



**HOPA** 2021

**WEEK OF APRIL 14, 2021**

**VIRTUAL CONFERENCE**

**EXHIBITOR  
PROSPECTUS**

# ▶ LETTER FROM THE CHAIR

Thank you for your interest in HOPA Ahead 2021!

We're busy planning our 17th Annual Conference. Even in the midst of the COVID-19 pandemic, our enthusiasm is high and we hope yours is, too.

## **Momentum, Even in These Unusual Times**

Our annual conference historically attracts 1,300 attendees, including pharmacists, technicians, and researchers who specialize in hematology/oncology pharmacy.

Even our 2020 Annual Conference, which went virtual in a very short amount of time, had 1,900 participants. The commitment of our members is what fuels our committees, leadership and staff, including the Annual Conference Committee, Session Proposal Subcommittee, Abstract Review Subcommittee, and the BCOP Conference Programming Subcommittee.

## **Engagement is Anticipated to be High**

This prospectus includes many opportunities for you to get involved – and get the attention of an important target audience. You're invited to get noticed by pharmacy professionals, fellows, and administrators.

- Become an Exhibitor
- Sponsor HOPA Ahead 2021
- Host a Showcase or Symposia
- Purchase Ad Space

These engagement opportunities will be thought-provoking and reflective of the innovation that has occurred this past year.

I invite you to take advantage of all the opportunities at HOPA Ahead 2021:

- Educational Lectures
- Research Posters
- Advocacy Sessions
- Service Project

While we aren't sure just yet exactly what volunteer opportunities will exist this year, be ready get involved for this years' service project.

## **Meet Other Innovators**

One reason I look forward to the HOPA conference each year is the chance to learn and discover innovation through the networking opportunities it provides. I hope you take advantage of all of this and more at HOPA Ahead 2021.

Sincerely,

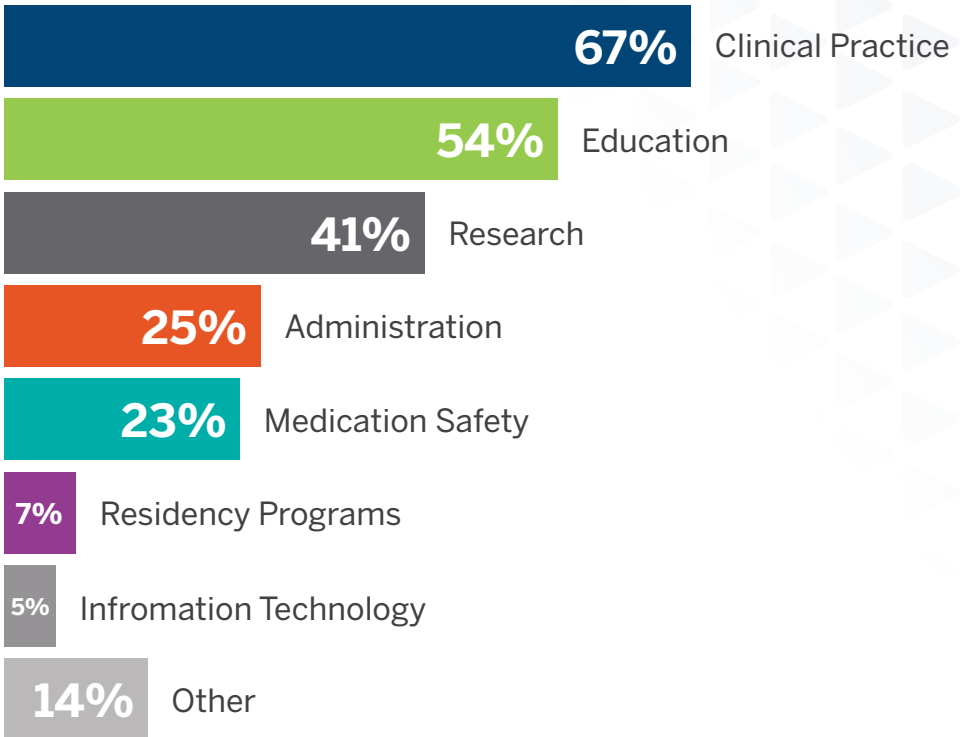
Kristin Held Wheatley, PharmD, BCOP  
Chair, Annual Conference Committee

## ▶ ABOUT HOPA

The Hematology/Oncology Pharmacy Association (HOPA) is a nonprofit, education-based organization formed in 2004 to help oncology and hematology pharmacy practitioners and their associates provide the best possible cancer care. HOPA supports research, provides education, encourages professional development, and advocates for health policies that improve patient care.

HOPA serves more than 3,300 members in the fields of oncology pharmacy, pharmacy administration, and research and includes pharmacy residents, interns, and technicians specializing in hematology/oncology practice.

### THEIR AREAS OF FOCUS



**These statistics are based on 2019 annual conference attendance.**

*\*Other positions include those in information technology, investigational drug services, and dispensing.*



# EXHIBITING

AT HOPA'S 17TH ANNUAL CONFERENCE  
IN PORTLAND, OR

This is your chance to present your products and services to **the leading hematology/oncology pharmacy practitioners in the world.** Our innovative educational programming draws more than 1,300 attendees.

We dedicate exhibit hall hours and events to offer you maximum visibility and exposure to your target market. Events like our evening receptions and research poster displays are hosted in the exhibit hall space to give you additional face-to-face time with HOPA members and conference attendees, ensuring high-quality traffic. In 2019, we hosted a dedicated space in the exhibit hall, HOPA AHEADquarters, to draw more traffic and increase engagement with our volunteers and speakers. HOPA is positioned to have another landmark year at our virtual conference in 2021!

**Exhibiting at the HOPA annual conference gives you direct access to pharmacy leaders, decision makers, and up-and-coming professionals who work at facilities and academic institutions like these:**

AbbVie	Specialties	InfuSystem	Regeneron Pharmaceuticals
Advanced Practitioner Society for Hematology and Oncology	Boehringer Ingelheim Pharmaceuticals, Inc.	Ipsen Biopharmaceuticals	Sandoz Inc.
Agiros Pharmaceuticals	Bristol-Myers Squibb	Janssen Biotech, Inc.	Sanofi Oncology
Alexion Pharmaceuticals, Inc.	BTG	Janssen Pharmaceuticals	Saol Therapeutics
American Regent, Inc.	Celgene	Jazz Pharmaceuticals, Inc.	Seattle Genetics
American Society for Blood and Marrow Transplantation	Clovis Oncology	Lilly Oncology	Servier Pharmaceuticals, LLC
American Society for Clinical Oncology	Coherus Biosciences	Looking Glass Systems	Sigma-Tau Pharmaceuticals, Inc.
Amgen	Collegium Pharmaceutical, Inc.	McCreadie Group	Spectrum Pharmaceuticals
Apobiologix	Corvida Medical	MedActionPlan.com, LLC	Stemline Therapeutics, Inc.
Array Biopharma	CVS Health	MedImmune, Specialty Care Divisions of AstraZeneca	Taiho Oncology
ASD Healthcare	Eagle Pharmaceuticals	MedKeeper	Takeda Oncology Tesarco
Astellas and Medivation	Eisai Inc.	Merck & Co., Inc.	Teva Oncology
AstraZeneca, LP	Eurekam Technologies	Mylan Inc.	Tolmar Pharmaceuticals
B. Braun Medical, Inc.	Equashield	National Comprehensive Cancer Network	United Therapeutics
Baker Company	Exelixis, Inc.	Novartis Oncology	Unlimited Systems
Bayer HealthCare	Genentech	Otsuka America Pharmaceutical, Inc.	Verastem
BD	Germfree	Pfizer Oncology	Walgreens
Bio Products Laboratory (BPL)	Gilead Sciences, Inc.	Pharmacy Practice News/ Clinical Oncology News	
Board of Pharmacy	Grifols USA, LLC	Pharmacyclics, LLC	
	Helsinn Therapeutics	Rare Disease Therapeutics	
	Heron Therapeutics, Inc.		
	ICU Medical, Inc.		
	Incyte Corporation		

## ▶ OPPORTUNITIES FOR EXHIBITORS AND SUPPORTERS

Offering many ways to drive traffic to your booth and position your company as an industry leader, HOPA helps you

- reach your key audience through educational and promotional support
- increase and enhance your company's visibility
- support research and treatment for the hematology/oncology pharmacy specialty
- build relationships with key leaders in hematology and oncology.

### COMMERCIAL SUPPORT

Supporter levels are platinum, gold, silver, and bronze. See the full range of benefits for supporters at each level below. Please note that the reservation of exhibit booth space is separate from this support.

TIER STRUCTURE OF BENEFITS FOR SUPPORTER						
	COPPER PACKAGE \$10,000	BRONZE \$15,000	SILVER \$25,000	GOLD \$40,000	PLATINUM \$50,000	TITANIUM \$75,000
Ad in the conference program book	full page	1/2 page	1/2 page	full page	full page	
Virtual Exhibit Hall Booth	Basic	Deluxe	Deluxe	Premium	Premium	Premium with preferred placement
Recognition in virtual conference space		X	X	X	X	X
Recognition on HOPA's website		X	X	X	X	X
Recognition in the conference program book		X	X	X	X	X
Number of complimentary registrations for the conference	1	2	4	6	8	10
Support recognition booth marker		X	X	X	X	X
Recognition on the cyber station screens*		X	X	X	X	X
First right to host a Corporate Showcase				X	X	X
Plaque recognizing your support of the field of hematology/oncology pharmacy					X	X
Recognition as a top sponsor at a conference reception (choice is determined on a first-come, first-serve basis)					X	X
Sponsored email to conference attendees					1	2

\*The cyber stations are located near registration and in the attendee lounge. The e-mail and Internet stations enable attendees to find information about the annual conference, print handouts, and complete online evaluations to receive continuing pharmacy education (CPE) credits.

VIRTUAL EXHIBIT HALL						
	COMPANY INFORMATION	LOGO/URL	DESCRIPTION	# OF UPLOADS	VIDEO	FEE
Premium Package	X	X	X	3	X	\$10,000
Deluxe Package	X	X	X	3		\$5,000
Basic Package	X	X	X	2		\$3,000

### CORPORATE SHOWCASE--\$20,000

Showcase your company's products, services, or programs in a seminar or product demonstration.

### NON-CE SYMPOSIA--\$25,000

Supporters can develop and deliver a 60-minute promotional or educational program in accordance with their own guidelines. These activities do not compete with continuing education (CE) programs, giving you the opportunity to present your product, workshop, or activity with branded or non-branded information to attendees.

Note: Corporate Showcases and Non-CE Symposia may not conflict with any CE events or HOPA educational programs but may run concurrently with other sponsored events and exhibit hall hours.

### COMMERCIALY SUPPORTED SYMPOSIA--\$50,000

Proposals for independent educational programs (supported by grants from industry partners) will be considered for inclusion in HOPA's conference offerings.

Limited date and times available for all symposia.

### CONFERENCE ADVERTISING

EMAIL AND ONLINE PROMOTIONS	
Lobby Banner	\$25,000
Lobby Side Banner	\$10,000
Room Transition Banner	\$10,000
Bottom Banner	\$5,000
Exhibit Hall Side Banner	\$5,000
Microsite Banner/Monthly	\$5,000
Meeting Registration Site	\$10,000
Daily Update Email	\$2,500
Sponsored Email (Limited availability)	\$10,000

PROGRAM BOOK	
Digital Printing	\$25,000
Back Cover Ad	\$35,000
Inside Front Cover Ad	\$20,000
Inside Back Cover Ad	\$15,000
Full Page Ad	\$8,000
Half Page Ad	\$5,000

PRE-CONFERENCE PACKAGE		
Bag Insert	Mailed to conference registrants	\$10,000
Key Card	Mailed to conference registrant to guide them to extra conference benefits	\$15,000

**Customizable support packages are available.  
Apply early at [hoparx.org](http://hoparx.org)  
or contact Laurie Rappa at 877.467.2791 or [lrappa@hoparx.org](mailto:lrappa@hoparx.org).**

## ▶ PREVIOUS EXHIBITORS

AbbVie	Collegium Pharmaceutical, Inc.	National Comprehensive Cancer Network
Advanced Practitioner Society for Hematology and Oncology	Corvida Medical	Novartis Oncology
Agios Pharmaceuticals	CVS Health	Otsuka America Pharmaceutical, Inc.
Alexion Pharmaceuticals, Inc.	Eagle Pharmaceuticals Eisai Inc.	Pfizer Oncology
American Regent, Inc.	Eurekam Technologies	Pharmacy Practice News/ Clinical Oncology News
American Society for Blood and Marrow Transplantation	Equashield	Pharmacyclics, LLC
American Society for Clinical Oncology	Exelixis, Inc.	Rare Disease Therapeutics
Amgen	Genentech	Regeneron Pharmaceuticals
Apobiologix	Germfree	Sandoz Inc.
Array Biopharma	Gilead Sciences, Inc.	Sanofi Oncology
ASD Healthcare	Grifols USA, LLC	Saol Therapeutics
Astellas and Medivation	Helsinn Therapeutics	Seattle Genetics
Astra Zeneca, LP	Heron Therapeutics, Inc.	Servier Pharmaceuticals, LLC
B. Braun Medical, Inc.	ICU Medical, Inc.	Sigma-Tau Pharmaceuticals, Inc.
Baker Company	Incyte Corporation	Spectrum Pharmaceuticals
Bayer HealthCare	InfuSystem	Stemline Therapeutics, Inc.
BD	Ipsen Biopharmaceuticals	Taiho Oncology
Bio Products Laboratory (BPL)	Janssen Biotech, Inc.	Takeda Oncology Tesaro
Board of Pharmacy Specialties	Janssen Pharmaceuticals	Teva Oncology
Boehringer Ingelheim Pharmaceuticals, Inc.	Jazz Pharmaceuticals, Inc.	Tolmar Pharmaceuticals
Bristol-Myers Squibb	Lilly Oncology	United Therapeutics
BTG	Looking Glass Systems	Unlimited Systems
Celgene	McCreadie Group	Verastem
Clovis Oncology	MedActionPlan.com, LLC	Walgreens
Coherus Biosciences	MedImmune, Specialty Care Divisions of AstraZeneca	
	MedKeeper	
	Merck & Co., Inc.	
	Mylan Inc.	