

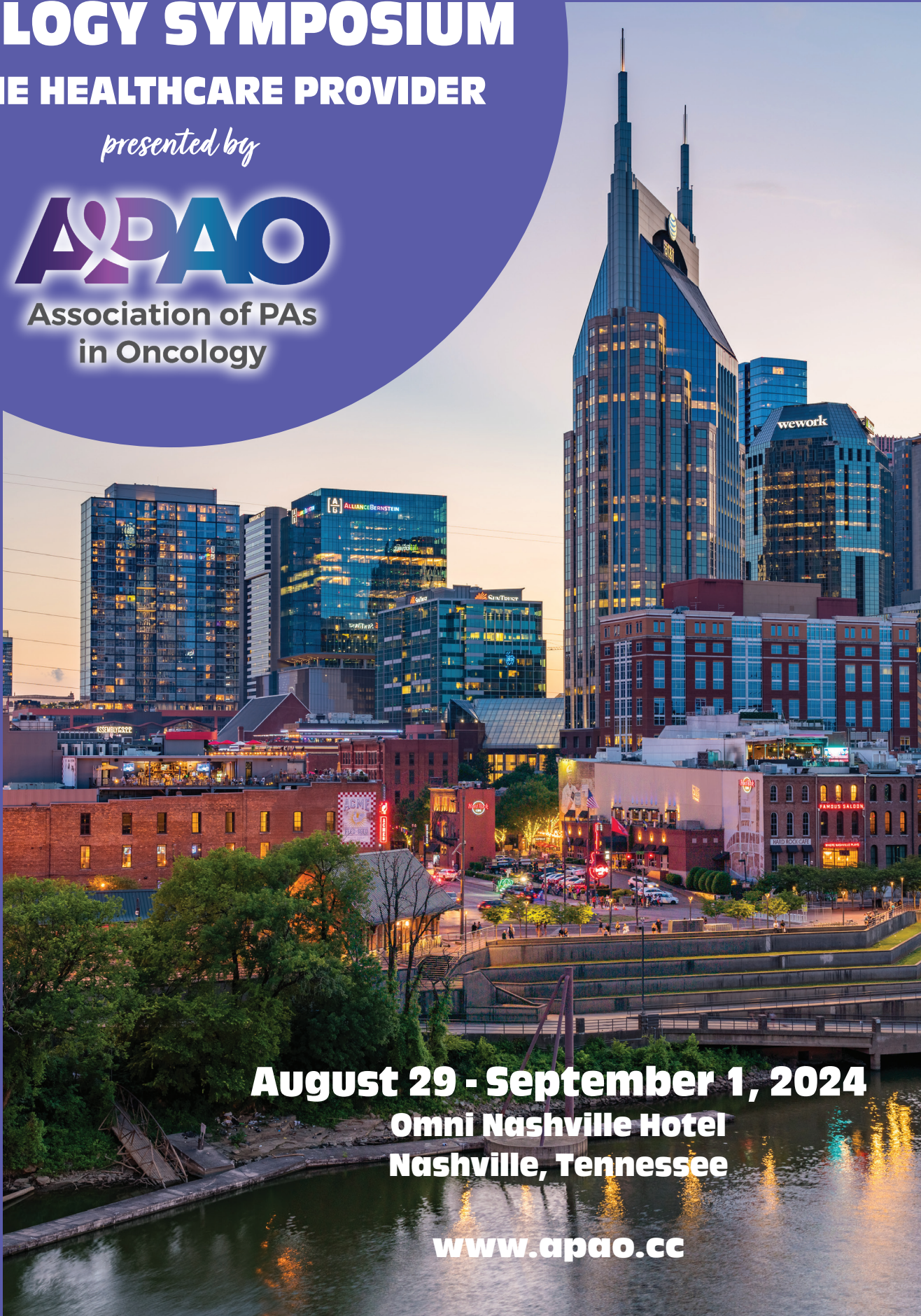
27th ANNUAL ONCOLOGY SYMPOSIUM FOR THE HEALTHCARE PROVIDER

presented by



Association of PAs
in Oncology

Exhibitor Prospectus



August 29 - September 1, 2024

**Omni Nashville Hotel
Nashville, Tennessee**

www.apao.cc

27th Annual Oncology Symposium For the Healthcare Provider

Presented by



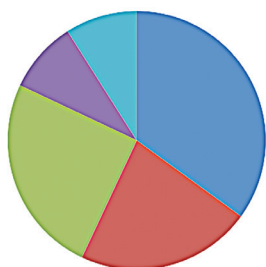
August 29 - September 1, 2024

Omni Nashville Hotel | Nashville, Tennessee

EXPECTED ATTENDANCE OF 150

WEB AND MARKETING PRESENCE OF OVER 24,000 HEALTH PROFESSIONALS!

How Did You Hear About This Event?



- APAO Website - 35%
- Colleague - 22%
- E-flash/Email - 25%
- Internet - 9%
- Other - 9%

Our members love to connect! Be sure you are connecting with APAO members and solidifying your support today. Being a supporter at the 27th Annual Oncology Symposium for the Healthcare Provider presented by APAO means that you will establish new connections and maximize your reach through added benefits.

Don't miss out on getting your company in front of our attendees and members. The APAO website is responsible for almost 35% of the attendance at our events, with our emails and e-flashes at 25%. Be part of that traffic by having your company logo included in these high volume outlets.

Important Deadlines

JUNE 21

No refunds will be available for exhibit space cancellations received after this date.

JULY 22

Hotel cut-off date for room reservations. Advertisement artwork, logo and company description for final program due.

AUGUST 7

Zoom call to select booth placement (attendance required to choose booth number).

Exhibit Hall Schedule

(subject to change)

THURSDAY, AUGUST 29, 2024

- 7:30 a.m. - 8:30 a.m. Non-CME Product Theater Breakfast
- 8:30 a.m. - 10:00 a.m. Exhibitor Set-Up
- 10:15 a.m. - 3:30 p.m. Exhibit Hall Open
- 10:15 a.m. - 10:40 a.m. Refreshment Break With Exhibitors
- 12:20 p.m. - 1:20 p.m. Non-CME Product Theater Lunch
- 3:05 p.m. - 3:30 p.m. Refreshment Break With Exhibitors
- 6:30 p.m. - 9:30 p.m. Welcome Reception

FRIDAY, AUGUST 30, 2024

- 7:30 a.m. - 8:30 a.m. Non-CME Product Theater Breakfast
- 10:15 a.m. - 2:45 p.m. Exhibit Hall Open
- 10:15 a.m. - 10:40 a.m. Refreshment Break With Exhibitors
- 12:25 p.m. - 1:25 p.m. Non-CME Product Theater Lunch
- 2:30 p.m. - 2:45 p.m. Refreshment Break With Exhibitors
- 5:15 p.m. - 6:15 p.m. Wine and Cheese Reception and Poster Presentations

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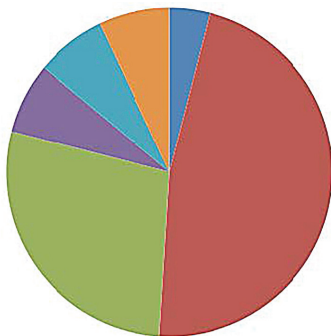
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SHOWCASE YOUR PRODUCTS/SERVICES AT THE ANNUAL SYMPOSIUM

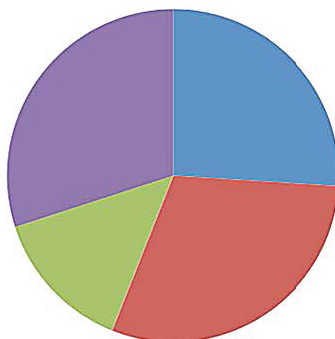
SUPPORT OPPORTUNITIES INCLUDE: Exhibit hall breaks, Symposium pens, lanyards, bags, Symposium notepads, or an idea you would like to propose.

What is Your Specialty?



- Bone Marrow Transplant - 4%
- Hematology/Oncology - 47%
- Medical Oncology - 28%
- Radiation Oncology - 7%
- Surgical Oncology - 7%
- Other - 7%

Where do you practice?



- Academic Center - 26%
- Community Oncology Practice - 30%
- Inpatient - 14%
- Outpatient - 30%

APAO Attendees Are...

- Physician Assistants
- Nurse Practitioners
- Active Military
- Pharmacists
- PA Students

APAO Attendees Look For...

Each day the 27th Annual Symposium for the Healthcare Provider presented by APAO will present the opportunity for you to showcase your products and services in front of up to 150 attendees.

If your products or services support medical professional needs, indirectly or directly, then we invite you to become part of the Symposium.

- Healthcare Education
- Pharmaceuticals
- Latest Innovations
- Insurance
- Uniforms
- Financial Institutions
- Surgical
- Diagnostic Equipment
- Recruitment

WWW.APAO.CC

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À LA CARTE SUPPORTER OPPORTUNITIES

Please note: The following opportunities do not include an exhibit booth.

NON-CME PRODUCT THEATER LUNCHEON - \$45,000 (THREE AVAILABLE THURSDAY, FRIDAY, AND SATURDAY)

- Company logo on signage
- Lunch provided to attendees by APAO
- Recognition as Product Theater supporter
- Unopposed mealtime slot
- AV provided in room (requests for special set-ups/ equipment may result in additional charges by the hotel and will be the sole responsibility of the company holding the product theater)
- Digital attendee sign-in sheet collected by APAO staff and shared with supporting company

NON-CME PRODUCT THEATER BREAKFAST - \$5,000 (THREE AVAILABLE FOR THURSDAY, FRIDAY, AND SATURDAY)

- Company logo on signage
- Breakfast provided to attendees by APAO
- Recognition as Product Theater supporter
- Unopposed mealtime slot
- AV provided in room (requests for special set-ups/ equipment may result in additional charges by the hotel and will be the sole responsibility of the company holding the product theater)
- Digital attendee sign-in sheet collected by APAO staff and shared with supporting company

WELCOME RECEPTION - \$12,000 (EXCLUSIVE)

- Exclusive signage at reception
- Recognition in program as reception supporter
- Two VIP cocktail tables reserved for your company representatives
- Company logo on napkins and customized signature drink

WI-FI AND EVENT APP SUPPORTER - \$8,000 (EXCLUSIVE)

- Company logo and QR Code with company website on table tent signs which will be located throughout Symposium announcing the Wi-Fi login
- QR code with company website on Wi-Fi password card printed on all badges
- QR code with company website on Wi-Fi signage at registration desk
- Company recognition on event app homepage

NETWORKING WINE AND CHEESE RECEPTION - \$5,000 (EXCLUSIVE)

- Exclusive signage at reception
- Company name recognition in program
- Two VIP cocktail tables reserved for your company representatives

REFRESHMENT BREAK - \$2,000 (FOUR AVAILABLE)

- Company logo on refreshment break signage
- Recognition in program as refreshment break supporter

SUPPORTER SURVEY - \$800

- Send a supporter survey through the Symposium app (includes one complimentary notification alert on site)
- Two complimentary push notifications to all attendees

OFF-SITE DINNER EVENT PROMOTION* - \$500

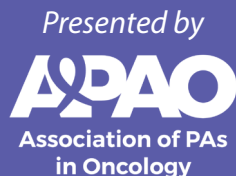
- Complimentary e-blast to attendees to promote your company's off-site event

** No off-site promotions during Symposium events. All ancillary events must be approved in writing by APAO staff.*

NOTIFICATION ALERTS - \$200

- Notification alerts sent through Symposium app

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Become a supporter of the 27th Annual Oncology Symposium for the Healthcare Provider presented by APAO. This is an ideal way to stand out from other exhibitors, maximize your visibility, and deliver a message of support and commitment to the PAs in oncology. By helping to defray expenses, supporters help APAO keep Symposium fees lower which increases attendance! To receive additional discounts on opportunities, check out the APAO Corporate Alliance Partnership Program on page 7. If you want your company support acknowledged in the event app, we must have written commitment by July 22, 2024. Depending on the level of support, APAO supporters can receive the following:

- Priority placement in Exhibit Hall (if a booth is purchased)
- Complimentary lead retrieval
- Profile included in Symposium app
- Recognition by the APAO leadership during Symposium activities
- Supporter ribbon for name badge

ADVERTISING OPPORTUNITIES

- **Website logo** (4 months: Sept - Dec 2024)..... \$4,000
Includes link to company website or educational program from main home page

Newsletter Advertisement

(OncoNews) Pre-Symposium (July 2024) or Post-Symposium (Nov/Dec 2024)

- Full Page (full color, 7-1/2" x 10") \$1,000
- Half Page (full color, 3-5/8" x 10" or 7-1/2" x 4-7/8").... \$750
- Quarter Page (full color, 3-5/8" x 4-7/8") \$500
- Eighth Page (full color, 3-1/2" x 2")..... \$250

High-resolution .jpg, .tiff, .eps (fonts converted to outlines), and .pdf files are acceptable. Email the files to Heather Wiedeman at hwiedeman@kmgnet.com.

**Platinum
Exhibitor
\$35,000**

Exclusive Registration Supporter (includes Attendee Lanyards)

- Two complimentary 6' tables in exhibit hall
- Six complimentary representatives
- Complimentary lead retrieval
- Company logo on registration e-flashes, registration website, registration form, and confirmation emails
- An attractive supporter recognition sign at the registration desk
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium

- Signage recognition for supported function (if applicable)
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Full-page ad in event app
- Attendee list pre- and post-show includes full name, designations, company, city/state, and email)

**Gold
Exhibitor
\$25,000**

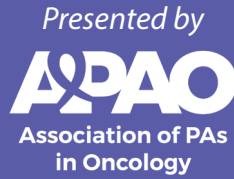
CHOOSE (1): ○ Technology (AV, Wi-Fi, and Event App) ○ Keynote Speaker

INCLUDES:

- One complimentary 6' table in exhibit hall
- Four complimentary representatives
- Complimentary lead retrieval
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Signage on all A/V, Wi-Fi credential pages, and event app homepage (if applicable)
- One minute company introduction at keynote session and opportunity to introduce keynote speaker (if applicable)

- Signage recognition for supported function (if applicable)
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Half-page ad in event app
- Attendee list pre- and post-show (includes full name, designations, company, city/state, and email)

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**Silver
Exhibitor
\$15,000**

CHOOSE (1): Lanyards or Tote Bags Notepads and Pens

INCLUDES:

- One complimentary 6' table in exhibit hall
- Three complimentary representatives
- Complimentary lead retrieval
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Quarter-page ad in Event App
- Attendee list pre- and post-show (includes full name, designations, company, city/state, and email)

**Bronze
Exhibitor
\$10,000**

CHOOSE (1): Water Service Charging Station

INCLUDES:

- One complimentary 6' table in exhibit hall
- Two complimentary representatives
- Complimentary lead retrieval
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Recognition by the APAO leadership during Symposium activities
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Business card ad in Event App
- Attendee list pre- and post-show (includes full name, designations, company, city/state, and email)

**Standard
Exhibitor
\$3,000**

INCLUDES:

- One complimentary 6' table in exhibit hall
- Two complimentary representatives
- Complimentary lead retrieval
- Company logo on all exhibitor recognition material that attendees will see before, during, and after the Symposium
- Special ribbons for exhibit personnel
- Company logo in PowerPoint rotation at intermission of APAO Symposium sessions daily on the support acknowledgment page
- Attendee list pre- and post-show (includes full name, designations, company, city/state, and email)

Additional representatives may be added for \$400 each.



**Association of PAs
in Oncology**

CORPORATE ALLIANCE
Partnership Program

PROGRAM GOALS

- APAO will accept corporate partnership with organizations that share a common goal in improving the delivery and quality of care to people with cancer and related diseases.
- Partnership helps to facilitate interaction among external stakeholders, APAO leadership, and members of APAO.
- Partnership will enable APAO and its membership to engage in initiatives to decrease the burden and suffering for all people affected by cancer.

ABOUT APAO

APAO was the first organization dedicated to representing PAs specializing in oncology and maintains the largest membership of PAs compared to any organization representing advanced practice providers in oncology. The mission of APAO is to promote the utilization of PAs in the delivery of exceptional care to people with cancer and related disorders, which is achieved by providing a forum for information exchange and networking in oncology, advocating for healthcare policies that promote the utilization of PAs, and facilitating the continuing education and professional development of PAs and other healthcare professionals in oncology.

Partnership Levels and Benefits			
LEVEL	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Corporate Recognition on APAO Website	Graphic, Bio & Hyperlink	Graphic & Bio	Graphic
Complimentary E-Blast to Members	4 Annually	2 Annually	1 Annually
Quarterly Advertisement in the APAO Advisor	Full Page	Half Page	Quarter Page
Discounted Sponsorship Rate for Annual Oncology Symposium	10%	5%	None
Promotional Materials in Annual Oncology Symposium Registration Bags	✓	✓	✓
Premium Site at Annual Oncology Symposium Exhibit Hall and Priority Access to Exhibitor/Sponsor Registration	✓	✓	
Private Meeting With Board of Directors at Annual Oncology Symposium	✓		

CORPORATE ALLIANCE PARTNERSHIP PROGRAM APPLICATION FORM

Company Name _____

Representative Name _____

Address _____

City/State/Zip Code _____

Telephone Number _____ Email Address _____

Web / URL _____

Annual Partnership Category: Platinum (\$15,000) Gold (\$10,000) Silver (\$5,000)

Signature _____ Date _____

Payment Information:

Check (Payable to APAO, 222 S. Westmonte Dr, Ste. 111, Altamonte Springs, FL 32714) Visa MasterCard AmEx

Please charge my credit card in the amount of \$ _____

Account Number _____ Exp. Date _____ CVV _____

Cardholder's Name _____ Cardholder's Signature _____

Credit Card Billing Address Same as above

Address _____

City/St/Zip _____

For more information please contact admin@apao.cc, or 407-774-7880 or visit www.apao.cc
APAO, 222 S. Westmonte Dr, #111, Altamonte Springs, FL 32714.