

21st Annual Indy Hematology Review™

Saturday, February 24th 2024 | The Westin Indianapolis

Organized by:



Achieving tomorrow's outcomes through education today.™

Presented by:



SUPPORT OPPORTUNITIES

Join us at the

WESTIN INDIANAPOLIS | 241 W. WASHINGTON STREET | INDIANAPOLIS, IN

www.IndyHematologyReview.com | Indyhr@conventionmanagers.com | 317-841-7171

SUPPORT THE SYMPOSIUM

One of the best ways to capture the attention of the high profile hematology specialists who attend the annual Indy Hematology Review™ is to be present when and where they gather. Physicians in general have very little spare time to meet with valuable representatives such as yourself. While it is up to you to set yourself up for success, we are delighted to offer the venue and opportunity.

This is a highly competitive profession for our valuable supporters and standing out from those who choose to exhibit, leverages your full potential for success. Build a strong supportive image to rise above the crowd. The support opportunities are identified as “NON-COMMERCIAL ONLY” or “COMMERCIAL OR NON-COMMERCIAL” or “COMMERCIAL ONLY” in each option listed.

ABOUT THE ORGANIZER

Indy Hematology Education, Inc. (IHE) is a nonprofit organization dedicated to hematology education. We have hosted and sponsored the annual Indy Hematology Review™ (IHR) symposium since 2003. In our 21st year, many opportunities to support our mission are available. The renowned expert faculty includes global thought leaders in the field of hematology. Attendance is expected to climb upwards of 300 regional and national physicians, allied health, nurses, and pharmacists.

ABOUT THE SYMPOSIUM

Indy Hematology Review™ is an educational event intended to facilitate the communication of new scientific knowledge and advance the practice of hematology. The preservation of the scientific integrity and educational value of this program is of paramount importance to the profession.

COMPLIANCE

IHE invites organizations to provide support for the Annual Indy Hematology Review™ in a manner that complies with the Accreditation Council for Continuing Medical Education (ACCME) requirements. As a matter of IHE policy, the form and manner of any such activity must also comply with U.S. Food and Drug Administration (FDA) laws, regulations, and guidelines, including those regarding industry-supported scientific and educational activities; the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies; the American Medical Association (AMA) Ethical Guidelines for Gifts to Physicians from Industry; the PhRMA Code on Interactions with Healthcare Professionals; ACCME Accreditation Criteria and Standards for Commercial Support; and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers.

SUPPORT OPPORTUNITIES

“NAME” SPONSOR LEVEL – Exclusive - SOLD

“NON-COMMERCIAL ONLY”

Cost \$40,000

- Naming rights to the symposium
- Introduce Chairman during the opening general session and three additional stage appearances
- Verbal recognition throughout the day
- On-screen recognition throughout the day
- Three (3) representatives at Faculty Dinner
- One (1) exhibit space, skirted table and 2 chairs in high traffic location
- Five (5) Symposium registrations
- Right to first refusal in 2025
- Floor graphic with logo in high traffic area
- Advertisement on the website and logo included on website header

- Color outside back cover ad in the on-site program
- 150-word company description in the on-site program
- Logo in registration e-brochure, website banner, sponsors web page, all symposium signage and on-site program
- Pre- and post-attendee contact list (with opt-in permission)
- Distribute a branded item at the General Session

DIAMOND LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Cost: \$30,000

- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Right to first refusal on the sponsorship opportunity for 2025
- Full-page color advertisement in the on-site program
- 100-word company description in the non-CME on-site program
- Company name on registration e-brochure, based on deadline
- Name on Supporter web page and logo in the on-site and non-CME programs
- Post-attendee mailing list (with opt-in permission)
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

Option for DIAMOND LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Lanyards with your company name distributed to all attendees

- Lanyards will be in your choice of color with a one-color company name

WiFi Password with your company name as password

- WiFi password will be your company name for online access

PLATINUM LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Cost: \$20,000

- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- 1/2-page color advertisement in the on-site program
- 75-word company description in the non-CME on-site program
- Company name on registration e-brochure, based on deadline
- Name on Supporter web page and logo in the on-site and non-CME programs
- Post-attendee mailing list (with opt-in permission)
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

Option for PLATINUM LEVEL

Physician Lounge (*food and beverage included*) *“COMMERCIAL OR NON-COMMERCIAL”*

- The refreshment breaks located in the exhibit room in the morning or afternoon
- Provide an expert to answer attendee questions about your product
- Distribute your branded items to attendees
- Sign recognizing supporter

GOLD LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Cost: \$15,000

- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- 50-word company description in the non-CME program
- Company name on registration e-brochure, based on deadline
- Name on Supporter web page and logo in the on-site and non-CME programs

- Post-attendee mailing list (with opt-in permission)
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

Option for GOLD LEVEL

Hematologic Malignancies Town Hall Reception (*food and beverage included*) “COMMERCIAL OR NON-COMMERCIAL”

- Provide an expert to answer attendee questions about your product
- Distribute your branded items to attendees
- Sign recognizing supporter

SILVER LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Cost: \$10,000

- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- 30-word company description in the non-CME program
- Company name on registration e-brochure, based on deadline
- Name on Supporter web page and logo in the on-site and non-CME programs
- Post-attendee mailing list (with opt-in permission)
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

Options for SILVER LEVEL

Mobile Device Charging Station “COMMERCIAL OR NON-COMMERCIAL” depending on location

- Branded charging station

Hotel Door Hangers (Supporter pays hotel charges) “COMMERCIAL ONLY”

- Display a branded door hanger on attendee’s hotel overnight room doors

BRONZE LEVEL

“COMMERCIAL OR NON-COMMERCIAL”

Cost: \$6,000

- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Name on Supporter web page and logo in the on-site and non-CME programs
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

Options for BRONZE LEVEL

Hotel Key Cards (Supporter pays hotel charges/key card cost) (1 available) “COMMERCIAL ONLY”

- As many as 150 rooms have been reserved in the past years. Customize the keycard used by the attendees staying in the hotel

Hotel Room Drops Friday, February 23, at 8:00 PM (Supporter pays hotel charges and must provide information directly to hotel) “COMMERCIAL ONLY”

- Have your information in the rooms of those staying at the hotel. Determine the way you want your information to be delivered

BREAKFAST PRODUCT THEATER - (1 Available)

“COMMERCIAL ONLY”

Cost: \$11,000 (*cost of food and beverage, AV, etc. not included*)

Scheduled on Saturday, February 24, 2024, from 6:45 AM – 7:25 AM

- Present a 45-minute marketing presentation about your company’s products or services
- Your Invitation will be copied and dropped at the door of each overnight guest on Friday
- Greet attendees as they enter the breakfast room
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Name on Supporter web page and logo in the on-site and non-CME programs

- Pre-attendee mailing list for promotion of the event (with opt-in permission)
- Two (2) IHR sponsored pre-event promotional emails sent to registered attendees
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

LUNCHEON PRODUCT THEATER – (5 Available)

“COMMERCIAL ONLY”

Cost: \$25,000 (*cost of food and beverage, AV, etc. not included*)

Scheduled on Saturday, February 24, 2024, from 1:10 PM – 1:55 PM

- Present a 45-minute marketing presentation about your company’s products or services
- Greet attendees as they enter the luncheon room
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Name on Supporter web page and logo in the on-site and non-CME programs
- Pre-attendee mailing list for promotion of the event (with opt-in permission)
- Two (2) IHR sponsored pre-event promotional emails sent to registered attendees
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

DINNER PRODUCT THEATER – (1 Available)

“COMMERCIAL ONLY”

Cost: \$10,000 (*cost of food and beverage, AV, etc. not included*)

Scheduled on Friday, February 23, 2024, at 7:30 PM

- Present a 45-minute marketing presentation about your company’s products or services
- Greet attendees as they enter the room
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Name on Supporter web page and logo in the on-site and non-CME programs
- Pre-attendee mailing list for promotion of the event (with opt-in permission)
- Two (2) IHR sponsored pre-event promotional emails sent to registered attendees
- One (1) exhibit space with skirted table, 2 chairs and 2 Exhibit registrations

ADVISORY BOARD DINNER

“COMMERCIAL ONLY”

Cost: \$8,000 (*cost of food and beverage, AV and physicians’ honorariums not included*)

Scheduled on Friday, February 23, 2024, at 6:00 pm or Saturday, February 24, 2024, at 8:30 pm

- Invite 5 -10 physicians from the pre-registration list
- Review the most pressing issues, case studies, data, and analytics
- Gain valuable insights from physicians’ input
- Provide faculty to present and lead the discussion
- Keep research at the core of the discussion
- Company name in Symposium program
- Company logo in non-CME program
- Company name on website
- Verbal recognition during the opening general session
- On-screen recognition throughout the day
- Post-attendee mailing list (with opt-in permission)
- One (1) exhibit space with 6’ skirted table, 2 chairs and 2 Exhibit registrations

ADVERTISE IN THE JOURNAL

Advertisement Options

	Size	Rate
Advertorial/Interview Article	8.5" w x 11" h	\$2,500
Additional Advertorial Page	8.5" w x 11" h	\$500
Inside Front Cover	8.5" w x 11" h	\$2,000
Inside Back Cover	8.5" w x 11" h	\$1,500
Full Page	8.5" w x 11" h	\$600
1/2 Page	7.5" w x 5" h	\$300

Ad Specs

All Ads are printed in full color. Ad is required by December 21, 2023. Provide your advertisement in .pdf and .eps files with all fonts embedded. Advertisement sizes must be as listed above. No modifications will be made. Improperly formatted artwork will be returned to the advertiser with no refund of the advertisement cost. Advertisements must be emailed to Indyhr@conventionmanagers.com, no later than December 21, 2023.



21st Annual Indy Hematology Review™

Saturday, February 24, 2024

SUPPORT AGREEMENT

The organization below has elected to enter this contract with Indy Hematology Education, Inc. for the space and/or services indicated below.

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

PHONE

EXT

MOBILE PHONE

EMAIL

WEBSITE

SUPPORTER OPPORTUNITIES

- Name \$40,000
- Diamond \$30,000
- Platinum \$20,000
- Gold \$15,000
- Silver \$10,000
- Bronze \$6,000
- Breakfast Product Theater \$11,000
- Luncheon Product Theater \$25,000
- Friday Dinner Product Theater \$10,000
- Advisory Board Dinner (Fri) \$8,000
- Advisory Board Dinner (Sat) \$8,000

ON-SITE PROGRAM ADVERTISING

- Advertorial/Interview \$2,500
- Additional Advertorial Page \$500
- Inside Front Cover \$2,000
- Inside Back Cover \$1,500
- Full Page \$600
- 1/2 Page \$300

For the latest information visit:

www.indyhematologyreview.com

Questions: Call 317-841-7171 or email

PAYMENT

Option Selected _____

Total price for all items:

\$ _____

Instructions to authorize agreement:

1. Make check payable to:
Indy Hematology Education, Inc.
(non-profit 501(c) Tax ID# 27-1725842)
2. Return completed signed form and payment to:
Indy Hematology Review
135 S. Mitthoeffer Rd.
Indianapolis, IN 46229

Signature – Agreeing to support the 21st Indy Hematology Review™ and abide by the Exhibitor Rules and Regulations and if applicable the Product Theater Rules and Regulations.

Indy Hematology Review™

Exhibitor Rules and Regulations

The Indy Hematology Educations, Inc. (IHE) produces the Indy Hematology Review™ and has implemented these Rules and Regulations.

It is agreed and understood that these policies for exhibitors are part of a contract between the exhibitor and IHE, and that upon submitting the Support Agreement the exhibitor agrees to abide by these regulations. The following rules and regulations constitute a binding contract between the exhibitor and IHE. Exhibitors in attendance are expected to read and be familiar with the Rules and Regulations.

Furthermore, the official exhibitor representative is responsible for informing staff of and assuring they adhere to all Rules and Regulations.

IHE reserves the right to interpret, amend, and enforce the following contract conditions, rules, and regulations at any time as it deems proper to ensure the success of the symposium. Written notice of any changes will be sent to contracted exhibitors. Any changes made shall be equally binding and made part of these original Rules and Regulations.

Eligibility

Only an organization identified on a signed Support Agreement, submitted by hard copy that has been approved by IHE, may exhibit. The name of the company or organization that appears on the Support Agreement will be assigned an exhibit space and listed in print and online.

All meeting attendees are invited to the exhibit area. Anyone who is observed to be soliciting business in the aisles or other public spaces, including another company's display, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to the organizers and planners.

Exhibit Space

One 6' skirted table and two chairs will be provided for each exhibitor. The fee to exhibit does not include registration unless you are a Supporter. You will receive two (2) registrations with your sponsorship for the Exhibit area (an additional \$395.00 per representative, electricity, audio visual equipment and shipping, if applicable).

Exhibit Installation and Dismantle

Installation may begin on Friday, February 23, 2024, at 9:00 PM and again on Saturday, February 24, 2024, at 6:00 AM – 6:45 AM. The Exhibit area will be open at 6:45 AM.

You may dismantle after the 4:40 PM break on Saturday, February 24, 2024.

Early Dismantling

Early dismantling is expressly prohibited. Exhibits officially close on Saturday, February 24, 2024, 4:55 PM. All booths must be staffed by that time. Exhibitors that dismantle before closing will be subject to possible exclusion from future meetings.

Failure to Occupy Display Space

Any space not occupied by Saturday, February 24, 2024, at 6:45 AM will be forfeited by the exhibitor. The space may be reassigned or used without a refund. Exhibitors who anticipate delays in setting up their displays must receive written approval by February 2, 2024.

Submit requests to Indyhr@conventionmanagers.com. All booths must be staffed during exhibit hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred to convert space to a lounge area.

Exhibit Restrictions

IHE reserves the right to dismiss exhibitors for any objectionable actions, and to ask any exhibitor that, in the opinion of IHE, detracts from the purpose of the exhibit hall to leave. Activities and content must be professional and provide educational information related to the field of hematology. In the event of such a dismissal, IHE is not liable for any refund to the exhibitor.

It is a requirement that exhibitors conduct themselves professionally and show consideration for fellow exhibitors. The distribution of literature or samples must take place within the exhibitor's exhibit area. Selling within the aisles is not permitted. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space will not be tolerated. Those exhibitors violating promotional material regulations will be asked to cease and if it continues, they will be asked to leave. Exhibitor demonstrations must not block the aisles or neighboring exhibitors.

Solicitation by Non-Exhibiting and Non-Registered Attendees

Persons connected with non-exhibiting companies are prohibited from any dealings, exhibiting, or soliciting within the Exposition area or Conference facilities. Exhibitors are urged to report immediately any violations of this rule to the Conference Management.

Insurance and Liability

Exhibitor agrees to protect, save, and keep Indy Hematology Education, Inc. forever harmless from any damages or charges imposed for violation of any law or ordinance, by the negligence of the Exhibitor, as well as strictly comply with the applicable terms and conditions contained in the agreement between the Westin Hotel Indianapolis and Indy Hematology Education, Inc. regarding the exhibit premises. And, further, Exhibitor shall at all times protect, indemnify, save, and keep harmless the Board of Directors and Planning Committee for Indy Hematology Education, Inc., Conference Management, and subcontractors against and from any and all loss, cost damage, liability, or expense arising from or out of or by reason of said Exhibitor's occupancy and use of the exhibit premises or a part thereof.

The Exhibitor, on signing the contract expressly releases Indy Hematology Education, Inc., and the Westin Hotel Indianapolis from, and agrees to indemnify same against any and all claims for such loss, damage, or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.

No security guards will be furnished during the installation, open hours, and dismantling of the exhibits.

The Agreement between the exhibitor and IHE, of which these policies are a part, shall be governed by Indiana law, without regard to "choice of law" provisions. The exhibitor and IHE consent to the exclusive subject matter and personal jurisdiction of the courts of Indiana, over any dispute arising under the Exhibitor Agreement or IHE's enforcement of IHE policies and standards. If IHE litigates to enforce its rights, it shall be entitled to reasonable attorneys' fees incurred in connection with a judgment obtained by it.

Safety

Fire regulations require all display material used for decoration to be fireproof. All electrical equipment, including signs and lights, shall be in good condition and able to pass inspection by the Fire Marshal. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the IHE. The use of flammable materials, substances, or fluids of any nature, which are prohibited by fire regulations, may not be used in any exhibit.

Cancellation/Withdrawal

Upon giving written notice, an Exhibitor may cancel or withdraw from the trade show on or before November 1, 2023, however, no refund will be given unless all booth space has been sold; then 50 (fifty) percent of the payment shall be returned approximately 30 (thirty) days after the symposium closes. After November 1, 2023, no refund will be given. Total payment for reserved exhibit space will be due for cancellations made after November 1, 2023.

The date upon which the notice of cancellation is received shall become the official date of cancellation. IHE has the right to resell the space vacated upon notification of cancellation.

Termination of Exhibit

If the premises where Indy Hematology Review™ is to be housed is destroyed or damaged; or it fails to take place as scheduled; or is relocated or interrupted and discontinued; or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, or emergency declared by any government agency; or for any other reason, this contract may be terminated by IHE. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of IHE shall be to determine an equitable basis for the refund of a portion of the exhibit fees after due consideration of expenditures and commitments already made.

Product Theater Rules and Regulations

Informational presentations and discussions by industry representatives and others speaking on behalf of their company offers healthcare providers valuable scientific and clinical information about medicines that may lead to improved patient care. Product Theaters provide the platform for these valuable presentations.

Outlined are the Rules and Regulations that will apply to Product Theaters. These are made part of the policies for exhibitors as part of the contract for a Product Theater. All Product Theater sponsors must comply with these standards as well as the Exhibitor Rules and Regulations.

Presentation

Product Theaters are promotional presentations that highlight a new service or provide material about product development. Product Theater shall:

- be fitting, and professional
- focus on the science related to the development of product or of a service provide by the sponsor

Product Theater sponsors are not permitted to present any CME/CE educational activities in the Product Theater and must submit speakers and topics to IHE for approval prior to publicizing.

Submit the following information by December 4, 2023, to Indyhr@conventionmanagers.com

- Title of Presentation for the Product Theater Presentation
- Name, Title, Credentials and Company of the Presenter
- Two bullet points that provide a description of the Product Theater topic
- RSVP method for your Product Theater
- Link to the invite of your Product Theater

Product Theater sponsors and all activities in the Product Theater must comply with all applicable laws and guidelines.

Product Theater sponsor is responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented or distributed.

Promotion of Product Theaters

IHE will promote the Product Theaters to registered attendees with instructions to contact the sponsor to make a reservation.

Sponsors may distribute promotional announcements and invitations, emails, relating to their Product Theater as approved by IHE prior to printing and/or distribution. Submit drafts to Indyhr@conventionmanagers.com.

The sponsor must promote that the Product Theater is not an official event of the 21st Annual Indy Hematology Review™, is not sponsored or endorsed by IHE and is a non-CME event.

Distribution of material by the sponsor is not permitted outside the Product Theater room assigned.

Sponsors are permitted to provide one easel sign, no larger than 28" x 44" at the entrance to the assigned Product Theater room.

Solicitation in aisles within the exhibit hall and outside the assigned Product Theater room, is not allowed.

Registration tables outside the Product Theater rooms must remain parallel to the wall, not positioned to interfere with traffic flow or to solicit attendees as they move to other Product Theater rooms.

Product Theaters Accepted

Completed agreements, with full payment are accepted for Product Theaters on a first-come, first-served basis. With limited Product Theater time slots only one time slot will be accepted from each company, as space permits.

Food and Beverage and Audio Visual

Product Theater sponsors must arrange for the food and beverage offered from the hotel and permit any attendees access to their presentation.

Audio visual equipment must also be ordered directly from the hotel. Payment for hotel orders is the responsibility of the sponsor.

Penalties for Policy Violations

Sponsors who do not comply with the Product Theater Rules and Regulations may result in penalties, which may include but are not limited to the following:

- sponsor will not be allowed to participate in future Product Theaters
- sponsor may not participate as an exhibitor in the future

Cancellation

If a sponsor must cancel their Product Theater, a written notice must be sent to Indyhr@conventionmanagers.com.

- received by November 1, 2023 - 50% refund
- received after November 1, 2023 - no refund

IHE reserved the right to reassign the Product Theater time slot upon receipt of cancellation notice.