



2018 Exhibitor Prospectus

6th Annual HOPA Oncology Pharmacy Practice Management Program
Loews Chicago O'Hare Hotel
Rosemont, IL

September 14-15, 2018

About Practice Management

HOPA recognizes the financial challenges oncology pharmacists face balancing the needs of their departments to incorporate advancing technological resources and services to improve patient care while healthcare dollars dwindle.

This two-day program is designed to guide oncology pharmacy providers in effective management of the expensive, high risk care and oncology medications they provide, while still allowing for the implementation of new technologies, improved safety, and adherence to compliance. Attendees will have the opportunity to earn up to 13.5 contact hours of credit. In addition, meeting sessions will be recorded and posted online after the meeting.

Program Highlights

- Investigational Drug Service
- Value Based Care
- Information Technology
- CAR-T Implementation
- Oral Chemotherapy
- Operational, IT and Safety Sessions
- Reimbursement Updates
- MACRA Updates

Learning Objectives

- Describe emerging technologies and compliance standards in oncology pharmacy operations
- Discuss key concepts and strategies in the justification of new oncology pharmacy resources
- Outline how updates in electronic medical record technology can improve the management of cancer patients
- Review emerging oncology value-based payment strategies
- Develop strategies to optimize the care of patients receiving oral anticancer therapy

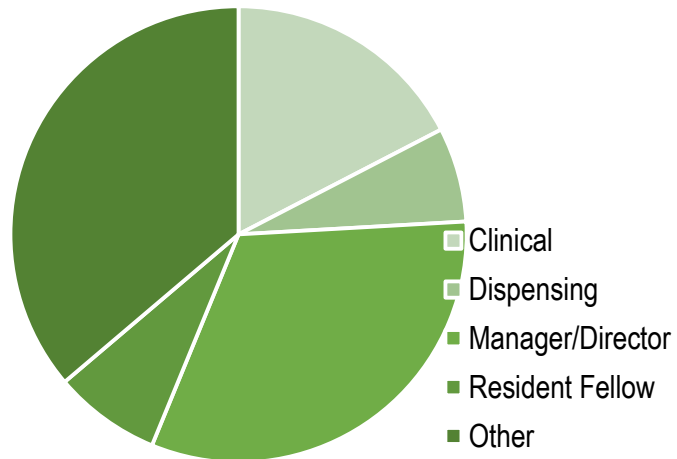
Contact: Julie Ichiba, Director of Professional Relations
jichiba@hoparx.org | 847.375.3697



About Practice Management Attendees

HOPA's Practice Management program hosts an estimated 300 oncology pharmacists, pharmacy managers, pharmacy directors, oncology residents, administrative residents, and oncology business managers.

Primary Position



Primary Specialties

- Oncology – 77%
- Hematology – 45%
- Administration – 39%
- Adult – 27%
- Clinical Practice – 24%
- Supportive Care – 19%
- Research – 18%
- BMT – 16%
- Education – 10%
- Palliative Care – 9%
- Pediatrics – 5%

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Exhibit and Sponsor Information



Exhibit | \$2,500 Table Top

- Company sign
- Program Book listing
- Attendee list (name/facility)
- 6' table
- 2 chairs
- Wastebasket

Sponsorship Opportunities

Bronze | \$5,000

- Half-page ad in Program Book
- Attendee list (name/facility)
- 1 complimentary attendee registration
- Recognition signage on the HOPA website and all pre-show promotion to attendees

Silver | \$10,000

- Includes Table Top Exhibit
- Half-page ad in Program Book
- Attendee list (name/facility)
- E-blast to HOPA members
- 2 complimentary attendee registration
- Recognition signage on the HOPA website and all pre-show promotion to attendees

Gold | \$25,000

- Includes Table Top Exhibit
- Full-page ad in Program Book
- Attendee list (name/facility)
- E-blast to HOPA members
- 4 complimentary attendee registration
- Attendee survey (up to 5 questions)
- Recognition signage on the HOPA website and all pre-show promotion to attendees

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Sponsored Programming and Advertising Information

Non-CE Symposia | \$25,000

- Friday, September 14, 2018 7:30 – 9 pm
- Saturday, September 15, 2018 6:45 – 7:45 am
Noon – 1 pm

***Only 3 available on first-come, first-served basis.**

Supporters can develop and provide a 1 to 1.5 hour promotional or educational program in accordance with their own guidelines. These activities do not compete with CE programs, affording you the opportunity to present your product as a workshop or symposia to present branded and non-branded information to program attendees.

Advertising Opportunities

Program Book

- Half-page ad | \$500
- Full-page ad | \$1,000

Room Drop

- A promotional piece delivered to attendees' hotel rooms | \$2,500

Mobile App

- Splash page | \$3,000
- Banner ad | \$1,500
- Push notification | \$500

E-blast

- Sent to all HOPA member emails (~2,800) | \$2,500

Billboard

- Place an ad or company logo around the program | \$750

Bag Inserts

- A flyer/brochure placed in attendees' tote bags | \$1,500

Charging Station

- Support recognition at attendee charging station | \$3,000

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Hotel and Travel Accommodations

The Loews Chicago O'Hare Hotel is conveniently located in Rosemont, IL, minutes away from Chicago O'Hare International Airport and only 15 miles from downtown Chicago.

Loews Chicago O'Hare Hotel

5300 North River Road
Rosemont, IL 60018
847.544.5300

Reservations: 877.868.9134 using the code HOP513

Rate: \$179 single/double

Cut-off Date: August 15, 2018

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