**
 - Interior quarter page ad**

Congress E-Campus

- The Congress E-Campus has full Internet capability
- There will be 4 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

- **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*
- 1,000 pieces minimum required

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Congress Breaks

- High Visibility!
- Provide refreshments to the Congress attendees with support of the Congress breaks
- All breaks will be held in the Exhibit Hall to ensure high-traffic and high-visibility
- Supporter will be acknowledged through logo signage during each break

Meter Board Sign

- High-profile 4' x 8' meter board signs to promote your product and/or ancillary event to all attendees
- Total of 6 meter board signs available
- Limit 2 per company

Flat Screen Video Loop Display

- 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**
- 3 Monitors available

Pre-Congress E-Blast

- E-blast sent to all attendees to promote products or your Ancillary Event
- Limit 2 per company
 - HTML file provided to Imedex**
 - HTML file production by Imedex**

Meet the Experts

- 6 pre-determined faculty and topic breakfast sessions
 - 3 Friday sessions
 - Spanish, Myeloma and CLL
 - 3 Saturday session
 - Spanish, 2 Lymphoma
- Breakfast will be served
- Supporter will receive logo recognition on signage at the session
- Commercial sponsors may be present during the session

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ANCILLARY EVENT OPPORTUNITIES

Opportunities for Gold Supporters to hold an ancillary event at the Lymphoma & Myeloma 2017 Congress are as follows:

Available Slots:

- Breakfast: Friday, Saturday
4 slots per day
- Lunch: Thursday, Friday, Saturday
4 slots per day

Ancillary Event: Details

- Exclusive to Gold Supporters
- Room Set Banquet style with round tables
- Riser and head table with up to 4 chairs
- Ancillary program organizer is responsible for AV equipment
- Ancillary program organizer is responsible for food and beverage
- Food and beverage must be provided for 80% of anticipated attendees
- Slots are 60 minutes of podium time
 - Presentation can include CME content or Non-CME content.
 - Commercial Programs are allowed with pre-approval of topic.

A signed Ancillary Application Form is required to reserve your preferred slot. Applications are considered in the order they are received. The final deadline for the Ancillary Application is Wednesday, August 16, 2017. All slot fees are due by October 1, 2017. Please email Caitlin Miller at c.miller@imedex.com for the application.

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

Draft agenda August 21, 2017
Final agenda September 26, 2017

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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 onsite materials and signage. Commercial exhibit acknowledgements 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 your 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

Caitlin Miller
Director, Business Development
Phone: +1 (201) 919-4379
Email: c.miller@imedex.com

CONGRESS ORGANIZER

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SUPPORT OPPORTUNITIES APPLICATION FORM

Company Name (Please Print)		
Contact Name	Title	
Address		
City	State	Zip
Email	Phone	
Authorized Signature	Date	

SUPPORT AND EXHIBIT OPPORTUNITIES

- Gold Support
- Silver Support
- Exhibitor

EXCLUSIVE SUPPORT OPPORTUNITIES

- Registration Area Column Wrap
- Elevator Door Clings
- Escalator Branding
- Congress Presentation Web Key
- Branded Hotel Key Cards
- Congress Badge Lanyards
- Welcome Tent in Guest Rooms
- Congress “Bag Tag” Support
- Welcome and Abstract Reception
- Faculty Event Support

OTHER SUPPORT OPPORTUNITIES

- Exhibitor Play Bill (Inside Front)
- Exhibitor Play Bill (Outside Back)
- Exhibitor Play Bill (Interior Full Pg.)
- Exhibitor Play Bill (Interior Half Pg.)
- Exhibitor Play Bill (Interior Quarter Pg.)
- Congress E-Campus
- Branded or Clinical Trial Bag Insert
- Congress Breaks
- Meter Board Sign
- Flat Screen Video Loop Display
- Pre-Congress E-Blast (With HTML)
- Pre-Congress E-Blast (No HTML)
- Meet the Experts Session

Please complete and return
attn: Caitlin Miller Fax: +1 (770) 751 7334 or Email: c.miller@imedex.com