

EXHIBITOR PROSPECTUS

24th Annual Oncology
Symposium for the Healthcare
Provider Presented by APOA



APOA ASSOCIATION OF
PHYSICIAN ASSISTANTS
IN ONCOLOGY
partners in cancer care

September 23-26, 2021 • www.apao.cc



**24TH ANNUAL ONCOLOGY SYMPOSIUM FOR THE
HEALTHCARE PROVIDER PRESENTED BY APAO
A Virtual Experience**

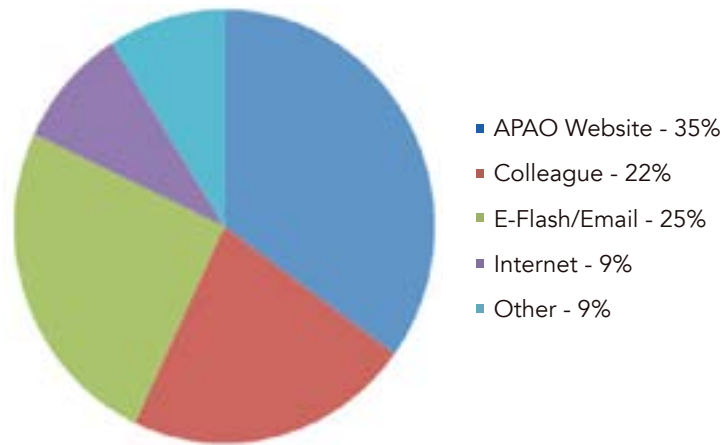
SEPTEMBER 23-26, 2021

**EXPECTED ATTENDANCE OF 200-250
WEB AND MARKETING PRESENCE OF OVER 24,000 HEALTH PROFESSIONALS!**

Our members love to connect! Make sure you are connecting with APAO members and solidify your support today. Being a supporter at the 24th Annual Oncology Symposium for the Healthcare Provider Presented by APAO means that you will establish new connections and maximize your reach through added benefits.

Don't miss out on getting your company in front of our attendees and members. The APAO website is responsible for almost 35% of the attendance at our events, with our emails and e-flashes at 25%. Be part of that traffic by having your company logo included in these high volume outlets.

How Did You Hear About This Event?



Virtual Exhibit Hall Hours*

(subject to change)

THURSDAY, SEPTEMBER 23, 2021

11:10 a.m. - 11:30 a.m. Virtual Break With Exhibitors

SATURDAY, SEPTEMBER 25, 2021

10:45 a.m. - 11:05 a.m. Virtual Break With Exhibitors

1:50 p.m. - 2:10 p.m. Virtual Break With Exhibitors

FRIDAY, SEPTEMBER 24, 2021

10:45 a.m. - 11:05 a.m. Virtual Break With Exhibitors

1:40 p.m. - 2:00 p.m. Virtual Break With Exhibitors

SUNDAY, SEPTEMBER 26, 2021

2:45 p.m. - 3:05 p.m. Virtual Break With Exhibitors

**Zoom breakout room to network with attendees during designated breaks with exhibitors.*

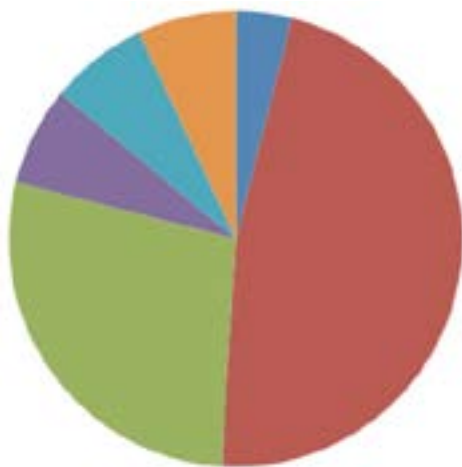


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**SHOWCASE YOUR PRODUCTS/SERVICES
AT THE 24th ANNUAL ONCOLOGY SYMPOSIUM FOR THE HEALTHCARE PROVIDER
PRESENTED BY APAO.**

What is Your Specialty?



- Bone Marrow Transplant - 4%
- Hematology/Oncology - 47%
- Medical Oncology - 28%
- Radiation Oncology - 7%
- Surgical Oncology - 7%
- Other - 7%

APAO Attendees Are...

- Physician Assistants
- Nurse Practitioners
- Active Military
- Pharmacists
- PA Students

APAO Attendees Look For...

Each day the 24th Annual Oncology Symposium for the Healthcare Provider Presented by APAO will present the opportunity for you to showcase your products and services to over 200 attendees. If your products or services support medical professional needs, indirectly or directly, then we invite you to become part of the Symposium.

Where Do You Practice?



- Academic Center - 26%
- Community Oncology Practice - 30%
- Inpatient - 14%
- Outpatient - 30%

- Healthcare Education
- Pharmaceuticals
- Latest Innovations
- Insurance
- Uniforms
- Financial Institutions
- Surgical
- Diagnostic Equipment
- Recruitment



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EXCLUSIVE REGISTRATION SPONSOR - \$5,000

- Acknowledgment on registration site as symposium registration sponsor
- Acknowledgment in all marketing e-flashes
- Special recognition in the opening announcements each day
- Social media acknowledgment
- Two complimentary passes for vendor representatives to attend sessions throughout the full conference
- ***NEW*** Virtual Exhibit Booth
- Priority listing in Sponsor Directory
- Attendee list Pre and Post Symposium (Excel Format)

NON-CME PRODUCT THEATER BREAKFAST - \$15,000

- Acknowledgment as breakfast sponsor in e-flash promoting the product theater
- Unopposed breakfast-time spot
- Company listing in symposium agenda, hyperlinked to company website
- Receive Excel registration list of those in attendance at the breakfast
- Two complimentary passes for vendor representatives to attend full symposium
- ***NEW*** Virtual Exhibit Booth
- Priority listing in Sponsor Directory
- Attendee list Pre and Post Symposium (Excel Format)

VIRTUAL EXHIBIT BOOTH ONLY - \$750

- Zoom breakout room to network with attendees during designated breaks with exhibitors
- Listing in virtual sponsor directory includes:
 - Company logo (600 px width)
 - Company description (250 - 500 words)
 - Link to website
 - 1-minute embedded video ad
 - PDF attachment (limit one attachment, up to 5 pages)
- Excel registration list pre- and post-symposium (one time use) to promote your products and services to symposium attendees

THURSDAY NETWORKING SESSION SPONSOR - \$5,000

Thursday, September 23, 4:30 p.m. - 5:30 p.m. ET

Networking and roundtable discussions via breakout rooms

- Acknowledgment as event sponsor in e-flash promoting networking event
- Company listing in symposium agenda, hyperlinked to company website
- Special recognition in the opening announcements on Thursday
- Opportunity to kick off networking session and give a one-minute company intro
- Two complimentary passes for vendor representatives to attend sessions throughout the full conference
- ***NEW*** Virtual Exhibit Booth
- Priority listing in Sponsor Directory
- Attendee list Pre and Post Symposium (Excel Format)

NON-CME PRODUCT THEATER DINNER - \$15,000

- Acknowledgment as dinner sponsor in e-flash promoting the product theater
- Unopposed dinner-time spot
- Company listing in symposium agenda, hyperlinked to company website
- Receive Excel registration list of those in attendance at the dinner
- Two complimentary passes for vendor representatives to attend full symposium
- ***NEW*** Virtual Exhibit Booth
- Priority listing in Sponsor Directory
- Attendee list Pre and Post Symposium (Excel Format)

Visit <https://www.apao.cc/exhibitors-sponsors-2021> -
to sign up.

Email Amy Witt, APAO Meeting Planner, at
awitt@kmgnet.com with any further questions!



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CODE OF CONDUCT & CANCELLATION POLICY

Code of Conduct: The following rules and regulations become binding upon acceptance of this contract between the applicant (Sponsor) and his/her employees and the Association of Physician Assistants in Oncology (APAO).

You must review and agree to all rules and regulations before your application is submitted.

Code of Conduct

APAO is committed to providing a safe and welcoming experience for all participants, regardless of race, ethnicity, disability, religion, political affiliation, gender, gender identity or expression, sexual orientation, or any other distinguishing characteristic. We do not tolerate discrimination, intolerance, harassment, aggression, or ill will of any kind at any APAO event, either in person or via electronic media.

We expect all event participants, presenters, exhibitors, sponsors, and staff to:

- Remain positive, friendly, and welcoming to others at all times
- Recognize that this event is a place for diversity of thought, organization, and individuals; as such, respect and inclusivity for all is expected
- Refrain from advertising or soliciting products/services other than in your sponsored session or the virtual exhibit hall
- Be alert and report any discriminatory, harassing, aggressive, or exclusionary behavior or speech to event staff immediately

Anyone engaged in unacceptable behavior is subject to expulsion from the event, in APAO's sole discretion, without refund.

If you are being harassed, notice that someone else is being treated poorly, or have additional concerns, please email APAO Headquarters at admin@apao.cc.

Cancellation Policy

A \$75 cancellation fee will be assessed for all cancellations received by September 6, 2021. No refunds will be issued for cancellations on or after September 6, 2021. Cancellations must be submitted by e-mail to awitt@kmgnet.com