



Conference on Leukemias 2021

Proudly Hosted by New York Oncology Hematology



May 14-15, 2021 – Spring2LifeRegistration.org

SPONSORSHIP OPPORTUNITIES

The 8th Annual Spring to Life: Conference on Leukemias 2021 is going to be held online utilizing a multimedia webcast and virtual conference platform to livestream the keynote, plenary sessions and ancillary events. The conference will be recorded and will be offered on-demand for 30 days following the conference.

A virtual tradeshow platform is available to exhibitors. The platform has been enhanced to include features, benefits, and functionality in an attempt to increase the value of the sponsorship opportunities.

Conference attendees can visit booths and interact with exhibitors during conference and the virtual tradeshow will remain live for 30 days following the conference.

All sponsorship levels include:

- Sponsorship acknowledgement on the website and conference materials
- NEW: A detailed dedicated exhibitor guidebook with up to (2) 8.5x11 Pages of content. The exhibitor guidebook will also include a Sponsor Directory with a product mapping
 - o All program materials will be emailed as PDFs to the registrants and will be posted on the Virtual Conference Platform for download
- A \$500 Gift Card raffle will be offered by the conference organizers. All entries will be opting in for their complete information to be shared with all exhibitors including email and phone number.
 - o The raffle was offered for a conference held in November and 50% of the participants out of 600+ entered the raffle = a file of 300+ contacts was shared with all of the exhibitors and sponsors the week following the conference.

Display and Functionality Options (In addition to the features outlined above):

Bronze = \$1,500

- Logo and link to company and/or product website posted in the virtual tradeshow exhibit hall

Silver = \$2,750

- Full virtual booth custom webpage with product downloads, video streaming, representative contact information, photos, and peer to peer private messaging

Gold = \$3,750

- Full virtual booth custom webpage with product downloads, video streaming, representative contact information, photos, and peer to peer private messaging
- Active zoom invite within booth during the duration of the conference

Upgrades:**- Meet 2 Exhibitors – Pre-Conference Opportunity = \$500**

- o Registrants who choose to participate in the program will receive a \$25 Uber Eats Gift Card by the conference organizers
- o The company must be at least a Silver Sponsor to be eligible
- o 30 days prior to the conference, a list of participating exhibitors will be sent to the registrants who have chosen to participate in the program.
- o The registrants will select who they want to engage with, and their information will be sent to the exhibiting company's representatives to schedule a meeting directly with the registrant.

- Exhibitor Spotlight – Dedicated promotional e-Blast = \$1,200

An email promoting your company's exhibit information will be sent to all past participants and current registrants within 2 weeks prior to the conference.

- Live Participant Engagement Session = \$5,000

- o The Live Participant Engagement sessions will be assigned on a first-come, first served basis
- o 3 sessions will be available during each EXHIBITOR BREAK running concurrently
- o Company must be at least a Silver sponsor to be eligible
- o The sessions will be scheduled and posted in the center of the virtual tradeshow exhibit hall and the logos will be larger.
- o This can be a video stream, open live Zoom Chat, Mini Product Theater Presentation, Live Interview pre-arranged with a Representative and Speaker, etc.
- o The Exhibitor Live Participant Engagement Session agenda will be posted in the Exhibitor Guidebook and in the virtual tradeshow exhibit hall
- o An email with the Exhibitor Live Participation Engagement Session Agenda will be sent to all past participants and current registrants within 2 weeks prior to the conference.

Product Theater = \$12,500

- A limited amount of 30-minute unopposed time slots for ancillary events are being offered.
 - o The Product Theater sessions will be part of the main meeting agenda and will be presented utilizing the multimedia webcast and virtual conference platform.
- Product Theater sessions are being assigned on a first-come, first-served basis
- Company must be exhibiting in order to be considered for a Product Theater session
- A dedicated email promoting the Product Theater will be sent to all past participants and current registrants within 2 weeks prior to the conference.

If you are interested in a Live Participant Engagement Session or Product Theater session, please email nicole@mymededco.com to discuss availability before you complete the application.

To complete the application, please go to: <https://cmersvp.com/exhibit-processing-form/>

Contract Provisions

Exhibits and exhibitors are subject to the following regulations. The term "University" herein refers to The University of Chicago.

The University of Chicago has produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The University reserves the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

Exhibitor Representative Responsibilities: Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

Payments and Cancellations: Payment in full for exhibit space is due no later than **May 1, 2021**. Exhibitors who cancel before **March 14, 2021** will receive a full refund minus any set-up fees accumulated if applicable (no more than \$750). Exhibitors who cancel on or after **May 1, 2020**, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

Standard for Commercial Support 4: Appropriate Management of Associated Commercial Promotion

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer-based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. (Supplemented, February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) For Journal-based CME, none of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.



PRELIMINARY AGENDA – May 14-15, 2021
 Spring to Life Conference: Focus on Leukemias
spring2liferegistration.org

Friday, May 14, 2021

10:00 AM	12:00 PM	REGISTRATION AND EXHIBITS	
10:00 AM	11:00 AM	Pre-Course Ancillary Event (Product Theater or CME Session)	
11:00 AM	12:00 PM	Pre-Course Ancillary Event (Product Theater or CME Session)	
12:00 PM	12:10 PM	Introduction	Dr. Ira Zackon, NYOH
12:10 PM	12:40 PM	Chronic Myeloid Leukemia: The Challenges of Success	TBD
12:45 PM	1:15 PM	Non-CML Myeloid Neoplasms: JAK not the only Lift	Dr. Qin Zen, NYOH
1:20 PM	1:50 PM	Chronic Lymphocytic Leukemia: Paradigm of Targeted Therapies	Dr. Matthew Davids, DFCI
1:55 PM	2:10 PM	EXHIBITOR BREAK	
2:15 PM	2:45 PM	Special Session: COVID-19 and Hematology	TBD
2:50 PM	3:20 PM	Panel Discussion	
3:25 PM	3:55 PM	Acute Lymphoblastic Leukemia: From Young Adults to the Elderly	Dr. Wendy Stock, UOC
4:00 PM	4:15 PM	EXHIBITOR BREAK	
4:15 PM	5:15 PM	Ancillary Event (Product Theater or CME Session)	

Saturday, May 15, 2021

8:00 AM	8:05 AM	Introduction	Dr. Ira Zackon, NYOH
8:10 AM	8:40 AM	Biology of Myeloid Diseases: Genetics and Epigenetics	Dr. Ross Levine, MSKCC
8:45 AM	9:15 AM	Myelodysplastic Syndromes and CMML: The Pre-Leukemias	Dr. Jacqueline Garcia, DFCI

9:20 AM	9:50 AM	Acute Myeloid Leukemia I: The Young and Fit	Dr. Muhammad Hussain, NYOH
9:55 AM	10:10 AM	EXHIBITOR BREAK	
10:15 AM	10:45 AM	Hematopoietic Stem Cell Transplantation in 2021	Dr. Esperanza Papadopoulos, MSKCC
10:50 AM	11:20 AM	Acute Myeloid Leukemia II: The Unfit and Elderly	Dr. Aaron Goldberg, MSKCC
11:25 AM	11:55 AM	Acute Promyelocytic Leukemia: A Granular Look at a Distinct Disease	Dr. Mihir Raval, NYOH
12:00 PM	1:00 PM	Lunch & EXHIBITOR BREAK Ancillary Event (Product Theater or CME Session)	TBD
1:05 PM	1:35 PM	Special Session: Understanding Outcomes Disparities in the Hematologic Malignancies	Dr. Andrew Hantel, DFCI
1:40 PM	2:40 PM	Keynote Address: Emerging Immune Effector Cell Therapies in the Leukemias	Dr. Rizwan Romee, DFCI
2:45 PM	3:15 PM	Case based panel discussion	
3:20 PM	3:30 PM	Concluding Remarks	Dr. Ira Zackon, NYOH
3:35 PM	4:20 PM	Post Conference Ancillary Event (Product Theater or CME Session)	

The current Spring to Life General Session agenda and faculty listing is located here:
spring2liferegistration.org