7th Annual

ANNUAL UPDATES FROM ASH 2021

February 18, 2022

Hybrid Conference
In-Person | Virtual

Exhibitor & Corporate Advertising Information Packet

www.chicagopostash.com
Please Join Us

7th Annual Updates from ASH 2021: Practice Changing Abstracts is a continuing medical education activity sponsored by The University of Chicago Pritzker School of Medicine with a goal of joining community-based providers and academic oncologists to improve care and outcomes of patients with hematologic malignancies. The educational initiative includes a full day interactive live CME activity developed and delivered by thought leaders in the field of hematology/oncology. The course will provide a forum for many local health professionals who do not have the time or resources available to attend the annual ASH conference where the latest scientific and clinical research in blood cancers is discussed, so they need a venue in which they can learn about these important updates.

We are pleased to provide the following in-person and virtual opportunities for organizations to advertise their products and services to conference attendees. Whether you are live chatting with an attendee regarding the elements available on your exhibit page, connecting with physicians during one of the scheduled breaks, or gaining brand recognition for your company through program acknowledgements, your message will reach physicians, hematologists, pathologists, medical oncologists, residents and fellows in training, nurse practitioners, physician assistants, nurses, pharmacists, and other healthcare professionals dedicated to the treatment of hematologic cancers.

About the Conference

| Title: 7th Annual Updates from ASH 2021: Practice Changing Abstracts |
| Date: February 18, 2021 |
| Format: Hybrid |
| Locations: |
| • In-Person: David Rubenstein Forum at the University of Chicago 1201 E. 60th St. Chicago, IL. 60637 |
| • Virtual: Online |

Anticipated Attendance: 250

This activity is designed for primary care physicians, hematologists, pathologists, medical oncologists, resident and fellow trainees, nurse practitioners, physician assistants, nurses, pharmacists, and other healthcare professionals dedicated to the treatment of hematologic cancers.
Exhibitor Guide

Exhibit Date: Friday, February 18, 2022

Exhibit Locations:

- In-person: The David Rubenstein Forum at The University of Chicago
  1201 E. 60th St. Chicago, IL. 60637
- Virtually: online

Exhibit Setup: Friday, February 18, 2022 between 8:30am – 9:30am

Display Hours: 9:30 am - 5:45 pm
(Subject to Change)

- 9:30am – 10:30am Registration Check-in
- 11:30am – 12:00pm Break / Visit Exhibits
- 12:30pm – 1:00pm Break / Visit Exhibits
- 2:00pm – 2:30pm Break / Visit Exhibits
- 3:30pm – 4:00pm Break / Visit Exhibits

Exhibitor Admission to General Sessions: Your exhibit badge includes attendance to all sessions for which there are no optional fees.

Exhibit Representation: At least one representative must be at the display during exhibit hours.

Exhibitor Kit: All exhibitors are responsible for their own shipping logistics and fees as well as audiovisual and electrical needs. After a completed application is received, the full venue show kit will be forwarded to you.

Exhibit Dismantle: All exhibits must be dismantled by 6:45pm on February 18, 2022.

How to Register for Exhibit Space
Return the exhibitor application/LOA (pages 9, 10, 13, and 14) with your payment to:

Meeting Achievements
C/O Annual Updates from ASH 2021

- Mail: 567 W 250 S. Hebron, IN. 46341
- Email: janelle@meetingachievements.com
- Fax: 219.548.8619

In-person exhibitor space will be assigned by the symposium organizers. Space is available on a first-come, first-serve basis. The University of Chicago reserves the right to make and/or change the final space assignments should it be in the best interest of the conference logistics. Booth placement is determined by the tier you select.
2022 Virtual Exhibit Opportunities

*Limited In-Person Availability*

$7,500 PLATINUM
- Only 3 spots available! -

All Gold Level Benefits PLUS:
- Premium location IN-PERSON EXHIBIT with additional Virtual Exhibit option
- A scheduled 1-on-1 30-minute meeting with either the Conference Course Director or one of the presenting Conference Faculty
- First come first serve choice of sponsorship for one of the following:
  - (2) Food/beverage break “Snack & Chat” with you, the featured sponsor
  - (1) The Relax Room - featuring massage chairs, spa water, and essential oil vaporizer

$5,000 GOLD

All Silver Level Benefits PLUS:
- IN-PERSON EXHIBIT with additional Virtual Exhibit option
- Premium listing: company name and logo displayed on exhibit page
- Complementary email blast (created in HTML by exhibitor) sent by Meeting Achievements to conference registrants
- Appointment sign-up option for attendees
- 3 Complimentary Registrations

(In-Person Exhibit includes a 6’ table, 2 chairs, and 2 Complimentary in-person registrations)

$3,000 SILVER

All Bronze Level Benefits PLUS:
- VIRTUAL ONLY EXHIBIT
- Company name & Logo displayed in higher position on exhibit page
- Virtual Exhibit Booth with unlimited PDF resources & unlimited videos
- Live Chat with attendees through an interactive Chat roll AND your own video platform (Zoom, WebEx, GoToMeeting, etc.) room link embedded on exhibit booth page
- 2 complimentary virtual registrations

$2,000 Bronze

- VIRTUAL ONLY EXHIBIT
- Company name/ logo displayed on exhibit page
- Virtual Exhibit Booth with PDF resources and (1) video
- Live Chat with Attendees through interactive Chat roll during scheduled break times
- 1 complimentary virtual registration
- Analytics

Exhibits in the Virtual Exhibit Hall will be accessible to both in-person and virtual meeting participants.
2022 Sponsorship Opportunities

Lunch Time Industry Symposium $10,000

- Non-CME accredited presentation during non-CME learning hours (duration can range from 30-45 minutes)
- Industry symposium must be in-person
- Sponsoring company may select their own speaker
- Virtual session recording of the industry symposium will be listed on the conference website while the site is live (up to 6 months post-conference date)

(Cost of food is not included)

Additional conference registrations may be purchased at an industry rate of $395 in-person / $195 virtual.

The University of Chicago Pritzker School of Medicine expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.
Seats at the Topic-Based Networking Roundtable can be added to the Platinum or Gold exhibit packages only for $500 per company (this will include up to 2 reps). Topic submissions to be approved in advance by the Course Directors. The Roundtable will take place during the 1st morning break in a breakout-style session, giving attendees the opportunity to move from table to table connecting with each participating company.
VIP Sponsorship: Custom Branded Sensory Box $10,000

It is well known in the events industry that connecting with all 5 of attendees' senses is the best way to connect with their memory. Want to sponsor something different that conference attendees won't forget? We're now offering a custom branded sensory box sourced with high quality local Chicago goods, which will be personalized with your company's logo!
Boxes will be mailed out pre-conference to all virtual attendees to be opened on conference day.

Sponsoring company will be highlighted as the VIP sponsor throughout the conference day and receive prime acknowledgement on the virtual conference site and materials.
Virtual Break Music $2,500

- Custom playlist during one of the 30-minute breaks in a dedicated zoom room
- Company name and logo, or product displayed on screen during break time
- Company name and website logo/link on the conference website
- 1 Complimentary Registration

Med-Cookie $10,000

- Custom made Post-ASH Cookies, complete with your logo and a special note of gratitude to your company on each individual box
- Company name and logo on individual box, delivered to attendees registered by January 18, 2022, to be opened and enjoyed live during the main conference kickoff!
- Company name and website link on the conference website
- 2 Complimentary registrations
Company
Contact Person
Title
E-mail Address
Address
City
Postal Code
State/Province
Country
Telephone
Fax #

EXHIBIT SPONSORSHIPS

☐  PLATINUM (in-person & virtual)   $7,500 USD
☐  GOLD (in-person & virtual)      $5,000 USD
☐  SILVER (virtual only)          $3,000 USD
☐  BRONZE (virtual only)          $2,000 USD

OTHER SPONSORSHIP

☐  Roundtable Discussion Add-on (Platinum and Gold only)   $500 USD
☐  Lunchtime Industry Symposium                    $10,000 USD
☐  Sensory Box                                        $10,000 USD
☐  Virtual Break Music                               $2,500 USD
☐  Med-cookie                                         $10,000 USD

TOTAL AMOUNT: $ 
*Please sign and return the following pages: 9, 10, 13, and 14.

PLATINUM and GOLD Level Exhibits:
We wish to avoid having our in-person booth located adjacent to the following company(s):
(The University of Chicago cannot guarantee this placement request)

In-Person Exhibitor space is limited  Deadline for exhibitor support / space is January 28, 2022, or when space reaches capacity (whichever comes first). All exhibitors & sponsors will receive an exhibitor guide with additional logistic details, and the exhibitor know-before-you-go document 72 hours pre-conference.
7th Annual Updates from ASH 2021: Practice Changing Abstracts
Friday, February 18, 2022

☐ Check/Money Order Payment

Please make check payable to: Meeting Achievements (TID 371464588). You must email, mail, or fax your application, payment form, and exhibitor agreement (pages 9, 10, 13, and 14) and the check/money order to Meeting Achievements at the contact info listed at the bottom left of this page.

☐ Credit Card Payment

(Charge will be processed by Meeting Achievements through CVENT)

Check one: VISA _____ Mastercard _____ American Express _____

<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Exp Date</th>
<th>CID</th>
<th>Cardholder’s Name</th>
<th>Billing Address</th>
<th>City</th>
<th>State/Province</th>
<th>Postal Code</th>
<th>Telephone</th>
<th>Signature</th>
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If paying by credit card, the completed application and payment form along with the signed exhibitor LOA page (i.e. pages 9, 10, 13, and 14) MUST be submitted via one of these methods:

Email: janelle@meetingachievements.com
Fax: 1.219.548.8619, Attn: Janelle Caudill
US Mail: Meeting Achievements Attn: C/O Annual Updates from ASH 2021 567 West 250 South, Hebron, IN 46341

Questions:
Janelle Caudill, Conference Organizer
• Office Phone: 1.219.465.1115
• Email: Janelle@meetingachievements.com

A receipt/confirmation and the exhibitor guide will be sent to the email address provided upon receipt of full payment and ALL completed forms: application, payment form, signed exhibitor agreement (i.e. pages 9, 10, 13, and 14).

- Thank you for your support of this important conference!
**Exhibit Rules & Regulations**

Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor. No application form will be processed without payment in full. Due to the nature of the conference, no refunds will be offered. All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.

Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.

All signage, and logos, to be provided by supporting company, must adhere to conference specifications.

All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.

Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

**Industry Guidelines:**

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care Professionals – approved 2003, additional FAQs 2005
- American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum
- Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals – revised July 2008

It is the company’s responsibility to collect any data to fulfill their requirements for the Sunshine Act.
Distribution of Product:

FDA Regulations
Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: http://www.fda.gov/cder/ddmac/.
Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device’s clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s).
Exhibitors are cautioned about the FDA’s prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

Selling of Products or Services
Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Use of the UofC Name, Insignia, Logo or Acronym
The University of Chicago (UofC) and Meeting Achievements names, insignias, logos and acronyms are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

Liability and Security
Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless UofC from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.
Terms and Conditions
If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. UofC reserves the right to refuse exhibit space to any applicant at its sole discretion.

If exhibiting at the conference, the undersigned has read the enclosed Exhibit/Support Agreement and agrees to abide by these regulations. Failure to abide by these regulations will result in forfeiture of all monies paid or due under the terms of the agreement.

The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education’s Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org, including Standard 4.2: “The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.

Company Name: 

Signature: ___________________________ Date: ___________________________

Name (print): ___________________________

Email: ___________________________

*Please sign and return along with all other required pages (9, 10, 13, and 14)
Please list the names of ALL representatives scheduled to work your booth and for Platinum and Gold exhibitors, you must note whether they will be attending in-person or virtually.

**Company Representative 1: Platinum / Gold / Silver / Bronze**

Name _________________________________________ In-Person or Virtual: ________________

Title _____________________________________________________________________________

Phone ________________________________ Email ______________________________________

**Company Representative 2: Platinum / Gold / Silver**

(Fee applies to Bronze)

Name _________________________________________ In-Person or Virtual: ________________

Title _____________________________________________________________________________

Phone ________________________________ Email ______________________________________

**Company Representative 3: Platinum / Gold**

(Fee applies to Silver and Bronze)

Name _________________________________________ In-Person or Virtual: ________________

Title _____________________________________________________________________________

Phone ________________________________ Email ______________________________________

**Company Representative 3: Platinum / Gold**

(Fee applies to Silver and Bronze)

Name _________________________________________ In-Person or Virtual: ________________

Title _____________________________________________________________________________

Phone ________________________________ Email ______________________________________

**Company Representative 3: Platinum / Gold**

(Fee applies to Silver and Bronze)

Name _________________________________________ In-Person or Virtual: ________________

Title _____________________________________________________________________________

Phone ________________________________ Email ______________________________________

*Additional conference registrations may be purchased at an industry rate of $395 in-person or $195 virtual USD*

University of Chicago expects commercial representatives to refrain from inviting the faculty, guests or participants to social events that are not related to this CME activity.