

26th ANNUAL ONCOLOGY SYMPOSIUM FOR THE HEALTHCARE PROVIDER

presented by



Association of Physician
Assistants in Oncology

August 24-27, 2023
Hilton Denver City Center
Denver, Colorado

www.apao.cc

Exhibitor Prospectus



**26th Annual Oncology Symposium
For the Healthcare Provider
Presented by APAO**

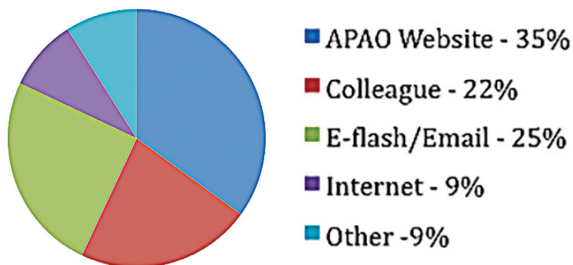
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EXPECTED ATTENDANCE OF 100-150

WEB AND MARKETING PRESENCE OF OVER 24,000 HEALTH PROFESSIONALS!

How Did You Hear About This Event?



Our members love to connect! Be sure you are connecting with APAO members and solidifying your support today. Being a supporter at the 26th 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.

**Important
Deadlines**

JUNE 16

No refunds will be available for exhibit space cancellations received after this date.

JULY 27

Hotel cut-off date for room reservations. Advertisement artwork, logo and company description for final program due.

AUGUST 2

Zoom call to select booth placement (attendance required to choose booth number).

Exhibit Hall Schedule

(subject to change)

THURSDAY, AUGUST 24, 2023

7:45 a.m. - 8:45 a.m. Non-CME Product Theater Breakfast
8:30 a.m. - 10:00 a.m. Exhibitor Set-Up
10:30 a.m. - 3:55 p.m. Exhibit Hall Open
10:30 a.m. - 11:00 a.m. Refreshment Break With Exhibitors
12:40 p.m. - 1:40 p.m. Non-CME Product Theater Lunch
3:25 p.m. - 3:55 p.m. Refreshment Break With Exhibitors
5:15 p.m. - 6:15 p.m. Wine and Cheese Reception and Poster Presentations

FRIDAY, AUGUST 25, 2023

7:45 a.m. - 8:45 a.m. Non-CME Product Theater Breakfast
10:40 a.m. - 11:10 a.m. Refreshment Break With Exhibitors
12:30 p.m. - 1:30 p.m. Non-CME Product Theater Lunch
2:50 p.m. - 3:20 p.m. Refreshment Break With Exhibitors
3:30 p.m. - 5:00 p.m. Exhibitor Breakdown
6:00 p.m. - 9:00 p.m. Welcome Reception

SATURDAY, AUGUST 26, 2023

7:45 a.m. - 8:45 a.m. Non-CME Product Theater Breakfast
12:10 p.m. - 1:10 p.m. Non-CME Product Theater Lunch



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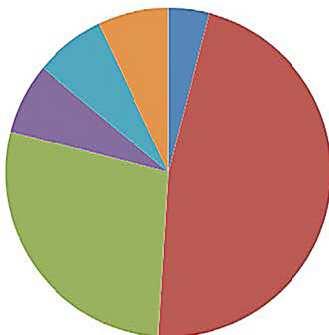
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**SHOWCASE YOUR PRODUCTS/SERVICES
AT THE 26th ANNUAL ONCOLOGY SYMPOSIUM FOR THE
HEALTHCARE PROVIDER PRESENTED BY APAO**

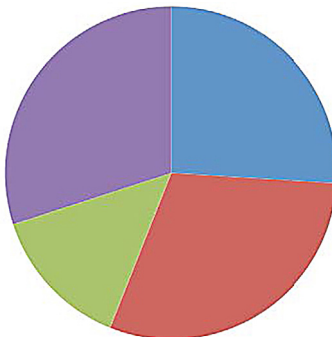
SUPPORT OPPORTUNITIES INCLUDE: Lectures/seminars, exhibit hall breaks, Symposium pens, lanyards, bags, Symposium notepads, or an idea you would like to propose.

What is Your Specialty?



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

Where do you practice?



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

APAO Attendees Are...

Physician Assistants
Nurse Practitioners
Active Military
Pharmacists
PA Students

APAO Attendees Look For...

Each day the 26th Annual Oncology Symposium for the Healthcare Provider presented by APAO will present the opportunity for you to showcase your products and services in front of up to 150 attendees.

If your products or services support medical professional needs, indirectly or directly, then we invite you to become part of the Symposium.

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



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À LA CARTE SUPPORTER OPPORTUNITIES

Please note: The following opportunities do not include an exhibit booth.

NON-CME PRODUCT THEATER LUNCHEON - \$36,000 (THREE AVAILABLE FOR THURSDAY, FRIDAY, AND SATURDAY)

- Company logo on luncheon signage
- Lunches provided to attendees by APAO
- Recognition in program as luncheon supporter
- Unopposed lunchtime slot
- AV provided in room (Requests for special set-ups may result in additional charges by the hotel and will be the sole responsibility of the company holding the luncheon.)
- Company marketing table at luncheon

NON-CME PRODUCT THEATER BREAKFAST - \$23,000 (THREE AVAILABLE FOR THURSDAY, FRIDAY, AND SATURDAY)

- Company logo on breakfast signage
- Breakfast provided to attendees by APAO
- Recognition in program as breakfast supporter
- Unopposed breakfast time slot
- AV provided in room (Requests for special set-ups may result in additional charges by the hotel and will be the sole responsibility of the company holding the breakfast.)
- Company marketing table at breakfast

WELCOME RECEPTION - \$12,000 (EXCLUSIVE)

- Exclusive signage at reception
- Recognition in program as reception supporter
- Two VIP cocktail tables reserved for your company representatives

WI-FI SUPPORTER - \$8,000 (EXCLUSIVE)

- Company logo and QR Code with company website on table tent signs which will be located throughout Symposium announcing the Wi-Fi login

- QR code with company website on Wi-Fi password card printed on all badges
- QR code with company website on Wi-Fi signage at registration desk

NETWORKING WINE AND CHEESE RECEPTION - \$5,000 (EXCLUSIVE)

- Exclusive signage at reception
- Company name recognition in program
- Two VIP cocktail tables reserved for your company representatives

REFRESHMENT BREAK - \$2,000 (FOUR AVAILABLE)

- Company logo on refreshment break signage
- Recognition in program as refreshment break supporter

SUPPORTER SURVEY - \$800

- Send a supporter survey through the Symposium app (includes one complimentary notification alert on site)
- Two complimentary push notifications to all attendees

OFF-SITE DINNER EVENT PROMOTION* - \$500 (SATURDAY - TWO AVAILABLE)

- Complimentary e-blast to attendees to promote your company's off-site event

** No off-site promotions during Symposium events. All ancillary events must be approved in writing by APAO staff.*

NOTIFICATION ALERTS - \$200

- Notification alerts sent through Symposium app



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Become a supporter of the 26th Annual Oncology Symposium for the Healthcare Provider presented by APAO. This is an ideal way to stand out from other exhibitors, maximize your visibility, and deliver a message of support and commitment to the Physician Assistants in oncology. By helping to defray expenses, supporters help APAO keep Symposium fees lower which increases attendance! To receive additional discounts on opportunities, check out the APAO Corporate Alliance Partnership Program on page 9. If you want your company support acknowledged in the program, we must have written commitment by June 16, 2023. Depending on the level of support, APAO supporters can receive the following:

- Priority placement in Exhibit Hall (if a booth is purchased)
- Recognition in program
- Profile included in Symposium app
- Recognition by the APAO leadership during Symposium activities
- Supporter ribbon for name badge

ADVERTISING OPPORTUNITIES

- ☐ **Website logo** (4 months: Sept - Dec 2023)..... \$4,000
Includes link to company website or educational program from main home page

Newsletter Advertisement

(OncoNews) Pre-Symposium (July 2023) or Post-Symposium (Nov/Dec 2023)

- ☐ Full Page (full color, 7-1/2" x 10") \$1,000
☐ Half Page (full color, 3-5/8" x 10" or 7-1/2" x 4-7/8").... \$750
☐ Quarter Page (full color, 3-5/8" x 4-7/8") \$500
☐ Eighth Page (full color, 3-1/2" x 2")..... \$250

High-resolution .jpg, .tiff, .eps (fonts converted to outlines), and .pdf files are acceptable. Email the files to Amy Witt at awitt@kmgnet.com.

**Platinum
Exhibitor
\$40,000**

CHOOSE (1): ☐ Registration Sponsor ☐ Registration Bags

INCLUDES:

- Six complimentary representatives
- Two complimentary tables in exhibit hall
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Signage recognition for supported function (if applicable)
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Full-page ad in digital on-site program
- Attendee list pre- and post-show (includes full name, designations, company and email)

**Gold
Exhibitor
\$25,000**

CHOOSE (1): ☐ Symposium App ☐ Charging Station

INCLUDES:

- Four complimentary representatives
- One complimentary table in exhibit hall
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Signage recognition for supported function (if applicable)
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Half-page ad in digital on-site program
- Attendee list pre- and post-show (includes full name, designations, company and email)



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**Silver
Exhibitor
\$15,000**

CHOOSE (1): ☐ Lanyards ☐ Notepads and Pens

INCLUDES:

- Three complimentary representatives
- One complimentary table in exhibit hall
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Quarter-page ad in digital on-site program
- Attendee list pre- and post-show (includes full name, designations, company and email)

**Bronze
Exhibitor
\$10,000**

INCLUDES:

- Two complimentary representatives
- One complimentary table in exhibit hall
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Business card ad in digital on-site program
- Attendee list pre- and post-show (includes full name, designations, company and email)

**Standard
Exhibitor
\$3,000**

INCLUDES:

- Two complimentary representatives
- One complimentary table in exhibit hall
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Attendee list pre- and post-show (includes full name, designations, company and email)

Additional representatives may be added for \$350 each.



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1. **Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and the Association of Physician Assistants in Oncology (APAO), the show host.

2. **Exhibit Space Description:** Packages include a 6' draped and skirted table, two chairs, a wastebasket, an ID sign, profile inside event app, and two representative name badges. All additional Exhibitor representatives will be charged \$350.00 each to attend. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If additional space is needed for display purposes, additional fees will apply. As per APAO rules, all additional charges incurred, including but not limited to electrical or internet services and shipping, are at the Exhibiting Company's expense.

3. **Space Assignment:** Table locations will be chosen during a live Zoom call with all companies signed up by August 2, 2023. Companies must be present in order to select their booth location. Booth selection order will be based upon exhibit package level and the date contracts were received. If no representative is in attendance on the booth selection Zoom call, APAO staff will select your booth for you after those in attendance have selected. No exceptions.

4. **Adherence to Schedule:** Exhibitor understands that no move-ins or moveouts will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that APAO incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse APAO for any such additional expenses. It is required that exhibits be properly manned during the posted hours. Exhibit space is subject to modification prior to the Symposium to adapt to necessary changes in Symposium session times; however, all exhibitors will receive adequate notice should this be necessary.

5. **Exhibit Disclaimer:** This agreement is for the rental of the exhibit space only. APAO has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Symposium, (2) the number of Symposium attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited.

6. **Unoccupied Space:** APAO reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and APAO shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of APAO.

7. **Payments and Refunds:** The total amount for exhibit space is due upon reserving of space and signing of the contract. In the event an Exhibitor cancels a contract, APAO must be notified in writing for refunds to be made. There will be a \$350.00 administration fee assessed for all cancellations. No refunds will be issued for cancellations after June 16, 2023.

8. **Food Service:** APAO reserves the right to provide food and beverage service during certain hours in the exhibit area. Exhibitor fees include continental breakfasts, refreshment breaks, lunch, Thursday night Wine and Cheese Reception and the Welcome Reception. Tickets must be purchased for any other events.

9. **Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will

not be permitted. APAO reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of APAO is detrimental to or distracts from the general order of the exhibits.

10. **Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used at any table. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times.

11. **Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site caused by exhibitor and shall indemnify and hold harmless APAO, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, that directly or indirectly involved exhibitor including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of exhibitor, its agents or employees. All exhibit materials, equipment, and property of any kind belonging to or under the control of the exhibitors that may be on licensed premises of the Site shall be the SOLE risk of the Exhibitor. In the event that any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by APAO or the Site unless APAO or site had direct involvement in such loss or damage. In addition, exhibitor acknowledges that APAO and the Site do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Proof of liability insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.

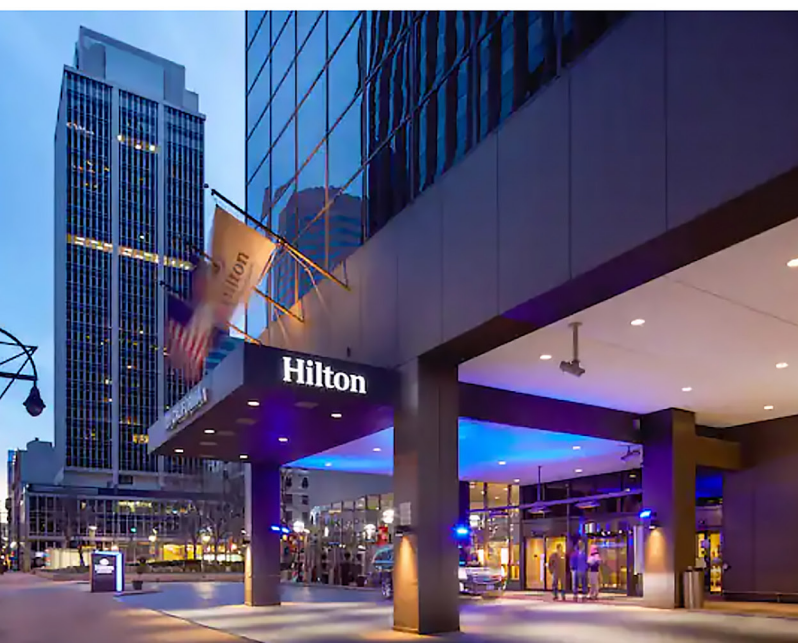
12. **Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard exhibit space equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard exhibit space equipment.

13. **Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and is the responsibility of the Exhibitor.

14. **Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of APAO.

15. **Pre-Shipping Materials:** Please remember that the Association of Physician Assistants in Oncology (APAO) cannot be held liable for your shipment. Upon receipt of your completed Exhibitor Application, you will receive an email from APAO headquarters confirming your company's registration along with the necessary paperwork to order electrical/AV services and shipping information.

16. APAO reserves the right to limit any company, organization or individual from exhibiting at the 26th Annual Oncology Symposium for the Healthcare Provider presented by APAO for any reason whatsoever.



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APAO has secured a discounted room rate of
\$209/night + tax (single/double).
The APAO discounted room rate is available
until **Thursday, July 27, 2023**,
or until the block sells out.

Contact the hotel directly by calling
(303) 297-1300.

**THE HOTEL IS EXPECTING A
SELL-OUT OVER OUR DATES!**

**DON'T DELAY...
MAKE YOUR RESERVATIONS NOW!**



Association of Physician
Assistants in Oncology

CORPORATE ALLIANCE

Partnership Program

PROGRAM GOALS

- APAO will accept corporate partnership with organizations that share a common goal in improving the delivery and quality of care to people with cancer and related diseases.
- Partnership helps to facilitate interaction among external stakeholders, APAO leadership, and members of APAO.
- Partnership will enable APAO and its membership to engage in initiatives to decrease the burden and suffering for all people affected by cancer.

ABOUT APAO

APAO was the first organization dedicated to representing PAs specializing in oncology and maintains the largest membership of PAs compared to any organization representing advanced practice providers in oncology. The mission of APAO is to promote the utilization of Physician Assistants in the delivery of exceptional care to people with cancer and related disorders, which is achieved by providing a forum for information exchange and networking in oncology, advocating for healthcare policies that promote the utilization of PAs, and facilitating the continuing education and professional development of PAs and other healthcare professionals in oncology.

Partnership Levels and Benefits

LEVEL	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Corporate Recognition on APAO Website	Graphic, Bio & Hyperlink	Graphic & Bio	Graphic
Complimentary E-Blast to Members	4 Annually	2 Annually	1 Annually
Advertisement in Quarterly Newsletter	Full Page	Half Page	Quarter Page
Discounted Sponsorship Rate for Annual Oncology Symposium	10%	5%	None
Promotional Materials in Annual Oncology Symposium	✓	✓	✓
Premium Site at Annual Symposium Exhibit Hall	✓	✓	
Private Meeting With Board of Directors at Annual Oncology Symposium	✓		

CORPORATE ALLIANCE PARTNERSHIP PROGRAM APPLICATION FORM

Company Name _____

Representative Name _____

Address _____

City/State/Zip Code _____

Telephone Number _____ Email Address _____

Web / URL _____

Annual Partnership Category: ☐ Platinum (\$15,000) ☐ Gold (\$10,000) ☐ Silver (\$5,000)

Signature _____ Date _____

Payment Information:

☐ Check (Payable to APAO, 222 S. Westmonte Dr, Ste. 111, Altamonte Springs, FL 32714) ☐ Visa ☐ MasterCard ☐ AmEx

Please charge my credit card in the amount of \$ _____

Account Number _____ Exp. Date _____

Cardholder's Name _____ Cardholder's Signature _____

Credit Card Billing Address ☐ Same as above

Address _____

City/St/Zip _____

For more information please contact admin@apao.cc, or 407-774-7880 or visit www.apao.cc
APAO, 222 S. Westmonte Dr, #111, Altamonte Springs, FL 32714.