



AT THE FOREFRONT

**UChicago** Medicine

Comprehensive Cancer Center

10th **Annual**

THE UNIVERSITY OF CHICAGO



ANNUAL  
UPDATES  
FROM **ASH 2024**

**February 28, 2025**

**Hybrid Conference**

**Exhibitor &  
Corporate Advertising  
Information Packet**  
*(In-Person Exhibits Only)*

[www.chicagopostash.com](http://www.chicagopostash.com)

## Please Join Us

**10th Annual Updates from ASH 2024: 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 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:** 10th Annual Updates from ASH 2023:  
Practice Changing Abstracts

**Date:** February 28, 2025

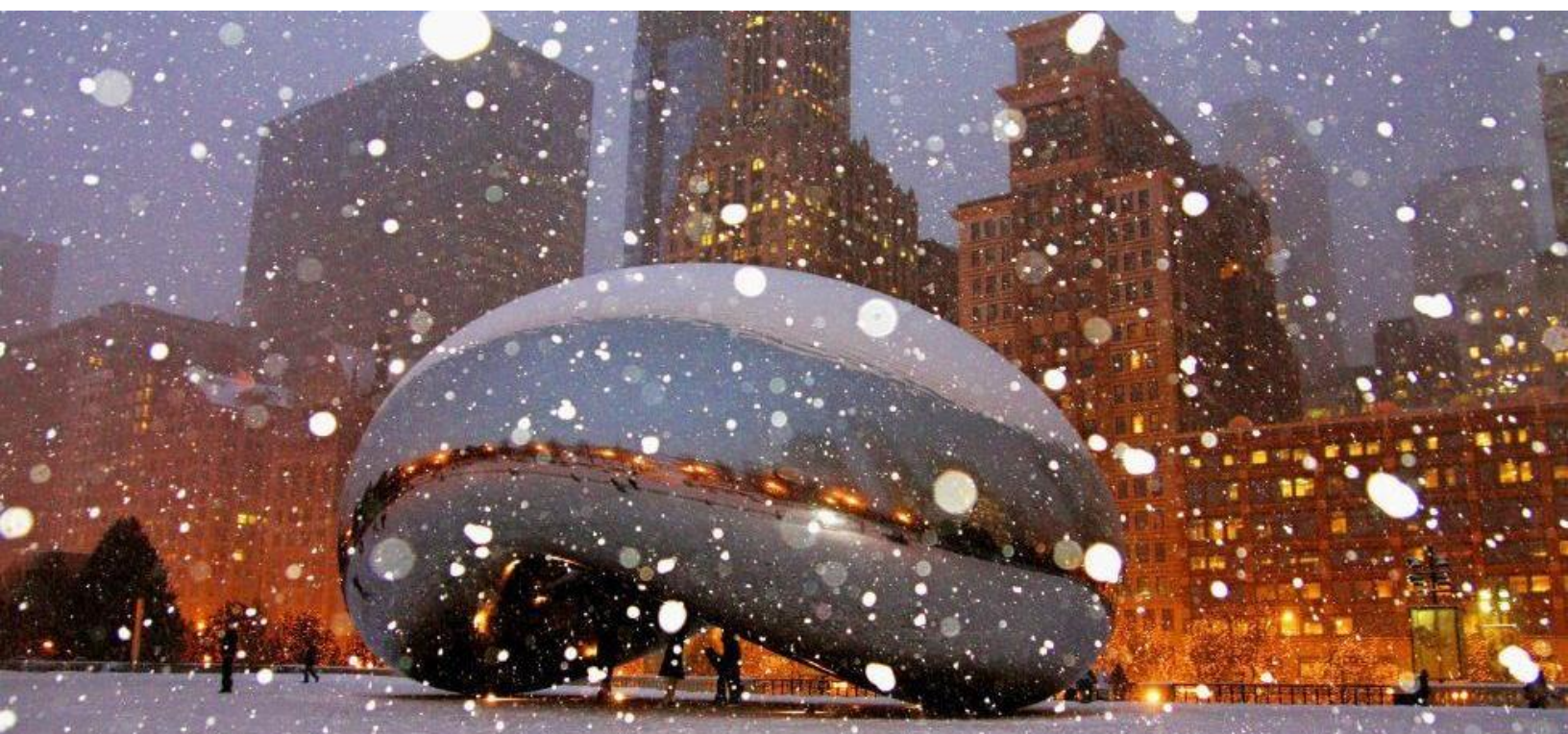
**Format:** Hybrid (In-Person & Virtual)

**Location:**

Convene - 333 N. Green Street  
Chicago, IL. 60607

### 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 28, 2025

**Exhibit Location:** Convene

333 N. Green Street, Chicago, IL. 60607

**Exhibit Setup:** 8:00am – 10:30am

**Display Hours:** 8:30 am – 5:00 pm

*(Subject to Change)*

- 8:30am – 11:00am Exhibit Hall Open
- 12:00pm – 1:00pm Lunch / Visit Exhibits
- 1:30pm – 1:45pm Break / Visit Exhibits
- 2:55pm – 3:10pm Break / Visit Exhibits

## **Exhibitor Teardown:**

All exhibits must be dismantled by 5:00pm on Friday, February 28, 2025.

*(Last break ends at 3:10pm and you are welcome to tear down any time after that. There will be a reception following the event you are welcome to attend.)*

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

## **Exhibitor Representation:**

At least one representative must be at the display during exhibit hours. All exhibitors are responsible for their own shipping logistics and fees as well as arranging any electrical requirements.

## **How to Register for Exhibit Space:**

Return the exhibitor application/LOA (pages 6-11) with your method of payment to:

Email: [kristen@meetingachievements.com](mailto:kristen@meetingachievements.com)

Exhibitor space will be assigned by the symposium organizers. The University of Chicago reserves the right to change the space assignment should it be necessary in the best interest of the conference logistics.

Please also note that any special events (i.e. any organized social events or technical programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference Course Director. Without exception, all exhibitors and attendees to the Conference are required to strictly adhere to this condition.



# 2025 Exhibit Opportunities

*In-Person ONLY - Space is Limited!*

## \$7,500 PLATINUM

- Only 3 spots available! –

### All Gold Level Benefits PLUS:

- Coffee Break featured sponsorship with company name/logo included on breaktime signage
- Complementary marketing email blast (created in HTML by exhibiting company) to be sent by Meeting Achievements to all conference Registrants
- 3 complimentary registrants will be able to join our Key Opinion Leader Breakfast with course faculty, 7:45am-8:30am

## \$5,000 GOLD

- Premium 6' Tabletop display location in exhibit hall space
- 3 complimentary conference registrations
- Recognition in event program materials as well as acknowledgement from podium
- Recognition on Post-ASH Virtual Conference Website with your company name linked to your website

## \$4,000 SILVER

- 6' Tabletop display in exhibit hall space
- 2 complimentary conference registrations
- Recognition in event program materials as well as acknowledgement from podium
- Recognition on Post-ASH Virtual Conference Website with your company name linked to your website

## \$3,000 BRONZE

- 6' Tabletop display in exhibit hall space
- 1 complimentary conference registration
- Recognition in event program materials as well as acknowledgement from podium
- Recognition on Post-ASH Virtual Conference Website with your company name linked to your website

## \$500 NON-PROFIT

- 2'x2' square display table
- 1 complimentary conference registration
- Recognition in event program materials as well as acknowledgement from podium
- Recognition on Post-ASH Virtual Conference Website with your company name linked to your website

*Must provide 501©3*

***Exhibits are ONLY accessible at the in-person conference. There is no virtual exhibit option for this conference.***

# 2025 Sponsorship Opportunities

## Branded Conference Wi-Fi \$6,000 (1 Available)

- Company will have ability to establish conference Wi-Fi name and password for all attendees to use during the conference
- Includes 1 complimentary conference registration

## Branded Mini Hand Sanitizers \$1,750 (1 Available)

- Company name along with conference logo on small hand sanitizer bottles that will be accessible for all conference attendees (limited color options)
- Includes 1 complimentary conference registration
- *Need 21 business days for design, compliance, processing and shipping*

## Branded Pads of Paper and Pens \$3,000 (1 Available)

- Pen and pad of paper set branded with conference logo and company logo available for attendees to take notes with throughout the conference
- Includes 1 complimentary conference registration
- *Need 21 business days for design, compliance, processing and shipping*

## Digital Graphics \$1250

- IMAGE (1920 x 1080 ) provided by company – displayed on monitors throughout the event space (not in the educational area)
- Will rotate with conference information interspersed throughout the day



## Branded Lanyards \$1,000 (1 Available)

- Company can provide branded lanyards of choice that will be made available to attendees
- Includes 1 complimentary conference registration

## Video Graphics \$2200

- VIDEO provided by company – displayed on monitors throughout the event space (not in the educational area)
- Will rotate with conference information interspersed throughout the day  
*(sound not available, please keep video under 2 minutes)*

# 10<sup>th</sup> Annual Updates from ASH 2024: Practice Changing Abstracts

Friday, February 28, 2025

## Application & Payment Form

*Please print clearly.*

### Contact Information

Company Name

Main Contact

Email

### EXHIBIT OPPORTUNITIES

_____	PLATINUM	\$7,500 USD
_____	GOLD	\$5,000 USD
_____	SILVER	\$4,000 USD
_____	BRONZE	\$3,000 USD
_____	NON-PROFIT	\$500 USD

### SPONSORSHIP OPPORTUNITIES

_____	Branded Conference Wi-Fi	\$6,000 USD
_____	Pads of Paper & Pens	\$3,000 USD
_____	Video Graphics (Video)	\$2,200 USD
_____	Branded Mini Hand Sanitizer	\$1,750 USD
_____	Digital Graphics (Image)	\$1,250 USD
_____	Branded Lanyards	\$1,000 USD
_____	Additional Exhibitor Registration	\$495 (in-person) / \$195 (virtual)
_____	Additional Registration for Key Opinion Leader Breakfast ( <b>LIMITED QUANTITY</b> )	\$500 USD

**TOTAL AMOUNT: \$** \_\_\_\_\_

\*Please sign and return pages 6-11

#### 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)

**EXHIBITOR SPACE IS LIMITED.** Deadline for exhibitor support / space is February 7, 2025, 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.

# 10<sup>th</sup> Annual Updates from ASH 2024: Practice Changing Abstracts

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## Payment Options

**Check/Money Order Payment**

Please email back pages 6-11 to Kristen Shepard ([Kristen@meetingachievements.com](mailto:Kristen@meetingachievements.com)) and request an invoice to pay via check. **Invoice number or copy of invoice must be sent with check.**

**ACH or Bank Transfer**

Please email back pages 7-11 to Kristen Shepard ([Kristen@meetingachievements.com](mailto:Kristen@meetingachievements.com)) and request an invoice and bank transfer information. A remittance advice is required with your payment, please send remittance advise, referencing invoice number to [accounting@meetingachievements.com](mailto:accounting@meetingachievements.com).

**Credit Card Payment**

(Charge will be processed by Meeting Achievements through CVENT)

**Check one:**      VISA \_\_\_\_\_ Mastercard \_\_\_\_\_ AmericanExpress \_\_\_\_\_

<b>Credit Card Number</b>	
<b>Expiration Date</b>	
<b>CID</b>	
<b>Cardholder's Name</b>	
<b>Billing Address</b>	
<b>City</b>	
<b>State/Province</b>	
<b>Postal Code</b>	
<b>Telephone</b>	
<b>Signature</b>	

Please email back pages 6-11 to Kristen Shepard ([Kristen@meetingachievements.com](mailto:Kristen@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 6-11).

- Thank you for your support of this important conference!



# 10<sup>th</sup> Annual Updates from ASH 2024: Practice Changing Abstracts

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## Exhibitor/Support Agreement

### Exhibit Rules and 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 device/equipment industry and medical/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.



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## Exhibitor/Support Agreement (continued)

### **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](http://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 (6-11).**

# 10<sup>th</sup> Annual Updates from ASH 2024: Practice Changing Abstracts

# Exhibitor/Supporter Registration Form

Friday, February 28, 2025

Please list the names of ALL representatives scheduled to work your booth.  
\*All Fields are REQUIRED.

## Company Representative 1: Platinum / Gold / Silver / Bronze / Non-Profit

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

## Company Representative 2: Platinum / Gold / Silver (Fee applies to Bronze & Non-Profit)

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

## Company Representative 3: Platinum / Gold (Fee applies to Silver, Bronze & Non-Profit)

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

*\*Additional conference registrations may be purchased at an industry rate of \$495 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.

Friday, February 28, 2025

Please list the names of ALL representatives scheduled to work your booth.  
\*All Fields are REQUIRED.

**Company Representative 4: *Fee applies to all levels***

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

**Company Representative 5: *Fee applies to all levels***

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

**Company Representative 6: *Fee applies to all levels***

Name \_\_\_\_\_

Title \_\_\_\_\_ Degree \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Allergies/Dietary Restrictions: \_\_\_\_\_ Accessibility Accommodations: \_\_\_\_\_

Is this person attending the Key Opinion Leader Breakfast? \_\_\_\_\_ YES \_\_\_\_\_ NO

*\*Additional conference registrations may be purchased at an industry rate of \$495 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.