



HOPA ²⁰²⁰ AHEAD

MARCH 11–14, 2020

TAMPA CONVENTION CENTER
TAMPA, FL

**EXHIBITOR
PROSPECTUS**

EXHIBIT DATES: MARCH 11–13, 2020

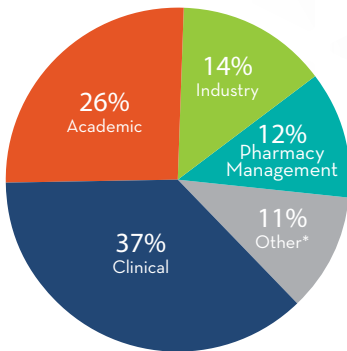
hoparx.org

▶ ABOUT HOPA

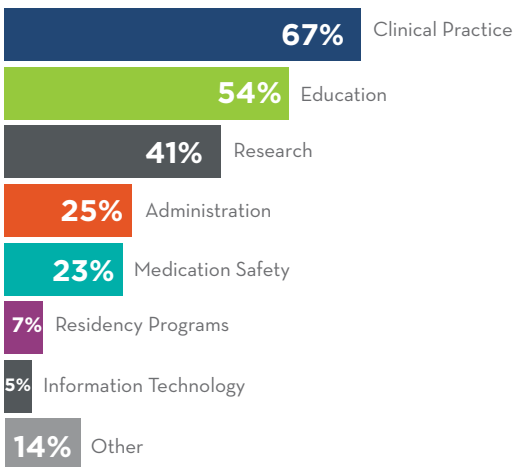
The Hematology/Oncology Pharmacy Association (HOPA) is a nonprofit, education-based organization formed in 2004 to help oncology and hematology pharmacy practitioners and their associates provide the best possible cancer care. HOPA supports research, provides education, encourages professional development,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

HOPA'S ANNUAL CONFERENCE ATTENDEES HOLD A VARIETY OF POSITIONS



THEIR AREAS OF FOCUS



49%
OF ATTENDEES ARE BOARD CERTIFIED ONCOLOGY PHARMACISTS WITH PRIMARY SPECIALTIES IN THESE AREAS:

- Administration
- Bone Marrow and Transplantation
- Care of Adults/Seniors
- Clinical Practice
- Education
- Hematology
- Infectious Disease
- Oncology
- Palliative or Supportive Care
- Pediatrics
- Research

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 16TH ANNUAL CONFERENCE IN TAMPA, FL

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 in 2020!

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:

Arthur G. James Cancer
Hospital

Austin Cancer Centers

Baptist Memorial Hospital

Boston Medical Center

Brigham and Women's
Hospital

Brooke Army Medical
Center

Cancer Care Northwest
Centers

Cedars-Sinai Medical
Center

Central Georgia Cancer
Care Pharmacy

Children's Hospital Los
Angeles

City of Hope

Cleveland Clinic

Community Health Network

Cook Children's Medical
Center

Dana Farber Cancer
Institute

Dartmouth Hitchcock
Medical Center

Desert Regional Medical
Center

Duke University

Evanston Northwestern
Healthcare

Florida Hospital

Froedtert Hospital

Harris Health System

Illinois Cancer Care

Johns Hopkins Hospital

Kaiser Permanente

Levine Cancer Center

Massachusetts General
Hospital

Mayo Clinic

MD Anderson Cancer
Center

Memorial Sloan Kettering
Cancer Center

Miami Cancer Institute

Moffitt Cancer Center

Montefiore Medical Center

Mount Sinai Medical
Center

National Cancer Institute

Northshore University
Health System

NYU Clinical Cancer Center

Orlando Health

Portland VA Medical
Center

Purdue University

Rutgers State University
of New Jersey

St. Jude Children's
Research Hospital

Texas Tech University

UF Health Shands
Hospital

University of Louisville
Hospital

USC University Hospital

Vanderbilt University
Medical Center

Vassar Brothers Medical
Center

Veterans Administration

Wake Forest University

Walgreens

Winship Cancer Institute
of Emory University

Yale New Haven Hospital

▶ 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 SUPPORTERS					
	EXHIBITOR PACKAGE \$10,000	BRONZE \$25,000	SILVER \$40,000	GOLD \$50,000	PLATINUM \$75,000
Ad in the conference program book	full page	1/2 page	1/2 page	full page	full page
Exhibit booth	10' x 10'				
Recognition at the exhibit hall entrance		X	X	X	X
Recognition on HOPA's website		X	X	X	X
Recognition in the conference program book		X	X	X	X
Support ribbons for your representatives		X	X	X	X
Number of complimentary registrations for the conference		2	4	6	8
Support recognition booth marker		X	X	X	X
Recognition on the cyber station screens*		X	X	X	X
First right to host a Corporate Showcase				X	X
Plaque recognizing your support of the field of hematology/oncology pharmacy					X
Recognition as a top sponsor at a conference reception (choice is determined on a first-come, first-served basis)					X

*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.

CORPORATE SHOWCASE



Showcase your company's products, services, or programs in a seminar or product demonstration. These 45-minute sessions are held near the exhibit hall.

Wednesday, March 11	7-7:45 pm	2 slots available
Thursday, March 12	6:30-7:15 pm	2 slots available

NON-CE SYMPOSIA



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 nonbranded information to attendees.

Wednesday, March 11	10:45-11:45 am	<i>sold out</i>
Thursday, March 12	7-8 am	2 slots available
Thursday, March 12	Noon-1 pm	2 slots available

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

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

Wednesday, March 11	9-10:30 am	1 slot available
Friday, March 13	7-8 am	2 slots available
Friday, March 13	Noon-1 pm	2 slots available
Saturday, March 14	12:30-1:30 pm	1 slot available

BRANDED SPONSORSHIP OPPORTUNITIES

Each year, the conference offers many sponsorship opportunities for branding by your organization, product, or service:

- lanyards
- video or Twitter wall
- attendee tote bags
- Wi-Fi
- membership awards
- mobile app features
- charging stations

CONFERENCE ADVERTISING



Many advertising opportunities are available for exhibitors and supporters: the HOPA Ahead 2020 program book; room drops and bag inserts; banner ads in HOPA e-blasts; the HOPA365 mobile app; escalator, table, and carpet clings; banners; and free-standing meter boards.

RECRUITMENT FAIR



If you wish to recruit hematology/oncology pharmacists, reserve tabletop exhibit space at HOPA's Recruitment Fair. You'll connect with hematology/oncology pharmacists and associated practitioners, researchers, administrators, pharmacy technicians, residents, students, and interns.

Customizable support packages are available.
Apply early at hoparx.org
or contact Josh Karney at 847.375.4751 or jkarney@hoparx.org.

▶ EXHIBIT HALL AT THE TAMPA CONVENTION CENTER

INSTALLATION AND TEARDOWN

All exhibits must be set up and aisles cleared by 5 pm on Wednesday, March 11. Dismantling will take place on Friday, March 13. All materials must be packed and removed from the exhibit area no later than 10 pm on Friday, March 13.

An assigned contractor will be at the service desk onsite during installation and dismantling and will direct and manage the following services: exhibitor information kit, decorating, booths and signs, labor, installation of exhibits, electrical work, dismantling of exhibits, and shipping. The official contractor will e-mail exhibitors a service kit that provides complete instructions approximately 60 days before the conference.

In addition to exhibits by associations, hospitals, institutions, and publications, the products and services typically highlighted at the conference include

- pharmaceutical products
- medical equipment
- closed-system transfer devices
- therapeutic products
- software
- educational materials
- business management services
- blood services
- support services
- recruitment services.

TENTATIVE EXHIBIT HALL SCHEDULE

WEDNESDAY, MARCH 11, 2020

6-8 pm	Welcome Reception
7-7:45 pm	Corporate Showcases

THURSDAY, MARCH 12, 2020

2:30-4 pm	Exhibits, Poster Presentations, and Recruitment Fair
5-7:30 pm	Exhibits and Poster Presentations
6:30-7:15 pm	Corporate Showcases

FRIDAY, MARCH 13, 2020

11 am-1 pm	Exhibits, Poster Presentations, and Recruitment Fair
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HOSPITALITY

All events, exhibits, and registration for HOPA Ahead 2020 will be held at the Tampa Convention Center. Blocks of rooms for attendees are being held at these hotels:

Marriott Tampa Waterside
700 S. Florida Ave.
Tampa, FL 33602
813.221.4900
Rate: \$260 single/double

Embassy Suites Tampa
513 S. Florida Ave.
Tampa, FL 33602
813.769.8300
Rate: \$250 single/\$265 double

Westin Harbour Island
725 S. Harbour Island Blvd.
Tampa, FL 33602
813.229.5000
Rate: \$259 single/double

Mention that you are attending HOPA's annual conference to receive the negotiated room rate, which is available until **Monday, February 17, 2020**, or until the room blocks have been filled.

For online reservations, visit Conference Web Central at hoparx.org. A deposit is required to hold reservations, and a penalty will be charged for reservations canceled within 72 hours of expected arrival. To reserve five or more rooms, you must pay in advance. A 3-night minimum applies to blocks of five or more rooms held at the conference rate.

▶ PREVIOUS EXHIBITORS

AbbVie

Advanced Practitioner
Society for Hematology and
Oncology

Agios Pharmaceuticals

Alexion Pharmaceuticals,
Inc.

American Regent, Inc.

American Society for Blood
and Marrow Transplantation

American Society for Clinical
Oncology

Amgen

Apobiologix

Array Biopharma

ASD Healthcare

Astellas and Medivation

Astra Zeneca, LP

B. Braun Medical, Inc.

Baker Company

Bayer HealthCare

BD

Bio Products Laboratory
(BPL)

Board of Pharmacy
Specialties

Boehringer Ingelheim
Pharmaceuticals, Inc.

Bristol-Myers Squibb

BTG

Celgene

Clovis Oncology

Coherus Biosciences

Collegium Pharmaceutical,
Inc.

Corvida Medical

CVS Health

Eagle Pharmaceuticals

Eisai Inc.

Eurekam Technologies

Equashield

Exelixis, Inc.

Genentech

Germfree

Gilead Sciences, Inc.

Grifols USA, LLC

Helsinn Therapeutics

Heron Therapeutics, Inc.

ICU Medical, Inc.

Incyte Corporation

InfuSystem

Ipsen Biopharmaceuticals

Janssen Biotech, Inc.

Janssen Pharmaceuticals

Jazz Pharmaceuticals, Inc.

Lilly Oncology

Looking Glass Systems

McCreadie Group

MedActionPlan.com, LLC

MedImmune, Specialty Care
Divisions of AstraZeneca

MedKeeper

Merck & Co., Inc.

Mylan Inc.

National Comprehensive
Cancer Network

Novartis Oncology

Otsuka America
Pharmaceutical, Inc.

Pfizer Oncology

Pharmacy Practice News/
Clinical Oncology News

Pharmacyclics, LLC

Rare Disease Therapeutics

Regeneron Pharmaceuticals

Sandoz Inc.

Sanofi Oncology

Saol Therapeutics

Seattle Genetics

Servier Pharmaceuticals,
LLC

Sigma-Tau Pharmaceuticals,
Inc.

Spectrum Pharmaceuticals

Stemline Therapeutics, Inc.

Taiho Oncology

Takeda Oncology

Tesaro

Teva Oncology

Tolmar Pharmaceuticals

United Therapeutics

Unlimited Systems

Verastem

Walgreens