



HOPA | 2019 PRACTICE
MANAGEMENT

Exhibitor Prospectus

7th Annual HOPA Oncology Pharmacy
Practice Management Program

September 13-14, 2019

Westin Charlotte
Charlotte, NC



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 13.25 contact hours of credit. In addition, meeting sessions will be recorded and posted online after the meeting.

Program Highlights

- Investigational Drug Services
- Biosimilars
- Integrative Medicine
- Operations and Safety
- Engaging and Surviving Consultants
- Practice Management Pearls
- Strategies for Site of Care Payer Requirements
- Value Based Care/Regulatory Updates
- HOPA Voices
- Battle Burnout through Resilience



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

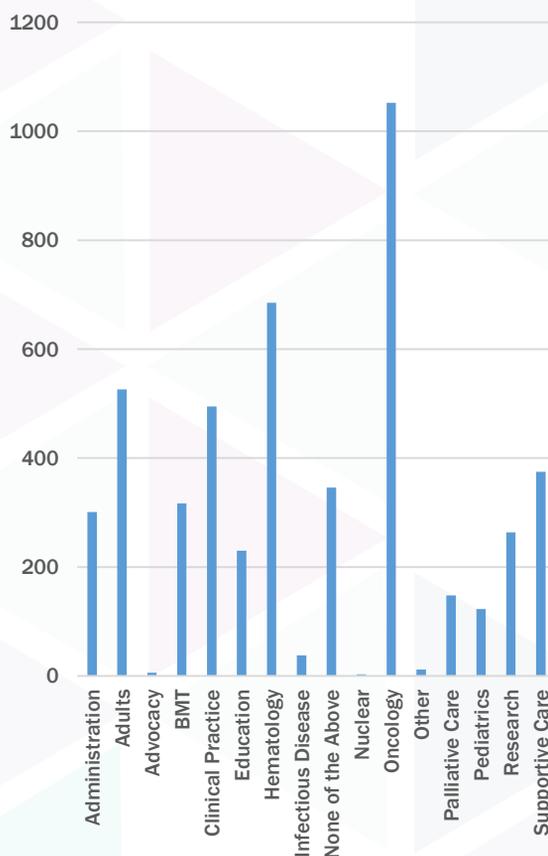
MEMBER PRACTICE SITES



PRIMARY POSITION



MEMBER EXPERTISE



*HOPA Membership Demographic Information from April 2019.



Exhibit and Sponsor Information

Exhibit | \$2,500 Table Top

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

Contact:

Julie Ichiba, Director of Professional Relations
jichiba@hoparx.org | 847-375-3697

Sponsorship Opportunities

Bronze | \$5,000

- Recognition ad in Program Book
- Attendee list (name/facility)
- 1 complimentary attendee registration
- Recognition on the HOPA website and 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 registrations
- Attendee survey (up to 5 questions)
- Recognition on the HOPA website and pre-show promotion to attendees

Silver | \$10,000

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

Reverse Expo

The goal of the Reverse Expo is to provide one-on-one interaction with specific companies. This provides a 5 minute window for the exhibitor to speak with your organization directly without any interruptions. This is the time where as an organization you can ask any questions you might have had in regards to their products, business ventures, etc. and the company may ask any questions in return. Once the 5 minutes are up, the current company will proceed on to the next organization and a new company will be available to speak with you.



Sponsored Programming and Advertising Information

Non-CE Symposia | \$25,000

- Friday, September 13, 2019 7:30–9 pm
- Saturday, September 14, 2019 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 in a high visibility location at the conference | \$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 Westin Charlotte
601 S College St
Charlotte, NC 28202
(704) 375-2600
Reservations: 704-335-2105

Rate: \$209 single/double
Cut-off Date: August 13, 2019

[Book your group rate for HOPA 2019 Practice Management Course](#)

The limited, special room rate is \$209 (single/double). The special rate will apply until August 2, 2019, or when the room block is filled; at that point, higher rates may apply. HOPA has secured a limited number of sleeping rooms at the special discounted rate. Please be sure to make your reservations early and to indicate that you are attending the HOPA Meeting.

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